

Dear Reader,

We are pleased to present our May issue of Godrej Interio InterEdge.

Read all about architects Ball & Nogue's homage to Disney film 'Black Hole'. Travel through international labyrinths and mazes. And read all about a modern house that's engineered to move up and down.

Plus, there are brief features on our latest products and installations.

We are sure you'll enjoy going through this issue. Do write back with your opinions.

Regards,
Team Godrej Interio

INSIDE THIS ISSUE:

THE POWER OF THE BLACK HOLE	1
LABYRINTHS AND MAZES OF THE WORLD	2
TALK GREEN WALK GREEN	3
BOOK REVIEW / THE UPWARDLY MOBILE HOUSE	4
FOR YOUR FOOD COURT	5
INCLINED TO GREET / ZENITH MUSIC HALL	6
NEW INSTALLATION	7

THE POWER OF THE BLACK HOLE

Walt Disney's sci-fi classic 'The Black Hole' has a character Dr. Reinhardt, played by actor Maximilian Schell. In the film, Dr. Reinhardt enacts a tyrant out to capture the "power of the black hole" and possess "the great truth of the unknown."

Now, architects Benjamin Ball and Gaston Nogue (Los Angeles) pay homage to both the actor and the film with a structure called 'Maximilian's Schell'.

Hovering over Materials & Applications courtyard, 'Maximilian's Schell' is the size of an apartment building and is a spectacle that has been stopping traffic along Silver Lake Boulevard since its unveiling. Constructed in tinted material (Mylar) that resembles stained glass, the vortex functions as a giant structure, swirling above the outdoor gallery.

During the day, the sun's rays pouring through the canopy cast colored light patterns onto the ground. This is accompanied by tranquil music composed by James Lumb of Electric Skychurch fame. The music is entitled "Resonant Amplified Vortex Emitter" and it lightly plays below the feet of visitors.

'Maximilian's Schell' became an instant icon in Los Angeles and received an Honor Award from the American Institute of Architects.



LABYRINTHS AND MAZES OF THE WORLD

Long before stories, there were labyrinths and mazes. They can be found around the world and they offer rich insights into our history.

So what's the difference between a labyrinth and a maze?

A labyrinth is designed in a single path that goes straight to the centre. To get back, all you need to do is retrace your steps. In the Middle Ages, a labyrinth was described as man's tortuous path to redemption.

A maze on the other hand, is designed to be a challenge; they are one of humankind's original physical puzzle games.

Clearly the allure of an out-sized brainteaser still appeals to people as the examples below demonstrate.

The Chartres Labyrinth

The Chartres Cathedral, France, even today, bears a floor labyrinth that goes back to the distant ages. It is used for walking and contemplation by monks;



and for meditation by pilgrims. There is just one path through the labyrinth and it is 964 feet long. The circumference of the labyrinth is 131 feet.



Dole Cannery Maze

The Dole Cannery Maze is considered the world's largest, occupying 137,194 sq.ft. with a path length of 13,001 linear feet. It is located in Hawaii. The sheer size of the maze landed it in the Guinness Book of World Records. More than 14,000 colourful plants like hibiscus, heliconia, croton, panax and pineapple have been used to create it. The center is shaped like a huge pineapple and comprises croton with a crown of Agapanthus.

Adventurers visiting the maze have to search for eight secret stations to solve its mystery. Naturally, the fastest seeker wins a prize. Winners also get their names recorded on a sign at the entrance. So far, a record holder has cracked all the maze challenges in just 7 minutes. The regular visitor takes approximately 45 minutes to one hour. The maze receives more than one million visitors annually.

TALK GREEN WALK GREEN

Green Processes

In the last issue, we threw light on the greener processes of painting and coating. Carrying forward from there, we will now be talking about the wood working process and how it can play a role in low-impact manufacturing.

Here, the purpose is to optimize the use of wood and the resources needed to process them. Usage of particle boards and medium density fibre boards go a long way but it is not enough. We need to ensure our processes are Green too.

Board cutting process can make a substantial difference. We need to ensure that maximum number of pieces can be cut with minimal wastage. A simple thumb rule to ensure good board optimization is to ensure that the shapes being cut from the board are geometric. The more complex the shape, the more the wastage. Board optimization can be achieved in various ways. One such process is



called nesting. It is a process of laying out components of varied geometry in an interlocking manner, so that the board utilization is as high as 90%. But such layouting can be done only on advanced routing machines, available with only the top furniture manufacturers in India.



Another important factor is the size of the board being cut. Different sizes of boards are available. We need to ensure that we use the one which is appropriate for that shape and size.

The usage of a particular type of board also plays a role in making processes greener. One may choose between pre-lam tops or go in for worksurface lamination. The decision needs to be based on the environmental footprint in processing them. Worksurface lamination, although ensuring better scratch resistance, takes more time for processing as opposed to use of pre-lam boards which can be processed faster and consumes less manpower and electricity.

Moreover, pre-lam boards are available in various sizes (9ft x 6ft, 8ft x 6ft, 7ft x 6ft), whereas laminates for worksurface lamination are available in limited sizes (8ft x 4ft & 10ft x 5ft in limited shades). More sizes enable us to use one which suits our requirement and hence optimize use and minimize wastage.

Hence, we at Godrej Interio favour the use of pre-lam tops for all our standard products.

For more on the Green way, look out for this section in our next issue.

BOOK REVIEW

Ecological Architecture: A Critical History by James Steele

Architects with a yen for history and environmental causes, now get both. Writer James Steele presents - Ecological Architecture: A Critical History. Here, he explores sustainable architecture that will appeal to both the idle browser and the professional.

He ponders on global issues: How local materials, climate and history influence architecture.

The book is well organised. He starts with the terminology of ecological architecture. This is followed by three sections.

The first section deals with themes like energy efficiency, harmonious relationship with the environment and suitability of building types for specific conditions.



Section two deals with case studies-over twenty of them. A veritable feast for the knowledge hungry. These focus on specific architects, movements and areas. Apart from giants like Le Corbusier and Frank Lloyd Wright, architects from non-western cultures (India's Balkrishna Doshi, for instance) are also featured.

Section three deals with today's issues: ecological architecture's struggles with urbanisation. 'Ecological Architecture' is a must read for the discerning.

THE UPWARDLY MOBILE HOUSE

Progress in today's world has been so swift, that no design concept, however radical, can be shot down. This can-do principle has clearly been taken to heart by architects Marks Barfield.

Villa Hush Hush is a shiny metal-and-glass structure that slides up storey by storey on a hydraulic system. It lifts each section smoothly up into the sky and lowers it back to the ground. Buried counterweights are hidden within an underground support column, making the effect on the surface all the more magical. A mechanical system is in place for emergencies, making everything feel seamless to its occupants.

So with a press of a button you get a new floor, a new perspective, additional privacy, stunning views, unpredictable rhythms and the option to drop down to the comforting levels of the ground floor. Clearly, Villa Hush Hush is a welcome addition to today's brave world.



FOR YOUR FOOD COURT

Café Pod Range

The Café Pod range of cafeteria tables adds a touch of style to the meal space. This colourful range is available in an array of exciting shapes and in different finishes. A new addition to this range is the stainless steel top table. With this addition, whether it's the sophisticated feel or the contemporary urban look that symbolises your work culture, the Café Pod range fits right in.



Stainless Steel Top



PU Coated Top



Rubberwood Top



Folding and Horizontal Stacking

INCLINED TO GREET

In what could be dubbed as a Post Modern era of construction, we have seen a race to construct the tallest structure in the world. From a 243 m 'Canary Wharf' in London to the 828 m 'Burj Dubai', the trend is to give the building a distinctive form to create an identity.

In this scenario, how would you make a 115 m structure stand out? This is exactly what the 'Puerta de Europa' or the 'Gateway of Europe' of Madrid is all about. The twin towers of 26 floors each at a height of 115 m are separated by a subway interchange.

What brings them together is the 15

degree tilt, making it the world's first high-rise building to intentionally lean in the history of engineering. Using conventional and innovative techniques, American architects Philip Johnson and John Burgee ensured the buildings would be recognized as related entities and also have a distinctive design.

**ZENITH MUSIC HALL**

Paris has a tradition of Varietee Theaters. And this legacy has been further extended with the building of the Zenith Music Hall, designed by architects Massimiliano and Doriana Fuksas. The building highlights a unique feature; the interior and exterior is covered by an orange fabric that appears solid by day, transparent by night. This reveals the internal structure when illuminated, creating magnificent light effects. These orange membranes also cover the music hall itself – an enclosed space that creates a special ambience.

So a typical theatre lover gets to enjoy a good all-round view, excellent acoustics and an eye-pleasing design. The hall seats 10,000 and provides ideal facilities for both the guests and the performing artists.

Finally, the entire structure has one more feature that merits mention. Projections on the outer skin convert the façade into a huge billboard transmitting information about forth coming events to passing commuters.



NEW INSTALLATION

Apt Solutions

When a part of Godrej Interio's office needed a makeover, they didn't have to look far. An "Apt" solution was in hand. 517 workstations of Apt, a desk based system from Godrej Interio, makes an impression at its new office. In sober and pleasing shades, Apt has a simplistic functional design providing exceptional value. The open system facilitates easy interaction but at the same time respects individual privacy.





Godrej & Boyce Mfg. Co. Ltd. Interio Division, Plant No. 4,
Pirojshanagar, Vikhroli (W), Mumbai - 400 079.

Website: www.godrejinterio.com Toll Free: 1-800-225511 / 1-800-2095511

Tel: 022 6796 1700 / 1800 | Fax: 022 6796 1503

Send your feedback to: sjalan@godrej.com / sshah@godrej.com

Check out our e-newsletter at www.godrejinteriointeredge.co.in