

City co designs display panel for RIL refinery

Dileep Athavale | TNN

Pune: If the staff manning the massive control room at Reliance Petroleum refinery at Jamnagar in Gujarat get to know at a glance that all's under check, it thanks mainly the giant 'infographic' created by one of city's design firms.

The control room of the world's largest refinery complex now dons a giant strip of eight large screen video walls of eight meter length and four meter width, which the city-based 'Design Directions' has designed.

"In a petrochemicals complex which is a huge labyrinth of pipelines and valves, a control room is at the centre of all process control and the challenge was to visualise the interactive display of complex refinery data without causing cognitive overload, distractions and misinterpretations by operating staff, managers and others," Falguni Gokhale, director of Design Directions Pvt. Ltd. told TOI.

"Our graphic visualisation of the plant and its display of real-time data were important to monitor, control, coordinate and optimise operations, and enhance performance. We visualised and designed graphic representations of entire plant and its processes," she said.

The firm also developed



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the display philosophy and norms for all visual objects and their representation of dynamic information. Gokhale said that different design elements like color palette, contrasts, and visual representation were used to clearly bring out different states of the plants. This, she said, facilitates fast and accurate decisions as operators and managers get a wider context for their work at a glance while they work on their individual consoles. The firm used BARCO technology to design this first-of-its-kind video wall as a project which her firm jointly executed with Honeywell India.

Recognition to Design Directions' work came in the form of 'Best in Category' award it got in the interactive design section of Confederation of Indian Industry's

"Design Excellence Awards 2011" at the CII and National Institute of Design Summit recently.

Yet another design firm from Pune, Elephant Strategy+Design, too made its mark on the summit by winning the best Environmental Design award for its work for Suzlon One Earth corporate office in the city. Ashwini Deshpande, director, Elephant Strategy+Design, said Suzlon chairman Tulsi Tanti had given them one line brief - to bring in 'soul' to the space. "It probably was the best brief and we were given a free hand to define what would be the 'soul' of this global campus of Suzlon," Deshpande said. Elephant Strategy+Design was also given a special excellence award as "best of the best" across several categories for the same project.