Godrej interio

InterEdge

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FROM TEAM GODREJ INTERIO

Dear Sir,

We are pleased to present you the July issue of InterEdge. It's an issue with a lot to look forward to!

Take a close look at the mammoth stadiums that played host to thousands of soccer lovers during World Cup 2010. This month's featured read showcases unique hybrid homes that help conserve energy. Keeping the high-tech flag flying is the Dream Cube – the future of world expo design. There is also the Eden Project, a mammoth attempt to preserve nature.

The Talk Green Walk Green Section features information on various energy saving projects undertaken by us. Also featured inside is Unite, our modular storage range and our latest installation at L & T Infotech.

Mammoth structures, smart products, green initiatives, mindboggling future technologies, this issue has it all. We hope you enjoy it, and would request you to gives us your valuable feedback.

Warm Regards,

Team Godrej Interio

"Any work of architecture that has with it some discussion, some polemic, I think is good. It shows that people are interested, people are involved."

Richard Meier

THE SOCCER GIANTS OF SOUTH AFRICA

Soccer City Stadium : The Soccer City Stadium is currently the largest stadium in Africa with a capacity of 94,700.

It underwent a major upgrade for the 2010 FIFA World Cup, with a new design inspired by the shape of the Calabash or African pot. The cladding on the outside is a mosaic of fire and earthen colours with a ring of lights running around the bottom of the structure simulating the fire underneath the pot.

The stands in Soccer City are also unique. They have black coloured seats arranged in such a manner as to form 10 black vertical lines. Of these, 9 lines are geographically aligned with the 9 other stadiums involved in the 2010 FIFA World Cup, while the 10th line is aimed at Berlin's Olympic Stadium.

Cape Town Stadium : The breathtaking Cape Town Stadium was constructed in a short span of 33 months!

Enwrapped by a façade of woven fibreglass, coated with Teflon, the stadium resembles a floating rose-coloured bowl, when lit up at night. The unique roof design resembles a bicycle wheel, open in the middle, with 72 cables linking the outer and inner rings of the circle. Another unique feature of the roof is the use of 16mm thick glass panels that protect the spectators from strong winds and rain, and let in enough natural light. Underneath these glass panels are ceiling panels made of woven PVC fabric that help soften the noise within the stadium.

Nearly 95% of the components used in its construction were recycled. Also water from the stadium roof and drainage off the pitch is pumped into neighbouring ponds to reduce dependency on potable water. These measures ensure the stadium meets high standards of environmental protection.

Nelson Mandela Bay Stadium: The Nelson Mandela Bay Stadium has an eye-catching, unique roof-structure and a spectacular view, overlooking the North End Lake.

The roof is made up of a series of white 'petals' making it look like a flower. The stadium building is approximately 40m high and consists of six levels on the western side in addition to five on each of the north, south and east stands. The stadium seats are of different shades, from light orange to dark red. They are arranged seemingly at random, but this was done to help the stadium appear full at all times.

TALK GREEN WALK GREEN

Energy Saving Initiatives

Philosophy is the guiding principle which shapes, develops and prompts the actions and initiatives of an organization. At Godrej, our environment policies are deeply entrenched in the simple philosophy of 'Walk the Talk'.

To take this initiative forward, we have undertaken various energy saving projects. These projects not only go a long way in reducing our environment footprint, but also make our processes more efficient. In this issue, we will be elaborating on a few of these projects.

One such project was installing variable speed control in high power consuming machines. These machines tend to run at full capacity even when idle, and if switched off will consume more power to start once again. Hence, installation of variable frequency drive ensures that when the machine is idle, it runs at a lower frequency, thereby saving power.

A similar installation has also been done for the air handling unit. This ensures that when the required temperature is met, it runs at a lower frequency leading to energy savings.

Another very important project undertaken was installation of auto cut-off in the pre-treatment process. Pre-treatment involves sprinkling of water and chemicals to treat the product for better quality and resistance. In the absence of sensors in the pre-treatment chamber the sprinkling would continue even if there was no product inside. With these sensors, the sprinkling takes place only in the presence of a product. Also, since pre-treatment involves 6 different processes, there are various pumps installed for performing each process. These sensors ensure that only the pump which is needed is operated. This has saved us water and power to a great extent and at the same time ensured that quality of the product has not been compromised.

Other smaller projects have also been taken up, which have made a substantial difference. Overhead lights in the manufacturing plants are being replaced with energy efficient bulbs. Also, auto cut-off has been installed in the worker's locker area. This ensures that lights and fans are switched on only during shift start, shift end and breaks.

This focused drive to manufacture high quality products, while reducing our environment footprint, clearly shows that we WALK THE TALK.

ON THE BOOKSHELF

Featured Read: The Hybrid House

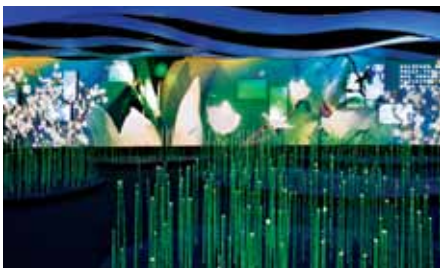
The Hybrid House comprises 12 case studies of hybrid homes that incorporate natural building materials with renewable energy systems to reduce their carbon footprint, while ensuring a healthy living environment.

With eye-catching photography, author and photographer Catherine Wanek illustrates how reducing energy consumption can be functional, cost-effective, as well as luxurious! The featured homes are low in embodied energy, feature user-friendly technology and seamlessly integrate with the landscape.

This book introduces your senses to designs focused on light, airflow, water features and earthy charm.

About The Author: Catherine Wanek is the author of The New Strawbale Home and the co-editor/author of The Art of Natural Building. She published and edited The Last Straw, the International Journal of Straw Bale and Natural Building, and has also contributed articles and photographs to Su Casa Magazine, Communities, Permaculture Activist and Mother Earth News. Wanek has lectured internationally on the subject of strawbale and natural building.

THE DREAM CUBE



The Shanghai Corporate Pavilion for the 2010 World Expo was unlike anything the world had ever seen. The 40,000 sq. ft. masterpiece, dubbed the 'Dream Cube', had an exterior made of transparent, recycled, and still recyclable, polycarbonate tubes filled with LEDs. It encouraged visitors to participate in an impressive multimedia experience comprising cutting-edge technology, surreal environments, collaborative social spaces and sustainably designed materials.

The Dream Cube led visitors through a beautiful story of Shanghai's past, present and future. The experience also transformed with spectator participation. Crowd-sourced photos uploaded by the public at the Dream Cube website blended with stunning video on immense media walls. Beds of glowing LED crystalline reeds changed color with the sweep of a visitor's hands. A 360-degree interactive theater showcased the audience's gestures and physical actions, which triggered dramatic changes in millions of LED lights on the Dream Cube's façade.

In these and many other ways, the Dream Cube opened up a whole new world and promised to set a new trend for future designs of world expo experiences and other large-scale public events.

SMART STORAGES

Modular Unite

Modular Unite is a truly revolutionary and attractive multipurpose storage system that blends in with your office style. Flexible and modular, it can help you achieve any configuration by mixing, matching and stacking of different storage units as per your need. When versatility is essential and space saving is the order of the day, only Modular Unite caters to all your storage needs.

Maximizing Horizontal & Vertical Space

Smart Space Distribution

Versatile Options for Workstations

THE GREEN VAULT

Eden Project in UK

Eden Project is a greenhouse located in Cornwall, United Kingdom. The complex comprises a number of domes that house plants from around the world, each dome emulating a natural biome. The domes are made out of hundreds of hexagons and a few pentagons that connect the whole construction. The Rainforest Biome, which is the largest greenhouse in the world, covers 1.559 hectares (3.9 acres). It is 55m high, 100m wide and 200m long. It houses fruiting banana trees, coffee, rubber and giant bamboo, and is kept at a tropical temperature. The Mediterranean Biome covers 0.654 hectares (1.6 acres). It is 35m high, 65m wide and 135m long. It houses olives and grape vines. The Outdoor Biome represents the temperate regions of the world with plants such as tea, lavender, hops, hemp and sunflowers.

The Core is an addition to the site, which opened in September 2005. It provides an education facility, incorporating classrooms and exhibition spaces. The building has taken its inspiration from plants, most noticeably the soaring timber roof, which gives the building its distinctive shape.

The Eden Project is growing with the plants it houses. Its creators now wish to build a third closed dome named Edge. It will house desert plants, function as a botanic garden, and also provide a unique space for hosting concerts and entertainment events.

The Eden Project team is also working on creating UK's first geothermal plant that will use the heat from granite outcrops beneath the Earth's surface. Water will be pumped into an injection hole and then allowed to percolate through the hot rocks and heat up. The water will then be pumped back out through a second hole, returning to the surface at around 150°C, where it will be converted into electricity via a heat exchanger.

With its various projects and initiatives, the Eden Project is like a green vault that is preserving the planet's greenery for tomorrow.

NEW INSTALLATION

Aura, a panel-based system from Godrej Interio, makes for a neat fit and finish at L&T Infotech's Chennai office with 2500 workstations.

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