

Dear reader,

We are pleased to bring to you the April issue of InterEdge.

This all new issue is packed with interesting articles like World's first positive energy building, 3-dimensional art, Zero energy media wall and lots more.

Look out for the Green page to learn more on Green Processes.

We hope you enjoy this issue.

Do write to us, giving us your valuable feedback.

Warm Regards  
Team Godrej Interio

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## 3D ART

The paper, on which this issue is presented, covers only two dimensions; height and breadth. Imagine the richness if it had the third dimension – depth!

Depth adds beauty to the experiential. While this is true of the visual world, even the life we live is enriched by the depth of emotion we feel.

For some time now, artists have used the palette of their imagination to create amazing optical illusions; illusions that create a 3-dimensional spatial within the confines of a regular two dimension construct.

Artists today routinely use the walls of an interior or the sidewalks in the urban-scape as 3-D canvasses to express their musings.

Creating 3-D wall art requires a subtle and deft play of perspective, depth and

lighting. This along with expressions of vibrancy, color and style help draw the mind of the occupant to expansiveness, contemplation or any other feeling that the artist sets out to arouse.

The 3-D art form uses pictures, movies, places, weather, people, memories or a pure play of depth to create various emotions.

Spice up your interiors and add vistas to your room the next time you get an opportunity.



DESIGNED BY MOTHER NATURE. BUILT BY MAN.

At a time when man has exploited nature in most parts of the world, comes an example of co-existence that we could all follow.

Outside Rio de Janeiro, on a beach with sparkling blue water, is a house with a roof that resembles a six petal flower. Each petal covers a different section of the home protecting it from the sun.

The open spaces in the house, inspired by Brazil's Indian heritage, allow the cool



sea breeze to circulate within, providing for natural ventilation.

Rain water is harvested from the roof. A swimming pool vents its way through the house culminating in a small pond stocked with fish. And, the interiors are done up with wood, stone and natural fabrics.

Mareines + Patalano, architects of the project, see the leaf house as a prime model of low-tech eco-efficiency, that allows nature to re-enter our life.

STAIRWAY TO HEAVEN OR HELL

A controversial sculpture, appropriately called 'Device to Root out Evil', by American artist Dennis Oppenheim, is causing much comment in Canada.

A country church is seen balancing on its steeple, as if it had been lifted by a terrific force and brought to the site as a device of rooting out evil.

The steel, aluminum and glass sculpture mounted on a concrete platform is to be displayed by the Benefic Foundation at Calgary's Glenbow Museum.

Earlier, the church was to be displayed in Vancouver, but controversy over it blocking the ocean view of where it stood, caused it to be shipped out.

At the present site, the 25 feet aluminum structure shimmers against the waterfront

background. Hand-blown deep red glass shingles and blue-glass windows reflect sunlight during the day and are illuminated from within at night.

Many people have objected to the message of 'Device to Root Out Evil'. The critics have seen it as religion's futile attempt to root out evil.



## TALK GREEN WALK GREEN

## Green Processes

Using eco-friendly materials is not enough. To make an exhaustive effort towards green, we need to aim at making the entire lifecycle of the product 'Green'. An important element of the lifecycle is the Manufacturing Processes. It is these processes which ensure optimum utilization of resources and materials and also prevent generation of waste. Hence, low-impact manufacturing is the need of the hour.

We, at Godrej, believe in 'Walking our Talk' and are advocating greener processes from the very beginning. In this issue, we will be talking about greener processes of painting and coating.

Most often used and heard of is Liquid Painting. However, we do not get a very superior finish as they usually run, drip or sag. Moreover, it leaves a hazardous residue called sludge which cannot be disposed off. Colour change requires more time leading to wastage of precious time and effort. Liquid paints also tend to be very high on VOC content.

On the other hand, powder coating processes is not only 100% VOC free but also gives a neat finish to the product. There is minimal wastage as it ensures 95- 100% usage of powder. Moreover, powder coating has relatively shortened cure process time thereby minimizing energy cost.

In terms of performance as well, powder coat surpasses liquid film. The scratch and impact hardness is better and it also has high resistance towards corrosion and abrasion. Unlike liquid paints, no solvents are required for the same, so it does not run or sag and also ensures lower fire hazards.



It is also convenient to use powder coating as lesser skill is required and it ensures speedier application. Lesser effort is required as it is a single coat operation as opposed to liquid painting, where a primer coat is required. Storage and cleaning of powder coating booth is easy as it is 100% solid. It also has no disagreeable odour.

There are other types of coating as well like chrome plating and anodizing. Although, they give a relatively better finish as compared to powder coating, this process consumes a lot of electricity and water. Green experts refuse such processes due to the water contamination caused by them. Moreover, they use hazardous chemicals in the process which is not healthy for the people working on the process or the user of the final product.

Latest development in powder coating technology now enables us to get a coat similar to chrome or anodized finish. Also, a new aluminium anodizing process is being developed which will eliminate the need for toxic chemicals in such processes. Such developments help us ensure we get a superior finish, the green way.

Green processes will go a long way in saving our mother Earth. To know more on Green processes, catch the next issue of InterEdge.

BOOK REVIEW

Glass House: Buildings for Open Living  
- by Nicky Adams

According to one of the most reputed architects of the world, Le Corbusier, the history of architecture is the history of the struggle to bring in light. In this endeavour, nothing is more beautiful than glass. It is one of the materials that an architect uses to uplift his design.

Glass House showcases the inspirational contribution of glass to the architecture of the modern home, tracing its progress from the first forays of the early modernists right up to the astonishing palaces of today.

Included are structures by Ludwig Mies Van Der Rohe's Farnsworth House in Plano; Phillip Johnson's Glass House in Canaan; Corbusier, Eileen Gray and Oscar Niemeyer designed houses in Saint-Jean-Cap-Ferrat, France; and the iconic John Lautner designed Hollywood Hills house in Los Angeles.



The book, divided into four chapters, includes The Innovators, Indoor-Outdoor Living, Breathing New Life, and At Home in the Landscape.

MEDIA WALL - INTELLIGENT SKIN APPLICATION

The Xicui entertainment complex, close to the site of the 2008 Olympic Games in Beijing, is the new celebrity on the block. It has one of the world's largest LED displays on a glass curtain wall and the first photo-voltaic system integrated in a curtain formation across a wall in China.

The technology christened GreenPix – Zero Energy Media Wall employs 2,292 RGB LED points over a 2200 sq mt monitor for dynamic content display. The Zero Energy tag comes from the fact that the building behaves like an organic system. Its intelligent skin absorbs solar energy during the day and then generates light using the same power with the help of custom designed software.

The technology specially developed for this application, laminates polycrystalline photo-voltaic cells of varying densities within the glass of the curtain wall.

GreenPix, the first digital public art

space in Beijing; is a collaborative effort across disciplines spanning architecture, engineering, computer programming, artist and curators. This execution by Simone Giostra & Partners falls under the new age classification of content architecture.

Xicui's opaque box-like commercial building has the ability to communicate with its urban environs in view of the rising green consciousness in China.



WORK SIMPLIFIED

Work

Work is the perfect business partner for small to mid-sized enterprises and home offices. An all wood work desk with a pedestal, it wears a subdued minimalist elegance. Adequate storage and neat wiring add to its utility.



*Available in 2 sizes and 2 colours: Silver Oak and Maldau Acacia*

## WORLD'S FIRST POSITIVE ENERGY LABORATORY

The Elithis Tower, touted as the first positive energy office structure, has just been unveiled in Dijon, France.

From design to material and user behavior, the Elithis Tower uses the latest sustainable development techniques.

Considered a theoretical challenge, Thierry Bievre, General Director of the Group Elithis Engineering, put together a team specializing in technical fluid installation and environmental efficiency.



Renowned architect, Jean-Marie Charpentier, worked in close collaboration with the group to create the 54,000 square foot ten storey building which brings together aesthetics, comfort, energy and environmental performance.

The Elithis teams were committed to

eliminating waste and the materials were chosen for their environmental impact.

For instance, the exterior of the building is made of wood and recycled insulation, while aluminum, which strongly impacts the environment, was used sparingly. Bay windows were selected to bring in natural light.

To take advantage of solar energy (warmth and natural light) without the associated inconveniences (excess heat and blinding brightness) a solar shield was designed by the Elithis engineers.

Thanks to the unique design of this shield, natural light enters the building while excess heat and blinding light are filtered out.

Office energy emissions (from computers, photocopiers, lights, people etc.) are recovered, saved, harnessed and re-used within the Elithis Tower.

More than 1,600 sensors have been installed to meticulously examine and analyze energy and emissions.

Daily energy consumption will be posted and displayed on a special public sign, in full transparency, for building greenhouse gas emissions and environmental impact.

The Elithis Tower is the first active environmental laboratory of its kind and scientists, researchers and universities are invited to visit the structure and evaluate it.

NEW INSTALLATION

Slim, sleek Spacio – now in Photon Infotech

Godrej Interio embeds its sleek workstation, Spacio, at Photon Infotech, Chennai. The spine and fin variant of this slim tile based system, provides a rather individualistic yet open look to the workspace. The 621 workstations, spread across an area of 65,000 sq.ft. are bound to make a significant impact.





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