

GODREJ INTERIO SPEAK

Dear Reader,

It is our pleasure to present you the May issue of InterEdge. Cars have been the toast of all seasons and in this issue we bring you an insight into the very unique Car Towers, the giant car park called Autostadt at Volkswagen's distribution centre at Germany.

On our Green section we give you a ready check list on how to make your road transportation greener and our wellness section recommends simple ways to make you more productive at work.

Besides, we bring you an informative feature on Porous Architecture – the revolutionary concept pioneered by the renowned architect Steven Holl, and the most inspiring tourist destination in China – The Hanging Monastery.

The wider spectrum of news and features makes this issue a must read. We look forward to your valuable feedback on the same.

Happy Reading.

Best Regards
Team Godrej Interio

THE CAR
TOWERS

TALK GREEN
WALK GREEN

ON THE
BOOKSHELF/
WELLNESS
TIP!

IMPRESS
EFFORTLESSLY

POROUS
ARCHITECTURE

THE HANGING
MONASTRY



“ Architecture, of all the arts, is the one which acts the most slowly, but the most surely, on the soul. ”

Ernest Dimnet

THE CAR TOWERS

In Germany, Volkswagen has created a giant park beside its car distribution center called Autostadt. An iconic attraction there is the AutoTürme, or the Car Towers. The twin buildings serve as a storage facility for all the new VW cars that are rolled out. Engineering and design come together to create an efficient visual spectacle that guests can view via a seated tour.

The Car Towers are situated next to the Car Distribution Centre in the east corner of the Autostadt. The 48 metre high, fully automated, high-rise stacks, deliver an average of 600 vehicles per day. Towered majestically over the Autostadt landscape, the glass-encased steel construction allows for a clear view of its interior – and the sparkling new Volkswagens within. Both as a landmark for the Autostadt and storage system of up to 800 new cars, the Car Towers are visible far into the distance – thanks mainly to their spectacular nightly illumination.



The new cars are rolled over from the neighboring Volkswagen plant using a robotic-pallet system mounted on rails. The cars are loaded into and fetched from the towers using two “car shuttles”, or lifts, per tower.

Car Towers Discovery

Visitors to the Autostadt are now able to experience the Car Towers from inside! A special glass panorama lift takes six guests through the same procedure as one of the 800 cars stored in the Car Towers.



Visitors are taken up 48 metres to the 20th storey by the car shuttle as if they were a regular car. For extra effect, the car shuttle swings slowly to the right and then back to the left before safely depositing the glass lift in a specially designed slot on the observation deck.

A breathtaking view of the Autostadt’s lagoon-landscape, the Volkswagen factory and the adjacent countryside greets the guests when they disembark. During the ride through the inside of the tower the ever changing views of the landscape merge with the impressions of a highly complex technology at work.



TALK GREEN WALK GREEN

SUSTAINABLE TRANSPORTATION

In our previous issue, we had discussed the various transportation modes used by Godrej Interio and how they have made a conscious decision to use greener modes. However, using greener modes is not enough. They need to be used in an optimal way to ensure greener transportation and fulfilment of transportation objective.

Having identified road transportation as a green mode and one which gives us the maximum reach, we have taken some initiatives to make it a greener one.

Quality Check of Transporters and Transport Vehicles

Transporters with ISO compliance are preferred. As trucks are used for majority of consignments, emissions from the trucks is of prime importance. The tire pressure, load, condition of the vehicle, speed of the vehicle and type of the vehicle affect the emission levels. These factors are therefore tracked by the logistics team who ensure that the required standards are met. Vehicles older than 8 years are not used by Interio. Efficient transportation and minimum break downs are thus made possible.

Ensuring Full Capacity Loading

The trucks are allotted as per the availability of load. In case the load has not formed, a smaller sized truck is used or the department waits till the load has formed. Empty trucks are not sent out.

Product Design Optimization

Products are designed to facilitate complete space utilization. Their size

and design are optimized and then standardized to maximize the economies of scale in vehicle operation.

Optimization of Routes

Routes are formed on the basis of proximity. All cities falling on a particular route are serviced together. Also, we ensure that the most optimized route is used to avoid wastage of fuel and ensure minimum travel distance.

Optimum Speed

Trucks consume more fuel when driven slowly and are susceptible to accidents if driven fast. Hence, optimum speed is of prime importance. The transit time for trucks is fixed at 350 km/day which allows for an optimum speed of 40-50 km/hr, thereby controlling emission levels.

Focus on Material Safety to Avoid Wastage Due to Damage

To prevent damage to the products due to defects, we use the sprinkler system and check for protrusion in vehicle.

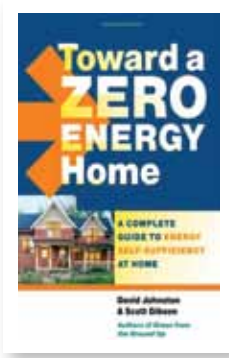
The above efforts throw light on Godrej Interio's efforts in 'walking the green talk' by not only making greener choices but also making efforts to make them even greener.

To make your road transportation greener, refer to our checklist as below:

- Product design optimisation
- Full capacity loading
- Focus on material safety
- Optimisation of routes
- Quality check of transporters and transport vehicle
- Optimum Speed

ON THE BOOKSHELF

Featured Read: TOWARD A ZERO ENERGY HOME by David Johnston and Scott Gibson



A “zero energy” home produces as much energy as it consumes. It is an idea whose time has come. By reducing or eliminating utility bills, zero energy homes offer a new direction for

housing. It is a win for the homeowner, for the planet and for builders who are building houses that better meet the energy challenges ahead of us all.

With unequalled knowledge and a passion for the subject, authors David Johnston and Scott Gibson explore the design and construction of energy self-sufficient houses in “TOWARD A ZERO ENERGY HOME”. They feature 12 houses that were built for zero energy living.

David Johnston has for long been a leader in the green building movement. His approach to green building has been embraced by building professionals, municipalities, homeowners and sustainability advocates nationwide. Scott Gibson is a freelance writer and longtime contributing editor to Fine Homebuilding magazine.

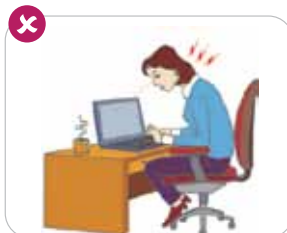
WELLNESS TIP*



Level with your computer screen

Too low or too high can easily leave you in pain!

- Adjust seat height so that the feet are flat on the floor.
- Adjust your monitor height so that the top of the screen is in line with your eye level.
- Use books / pads below the monitor if necessary or use laptop stands.



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*

IMPRESS EFFORTLESSLY



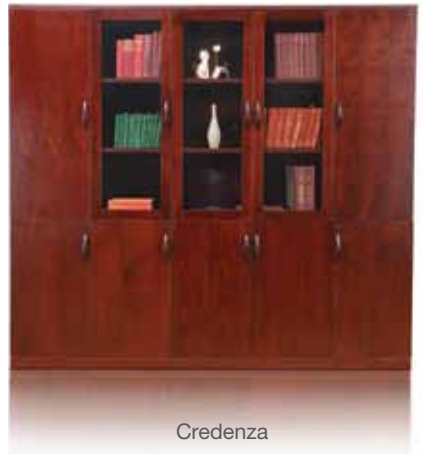
Much like its name, IMPRESS, our newest office suite is designed to impress! Its dynamic design, contemporary looks and convenient features are an extension of power dressing. Best suited for officials in Government, PSU and SMEs, it is sturdy, yet elegant. It offers impressive wire management, and ample display and storage space.



Executive Desk



Mobile Side Unit



Credenza

POROUS ARCHITECTURE

Steven Holl Architects (SHA) was assigned the task of redesigning New York University's Philosophy Department new quarters. SHA's task was to convert a 118-year-old corner building into thought-provoking spaces. To do this, Steven Holl applied notions of "porosity"—his signature concept that features multiple incisions and openings to the interior of the stone building. Holl believes that porosity addresses the experiential phenomena of spatial sequences that trigger emotions in architecture.



The concept can be seen in pivoting doors, such as the giant one at the entry to the top-floor faculty lounge, as well as windows in seminar rooms, which enhance connections between people. But porosity is realized most spectacularly in the main stairwell that runs up the southeastern corner of the six-story building. The stairwell, which hugs a vertical shaft lined with windows on the south elevation features a 16-gauge-steel banister laser-cut with a seemingly random series of holes in amoeboid shapes. Where the perimeter

wall is not original to the building, Holl has installed a faceted wall that has been water-jet-cut with porthole-size incisions.

In many ways, the design of the philosophy-department interior seems to portray minds at work. The architects applied spectral film on stairwell windows. At midday, sunlight streams through the film and casts rainbows on the old brick walls signifying a diversity of opinions! Ash benches designed by Holl sit in the wide hallways, evoking the Socratic method of philosophizing outdoors.

The new design of philosophy department vividly displays the extended bandwidth of thoughts and perspectives unexplored. Holl's predominant use of white loads the interior with meaning and encourages flexibility in interpretation. At the same time, all of the project's apertures and moving elements initiate a social and architectural dynamism that seems just right for a place of mental gymnastics.



THE HANGING MONASTERY

The Hanging Monastery is an architectural wonder. Built in 491 AC, it is wonderfully perched on a cliff at the foot of Mt. Hengshan, 5 kilometers (3 miles) south of Hunyuan County, and 65 kilometers (40 miles) from downtown Datong City in China. It hangs more than 50 meters above the ground towards the west of Jinxia Gorge.

A unique mechanical theory was applied to build the framework. Crossbeams were half-inserted into the rock as the foundation, while the rock in back became its support. Seen from below, Hanging Monastery appears to be a tumble-down castle in the air. The monks who built the monastery wanted to build a house of worship to show their determination.

Inside the monastery, the sculptures of Sakyamuni, Confucius and Laotzu appear together, which is unusual. The monks who built it obviously wanted to promote unity among the three diverse religions of China - Confucianism,

Buddhism and Taoism. The 40 expansive halls and cabinets contain about 80 fabulous sculptures cast and carved in various metals and stones.

Why build a monastery like this? Location is the first reason; building a monastery on the cliff could shield it from floods. In addition, the mountain peak protects it from rain and snow; and the mountain around it also diminishes damage from long-time sunshine. The second reason is that the builders followed a principle in Taoism: no noises, including those from rooster crowing and dog baying; so from the upper ground, all noises drop away.

Construction experts from countries including Britain, Germany and Italy have come to see the monastery. In their words, the Hanging Monastery, which mixes mechanics, aesthetics, and Buddhism, is rare. The monastery and everything it symbolizes, embodies a great cultural achievement of Chinese people. Today, the Hanging Monastery attracts visitors from all over the world.



**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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