

CARBONCRAFT

_____ Design

MADE WITH AIR POLLUTION

OUR STORY

Carbon Craft Design is a young interdisciplinary design firm working on Air Pollution.

Human activities are changing the world faster than we ever imagined. The resulting adverse effects on Climate are evident. 39% of carbon emissions are due to the construction industry.

“We build products by Upcycling Air Pollution.”

Tejas Sidnal, founder of Carbon Craft Design envisioned an Architectural intervention in solving this problem. Since 2016, we've been designing and prototyping solutions using local craft. The journey has helped us develop one of a kind product.

'Carbon Tile', first tile **Made with Air Pollution.**



One Carbon Tile
is equivalent to



One day of
Clean Air



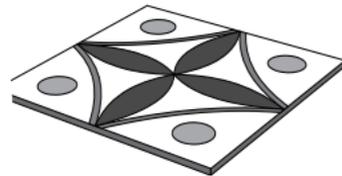
AIR POLLUTION

It is the most important health risk of our time. Among the toxins present in the polluted air, Particulate Matter (PM particles) are the most dangerous. We collaborated with **AIR-INK** who pioneered the concept of recycling carbon emissions.



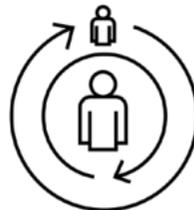
IMPACT

The pollution is captured from the major emitting sources like factory exhausts, and is then used in the tile making process. This helps us lessen carbon emissions through building materials. Thus, making Carbon Tile, the first commercial solution for Climate Action.



CRAFT

Through generations, humans have developed various crafts for cultural expression that shaped and enriched our lives. We fused the traditional cement tile making technique with the captured pollution to handcraft various inspiring patterns.



LOCAL EMPOWERMENT

We empower unskilled labours through employment to create products that upcycle Air Pollution. This creates an opportunity for people in the local Indian communities to become independent and improve their standard of living.

IDENTILE SERIES

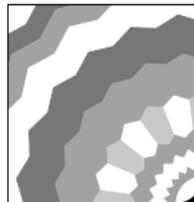
STANDARD RANGE

"When the forest and the city are functionally indistinguishable, then we know we have reached sustainability."

- Janine Benyus

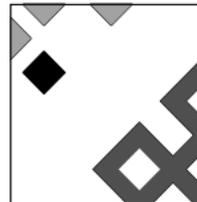
Identile series is inspired by her words to express our coexistence with nature. The unique identities of the cities are fused with the natural elements that define these cities to create an exciting new range of flooring patterns. These patterns are symbolic art form of contemporary taste with modern twist for our living space.

DELHI



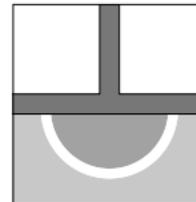
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BEIJING



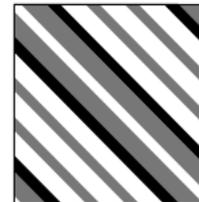
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LONDON

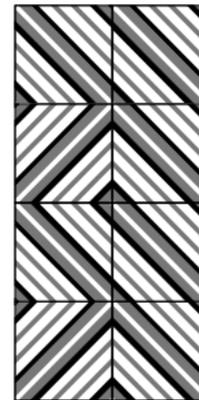
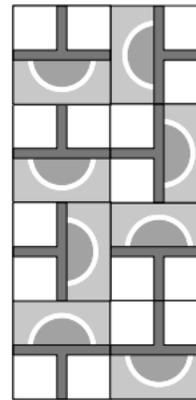
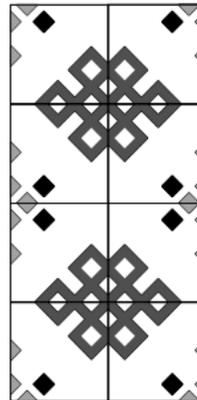
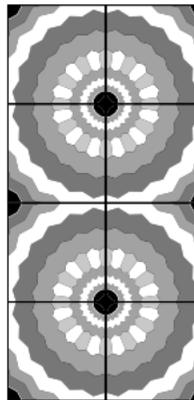


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NEW YORK



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INDUSTILE SERIES

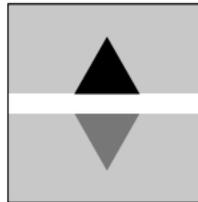
PREMIUM RANGE

"If I had asked people what they wanted, they would have said faster horses."

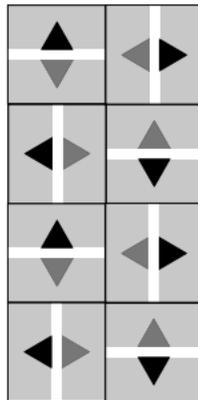
- Henry Ford

Industries have brought historical changes in our progress as species on Earth. Inspired by the magnitude of our consumption of natural resources, we designed IndusTile series to communicate the resulting consequences. The design highlights the changes brought by the Anthropocene period. Hence, this series upcycles the maximum amount of particulate matter pollution.

PAPER



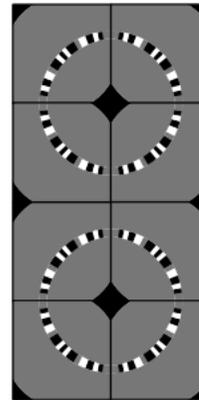
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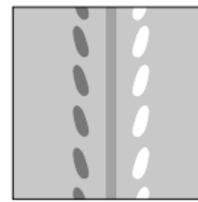
TRANSPORT



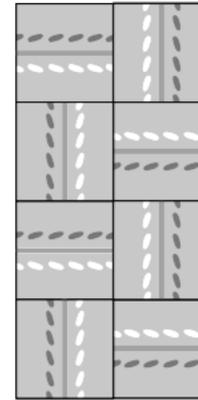
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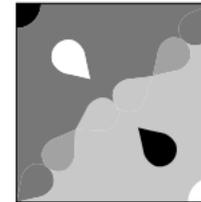
TANNERY



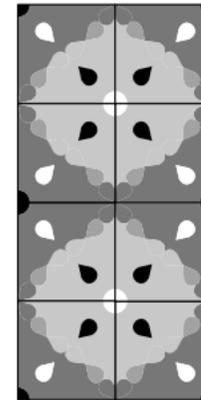
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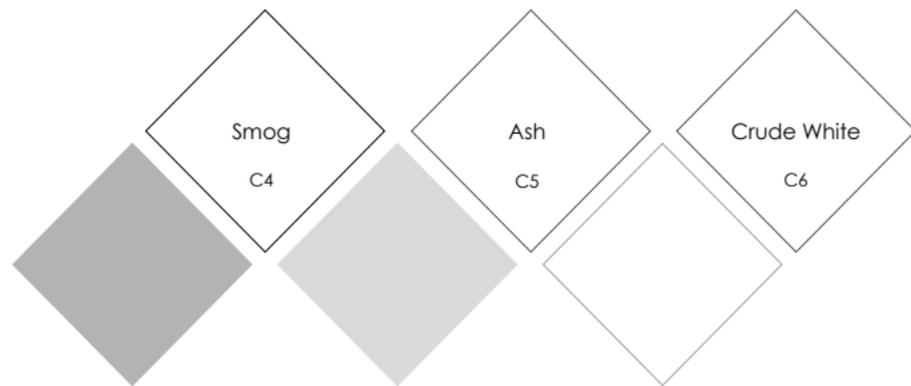
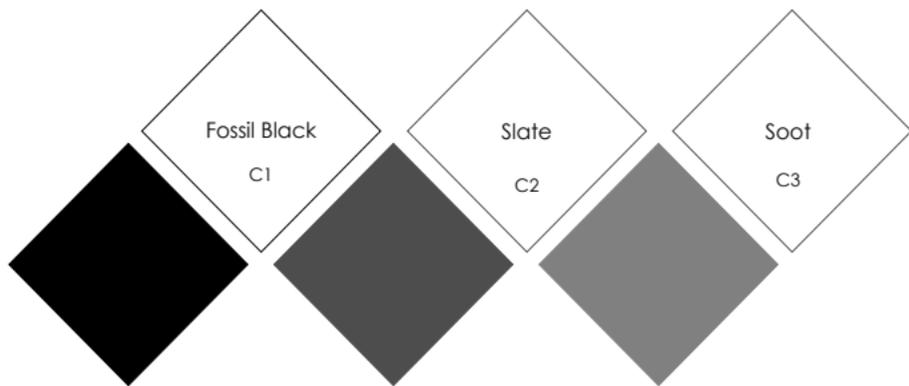
OIL



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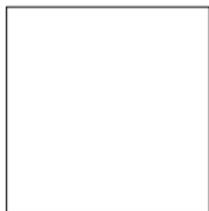


COLOUR PALETTE



Tile Specifications

Square



300mmX300mm



250mmX250mm

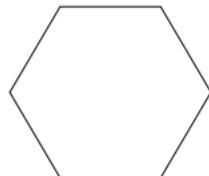


200mmX200mm

Other Shapes



Rectangle



Hexagon

Thickness - 20mm to 30mm

Technical Details

Wet Transverse Strength

3N/mm²



Water Absorption

Below 10%





2/29, Karani Projects, Sona Udyog, Parsi
Panchayat Road, Andheri (E), Mumbai - 400069

W : www.carboncraftdesign.com E : info@carboncraftdesign.com M : +91 9920380340