



## GODREJ INTERIO SPEAK

Dear Reader,

Our new issue of InterEdge arrives amidst the biggest festivity of the year...

Light, colour and sound are the toast of the season and the same elements set the tone of our new issue. The new cover opens to a galaxy of bright features - Philadelphia's festival of lights on the banks of Schuylkill River... Carnovsky's RGB Murals and Seoul's unique apparatus to check the quality of air.

The book review on LIGHT COLOUR SOUND elaborates on structures which integrate architecture with light, colour and sound.

Find five parts of Diwali Lantern along with our issue. The attached guidelines will help you assemble the parts to form a STAR!

Season's Greetings and warm regards,

Team Godrej Interio

## This Diwali let's Go Green!

- ★ Celebrate Fumeless Festival, if you must indulge in fire crackers, go in for eco-friendly low on sulphur varieties!
- ★ Consume less, Recycle, Reuse!
- ★ Switch Off! Saving Energy is Creating Energy!
- ★ Crackers create sound pollution which is bad for infants, old, sick and animals in your vicinity



“There are two ways of spreading light; to be the candle or the mirror that reflects it.”

- Edith Wharton



## SEOUL'S NEW-AGE AIR PULSE!

Seoul has taken huge strides to improve air quality around the city, reducing the particulate matter (smog) from 83 micrograms in 2002 to 56 micrograms per cubic meter in 2008.

Living Light Sculpture located in The World Cup Stadium's Peace Park is a monumental case in point. The permanent outdoor pavilion and glass canopy projects up-to-the-minute information about local air quality.

Designed by Soon-in Yang and David Benjamin of The Living – Living Light Sculpture is part of Seoul's "City Gallery Project" which aims to fill the city with art works that people can interact with as they journey around town.

The Living Light Sculpture is a domed shelter created from 27 transparent, luminescent segments, each representing areas of the city where the Korean Ministry of Environment has air monitoring stations forming an interactive map.

Every 15 minutes, the map goes dark and then the segments light up in order of neighbourhoods with

the best current air quality through to the worst air quality. At different times, the segments representing neighbourhoods where there has been a year-on-year improvement in air quality, remain lit.

Each of the segments has codes, which members of the public can send in a text to the structure and receive air quality information in return.

The massive efforts taken by city administrators and the public have elevated Seoul to the ranks of Tokyo and New York for its premium quality of air.

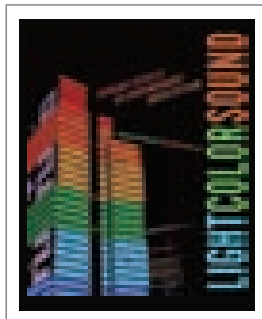


## ON THE BOOK SHELF

### LIGHT COLOR SOUND

by Alejandro Bahamón, Ana María Álvarez

Enter the world of LIGHT COLOR SOUND... The book features some of the most talked about contemporary structures that glitter, glow and resound, thanks to advanced technologies. Light,



colour and sound are the three elements capable of generating great sensory impact, transforming buildings into veritable mechanisms of interaction.

This book puts the light, colour and sound effects center-stage, covering the conceptual, aesthetic and technical implications of their application and integration into the structures. It focuses on thirty projects around the world in which sensory effects are the central theme. A resource and reference for practicing architects and designers, who want to incorporate such effects in their work, the book describes the formal language of each design, its role in the configuration of the contemporary landscape, and its technical features.

With 236 color photographs and plans, this book takes you on an unforgettable journey to dizzy dazzling heights.





## PHILLY'S LIGHT HOUSES

Boathouse Row is certainly the most mesmerizing site in Philadelphia, Pennsylvania on the east bank of the Schuylkill River. These boat houses are at least a century old, and some were built over 150 years.

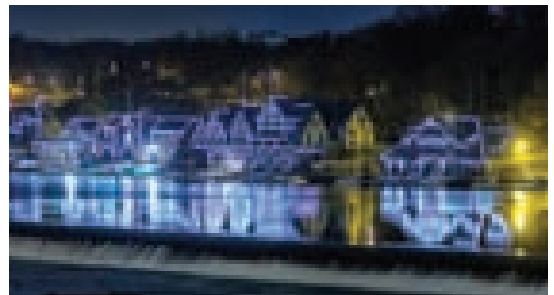
The Boathouse Row has intelligent LED lighting technology. The new lighting system replaced a 30-year-old incandescent system that required frequent and costly maintenance. The LED lighting system is expected to save approximately \$57,000 in the annual operating costs!

A popular Philadelphia landmark, Boathouse Row comprises twelve boating clubs in ten architecturally distinct buildings along a half-mile stretch of the Schuylkill River.

Prior to the relighting project, the Fairmount Park Commission was spending more than \$50,000 per year on bulb replacement and \$8,000 per year on energy costs. The new system encompasses more than 12,000 individually controllable nodes of flexible LED-based strand of light. The system also features the benefits of long source life, durability,

and reduced energy consumption, thus translating into reduced operating costs. A series of colorful, dynamic light shows were created and programmed by Troy A. Martin-O'Shia of Hase & Associates, Ltd. and his team for the grand unveiling on June 30.

Shannon Yott of Pennell & Wiltberger, Inc. (PWI), who co-managed the architectural lighting design and specifications with Martin-O'Shia said "Besides cutting on operational expenses with the LED-based system, we can quickly and easily program customized effects for special occasions - an option that was not possible with the dated, incandescent system."



## RGB KALEIDOSCOPIC MURALS

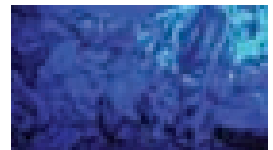
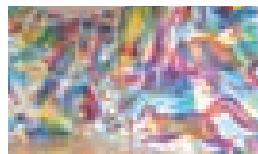
Seldom do we come across an art form where light plays an important role in interpreting its various elements. Milan based architect Carnovsky has been creating murals that stand apart due to their light-driven elements called RGB artform.

This wildlife-themed wall mural seems to invite the viewer to untangle the mess of animals, to make sense of the many shapes and colors all thrown together. It looks haphazard for the typical art viewer, but once a light switch is flipped, the method to this madness is quickly revealed.

The multi-colored layers of animal shapes are a sort of color puzzle that only becomes apparent once the ambient light shifts from one color to the

next. It is a RGB (red-green-blue) mural that is chaotic in white light but perfectly ordered in red, green or blue light.

RGB designs create surfaces that mutate and interact with different chromatic stimulus.





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