

## FANNING IMAGINATION

CEILING DECOR Fans can change the look of a room. Invest wisely to ring in a transformation. P3



# Fanning energy into homes

### TRANSFORMATION

People are opting for aesthetically designed rooms these days. Bindu Gopal Rao lists the advantages ceiling fans have in transforming the interiors.

Doing up your home is not a simple task. Why? Simply because there is so much to do! While we pay a lot of attention to the obvious elements of décor like furniture, furnishing, walls, flooring and the like, one area that tends to get sidelined is the ceiling. An important part of the ceiling is the fan - something that has always been part of our households.

Fans play an integral part in the interior décor of a room since there are some really interesting and good looking fans available in the market. Being economical as well as a healthier alternative to air-conditioning, the ceiling fan is in the centre of the living area and hence needs to be chosen carefully. "You may use the finest materials in your home but a typical warehouse industrial fan will stick out like a sore thumb. Fortunately, now you have "stylish" or "bling" fan designs to suit almost every taste and décor," explains Rajkumar Jain, a home décor expert.

Fans are definitely playing an important and integral part in designing the interiors as people have moved from a drab set-up to aesthetically appealing rooms. "Experimentation with different types and colours is an easy option in designing the interiors of a room, until you get the right look. Since ceiling fans are an integral part of a room, they need to be designed to be in sync with the ambience," says Narendra Choudhary, senior vice-president at a domestic appliance company. Fans come in various styles that can deck up interiors



VARIETY IN UTILITY Modern fan manufacturers offer customised designs that appeal to all segments of customers. (PHOTOS BY AUTHOR)

of any kind of décor - from an ultra-modern home to an elegant traditional one. Currently, there is a huge demand from customers for premium decorative fans and these are creating waves across markets. They are available in various contemporary colours and themes like white & black, ivory & green, silver & grey, copper etc.," says Jaimon Mathew, a marketing expert on fans.

#### Choices galore

For ceiling fans, the market is filled with a plethora of choices. They range from decorative fans with simple straight lines to curvy bent blades, natural palm leaf blades, hard wood blades, different metal finishes for the housing and variable down

rods for different height options. One company claims to have, as its latest addition in the decorative fan category, India's first convertible fan that works both as a fan and a chandelier. It comes with a brushed nickel finish and offers three modes for speed which can be controlled with a remote control from any corner of the room.

All the models can be used for decorating purposes as well since they are sleek and stylish. "Ceiling fans, wall fans, pedestal fans, table fans, personal fans for small cabins etc belong to this category. Surprisingly, customers also pick exhaust fans for modular kitchens and ventilators as a decorative piece," opines Mathew. "I have come across fans made of dif-

**FANS COME IN DIFFERENT STYLES THAT CAN DECK UP INTERIORS - BE IT ULTRA-MODERN OR ELEGANT TRADITIONAL ONES.**

ferent materials such as wooden, metallic and a combination of both, and for an exclusive crème there is also a wide range of studded fans with semi-precious stones and precious metals. Styled for a modern fit-out and a contemporary concept house, the Victorian and classic version remain untouched and are still used in many houses," says Divya Handa, an interior expert. Today, ceiling fans have both clock-wise and anti-clockwise rotation capability and therefore can be used in summers as well as winters.

"When the fan moves in the clockwise direction, it forces the room's air down giving the wind chill effect. And when the fan moves in the anti-clockwise direction, it gently draws the air up towards the ceiling

and forces the warm air down," says Bharat, an architect. Different fans suit different areas as well as styles of a home. A whole range of beautiful outdoor fans are also available for porches or sit-outs to complement and complete the look of a modern day home. Compact ceiling fans and huggers (low profile ceiling fans) are popular in small apartments with low ceilings. Larger fans are popular for farm houses and higher ceilings. Mist fans are popular in dryer states and fans with lights for the dining area and so on. Today, there are special fans for children's rooms as well that come complete with their favourite cartoon characters. "Fans with long ceiling adapters tend to be more effective than hugging fans (with as little space as possible between the blades and the ceiling) because the size of the hugging body impedes airflow. Another popular category are ceiling fans with decorative lights fixed on them. Such a fan in the middle of the room ensures that you get both adequate airflow and lights," says Choudhary.

The premium decorative fans available in the market are really popular among customers, especially the ones with liquid painting and lights. "Apart from its high functionality factor, these fans also add an aesthetic value to the interiors of homes by increasing the overall appeal of the décor and surroundings. These fans are slowly becoming an indispensable item while planning the interiors of modern day houses," says Mathew.

Before arriving in on a fan, you need to keep a few things in mind. Choose a fan that matches the décor of the room and ensure that you go for a leading brand for maximum quality. If you require the fan to move a lot of air, choose a heavier motor and metal or ABS plastic blades. Also, at the time of installation of ceiling fans, make sure that the minimum height from the floor to ceiling fan head is at least 10 feet. There are plenty of choices for each budget, you can choose a normal finish or one with a special finish or one with lights. In case your ceiling is very low, consider a hugging fan.

Use of energy-efficient technology is highly recommended and keep in mind to choose a trusted vendor who can provide regular services.

Growth in the lifestyle industry has introduced a new segment specialising in fan designs and launching exclusive fan studios, making them an irresistible design accessory for any given space. "Today the Indian and international market is experiencing fans as a specialised product, giving exclusivity in material and styling to the primitive versions. Using designer fans or one of a kind fan surely adds a lot to the ceiling design, and to the ambience of the room giving a high end feel to any given space," says Handa.