

GODREJ INTERIO SPEAK

Dear Reader,

At the backdrop of the most promising part of the year we present our fresh issue of InterEdge.

In this issue we have some of the most intriguing subjects to dwell on – Decking up the Outdoor Living Room, the Goochie style of architecture and Out-of-the-Box partitions. We have Wellness Tip on keeping your eyes stress-free and an interesting book review.

Our green page talks about the special green boards by Godrej Interio that benefit our customers in many ways.

Hope this issue makes for a wonderful reading.

With best wishes and regards,
Team Godrej Interio



“Architecture arouses sentiments in man. The architect's task therefore, is to make those sentiments more precise.”

- Adolf Loos

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SPRUCE UP YOUR OUTDOOR LIVING ROOM

Today, when building costs make large houses prohibitive, one way to extend your house is to use your outdoor space to full advantage. Contemporary houses make many a room look larger by visually extending them into the lawn or garden.

Turning a yard, patio, porch or other type of outdoor area into a functional living space can be a fun and challenging task, one that expands any typical notions of an ordinary place to hang out.

Tricks such as glass walls, using the same wall material inside as for a continuing wall on the terrace and using the same material for the ceiling inside as on the extended terrace eaves, help to do this. Doing it with the aid of vine, fences, shrubbery, shade trees and flowers can make your terrace a delightful place for entertaining, sun-bathing and relaxing.

A sheltered area away from street noise, traffic, neighbors and wind also contribute to making your outdoor patio area more successful. Small group dinners, outdoor barbecues or a quiet secluded get-away, also play an important role in the design, décor, functionality and success of your outdoor living room.

Additional wiring and plug points are necessary not only for your radio and other electrical needs, but also to plug in a number of portable outdoor floor lamps to have light at the required level of brightness near tables and chairs.

Your Outdoor Living Room can be a wonderful extension of your luxury and comfort and something you can flaunt as your unique style statement.





TALK GREEN WALK GREEN

GODREJ INTERIO GREEN BOARDS

Most furniture manufacturers use particle boards for their furniture. This is good for the environment as it is often made from leftover sawdust and lumber scrap. This means less trees will have to be cut down. But is this always true? Considering boards make up around 40% of the total weight of furniture, it is important to find out the origins of the wood. Rubberwood and eucalyptus are usually used for green boards as they are rapidly renewable sources of wood. Rubberwood is preferred as eucalyptus trees can lead to soil erosion.

Another problem with boards is that they can be highly toxic as the glues used may have high VOC (Volatile Organic Compounds) content. Local furniture manufacturers often use such boards as they are cheaper to manufacture using high VOC glues rather than low VOC ones. Boards occupy around 25% of a typical workstation and take around 5-10 years to outgas, making them high on the list of priorities for all large-scale furniture manufacturers.

Moreover, there is often an apprehension about the performance of green boards vis-a-vis the non-green ones. Some boards like agri-boards though eco-friendly, are not high on performance but green boards are as good or better in

performance. Table 1 shows the comparative evaluation of various types of boards. Green boards perform excellently on green parameters as well. Such boards are available with only recognized board manufacturers.

Hence, furniture manufacturers often go for recognized board manufacturers who can give them better quality and green assurance. Godrej Interio (GI), has taken the same path but has done it differently.

There are variety of green benefits that board manufacturers provide like low VOC, high recycled content and renewable content. But they often come with a long lead time. GI Special Boards not only come with all the green benefits but with a shorter lead time as well. Considering, boards consume 40% of the lead time for furniture, this will definitely benefit our customers in faster deliveries. This has been made possible as these boards are manufactured in-house, hence also ensuring best-in-class quality.

For input materials, environmental performance is usually a function of what the market can offer, but GI has changed this equation and improved the ability to offer greener products in larger numbers to the customers, thereby staying true to our philosophy of 'Talk Green Walk Green.'

Performance / Green Parameters	Particle Board	MDF	Agri-boards	Green Boards
Particle bonding	Good	Good	Poor	Good
Resistance to moisture	Good	Good	Poor	Good
Recycled content	Fair	Good	Very good	Very good
Renewable content	Fair	Fair	Very good	Very good
VOC	Good	Fair	Poor	Very good

Table 1

OUT-OF-THE-BOX PARTITIONS

Property developer Land Securities in London needed to divide up a vast floor space so that agents could show prospective tenants that there were four clear and distinct areas for office space. It's safe to assume that most would section off the space with boring signs or makeshift walls. In fact, no one would expect a creative alternative like this...

Tasked with coming up with a solution, Radford Wallis, the award winning design studio went Out-of-the-Box!



"Shunning conventional signage, we went for maximum impact by creating four scaled-up stationery items, used to mark out the huge space," Radford Wallis says. "The giant objects were then positioned where the partitions would eventually be built."

The tenants just couldn't help admiring the most eye-catching partitions, ever imagined before.

WELLNESS TIP



"DE"STRESS YOUR EYES WITH THE 20-20-20 RULE.

Staring constantly at the monitor from a fixed distance forces your eye muscles to remain static and also causes dryness in the eyes leading to eye strain.

To avoid eye strain, focus away from the screen:

- Every **20 minutes**
- On an object **20 feet away**
- For about **20 seconds**

Further, blinking the eyes regularly will help keep the eye muscles active and eyes well lubricated - thereby avoiding eye strain



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

NEW INTRODUCTION

SIMPLE yet riveting!

Your small and smart looking office needs Advantage SIMPLE!



Quick on delivery, installation and uptime, SIMPLE decks up your office in just no time. It is a standard range of workstations that are configured to suit your requirement, while taking the aesthetic looks of your office, a few notches higher.

SIMPLE easily spans from a single room to multi-table office, fitting right into the scheme of things.

Get SIMPLE. Get SMART!



GOOGIE ARCHITECTURE

Imagine dining in a UFO shaped restaurant or living out in a hotel that resembles the Star Trek fame spaceship! Googie describes these flashy futuristic buildings that had evolved in the United States during the 1950s. The Space Age Inn, Satellite Shopland and the ultra-modern Bob's Big Boy Restaurant were the exciting innovations executed to grab the eye-balls of customers.

John Lautner, the father of Googie style of architecture originated the style and also gave it a name when, in 1949, he designed Googie's Coffee Shop at the corner of Sunset Boulevard and Crescent Heights in Los Angeles.

Googie style architecture was identified by some amazingly unconventional elements like Unswept Roofs, Large Domes, Large Sheet Glass Windows, Boomerang, Starbursts, Flying Saucer, Amoebae, Atomic Model Shapes and Exposed Steel Beams.

LAX Encounter Restaurant in The USA

As you fly into Los Angeles, the LA International Airport welcomes you with a towering Theme

Building which is home to the spectacular LAX Encounter Restaurant and Bar. With 135-foot high parabolic arches and a futuristic design, the structure has become one of the important landmark structures in the USA.

The Theme Building worth \$2.2 million was completed in August 1961. Encounter Restaurant, with its space-age interior and spectacular exterior lighting, opened in January 1997 offering 360 degree views of the airport.

The Theme Building set the tone for a huge wave of futuristic structures in the USA. It was the first building to utilize supporting steel arches of this design. Close to 900 tons of structural steel was required for the building. Fabricated sections include four upper arch sections, four lower sections, four horizontal legs, and tension and compression rings.

In 1992 the Theme Building was designated a City Cultural and Historical Monument.



A TABLE THROUGH THE FOREST

Making the rounds of blog favorites these days is this beautiful office space in Paris, by Christian Pottgiesser of ArchitecturesPossibles.

Dubbed "A Table through the forest," Pottgiesser and company turned a 19th-century factory into a multi-leveled wooded wonderland where trees grow through the desks, curves reign supreme, and workstations are equipped with Plexiglass sneeze guards.

The office is set on top of a solid oak platform, 1.7 m high, 22 m long and 14 m wide, into which each individual workspace is cut, and then topped with a Plexiglass dome.

"A Table Through the Forest" has no entrance hall or reception area. Instead visitors are guided by a "peripheral path-system" that leads them where they need to go. The Ficus-Panda trees lend a fantastic touch, and push Pottgiesser's work over into reality.



Pottgiesser and company not only revitalized the building but also won the *contractworld.award* First Prize (Office category) in January 2008.

ON THE BOOK SHELF

The Green Studio Handbook by Alison Kwok, Walter Grondzik



The green building trend is undeniable. The decision to undertake a green building at the start of a project is more common these days. The users demand more responsible buildings, as green ratings systems have been adopted by local governments. Today architects are more proficient in guiding specialized teams towards the goal of green buildings.

The second edition of The Green Studio Handbook is an extremely valuable tool for making decisions early on in the project, ones that will help dictate the form of a building, help determine what systems will need to be in place, which consultants will need to be brought on board and help set a budget.

The book details different strategies: Envelope, Lighting, Heating, Cooling, Energy Production, Water and Waste. Each one discusses key architectural issues and considerations, design procedures, illustrated examples, and further references. Diverse case studies also feature in the book which is aimed at both students as well as professionals.

**"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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