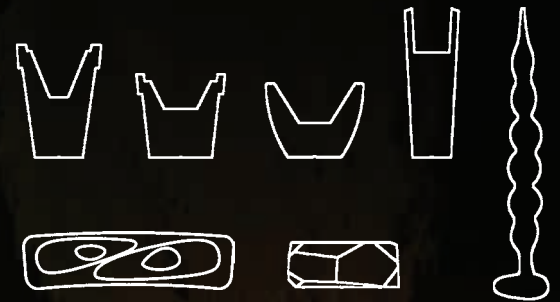


sereno™

Lifestyle Planters
& Seating

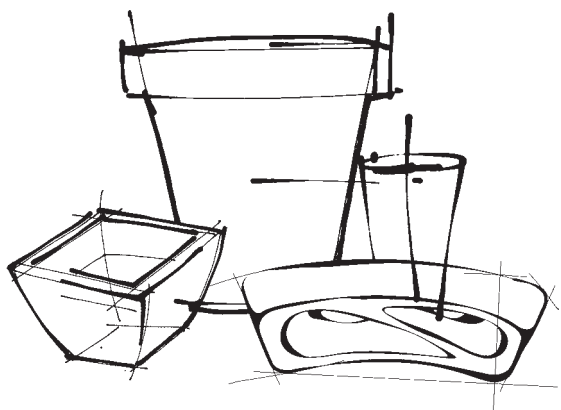


sereno™

Sereno in Italian means serene, calm, still & quiet. Add to these function, beauty, harmony & emotion – this is the philosophy behind our brand.

Through its product line of illuminated planters and seating Sereno is offering ways of experiencing nature & light. Ways, which ask us to stop for a bit, relax, sit, breathe & enjoy the moment. With the various shapes, sizes, textures and finishes our products enrich lifestyles, removing boundaries between indoor and outdoor, objects we feel one with.

These products are made from 100% recyclable polyethylene, UV-stabilized, non-fading colours and comes with CE certification. Besides the aesthetics and functionality they attest to our mastery of new synthetic polymers and moulding processes. Significantly, these high-quality weather-resistant designs enable a natural and almost seamless visual progression from indoor to outdoor spaces, thereby considerably extending our living environments.



SATISH GOKHALE

Satish believes that design is all about creating and bettering relationships between person and personality, product and consumer, man and machine and the manufacturer and customer.

A prolific product designer, he has more than 650 products out in the market. From capital goods equipment to medical products to consumer goods, he straddles the design challenges daringly. Many awards – both national and international bear testimony to his uniquely creative solutions.

He graduated from National Institute of Design, Ahmedabad more than twenty five years ago and co-founded Design Directions Pvt Ltd at a time when the design profession was at a nascent stage in India. Today, apart from nurturing his own design studio, he is a member of the India Design Council under the Ministry of Industries and Commerce – an apex body for design in India.

He is also on the board of various design institutions in India as well as a visiting faculty.



YUVRAJ SINGH AHUJA

An architect by qualification and an entrepreneur at heart, Yuvraj joined his family business in 1998 and has been responsible for all new product developments since then. With several design registrations to his name, the combination of training in design and hands-on experience in plastic moulding has worked to his advantage.

After years of designing and developing products for industrial, household and traffic-safety applications, Yuvraj's passion to do something very close to his heart – designing products to enhance everyday living environments – gave the birth to SERENO – a new line of indoor & outdoor lifestyle products complementing our daily lives. With play of light, textures & simplicity of form, this is a sincere effort to make nature a part of our everyday being.

Yuvraj strongly believes design becomes everlasting if its function or purpose is served. You cannot remove one from the other. At the same time it needs to be modern and sustainable.



Chiara Slim 100 LED White



Gioia 120 LED and Gioia 90 LED



Piero-S LED White, Piero-L LED White & Chiara 90 LED White



Elena 150 LED Brown Stone

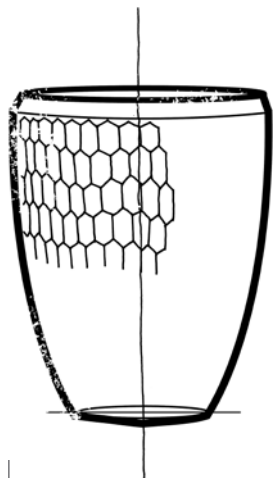


Chiara 120 LED Brown Stone and Chiara 90 LED Brown Stone

CHIARA

(key-aa-ra)

Means 'clear' in Italian. The design philosophy behind this product is unlike any other. The sense of slowly being carved out from a solid rock and yet standing tall. The light emphasises every detail of its birth. This product looks sensational when illuminated.



Chiara LED White, Chiara LED White Stone and Chiara LED Brown Stone

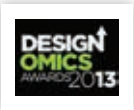
RECIPIENT OF AWARDS FOR THE YEAR 2013
CII DESIGN EXCELLENCE



I MARK



DESIGNOMICS



Color range of Chiara



Chiara White Planter



All dimensions in centimeters. D1 - Top Diameter | D2 - Bottom Diameter



Chiara 120 LED White and Chiara 90 LED White



Chiara 90 LED White used as a table with glass top | Gioia 120 LED Brown Stone and Piero-S LED Brown Stone



Chiara Slim 100 LED White

CHIARA SLIM

(key-aa-ra slim)

Using the design philosophy of the Chiara, these slim planters are just as impressive with tall plants, flowers or left empty as an architectural light. The chiseled effect on these slim tall planters is just mesmerizing when illuminated. This tall angular planter has a stunning and innovative shape. Light brings these installations to life. These Pots can be used to define boundaries, exits and entrances or even placed on staircase landings. They have a small footprint and fit well in corners.



Chiara Slim 140 Brown Stone, Chiara Slim 100 White and Chiara Slim 140 White Stone



Chiara Slim LED White



Chiara Slim LED White Stone



Chiara Slim LED Brown Stone



Chiara Slim White



Chiara Slim White Stone



Chiara Slim Brown Stone

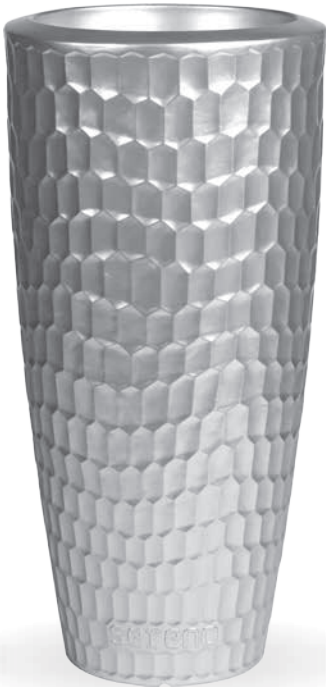


Chiara Slim 100 Gold

METALLIC GOLD, SILVER & COPPER SERIES



Chiara Slim 100 Gold



Chiara Slim 100 Silver



Chiara Slim 100 Copper-01



Chiara Slim 100 Copper-02



CHIARA SLIM 100
D1 **47**
D2 **31**
H **100**



CHIARA SLIM 140
D1 **66**
D2 **43**
H **140**



All dimensions in centimeters. D1 - Top Diameter | D2 - Bottom Diameter



Elena 90 LED White

ELENA

(ae-lee-na)

Italian & Spanish form of Greek Helene, meaning "torch". The shape of these planters have been derived keeping this in mind. A top shoulder, simple lines with a provision to either directly fill the planter with soil or use potted plants. Play of light comes into effect when the planters are illuminated from within. Great for outdoors. It has a drain, which is the outlet for any excess water. As it is taller and less wide in diameter from the bottom, it is more economical with space but just as impressive.



Elena Brown Stone

Elena White



Surface finish texture



Elena 120 LED Brown Stone and Elena 90 LED Brown Stone

ELENA 60
D1 **45**
D2 **25**
H **60**

ELENA 90
D1 **60**
D2 **35**
H **90**

ELENA 120
D1 **90**
D2 **50**
H **120**

ELENA 150
D1 **112**
D2 **65**
H **150**



ALSO AVAILABLE IN
SINGLE WALL SERIES

All dimensions in centimeters. D1 - Top Diameter | D2 - Bottom Diameter



Eloisa 90 LED Brown Stone and Eloisa 60 LED Brown Stone

ELOISA

(ae-loi-sa)

A similar design language to the Elena but with a much wider bottom. With its large presence, these planters are great for big lawns, entrance porch or places where you want to show grandeur. These planters can be illuminated from within. Deep enough to hold large plants and flower groupings. When lit, only the colour of the pot and light are visible, not potting material.



Eloisa White and Eloisa Brown Stone



Eloisa LED White and Eloisa LED Brown Stone



Surface finish texture

Eloisa 90 LED White

ELOISA 40
D1 **45**
D2 **30**
H **40**

ELOISA 60
D1 **68**
D2 **45**
H **60**

ELOISA 90
D1 **100**
D2 **70**
H **90**

ELOISA 120
D1 **130**
D2 **90**
H **120**

ELOISA 150
D1 **160**
D2 **115**
H **150**



ALSO AVAILABLE IN
SINGLE WALL SERIES

All dimensions in centimeters. D1 - Top Diameter | D2 - Bottom Diameter



Gioia 120 LED White, Gioia 150 LED White and Gioia 90 LED White

GIOIA

(gee-oo-ee-aa)

Minimal slim design gives a sense of lightness. Very small footprint, these planters can fit in tight spaces. Gioia means "happiness" – this is the principle of design for this product. Beautiful, not too overpowering and illuminated, these planters are a joy to be around. Available in three sizes, these are perfect for staircase landings.



Gioia White and Gioia Brown Stone



Gioia LED White and Gioia LED Brown Stone

GIOIA 90
D1 **35**
D2 **25**
H **90**



GIOIA 120
D1 **45**
D2 **30**
H **120**



GIOIA 150
D1 **55**
D2 **39**
H **150**



All dimensions in centimeters. D1 – Top Diameter | D2 – Bottom Diameter



Orabella 45 LED White and Orabella 60 LED White



Surface finish texture



Orabella White and Orabella Brown Stone



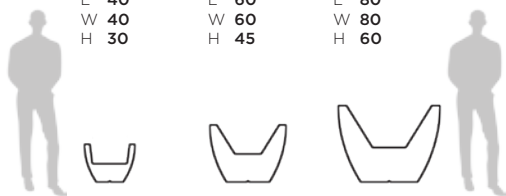
Orabella LED Brown Stone

ORABELLA

(o-raa-bella)

A pure geometric form that blends perfectly into modern spaces. Use Orabella in open spaces or corridors. These planters can be illuminated and offer great planting and visual experience. Internal cavity deep enough for plants up to 3 feet tall. Available in two sizes and multiple textures, these low height planters are great for indoors as well as outdoors.

ORABELLA 30	ORABELLA 45	ORABELLA 60
L 40	L 60	L 80
W 40	W 60	W 80
H 30	H 45	H 60



All dimensions in centimeters. L and W for top dimensions



ALSO AVAILABLE IN
SINGLE WALL SERIES



HONOURS AWARD IN
SPE COMPETITION
2013-14



Designed by
Falguni Gokhale

SEME

(say-may)

There is a magical seed shrouded in legend, known as *Entada Gigas*. The seeds of this pan tropic species are one of nature's largest vines and its fruit are the world's longest legumes. A tough woody cord connects these giant beans with many seed compartments. These pods hold seeds that are packed with life, hold promises of the future and memories of the past.

Our lighted Seme is inspired from this magnificent giant seed. Giving a feeling of climbing the skies gracefully and glowing with a quiet energy. It diffuses a soft ambient light that brings life to your interiors and exteriors. Available either with floor or ceiling mounting options.



SEME
L 44
W 35
H 220



All dimensions in centimeters



Seme at India House Art Gallery, Pune



Piero-S LED White and Piero-L LED White

PIERO

(pee-ae-ro)

Piero means "stone". Designed with great detail and used as seating or a table, this product is simply beautiful in all its forms – solid colours, marble textures or self illuminated. Place them around lawns, courtyards, gardens, terraces, pool side, or even indoors – wherever you want casual seating. There are no sharp edges and is very comfortable to sit on. Available in two lengths, with inbuilt rechargeable battery and are cordless, so no worrying about tripping on wires.



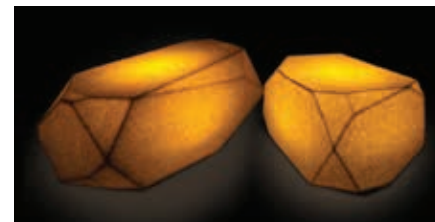
Piero-L White Stone and Piero-S White Stone



Piero-L Brown Stone and Piero-S Brown Stone



Piero-L LED White Stone and Piero-S LED White Stone



Piero-L LED Brown Stone and Piero-S LED Brown Stone



Piero-S Black Stone and Piero-L Black Stone



PIERO-S
L **65**
W **50**
H **40**

PIERO-L
L **100**
W **50**
H **40**



All dimensions in centimeters



Piero-S Grey Stone, Piero-S Brown Stone and Piero-S White Stone

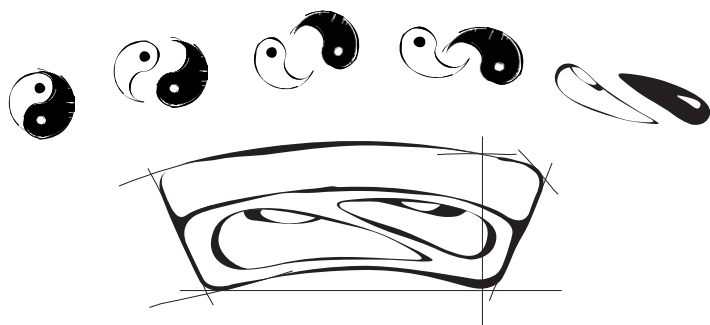


Seater - Enea Brown Stone | Planters - Bello S2022 Brown Stone and S1516 Brown Stone

ENEAA

(en-eya)

Inspired from the Chinese philosophy of the Yin & Yang, where how apparently opposite or contrary forces are actually complementary, interconnected, and interdependent in the natural world, and how they give rise to each other as they interrelate to one another. Shadow cannot exist without light. The yin-yang (i.e. taijitu symbol) shows a balance between two opposites with a portion of the opposite element in each section. This beautiful crafted bench can be seen holding these elements perfectly within itself.



FROM TOP
Enea Brown Stone
Enea White Stone
Enea Dark Grey Stone
Enea Black Stone



LEFT TO RIGHT - Enea Brown Stone, Enea White Stone, Enea Black Stone and Enea Dark Grey Stone



ENE
L 147
W 40
H 38



FROM TOP
Enea White
Enea Green
Enea Red



All dimensions in centimeters

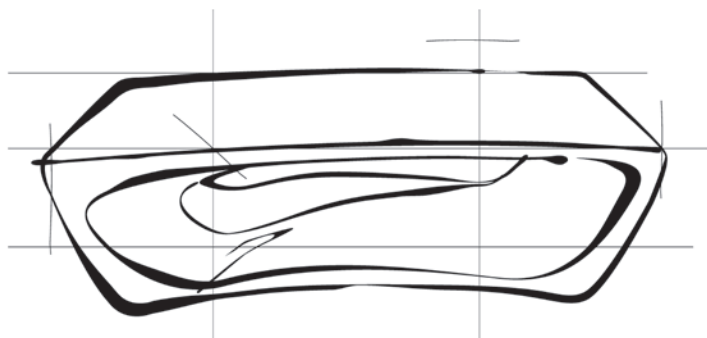


Seater - Cara Brown Stone | Planters - Bello R1320 Brown Stone and R1213 Brown Stone

CARA

(kaa-ra)

A bench unlike any other. How a part of it is twisted to provide a unique design definition. Solidly built with a large opening and incorporating a flow motion within itself. Cara is a great seater for lawns, balconies, terraces etc. Looks stunning in the new stone textures.



FROM TOP
Cara Brown Stone
Cara White Stone
Cara Dark Grey Stone
Cara Black Stone



Seaters - Cara Dark Grey Stone and Enea Dark Grey Stone | Planters - Elena SW150 White



CARA
L 114
W 35
H 42



All dimensions in centimeters



FROM TOP
CaraWhite
Cara Green
Cara Red



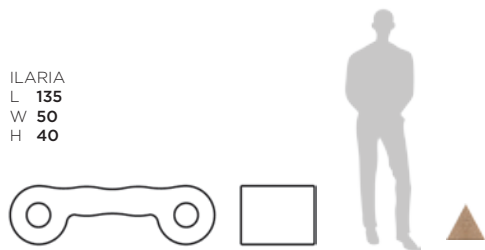
Ilaria Brown Stone and Ilaria Dark Grey Stone

ILARIA

(ee-la-re-ya)

Designed keeping in mind the Indian musical instrument – sitar. A concept of seating that can be used in multiple ways. Simple form, dynamic, full of freshness that offers maximum comfort to its users and effortlessly blends itself to any surrounding. Ilaria means “joyful”. Available in many colours and textures, Ilaria is a great casual seating.

ILARIA
L 135
W 50
H 40



All dimensions in centimeters



Ilaria Black Stone



Ilaria White Stone



Planter - Bello by Sereno S1516 Red | Seater - Enea Light Grey Stone

SINGLE WALL SERIES

Sereno planters — Elena, Eloisa and Orabella are also available as single wall series in addition to the double wall series. Single wall planters are light weight yet strong and can hold much more planting soil.



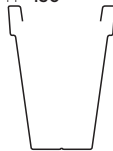
ELENA SINGLE WALL



ELENA SINGLE WALL SERIES

ELENA SW60	ELENA SW90	ELENA SW120	ELENA SW150
D1 45	D1 60	D1 90	D1 112
D2 25	D2 35	D2 50	D2 65
H 60	H 90	H 120	H 150

Elena SW90 Red, Elena SW60 Yellow and Elena SW120 Brown Stone



All dimensions in centimeters



ELOISA SINGLE WALL

ELOISA SINGLE WALL SERIES

ELOISA SW30
D1 45
D2 30
H 30

ELOISA SW60
D1 68
D2 45
H 60

ELOISA SW90
D1 100
D2 70
H 90

ELOISA SW120
D1 130
D2 90
H 120

ELOISA SW150
D1 160
D2 115
H 150

Eloisa SW120 Brown Stone and Eloisa SW60 Light Grey Stone



All dimensions in centimeters

SINGLE WALL SERIES



ORABELLA SINGLE WALL



ORABELLA SINGLE WALL SERIES

ORABELLA SW30	ORABELLA SW45	ORABELLA SW60
L 40	L 60	L 80
W 40	W 60	W 80
H 30	H 45	H 60

Orabella SW60 Brown Stone

Orabella SW30 White



All dimensions in centimeters



Wall Section -
Double Wall Planter
with moulded inner shell



Wall Section -
Single Wall Planter with
single outer wall



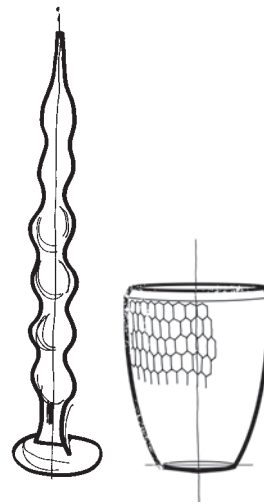
**FILL TOTAL SOIL
INTO THE PLANTER!**



Elena SW150 White



Lighting Fixture - Seme | Planter - Chiara 120 LED Brown Stone, Chiara Slim 140 Gold and Chiara Slim 100 Gold | Seaters - Piero-L LED Brown Stone and Piero-S LED Brown Stone



Over the years, our products have not only gained admiration from its customers but have also won accolades from its peers and the design industry. Some of the notable awards won by Sereno are:

CII DESIGN EXCELLENCE

Confederation of Indian Industry (CII) has been organizing the CII-NID Design Summit since 2001 with National Institute of Design (NID). The summit features best of the Indian and international design thinkers, practitioners and design supporters. In 2013, our product CHIARA won the Design Excellence 2013 award in the Product Design – Professional and Commercial category.

DESIGNOMICS

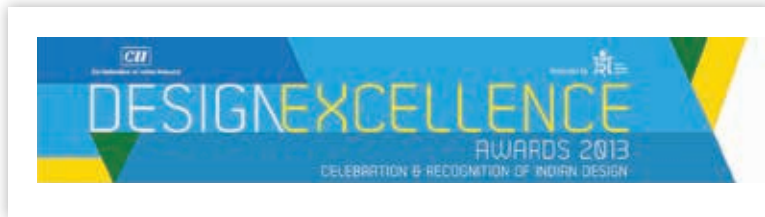
The Designomics Awards, India's first and only Design Awards for businesses, is here in its third edition! The Awards recognizes businesses that have incorporated strategic Design and creative solutions in various milestones of their journey. More than just a Design award, it is a celebration of effective Design. Our product range CHIARA has been awarded first prize in this design competition.

I MARK

India Design Mark is a design standard. It is not a contest. It is recognition of Good Design. Design is a process that aims to establish functionality and appeal for products. I Mark has been initiated in cooperation with Good Design Awards, Japan. Our product CHIARA has been given this prestigious design recognition.

SPE COMPETITION

SPE, USA was founded in 1942 and is the only global community for plastics professionals with over 16,000 members in 84 countries. Our product SEME has been awarded an honorable mention at 3rd spot for 2013-14 Rotomoulded product of the year design competition.



SOLID COLOURS

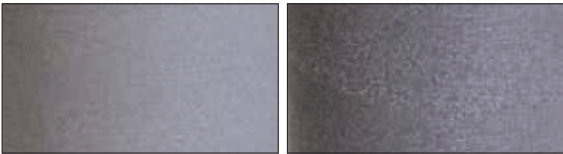


White Grey Brown-01 Brown-02



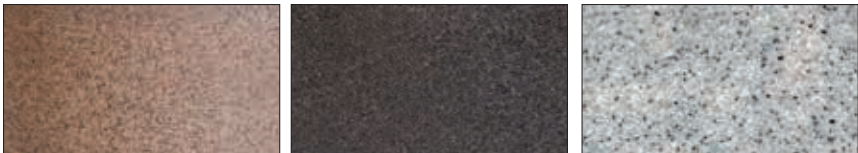
Yellow Red Black

STONE SERIES-1



Light Grey Stone Dark Grey Stone

STONE SERIES-2



Brown Stone Black Stone White Stone

NEW SURFACE FINISH TEXTURE

In all the above Solid Colours and Stone Series



Exact shades of color may not be reproduced on printed paper.

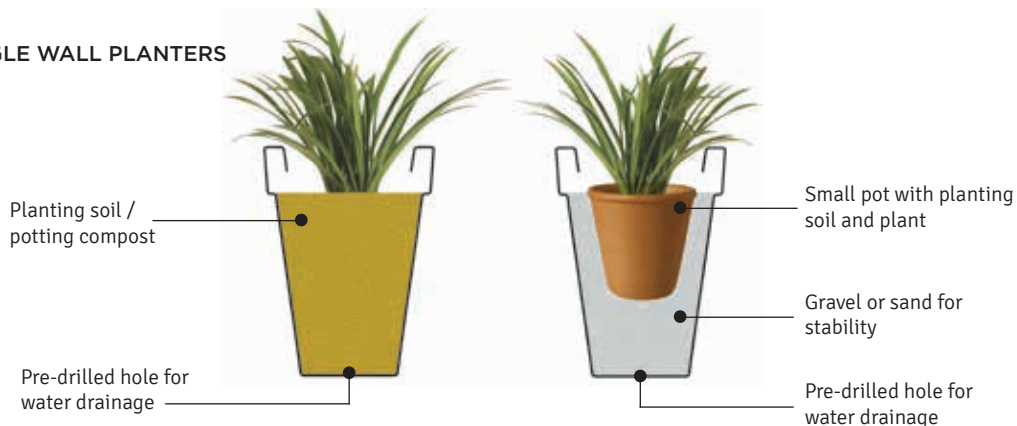
POTTING INSTRUCTIONS

- Use as a cachepot: We recommend putting a pot with its saucer inside the inner lodging. Hole is already predrilled.
- LED console is waterproof to IP65, however care must be taken to ensure main cable and plug are not in contact with water.
- We recommend using:
 - Protective felt;
 - About 3 cm of perlite;
 - Non-woven geotextile or similar non-clogging separation fabric;
 - Green roof lightweight soil, or coco peat leaving 3/5 cm from the pot rim.

POTTING OPTIONS DOUBLE WALL PLANTERS



SINGLE WALL PLANTERS



FINISHES LEGEND

SOLID STONE METALLIC



ILLUMINATED

WH



WW



RGB



Wide range of finishes and customised colours.

RF remote controlled long-life RGB LED lighting with low energy consumption.



Modifications in design and/or dimensions can be made at any time without prior notice.



PCP LANDSCAPES

Landscape Swimming Pool Water Feature Consultants

Plot No. 115, "Metro Apartments", Vanagaram Main Road, Metro Nagar, Alappakkam,
Porur, Chennai-116. Ph : 044-43806329, Mobile : +91-9840067790,
E-mail : pcplandscapes@yahoo.co.in web : www.pcplandscapes.in Estd. 1995

Large sizes
Modern designs
Range of non-fading colours
Single wall and double wall planters
Easy to clean
Light weight
Indoors / outdoors
Shock resistant
Withstand temperature range
of -20 °C to +70 °C
Hand finished
UV stabilized
100% recyclable

sereno™

Chiara Slim 100 White LED, Chiara 60 White LED Chiara Slim 140 White LED