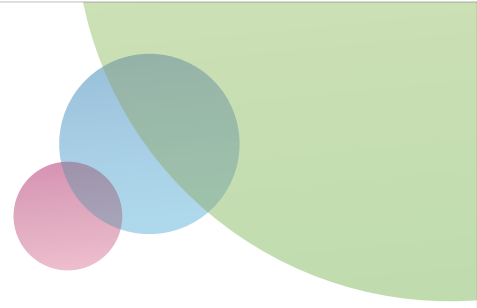


Celebrating 3 years of sharing knowledge and building a community... Thank you

Godrej interio

Inter
Edge





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TALK GREEN WALK GREEN



GOOD & GREEN

GODREJ INTERIO SPEAK

Dear Reader,

As Godrej Interio InterEdge completes 3 years, I would like to thank each one of you who have made this knowledge sharing platform a success.

Your compassion, contribution and interaction is what has made the industry platform, InterEdge, a success.

Today we are delighted to present the 3rd Anniversary Issue with a treat of articles that are inspiring and interesting to read.

Let us make this a truly sought after knowledge sharing platform and this can only happen through active participation by one and all.

Looking forward to your contributions to the future issues and feedback on this issue.

Happy Reading.



Best Regards
COO, Anil Sain Mathur



“ Architecture is basically a container of something.
I hope they will enjoy not so much the teacup, but the tea.”

Yoshio Taniguchi

WORKING IN THE WOODS

Selgas Cano - the new office of the architects Jose Selgas and Lucia Cano is set right in the heart of woods near Madrid.

The architects wanted to create a spectacular pavilion in the middle of the woods. Selgas Cano allows a horizontal view of the field getting a total integration with the surrounding nature.



To avoid direct sunlight on the work area, the north facade is constructed of plexiglass 20 mm thick as a large curved window that runs lengthwise throughout the study. By contrast, the south facade is made of 110 mm thick insulating fiberglass and polyester sandwich offering shade from the direct sunlight in the area of tables.

The underground part is made of concrete formwork plank of wood and gets adequate ventilation. A hinged opening attached to a weighted pulley mechanism at one end of the building allows varying degrees of natural ventilation.

Selgas Cano with its very unique architecture beckons you to get cuddled up in the lap of pristine nature while attending your official chores. Now, doesn't that sound incredible?

MONUMENTAL HUMAN FACE

When did you last see an intimidating human face in the form of steel? Maybe in one of the Hollywood flicks! But those steel creatures were either on a world saving or the world destroying missions...

Expect a monumental human face that can serve as part of a contemporary work place.

Metamorphosis, the most inspiring fountain, surrounding a mechanically driven, stainless steel structure in the shape of a human head, now stands tall over the landscape of North Carolina at the Whitehall Corporate Center in Charlotte.

Metamorphosis is the brainchild of Czech Artist David Cerny. Ever since he painted a Soviet tank pink in 1991, David Cerny has remained one of the Czech Republic's more daring and innovative artists.

The Metamorphosis is about 25 ft tall, weighing approximately 14 tons, has seven layers that rotate in various patterns, forming and reforming the Giant Head, apparently controlled by the artist from his computer in the Czech Republic.

Metamorphosis, the spectacular delight will certainly be chronicled as the most innovative piece of architecture ever conceived in the 21st century.



BOOK REVIEW

In Detail: Building Skins
by Christian Schittich (Ed.)

The external facades of a building are more than just a protective mantle or a skin regulating temperature and light. They determine a building's very appearance and are designed to reflect their status as an integral part of the building rather than just a plain wrapper.

The book *In Detail: Building Skins* focuses on the wide-ranging aspects of facade design, from the selection and use of materials to the advanced technical possibilities. The expert authors provide the essential information needed to plan and design facades and understand the latest technology trends.

Building Skins focuses mainly on two issues first is exploration of materiality; and second, is interdisciplinary integrated approach to energy performance. Because of the cases provided are handsomely put together, the experience of reading is ever afresh.



The book is richly informative on the technical terms of materials. Impressive building packaging will cool down as time passes by, but meanwhile, this book will surely serve its purpose for a long time to come.

WELLNESS TIP*



IS YOUR MOBILE PHONE RINGING IN JOINT PAIN?

Extensive usage of mobile technology gadgets has meant extensive sms-ing and e-mailing from the phone, thus increasing the risk of MSDs related to wrist, fingers & joints. To avoid these MSDs

Regularly exercise your hands, wrist and fingers to keep them flexible and healthy as shown in the image.



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*

Talk green.
Walk green.

TALK GREEN WALK GREEN

RECYCLING – THE WAY FORWARD

Recycling as a concept, has been around for thousands of years as it was the best possible way to reuse the materials that are no longer needed or suitable for its initial use. However, it was not given its due importance till sometime back. Now, with paucity of resources, increased air pollution due to incineration and increased water pollution due to landfills, recycling is the need of the hour, the way forward.

Recycling is processing of used materials (waste) into new products to prevent waste of potentially useful materials, reduce the consumption of fresh raw materials, reduce energy usage, reduce air pollution (from incineration) and water pollution (from land-filling) by reducing the need for conventional waste disposal, and lower greenhouse gas emissions by preventing virgin production.

It is usually difficult or expensive to get the fresh supply of same material after recycling, so usually they are reused in producing some other material, like paperboard from paper; or certain materials are salvaged from complex products due to their intrinsic value like lead from car batteries, or due to their hazardous nature like mercury is extracted for it to be used elsewhere.

When it comes to furniture, it was not very popular earlier as they were passed on through generations. However, with changing lifestyles, furniture has come in the disposable category where its 'perceived usable life' has sunk to as low as 3-5 years. This is even true for the institutional category. Business dynamics change leading to change in objective and locations. This is further accentuated by the influx of cheap imports in the market, which is usually of no use after 3-4 years. This leaves our mother earth with a lot of waste to deal with.

To understand the magnitude of the problem, let us take an example. Our research shows that to furnish 100 sq.ft. of office, we require approx. 93 kg of raw material which comprises 46 kg of wood base boards, 23 kg of steel, 8 kg of aluminium and 11 kg of packaging material. The space likely to get furnished in the coming year is estimated to be 40 million sqft. Amount of raw material required will be $40 \times 0.93 = 37.2$ million kg. After its lifespan of 5 years, what is likely to happen to this material in absence of the recycling industry? Well, about 45% of the material will be in landfills.



Hence, it is becoming increasingly important for the manufacturers to take the extended responsibility of their products. Green designs, green materials, green processes and finally green products is what has been the norm till today. But to complete the lifecycle, recycling is important as it closes the loop making it a 'cradle to cradle' approach in true sense.

Come July 2011, Godrej Interio is introducing its Recycling Services. To know more, catch our next issue.

GOOD & GREEN

Here's a range of chairs that not only looks good but does good as well. Created with eco-friendly materials and processes, these GREENGUARD certified chairs ensure improved air quality. With its ergonomic design you are sure to improve the productivity at your workplace. All in all ensure wellness@work with style.



Ace



Our GREEN RANGE:

Workstations: Stallion Green, Spacio Green, Vurv Green, Linea Green.

Chairs: Ace, Gallop, Kubix.

Storage: Unite Green



Kubix



Gallop

**“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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