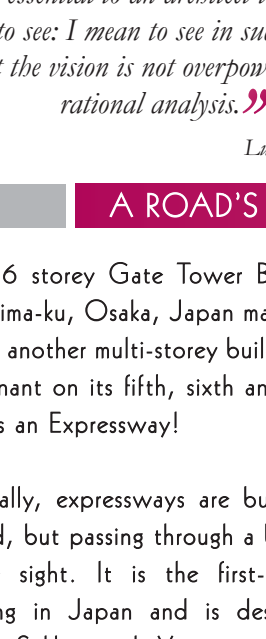




Now with a section on Green



"It is essential to an architect to know how to see: I mean to see in such a way that the vision is not overpowered by rational analysis."

Luis Barragan

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A ROAD'S STOREY

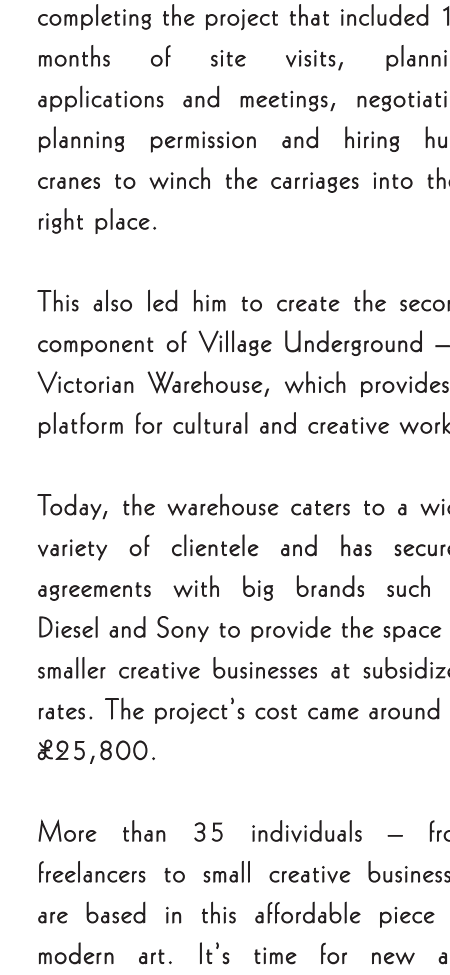
The 16 storey Gate Tower Building in Fukushima-ku, Osaka, Japan may seem to be yet another multi-storey building, only the tenant on its fifth, sixth and seventh floor is an Expressway!

Generally, expressways are built underground, but passing through a building is a rare sight. It is the first-of-its-kind building in Japan and is designed by Azusa Sekkei and Yamamoto-Nishihara Kenchiku Sekkei Jimusho.

Built on a 760 m² construction area, it is made of reinforced concrete and steel frames. It has a double core construction with a circular cross section. Astonishingly, the highway doesn't even touch the building. It passes through the building as a bridge, held up by supports next to the building. Elevators pass through the floors without stopping. The highway floors consist of stairways and machinery too. For the occupants' good,

the highway part is surrounded by a noise and vibration proof structure. Above all, there's a heliport on its roof!

The building is nicknamed as the "Beehive", because of its bustling appearance. Today, it stands tall as a beacon, writing a new chapter in urban infrastructure.



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LIVING IN THE TUBE

A young furniture designer, driven by his innate talent and creativity has redefined the office space in the east end of London.

Perched atop a disused viaduct in Shoreditch is a complex of six brightly coloured train carriages. Named as Village Underground, these train carriages are one of the most desired and affordable office spaces in London.

Baffling, isn't it?

Auro Foxcroft was on his search for a cheap office space to start a furniture design studio. That's when the idea of transforming disused train carriages into working spaces struck him. Now, for getting these carriages, he approached London Underground and after much persuasion, he finally convinced them to sell him 4 carriages.

As a furniture designer by nature, he replaced the old junk of seating with specially designed office furniture. He focused on making the project green. Besides recycling the tube carriages, the entire furnishing is done with sustainable timber. Eco-friendly paints are used.

Also, the interiors are eco-designed and have carbon-neutral heat and power. There's also a rooftop garden.

It took him five years of hard work for completing the project that included 18 months of site visits, planning applications and meetings, negotiating planning permission and hiring huge cranes to winch the carriages into their right place.

This also led him to create the second component of Village Underground – a Victorian Warehouse, which provides a platform for cultural and creative work.

Today, the warehouse caters to a wide variety of clientele and has secured agreements with big brands such as Diesel and Sony to provide the space to smaller creative businesses at subsidized rates. The project's cost came around to £25,800.

More than 35 individuals – from freelancers to small creative businesses are based in this affordable piece of modern art. It's time for new age infrastructure!



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TALK GREEN WALK GREEN

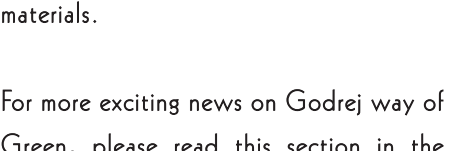
In a world grappling with issues like resource depletion, environmental abuse, pollution and more, Talking Green is a fact. 'Walking the Green Talk' is not always an easy exercise. To start with, we will be sharing some of the work done by organizations in field of sustainability which can inspire similar implementations.

Green Performance is an important element of Corporate Responsibility. Godrej is 'Walking the Green Talk' through many of its environment projects. It maintains 1750 acres of mangrove forest at its Vikhroli campus which gives a new lease of life to different species of mangroves. For this work, Godrej was honored with the National Green Governance Award in 2005.

Godrej's determination to promote green business and consumerism in India has led to the foundation of CII Sohrabji Godrej Green Business Center, the first building in India to receive the LEED's platinum rating. The center is focusing on promoting green awareness.

Today the betterment of environment has

become an integral part for all activities and has shaped our corporate environmental policy. As part of the policy, we strive to conserve key resources, monitor and reduce pollution, promote use of recyclable material and dispose off inevitable waste in an environment friendly manner. The company has taken measurable targets on reduction of harmful emissions,



consumption of key resources and use of renewable and recyclable resources.

Next only to the built environment, furniture plays a vital role in improving the green quotient of an office environment. In response to this incessant need of the market, Godrej Interio has committed itself to manufacturing less polluting products. This has been achieved through pioneering efforts in designing products, setting up of processes and using environment friendly materials.

For more exciting news on Godrej way of Green, please read this section in the forthcoming issues.



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BOOK REVIEW

Modern Architectural Pop-up Book - By Anton Radevsky

The Modern Architecture Pop-Up Book stands out among other architecture books quite literally — it showcases 3-D models of the world's most innovative and modern architecture.

It brings to life 20 meticulously designed pop-up models of architectural wonders that can be touched, measured and studied. In addition, excellent illustrations and photographs bring out the genius of the architects and designers.

This book sheds light on the developments that eventually led to the creation of new buildings and

architectural innovations such as the birth of the skyscraper, the modern city, mid-century modernism, and the contemporary cutting-edge architecture.

It is quite gripping when Dubai's Burj Al-Arab, Sydney's Opera House, and Paris' Eiffel Tower jump off the pages. Apart from this, David Skool's commentary and contributions by great architects such as Santiago Calatrava, Frank Gehry and Zaha Hadid, make it really hard to put this book down.



THE HIDDEN TREASURE

Faith can move mountains. Great concepts make way through it.

The Miho Museum is hidden well by I.M. Pei, the Chinese-born-American Architect, in a mountain ridge in Shiga Prefecture, Japan.

Reaching there is no less exciting. A 650 foot winding tunnel and a 400 foot bridge held by a huge mesh of 96 galvanized suspension cables lure the visitors inside.

Inside, a circular stone plaza, welcomes visitors to the entry hall. The sliding glass-and-metal doors form a circle and glass walls spread inside asymmetrically, leading to the galleries.

The interior comprises of space-frame construction of carbon-steel pipes, each

almost 20 feet long, contradicting the simple and skeletal exterior glass pavilion roofs.

From the western side of the museum, natural illumination lights up the museum's 187,580 sq.ft. area. The museum admits over 1,000 Japanese, Egyptian, West Asian, Greek, Roman, South Asian and Chinese art objects. All the objects are isolated from each other, often in freestanding cases so that they can be circled and studied without distraction.



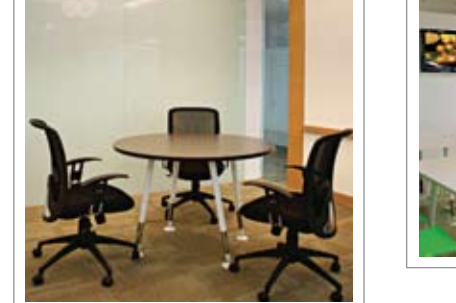
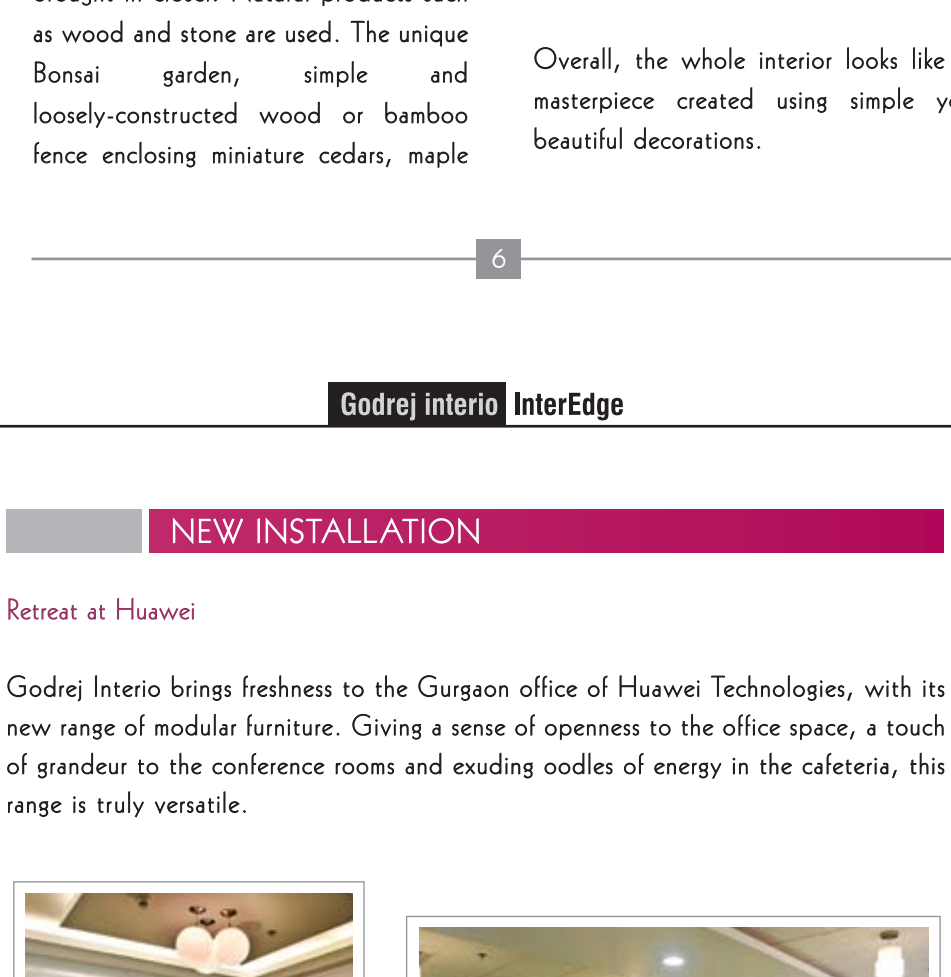
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SOLUTIONS YOU CAN BANK ON

Banking Counters

Bank on us for instilling trust and making a lasting impression on your customers and employees. The elegantly designed Banking Counters from Godrej Interio ensure unobtrusive interaction with customers and enhances user efficiency. That's not all, you can even get it customized to suit your corporate colour scheme.



Teller Counters



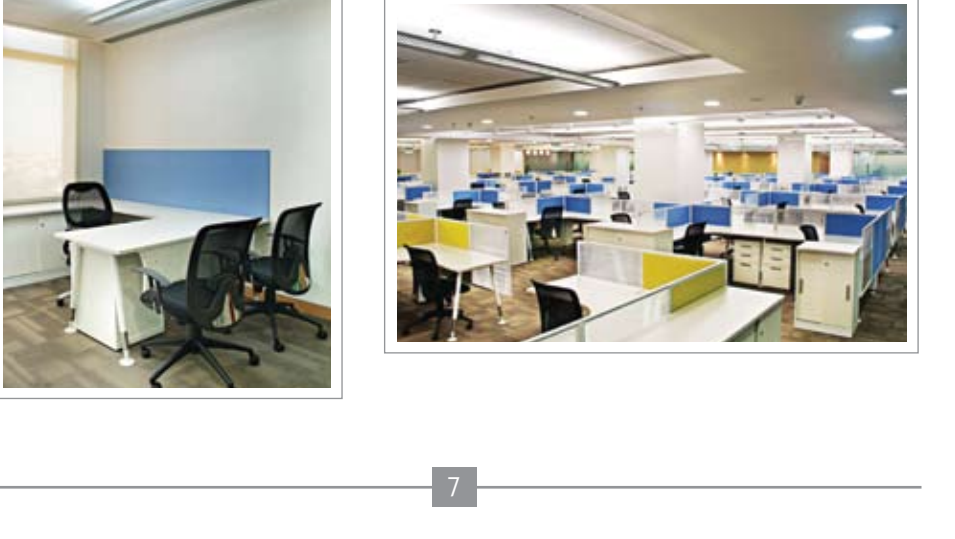
Customer Interaction Desks

*Minimum order quantity of 50 is required for products other than standard.

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JAPANESE HOME DÉCOR



Design and decorate your home the Japanese way.

Japanese decoration is the art of adding calm and serene beauty to the surroundings. Based on the formal and polite Japanese culture, the interiors are done using very simple designs. The whole concept is very minimalist, with no clutter or knick-knacks around. Even the decoration comprises just a few sleek pieces of mats and screens in simple fabrics and designs. The important accessories, however, are plenty of natural air, light, and void. And to absorb most of it, rice paper screens and walls are used.

The purpose of Japanese design is to create harmony in the house. Straight lines replace curves. Floor mats or screens take the place of walls. The presence of soft colours and slight detailing makes the ambience calm and serene. Nature is brought in closer. Natural products such as wood and stone are used. The unique Bonsai garden, simple and loosely-constructed wood or bamboo fence enclosing miniature cedars, maple

or cherry trees, gives out warmth.

Japanese style is a combination of sophisticated and rustic elements. Refined teak and bamboo chairs alongside a roughly shaped timber post represents the blend of earthy and elegance. Wooden posts and beams, ceramic or copper roof shingles, bamboo, Tatami mat flooring, and delicate rice-paper Shoji screens are also used. Stone temple lanterns, bells, and incense-holders are also wonderfully evocative.

The ingredient that sets apart Japanese interior design is the furniture style. All of the furniture is close to the floor. Their cut lines are elementary and clean. Low tables are done in black lacquer. No unnecessary vase or clock is put on it. Cabinets are embedded in the walls, under the floor and even in special wall niches. Floors are plain hardwood and lack covering.

Overall, the whole interior looks like a masterpiece created using simple yet beautiful decorations.

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NEW INSTALLATION

Retreat at Huawei

Godrej Interio brings freshness to the Gurgaon office of Huawei Technologies, with its new range of modular furniture. Giving a sense of openness to the office space, a touch of grandeur to the conference rooms and exuding oodles of energy in the cafeteria, this range is truly versatile.



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