

GODREJ INTERIO SPEAK

Dear Reader,

It's a pleasure to present you yet another issue of InterEdge.

The issue features stunning architectural creations, including an anti-skyscraper, the world's deepest swimming pool, and the tree of knowledge. The issue also features a remarkable chapel design, along with a review of an interesting book that showcases an exceptional range of home designs from a legendary architect.

In the Green Section we highlight the importance of sustainable transportation and discuss the various initiatives undertaken at Godrej Interio to make transportation a greener process.

You will also find useful wellness tips that will help you ease stress at work, along with the newest arrival in our product portfolio, aptly titled 'Arrive'!

It is our constant endeavour to bring to you a distinctive spread of articles. We hope you enjoy the issue and we will be glad to receive your valuable feedback.

Happy Reading!

Best Regards
Team Godrej Interio

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“Architecture is an art when one consciously or unconsciously creates aesthetic emotion in the atmosphere and when this environment produces well being.”

Luis Barragan

THE ANTI-SKYSCRAPER

The new headquarters of China Central Television (CCTV) is an iconic anti-skyscraper that has changed the architectural image of Beijing.

The tallest CCTV tower is 234m high. It has 54 floors with a total floor area of 465,000m². It consists of a series of horizontal and vertical sections, which establish it as an earthbound structure, or an anti-skyscraper. This tower contains administration, news, broadcasting, studios, programme production areas, staff facilities and parking. A public media museum is located on the cantilevered part of the building.

The neighbouring TVCC tower is 210m high. It has 44 floors with a total floor area of 95,000m². It includes the 300-room Mandarin Oriental Hotel, which has two restaurants, a suspended champagne sky bar and a ballroom surrounded by water! There is also a visitor centre, a 1,500-seat public theatre, a digital cinema, and exhibition and conference facilities.

The remainder of the site surrounding the building has been developed into a media park with outdoor filming areas, theatres, production facilities and public entertainment areas.

Structural Challenges

The design of the CCTV building was a stiff challenge. Engineers had to construct the two towers leaning at 6° and bent at 90° at the top and bottom to meet, forming a continuous loop.

The engineers had to consider the building's stability at each phase of construction. They designed a braced tube structure to support the leaning towers during their development, before they were connected and balanced off each other.

The towers were constructed at opposite diagonal corners and linked by an L-shaped 9-storey podium with 3 underground floors. The elements were then joined at the top (51-storey high) by an L-shaped bridge opposite the podium.

Diagrid Exoskeleton

A diagrid 'exoskeleton' system was adopted on the external faces of the building to give a tube structure that resists gravity and other lateral forces. The positioning of the columns and diagonal tubes reflects the distribution of forces in the surface skin of the building.

The new CCTV building has truly begun a new chapter in the annals of Chinese architecture.





TALK GREEN WALK GREEN

SUSTAINABLE TRANSPORTATION

As the world has progressed, the modes of transportation have become more sophisticated, but less greener. Does that mean we should switch to primitive modes for greener transportation? Most certainly not! It implies that we use the current modes responsibly so that they are sustainable in the future. Having established this, Godrej Interio gives special importance to transportation as a key function in the product lifecycle.

Air, rail, road and water are the dominant modes of transportation and each of them has a green impact. Apart from burning fuel, transport also causes air pollution, greenhouse gas emission, land usage for infrastructure, depletion of natural resources, etc. All of these deteriorate the environment steadily. The table below gives a comparative evaluation of these four modes of transportation on five parameters.

Higher the speed of delivery, more power is consumed by the said mode of transportation. This leads to higher carbon emissions and more use of fossil fuels. Accessibility of the product refers to the need for further transportation of the goods. Higher the accessibility, greener is the transportation mode. A high load carrying capacity ensures

more material is carried out with fewer trips, thus proving beneficial for the environment.

Godrej Interio makes use of all of the above modes, depending on what the situation demands and detailed planning is done to ensure reduced impact of transportation on the environment while also considering the transportation objectives.

The flagship effort in this direction, which surpasses all efforts, is flat packing design initiated for almost all products of Godrej Interio. This ensures more can be transported in lesser space due to reduced volume, ensuring lower carbon footprint per product. Moreover, conscious efforts are made to transport goods and people in an eco-friendly manner.

Godrej Interio uses roadways extensively for transportation within the country. Waterways are used for foreign destinations only. Airways are only used for critical orders as this mode has the highest impact on the environment. All in all, Godrej Interio contributes to the environment by use of greener modes of transportation for its products.

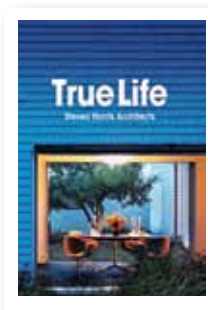
To know more on what Godrej Interio is doing to make transportation a greener process, catch our next issue...

Evaluation Parameter				
Speed of Delivery	Fast	Slow	Slow	Moderate
Accessibility of the Product	Low	Moderate	Moderate	High
Load Carrying Capacity	Very Low	High	Moderate	Low
Cost (ton / km)	Very High	Low	Low	Moderate
gCO ₂ emissions in gm / tonne km	497.1	52.8 (for a container ship)	6.2	49.7 (for a 16 ft truck)

ON THE BOOKSHELF

Featured Read: *True Life* by Steven Harris

Steven Harris is the founding partner of Steven Harris Architects. He has taught



Architecture at Yale for twenty-five years. In 2008 he was inducted into the Interior Design Magazine Hall of Fame.

Steven Harris Architects designs spaces that are customized according to the daily lives and experiences of their clients. The dining rooms are not meant to glorify

tradition, they are simply places to eat. The entry halls are not the primary places of arrival, but rather the final segments of a long trajectory that begins when the resident turns off the main road or exits the elevator. True Life, the firm's first monograph, showcases an exceptional range of residential work from the past twenty-five years. Organized by the activities that propel their designs-dine, lounge, study, play, sleep, and so on-it focuses on people rather than objects. The firm's spaces are not meant to set lifestyle changes into motion, but rather cater to those routines already in progress. They let the client speak for the house, not the house for the client.

WELLNESS TIP*!

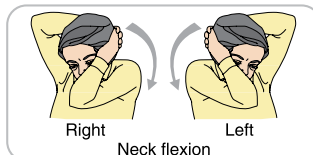


Is peering at your computer causing a neck ache?

Using bifocal lenses while working on your computer or laptop for long hours may often result in a crick in the neck at the end of the day. This is because of the awkward position you have to hold your neck / head in, while looking through the lower half of your glasses.

To avoid this:

- Keep a separate set of glasses to use while working.
- Opt for seamless bifocals that let you move from distance to close viewing without having to tilt your head.
- Take regular health breaks and exercise your neck muscles to release the stress.
- Follow the 20-20-20 rule to relax your eyes.



If you have comfort or health queries related to your office environment, please feel free to contact us at dr.sitright@godrej.com

*Please refer last page

PERFECT MATCH FOR YOUR STATUS



ARRIVE, our newly launched all veneer suite, is the perfect companion for those in power. It reflects the owner's taste and choice, and echoes his status to onlookers. With concealed wire management and other value added features, it proves itself as the ultimate epitome of comfort and luxury.



Executive Desk



Mobile Side Unit



Pedestal



Credenza

NEMO 33

Nemo 33 is a recreational diving center in Brussels, Belgium, that is home to the world's deepest swimming pool.

The pool has 2 large flat-bottomed areas at depth levels of 5 m (16 ft) and 10 m (32 ft), and a large circular pit descending to a depth of 33 m (108 ft). It is filled with 2.5 million litres of non-chlorinated, highly filtered spring water maintained at 30°C (86°F). It is not necessary to use a neoprene suit when diving in this pool. The pool contains several simulated underwater caves at the 10 m depth level. There are numerous underwater windows that allow outside visitors to look into the pool at various depths.

The complex was designed by Belgian diving expert John Beernaerts as a multi-purpose diving instruction, recreational, and film production facility, and opened in 2004.



THE TREE OF KNOWLEDGE

The Tree of Knowledge is a Memorial that is constructed of over 3,600 individual timber members, making up the suspended canopy. All the timber is FSC (Forest Stewardship Council) Certified,



i.e. wood from ‘environmentally’ managed forests. The root ball was salvaged intact with the trunk and is displayed through a glass floor. This design feature gives the unique and dramatic effect of suspending the viewer above the root ball whilst they are surrounded by the suspended timber above.

The external timbers are “charcoaled” to create a veil around the memorial space. The “veil” provides hints to the form and movement inside but it does not fully reveal the impact of this space. This experience is saved for the visitor as they enter the shade of the “tree”. The veil also provides protection from long term direct exposure to wind driven rain and the sun.

The structure, including the suspended timbers, is rated to a 50 year maintenance free period, effectively minimizing long term maintenance costs.

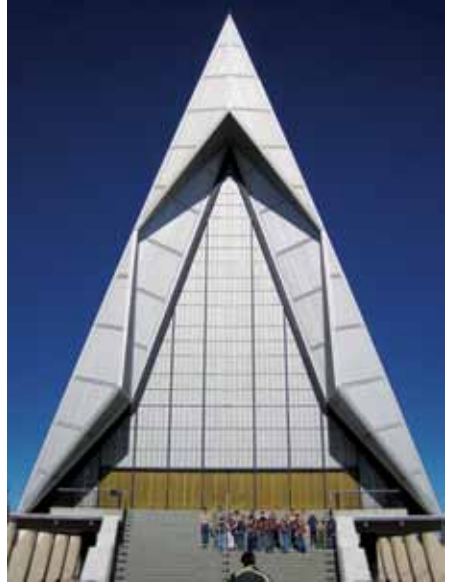
HOLY GEOMETRY

The United States Air Force Academy Cadet Chapel was designed by renowned architect Walter Netsch. The Cadet Chapel has become a classic and highly regarded example of modernist architecture, and was awarded the American Institute of Architects' National Twenty Five Year Award in 1996.

The Cadet Chapel is 150 feet high, 280 feet long and 84 feet wide. Its most striking feature is its row of seventeen spires. The structure is a tubular steel frame of 100 identical tetrahedrons, each 75 feet long, weighing five tons, and enclosed with clear aluminum panels. The tetrahedrons are spaced a foot apart, creating gaps in the framework that are filled with 1-inch-thick colored glass. The tetrahedrons comprising the spires are filled by triangular clear aluminum panels, while the tetrahedrons between the spires are filled with a mosaic of colored glass.

The Cadet Chapel was specifically designed to house three distinct worship areas under a single roof. Hence, Netsch designed three splendid and distinct chapels within the Cadet Chapel.

The Protestant Chapel, which seats 1,200, is the largest. Tetrahedrons,



separated by stained-glass ribbons, constitute the walls reaching 99 feet to the pinnacled ceiling. The altar is a 15-foot marble slab in the form of a ship, behind which is a 46-foot-high aluminum cross.

The Roman Catholic and Jewish Chapels are one level down. In the Catholic chapel, which seats 500, a glass mosaic mural portrays the heavens. The altar is a large, simple table of polished marble mounted on a cone-shaped pedestal. Soft brown light emanates from the amber glass panels, complementing the walnut pews.

The foyer surrounding the Jewish Chapel is paved with delicate brown Jerusalem stone. A round wooden screen, comprising panels of translucent glass separated by stanchions of mellow Israeli cypress, encircles the chapel itself, which seats 100.

Each chapel has its own entrance, and services may be held simultaneously without interfering with one another.



**This information is not intended as an alternative to personal, professional medical advice. The reader should consult a physician in all matters related to health, and particularly in respect of any symptoms which may require diagnosis or medical attention. The advice and information given in this mailer are believed to be accurate and true at the time of sharing with you and have been issued in good faith. Godrej & Boyce Mfg. Co. Ltd. shall not accept any legal responsibility or liability for any errors and omissions that may have been made.*



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