

## GODREJ INTERIO SPEAK

Dear Reader,

We are pleased to present to you yet another issue of InterEdge.

This issue takes you on a walk beyond the edge of The Grand Canyon... Along an underwater bridge... And teaches you to tame the sun! All this and more!

The issue also features interesting articles on a hotel that can truly be called home, a controversial piece of public art, and 'How Buildings Learn', a worthy book that explains how buildings adapt over time.

The importance of packing in reducing carbon emissions is highlighted in the Talk Green Walk Green Section.

Also showcased inside is Time Out, a range of brilliantly coloured and imaginatively designed canteen tables.

Awe-inspiring architectural creations, interesting books, green initiatives... this issue has it all. We hope you enjoy it, and would request you to give us your valuable feedback.

Warm Regards,  
Team Godrej Interio

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“ A building is hard to judge. It takes many years to find out whether it works. It's not as simple as asking the people in the office whether they like it. ”

Helmut Jahn

## TAKE A WALK OVER THE EDGE

David Jin, a Las Vegas based tour operator and entrepreneur, had the idea of extending a platform out over the edge of the Grand Canyon. The original concept for the Skywalk design was a rectangular platform extending straight out over the rim of the canyon. That idea evolved into a U-shaped walkway that has now been constructed.

The Grand Canyon Skywalk is a unique glass-bottomed cantilever bridge that spans 21.34 meters over the Grand Canyon's edge and sits 1219 meters above the Colorado River. Completed in March 2007, the Skywalk at Grand Canyon West has quickly gained fame across the world. Open 365 days a year, the Skywalk has been visited by nearly 1 million people from over 50 countries.



### Skywalk Engineering

The overall cantilever bridge width is 19.8 meters. Bridge length extending out from the edge of the canyon wall is 21.34 meters. The outer and inner bridge box beams (81.3 cm wide x 182.9 cm deep) are supported by 8 box posts (81.3 cm x 81.3 cm) having 4 posts on each side of the Visitor's Center. The 8 posts are anchored in pairs into 4 large concrete footings that are in turn anchored to the bedrock by 96 rod rock anchors (6.4 cm diameter high-strength steel threaded rod rock anchors), grouted 14 mts deep into the rock.



The 3.11 meter-wide bridge deck has been made with diamant low-iron glass and structural interlayer glass consisting of 6 layers. The glass used is so strong that it can even stop a bullet! The bridge glass railings are made with the same glass as the deck, but with fewer layers (3) bent to follow the walkway's curvature. The glass railings are 1.58 meters tall and have been designed for high wind pressures. The walkway can carry 822 people, each weighing upto 200 pounds, without overstress.



## TALK GREEN WALK GREEN

### PACKED WITH THE GOODNESS OF GREEN

The word 'Packing' often has a negative connotation of making things more attractive and larger than actual. It's a misnomer, which overshadows important functions of packing, like physical protection, containment and secure transportation. Right packing ensures that goodness and greenness of the product is delivered to the customer as conceived at the factory. The importance of this aspect is highlighted by the amount being spent by companies on packing of their products. For eg. FMCGs, consumer durables and furniture companies are spending close to 8 to 10 % of the total cost of the product on packing.

#### What is the right amount of Packing?

Packing material is considered to be a waste after it reaches the consumer. Hence, there is a blind race to reduce the amount of packing material used, mainly to save cost and reduce environmental impact. But the type of packing adopted should take into consideration the design of the product, its shelf life, the destination it has to reach and mode of transport. Hence, indiscriminate reduction in packing specifications can actually lead to criminal wastes and have a detrimental impact on the environment due to damage of material, loss of man hours and use of additional resources.

Acknowledging this fact, at Godrej Interio we give special attention to designing the right packing for our products. Like our products, the packing for the products, too, is tested for performance parameters like wear and tear, strength, compactness, etc. Contrary to the market trend over the years, we have enhanced our product packing to deliver a near perfect product to our consumers. This is evident from the fact that our packing cost has increased from an average of 3% in 2000 to about 6% in 2010.

#### Designed to Pack

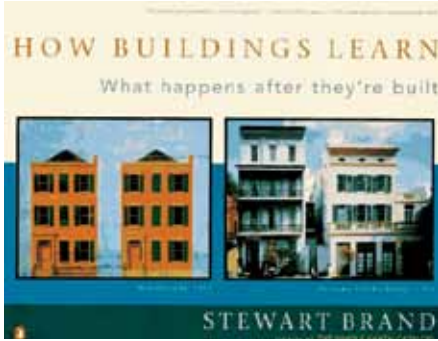
With boundaries shrinking and the world becoming a common market, transport, and in-turn compact packing, has become a key design parameter for consumer durable products. Addressing these vital issues, Godrej Interio moved to knock-down furniture design and flat packing for all its new products. This helped in saving transportation fuel by transporting more numbers in the same transport vehicle, thereby reducing related carbon emissions. Godrej Interio's iconic products like "Storwel" were also redesigned. Today, Godrej Interio can boast of all its furniture designs being knock-down or having a knock-down option.

To know more on the packing materials used at Godrej Interio make sure you catch our next issue.



## ON THE BOOKSHELF

**Featured Read: HOW BUILDINGS LEARN - What happens after they're built**



Buildings have often been studied whole in space, but never before have they been studied whole in time. To explore the years between the dazzle of a new building and its eventual end, Stewart Brand went to facility managers and real estate professionals, to preservationists and building historians, to photo archives

and to futurists. He found that all buildings are forced to adapt, but only some adapt gracefully.

HOW BUILDINGS LEARN is a masterful new synthesis, which proposes that buildings adapt best when constantly refined and reshaped by their occupants, and that architects can mature from being artists of space to becoming artists of time. It is an informative handbook that sets forth a strategy for constructing adaptive buildings that incorporate a conservationist approach to design, use traditional materials, and allow for continuous adjustment and maintenance. It is as stimulating for the general reader and home improvement hobbyist as for the building professional, and is sure to generate ideas, provoke debate, and shake up habitual thinking.

## A HOTEL YOU CAN COME HOME TO!

The new Inntel Hotel in Zaandam, Netherlands, is turning out to be quite the eye-catcher. The iconic green wooden houses of the Zaan Region were the source of inspiration for the hotel's designer, Wilfried van Winden (WAM Architecten, Delft). The structure is a lively stacking of seventy individual houses, ranging from a notary's residence to a worker's cottage, executed in four shades of the traditional green of the Zaan Region.

The 12-storey building is forty metre tall and includes 160 rooms. It offers a bar-restaurant, a swimming pool, and a wellness centre with a Finnish sauna and Turkish bath. The conference accommodation is set for completion in autumn 2010. The hotel tower, with a footprint that is nearly square,

is constructed of timber and Eternit fibre cement cladding. The edifice is expressive, with varied fenestration, wide protruding sections, and elegant white eaves and barge-boards.



## TAMING THE SUN

The solar furnace in Odeillo, built in 1969 by Felix Thrombe, is the largest in the world. The location was chosen due to the air quality and the fact that the region boasts approximately 300 sunny days per year.



A field of 63 flat heliostats installed on 8 terraces directs the rays of the sun onto a 2000 square metre parabolic mirror. Up to 1000kW of solar energy can be produced, with temperatures reaching up to 3400°C. The immense parabolic mirror, which is as tall as the Arc de Triomphe in Paris, reflects the countryside and sky, giving an ever changing fascinating view of the surrounding countryside.

An exhibition along with demonstration of the working of the solar furnace can be seen every day. A guided tour of the facility is also conducted.

The Odeillo Solar Furnace explores the potential and actual uses of solar energy for domestic purposes, as well as solutions for the energy crisis.

## A SIGHT TO BEHOLD!

Artist Tony Tasset unveiled his controversial piece of public art – The Eye – at Chicago Loop Alliance’s Art Loop 2010. While at first sight The Eye comes across as a massive model of the human eyeball, closer inspection reveals that the red veins surrounding the iris subtly hint at certain late night indulgences. It is this detail that makes it controversial.

The Eye is a giant replica – scaled over 1000 times – of Tasset’s own blue eye. The 30 ft spherical structure has been created using 15 individual pieces of fibreglass attached to a reinforced steel base, which Tasset’s team has coated with off-white paint before adding a startlingly blue iris and black pupil.

When queried about the inspiration behind his creation, Tasset explains,

“My job as an artist, as a sculptor, is to make the space more interesting. I’ve always wanted to make art that people either love or hate.” From reactions on review sites across the internet, which range from appreciation to people being “creeped out” by The Eye, it looks like Tasset has already achieved this goal!



## AN UNDERWATER BRIDGE!

The Öresund Bridge, the longest bridge in Europe, is a combined twin-track railroad and four-lane highway link (bridge + underwater tunnel) that connects Sweden and Denmark.

This link is divided into three distinct parts:

### The bridge

The 7,845 m long bridge covers half the distance between Sweden and the Danish island of Amager. The structure weighs 82,000 tonnes and has a horizontal girder extending along its



entire length. Its 491 m cable-stayed main span is the longest of this type in the world. A girder and cable-stayed design was chosen to provide rigidity and to resist ice accumulations.

### The artificial island

The bridge culminates on the 4 km long artificial island of Peberholm. The Drogden Tunnel begins from here.

### Underwater tunnel

Peberholm is connected with the artificial peninsula at Kastrup on Amager Island by the 4,050 m long Drogden Tunnel. The tunnel comprises a 3,510 m undersea tube tunnel, and 270 m entry tunnels at each end. The tube tunnel is made from 20 prefabricated reinforced concrete segments – the most massive in the world at 55,000 tonnes each – interconnected in a trench dug in the seabed.

The Öresund Bridge is a prime example of architecture at its innovative and daring best.



## ADDING PIZZAZZ TO MEAL SPACES!

Add colour and power to your meal spaces with Godrej Interio's Time Out series of canteen tables. These brilliantly coloured and imaginatively designed tables will add a new high to your chill zones.



Time Out  
Cafeteria Table



What's more, they are easy to clean and stack away, providing better time and space management.



Those who appreciate a toned-down understated look can opt for the elegant wood-grain finish that is sure to add traditional style and elegance to any lunching area.



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