

## GODREJ INTERIO SPEAK

Dear Sir,

We are pleased to present you the September issue of InterEdge. The issue, is on the theme of Water, an element of nature when blended in the built environment, creates beautiful architectural structures. This issue features some of these interesting water themed architectural marvels.

Witness swimming pools of infinite beauty with the Infinity Edge Pools. Let your mind travel to the Venice of the Gulf, and experience art that moves, literally!

This month's featured read, "Simple Fountains", shows how you can construct your very own water fountain. There is also an interesting article on man-made wetlands that are designed to give nature a helping hand!

In the "Talk Green Walk Green" Section we discuss the importance of conserving water and various water conservation initiatives undertaken by us. Also showcased inside is the latest addition to our product range, Work, an all wood minimalist desk.

Daring structures, stunningly beautiful creations, moving public art, 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

INFINITY  
EDGE POOLS

TALK GREEN  
WALK GREEN

ON THE  
BOOKSHELF /  
ART THAT  
MOVES

VENICE  
OF THE GULF

BIOHAVEN  
FLOATING  
ISLANDS

WORK  
SIMPLIFIED



“Water, the Hub of Life.

*Water is its mater and matrix, mother and medium.*

*Water is the most extraordinary substance!*

*Practically all its properties are anomolous, which enabled life to use it as building material for its machinery.*

*Life is water dancing to the tune of solids.*”

Albert Szent-Gyorgyi (1972)

## INFINITY EDGE POOLS

An Infinity Edge Pool (also called Vanishing Edge Pool) is a swimming pool that produces a visual effect of water extending to the horizon, vanishing, or extending to “infinity”. The effect is particularly impressive where the infinity edge appears to merge with a larger body of water such as the ocean, or with the sky if the pool is on a hillside. Hence, an Infinity Edge Pool is best-suited for homes with a great outdoor view.

The Infinity Edge Pool design concept is said to have originated from the calcium laden deposits that formed the natural Infinity Edge Pools of Pamukkale, Turkey, which dates back thousands of years and pre-dates the Roman Empire.

In reality, the edge of the pool ends in a weir that is slightly lower than the required median pool water level. There is a catch basin below the weir. The water spills into the catch basin, from which it is then pumped back into the pool.

An Infinity Edge Pool has two circulation systems. The first functions like that of a regular pool, filtering and heating the water in the main pool. The second circulation system, known as the “edge system” or “effects system”, filters the water in the catch basin and returns it to the upper pool. Dedicated filtration systems are required on both systems.

Today, Infinity Edge Pools are catching the fancy of homeowners across the world. Appearance is the most obvious, but not the only reason. Other reasons include the customization available. With Infinity Edge Pools you have the option to choose the most striking materials and exotic designs. You can also choose to include relaxing spas and other luxuries. Depending upon your budget and your imagination, you can create the outdoor experience of your dreams.

Infinity Edge Pools have elevated swimming pools to an art form for aquatic designers, aquatic architects and watershape designers.





## TALK GREEN WALK GREEN

### Water Conservation Initiatives

*“Save Water, Save life”*

This often repeated slogan carries a deep meaning that our conscious mind does not comprehend. It is the essence of what Jacques Cousteau quotes, *“We forget that the water cycle and the life cycle are one”*.

Water conservation means reducing the usage of water and recycling of wastewater for different purposes by changing actions and behavior or through application of improved designs, processes, technologies, devices, etc.

Only 1% of the total volume of water on the planet is fit for use. A judicious use of this precious resource is thus warranted.

#### Pledge to reduce usage

Godrej as an organization is deeply concerned about the issue and is taking conscious steps in this direction. As part of our commitment to Sustainable Business Pledge, the organization intends to reduce the overall consumption of water by 2% over a period of 10 years.

At Godrej we are undertaking various initiatives to reduce the consumption of Municipal potable drinking water. Water efficient plumbing fixtures are being used to reduce water consumption for drinking and human use. Along with well water, treated wastewater is recycled for use in secondary purposes like gardening, cooling and flushing.

This is achieved by implementing various wastewater recycling projects. Effluents

generated from the manufacturing processes are adequately treated to remove contaminants. The process employed at the effluent treatment plant ensures that no pollution is caused by discharge of untreated effluents in the environment. After treatment it is used for secondary purposes. In some manufacturing plants, this treated water undergoes additional appropriate advanced treatment to make it suitable for use again in manufacturing processes.

Other initiatives are being implemented like rainwater harvesting to enhance ground water resources. Also, efforts are being made to clean and revamp open and abandoned wells for generating additional sources of water.

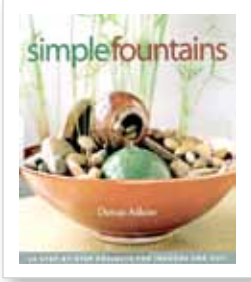
#### Awareness Drive

Only recently, Godrej Interio organized a water conservation awareness workshop at Vikhroli, Mumbai, in association with educationist Ms. Shital Mehta. Undertaken to entrench the thought of voluntary inculcation and promotion of water conservation habits in young minds, the workshop spanned 3 days. 46 children participated in the workshop, which involved presentations, movies and interactive sessions. The children expressed their views on the subject through their paintings and a skit. The cube of concern was another highlight where these paintings were displayed in a cuboid structure. They also took a written pledge to conserve water daily.

These water conservation initiatives are part of our bigger commitment to the environment, and sustainability is becoming even more integrated to the way of work and life at Godrej.

## ON THE BOOKSHELF

### Featured Read: *Simple Fountains* by Dorcas Adkins



The sound of moving water is most soothing. But while redirecting a stream to run through your home or office

may not be possible, you can always build a small, indoor tabletop fountain or a spouting sculpture on your property.

*Simple Fountains* gives you illustrated, precise, easy-to-follow, step-by-step

instructions for building 20 aesthetically interesting waterworks. Learn to custom-design your own water-filled masterpiece using readily available materials and simple crafting techniques. The types of materials you can use include wood, bamboo, ceramic, stone and copper. The author also discusses accessories such as flowers, shells, bonsai trees, sculpture and fish to further beautify the waterwork. She even recommends specific products like small magnet-driven fountain pumps which tend to be the quietest. The author's "can-do" attitude is infectious, and can get any of you to build a beautiful fountain for a corner of your office, home or garden.

## ART THAT MOVES!

Leading international art-based design studio Urban Art Projects (UAP) is collaborating with established American artist Ned Kahn and the Brisbane Airport Corporation to create an eight-storey, 5000 sq.mt. kinetic façade for the car park of Brisbane's Domestic Terminal.

From outside, one side of the car park will appear to ripple fluidly as the wind activates the 250,000 suspended aluminium panels that form the façade. As it responds to the ever-changing patterns of the wind, the façade will create a direct interface between the built and natural environments. It is further embellished

with rippling lines from the surface of the Brisbane River: a site-specific reference to the city's most iconic natural feature.

Inside the car park, intricate patterns of light and shadow will be projected onto the walls and floor as sunlight passes through the façade. The design also provides practical environmental benefits such as shade and natural ventilation for the interior.

This large-scale work will create a mesmerising impression for passengers, and is expected to become a memorable icon for Brisbane.



## VENICE OF THE GULF



Who would have ever imagined a Venetian styled resort in the shimmering desert of Dubai? The Madinat Jumeirah Resort, with its fortress like structure fronted by seemingly unending canals, is truly the Venice of The Gulf.

Construction began in 2001 with over 20,000 personnel digging up 3.5 kms. of trenches snaking in and around the 40-hectare resort. They filled the dikes up with 600,000 gallons of water, set afloat 36 “abras” (water taxis), and fabricated bridges over the waterways.

In an impossibly short duration of 2 years, they engineered 29 mud brick houses interconnected by 3 kms. of meandering paved pathways. They built a shopping mall, designed to resemble a frenzied traditional “souk” (shop), and two distinct hotels on either side of the resort, the Mina Al’ Salam (Harbor of Peace) and the Al Qasr (The Palace).

They constructed seven “Malakiya” villas, each named after the seven emirates,

29 traditional courtyard summer houses and much more. Everything was designed according to authentic Arabic design, and further accentuated by objects d’art donned to recreate Arabia’s days of yore. The effect – a whole new city within a city dabbled in an inspiring fusion of Arabic architecture and Venetian ambience and style.



## BIOHAVEN FLOATING ISLANDS

Wetlands are nature's way to cleanse water. Simply put, they offer surface area and circulation: surface area for the growth of microbes, which are responsible for converting nutrients and other pollutants into biofilm, which then moves through the aquatic food web; circulation for getting the water in contact with these microbes.

A "BioHaven Floating Island" is an advanced form of Floating Treatment Wetland, which bio-mimics natural floating wetland systems. BioHaven Floating Islands are made from a matrix of fibers that are bonded together with foam to provide buoyancy. The matrix is filtration material made of 100% recycled plastic from drink bottles, which is the most inert plastic available. The buoyant mats are planted with sod, garden plants or wetland vegetation and launched into a body of water. They are usually anchored in place, but can be left to float around freely. As the plants grow, their roots extend through the matrix into the water below.

They were inspired by the floating peat bogs of Northern Wisconsin and are designed to "bio-mimic" these bogs as they remove pollutants, nitrates,

phosphates, ammonia and heavy metals from the water. They also provide critical riparian edge habitat, sequester carbon and other greenhouse gases, provide wave mitigation and help control erosion.

When expanded, a 250 sq.ft. BioHaven Floating Island is the equivalent of 1 acre of wetland surface area. This extensive surface area allows microbes to create a "concentrated wetland effect", which makes the BioHaven Floating Island many times more effective than Nature.



Nutrients, which arrive in the water column via fertilizers, are harmful to bodies of water as they allow algae to grow; but if we give microbes enough surface area, they'll use the nutrients for their own growth before algae can use them.

Applications for the water-cleansing features of BioHaven Floating Islands include wastewater lagoons, farm ponds, storm water ponds, drainage ponds, golf courses, rivers and any waterway susceptible to algal blooms caused by excess nutrients. They are also perfect to beautify any body of water, no matter the size.



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