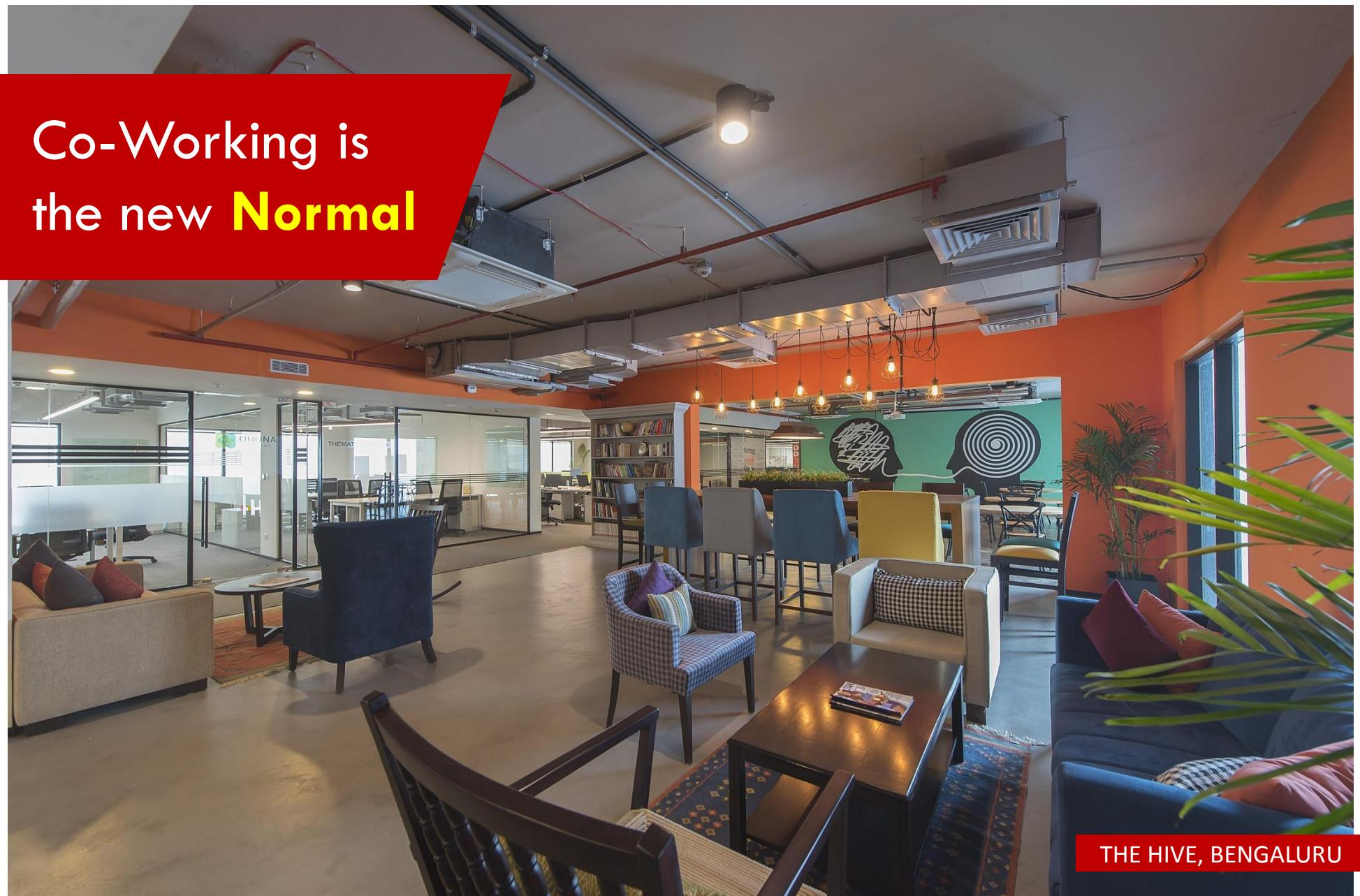


ELEMENTS POST

INDIA
EDITION

INDUSTRY WATCH

Co-Working is
the new **Normal**



THE HIVE, BENGALURU

CO-WORKING IS THE
LATEST TREND IN
COMMERCIAL
OCCUPANCY SECTOR

AND IT HAS ITS OWN BENEFITS TOO!

- 70%** People reported they Felt Healthier than working In Traditional Offices
- 68%** People reported they were able to Focus Better while Coworking
- 91%** People have Better Interactions with others after Coworking
- 64%** Of Coworkers are better able to Complete Tasks on Time
- 60%** Are More Relaxed at Home since starting Coworking
- 92%** People are Satisfied with their Coworking Spaces
- 78%** Of Coworkers are under the Age of 40 Years
- 50%** Reported Higher Incomes than before

According to
a recent survey
Source: Officevibe

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SUCCESS STORIES

Mr. Gaurav Kashyap
Chief Executive Officer
Cherry Hill Interiors



Co-Working to Receive over
\$400 m in FUNDING - Reports

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Stepping Up To
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How Greenply Industries
is committed to nature!

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BuzziSpace



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YOUTH SHOWCASE

Ways to Breathe
New Life In Your
Co-Working
Meeting Room!

8

INDUSTRY WATCH

CO-WORKING TO RECEIVE OVER \$400 M IN FUNDING – REPORTS SUGGEST

Cherry Hill Interiors Pvt. Ltd. is India's leading corporate interiors firm, specializing in turnkey design, fit-out and LEED certified projects for MNC's and large Indian corporates. Established in 1987, it is the most preferred company in India for occupancy services for corporates, hotels, hospitals, universities etc. Cherry Hill's journey has been one of rapid growth - from a start-up firm to a technology and systems-led establishment with a nation-wide presence, multiple ISO certifications and Credit Ratings of A1+ by CARE. It has been very active in construction of co-working spaces and working with leading companies including Global. Cherry Hill is now specializing in co-working spaces to re-define the concept of workspaces.

One such recent project is WeWork in Bengaluru. Spread across six floors, 60,000 sqft in and an al fresco cafeteria, it is a co-working space, where start-up and developing companies can operate individually in their own dedicated spaces with all necessary facilities, support & approvals. Each floor has dedicated cabins, conference rooms and meeting rooms and the entire building is equipped with Wi-Fi and VC rooms. It's a workplace designed for start-ups, young entrepreneurs, technology

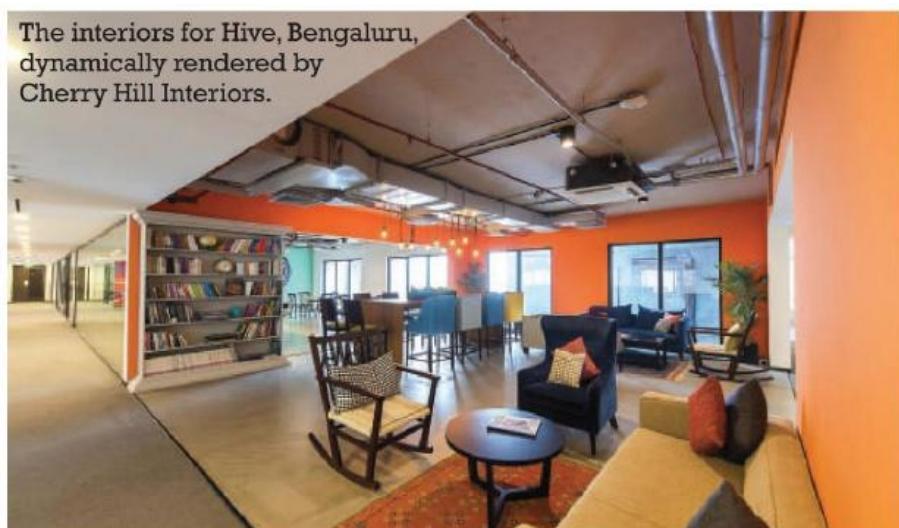


Mr. Gaurav Kashyap
CEO of Cherry Hill Interiors

companies, etc. intended to enable fresh ideas, organic networking, workplace community, and opportunity in hood and across. These places are targeting high volume of technology & other start-ups.

Cherry Hill also aligned with Xander in Bangalore in the past and developed a New Concept to create an ambitious space with openness and designed to create right environment for different community with different spaces. Cherry Hill Interiors completed successfully - the Xanders at Bengaluru having Area – 35,000 sqft, 288 workstations, five meeting cabins, and a serviced office & co-working spaces. Xanders design is a workplace for designers, artisans & engineers who are engaged in the business of conceiving, designing and developing new products or objects of creativity.

The interiors for Hive, Bengaluru, dynamically rendered by Cherry Hill Interiors.



The Interior landscape of The HIVE, VR Bengaluru

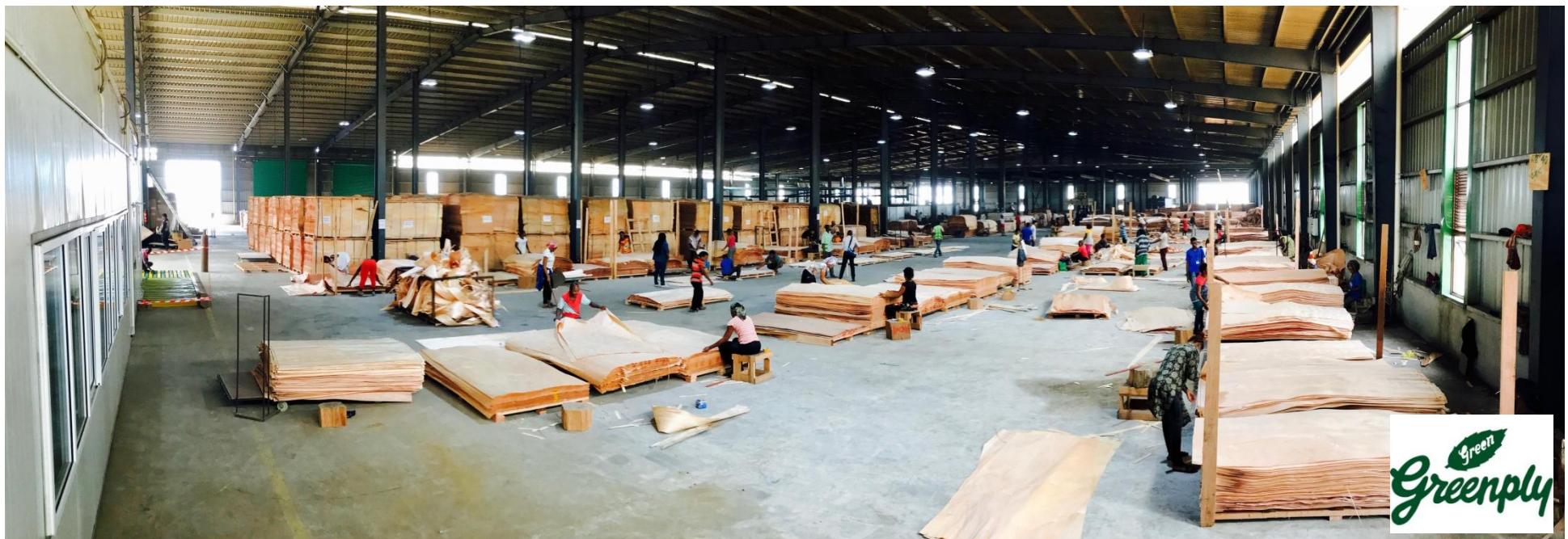
The co-working segment in India is expected to receive \$400 million in investments by 2018, according to a recent study. The potential market size for the co-working segment across India currently stands in the range of 12-16 million sqft. This includes start-up employees, professional freelancers, staff at emerging businesses (SME's) as well as large corporate office employees. Of this potential nation-wide market size, the total addressable market size for co-working space across the six major cities of Delhi NCR, Mumbai, Bangalore, Chennai, Hyderabad and Pune is approximately 5 million sqft.

Big business opportunity here lies with large corporate firms seeking alternative, activity-based workplaces to nurture their talent and further their business growth. The small, emerging business sector follows as the second demand group looking for hot desking opportunities at low cost

shared workplaces, while professional freelancers and start-ups form the rest of the market demand.

Mr. Gaurav Kashyap, CEO of Cherry Hill Interiors says, "Co-Working has a great future in India and coincides well with the Start-up India Initiative & the culture supported by the government. These spaces are vibrant, full of energy and support generation of new ideas, providing much needed relief to start-ups, young professionals, work-at-home professionals, independent consultants, scientists, engineers, and entrepreneurs - by providing a legally recognized, Grade A & tier 1 address, which hedges risk of using office spaces which are not regularized by the local authorities. Co-working spaces have arrived and are the future, which is also aligned to the vision of Cherry Hill to help its clients achieve the office of the future."

SUCCESS STORIES

STEPPING UP TO **SUSTAINABILITY** – THIS IS HOW GREENPLY IS CONTRIBUTING

GREENPLY INDUSTRIES LIMITED (GIL), headed by Mr. Rajesh Mittal, Managing Director, GIL, is India's largest interior infrastructure company, with a consolidated turnover of more than 16.5 billion INR. Plywood, Blockboard, Flush Doors & Veneers form our primary product framework. Greenply has a strong leadership presence with over 55 branches and 10,000+ channel partners pan India. However, Greenply is currently making its presence felt across the globe, with factories in Dubai & Gabon.

At present GIL owns 6 state-of-the-art manufacturing facilities. The facility in Gabon is a fully owned subsidiary of Greenply Middle East Limited with 10 hectares of land, and is located in NKOK Special Economic Zone. Greenply Gabon has a production capacity of 3000 CBM of Okoume Face Veneer per month with thickness ranging from 0.2mm and upwards. The species of wood currently being sawn are Okoume, Tali, Padouk, Okan, Dabema and Movingui.



**Mr. Rajesh Mittal,
Managing Director, GIL**

**WHY OKOUME?**

1. Okoume is a natural timber harvested under the Sustainable Forest Management plan, which ensures that the acquired timber is legal, and available in abundance
2. Gabon is the home of superior quality tropical timber
3. The high water resistant quality of Okoume makes it suitable for the manufacturing of Marine Grade plywood
4. The absence of oil in its veneer increases the shelf life
5. Primarily pinkish in colour, Okoume is globally accepted as suitable for panel products
6. Okoume yields naturally durable timber
7. The EUTR (European Union Timber Regulation) ensures sustainability by monitoring the interaction between the availability & supply of Gabon's Okoume. The forestry operation ranks among the best, and is done in a very sustainable and scientific manner. Availability of FSC certified timber also makes Gabon an ideal home for Greenply

WHAT DO WE OFFER?

1. The thickness of rotary cut veneer made from Okoume ranges from 0.25mm – 1.00 mm.
2. The veneers are dried, in keeping with moisture requirements, and graded as per the standard norms
3. The veneers are packed in pallets or bundles, as per the requirement of the buyer
4. Sawn lumber of a wide range of sizes are Air Dried and Kiln dried

Greenply is committed to restoring nature and vision of sustainable growth. Which is why, the company's constant efforts in introducing eco-friendly products have been successfully awarded with several environment-related certifications, including the prestigious FSC-COC and CE.

Greenply is the only integrated manufacturer offering products related to inferior infrastructure industry, with product presence across all price points offering a complete range of plywood, blockboards, decorative veneers and flush doors.

PRODUCT SHOWCASE

BUZZISPACE: ACOUSTIC SOLUTIONS & FURNITURE

BUZZISPACE, is a Belgium-based company started in 2007. It offers innovative acoustic solutions for home and for workplaces, standing out because of their innovative functionalities, lightness, and flexibility. The intention is to present products that are acoustically effective; unique; and can be used in diverse ways in any room and are. BuzziSpace develops, manufactures and sells products for environmental engineering applications. This ensures that their environmental standards are always high.

BUZZIFABRIC

BuzziFabric used in various products such as BuzziBrickBack and BuzziShade, is made entirely from recycled plastic bottle waste.



BUZZIFABRIC



BUZZIBELL

BUZZIBELL

BuzziBell is recognized by the harmonious curve of its bell-shape. Its design adds softness to a room with the textural look of felt and a delicate, diffused light source or high performance LED engine.

BuzziBell is offered in the 12 BuzziFelt colors, has a metal feature and will be CE and UL listed. BuzziBell makes a statement in offices, restaurants, hotels, institutions and residences.

BUZZICLIPSE

BuzziClipse offers the best of both worlds: subtle back lighting experience & highly acoustical performance. The front panel of BuzziClipse, designed to tackle acoustical issues in a room, is based on a highly finished aluminum frame housing the LED strip with an output of 870 lumen.

Playing with different LED frames combined with front panels, upholstered in different fabrics, results in a nice wall feature and a high-performance sound dampener. This product is a true acoustical "eclipse".



BUZZICLIPSE



BUZZIBLINDS

BUZZIBLINDS

The free-standing room divider is made up of a series of five rotating acoustic blinds.

With a simple twist, the blinds can be opened or closed to varying degrees to create privacy or open-up a space. This gives individuals the opportunity to determine the level of privacy they may want or need at any given moment to concentrate on a specific task.

BuzziBlinds consists of 4 different shapes. The Blinds are covered with plain BuzziFelt. Adding a V-cut feature to the BuzziFelt enhances a stronger architectural look in your space.

YOUTH SHOWCASE

8 WAYS TO BREATHE NEW LIFE IN YOUR CO-WORKING MEETING ROOM!**Harshit Goel**

B. Sc. Interior Designing | IMS Design & Innovation Academy

Meeting rooms are said to be the very essential space of a Co-working space! Don't you think? Meeting rooms are great for workshops, events, brainstorming sessions, team-building activities, conference calls & yes, meetings! If a meeting room is not inspirational enough, it may be a time to give a makeover. Here are some ways that can help you to re-energize your co-working space -

1 CLEAN / POLISH YOUR ROOM

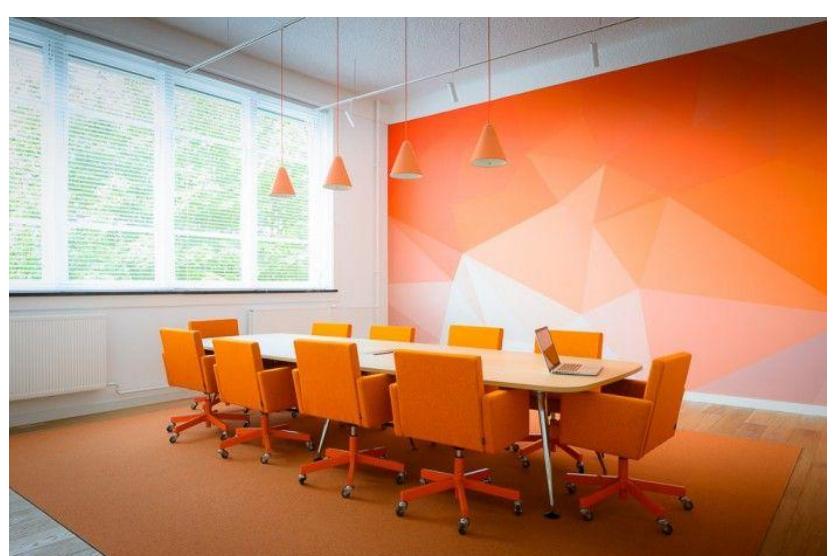
First comes first, give your meeting room a deep clean, steam clean or vacuum on carpets, clean the whiteboards deeply, the chairs, this will definitely freshen up space immediately.

**2 REARRANGE THE FURNITURE**

Does your layout make sense? Does the space is properly optimized for use? Can you make it more versatile? If needed a minor change can bring new life to the room.

**3 TECH IN YOUR MEETING ROOM**

Make sure that you have a good size screen and an easy way for people to share their laptop's screen. "AIRPLAY" can be a good option, although you can choose anything that fits best!

**4 GOOD PAIRS OF CHAIRS**

Everyone wants to be comfortable especially in a formal meeting mentally as well as physically. Good body posture can help us to achieve that, for that just invest in good chairs that has adjustable height, ergonomic design, swivel, armrest and a well-padded seat.

5 PAINT/ THEME

If your meeting rooms seem dull, you can try to give a new coat of color to give a new feel. Orange signifies Comfort, Red – Courage and Strength, Yellow- Emotion, Blue – Intelligence. (Subjective)

6 MORE PLUGBOARDS

According to surveys, 7 out of 10 people start to panic when their gadget's battery drops below 20%. Make sure your space has plenty of switchboard outlets so that people aren't left scrambling for outlets or extension cords in the middle of their presentation.

7 LIGHTING

Eye strain, headaches, low mood, poor concentration, absenteeism, and job dissatisfaction – even a few minutes working under the wrong lighting can kill productivity. Proper lighting is a cornerstone of indoor environmental quality.

8 SOUND

Imagine you're in your conference room, listening to a pitch for a potential partnership with your company, one that could make you millions of dollars. But instead of focusing on the numbers, you and everyone else is distracted by outside noise. Use a soundproof drywall; soundproof curtains; acoustics ceiling tiles; hanging baffles; acoustic partitions; foam, etc. to fix it.

MENTORS SPEAK

EMERGING TRENDS IN INTERIOR DESIGN – MENTORS SPEAK!

The current trends in interior design are governed by social, economic, and environmental factors. The increasing population and exorbitant real estate prices have led to the adoption of practices that involve a multifunctional use of spaces. Simultaneously, people are willing to pay more for a space that not only is conducive for work, but also provides an experience! This trend has lead to a demand of comfortable & aesthetically appealing spaces, delivering a better overall experience. The trends in design also respond to environmental concerns, thereby encouraging sustainable & green designs, reuse of materials, etc. It attempts to make a barrier-free environment where virtual reality is being explored. New inventions such as energy-conscious window blinds, photo-sensitive lights, door handles that absorb daylight and glow at night are making the interiors technologically advanced.

Mrs. Richa Srivastava

Architect | Asst. Professor, Sharda University

**THE NEW BLACK**

Black is back. In all its shades of charcoal and undertones of indigo – Black is a statement in itself. It shows confidence and elegance and integrates with any style

**RAW YET RICH**

Earth tones, with its rich and warm colours in addition to a great comfort, create an irresistibly inviting environment. Maroon, Terracotta, Russet with furniture pieces of natural materials give a fresh, yet cosy space for cooler months

BRIGHT BOLD N BEAUTIFUL

Popping vibrant colours are one of the current strongest trends. The year 2018 is all about taking the brave step of going back to the classics with bold geometric and floral patterns

**PASTEL PALETTE**

With their fresh, soft and light feel, pastels are back in the game of interiors giving you the sense of calm, simplicity and sophistication



HERRINGBONE FLOORS
are a strong trend in 2018



THE FIFTH WALL
Statement Ceiling

The emphasis is on comfort and delivering an experience. Hence lot of elements from hospitality is getting incorporated in formal space designs of offices and retail sectors in terms of break-out zones etc. Also, the closed door cabins in design of workspaces is getting replaced with open & free workspaces encouraging collaborative working. **Co-working** spaces are a perfect example of this emerging trend!



The exact trend in interior design is still difficult to pin down, However as aptly said by Thomas Pheasant "**Pick what you like because living with a trend that is not You is never a good choice**" Hence the need of the hour for the Designer to be sensitive to the consumer as well as environmental needs.

*Author: Ar. Richa Srivastava
Assistance: Preeti, Shobhit, & Prativa
(School of Interior Design, Sharda University)*

QUOTE OF THE MONTH



There are two ways to extend a business. Take inventory of what you're good at, and extend out from your skills. Or determine what your customers need and work backward, even if it requires learning new skills. Kindle is an example of working backward.

~ Jeff Bezos



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SU-DO-KU

HOW TO PLAY

The objective is to fill a 9x9 grid so that each column, each row, and each of the nine 3x3 boxes (also called blocks or regions) contains the digits from 1 to 9. A cell is the smallest block in the game. A row, column and region consists of 9 cells and the whole game consists of 81 cells.

MODERATE

	3			1				
2		4	9	5				
		2		3				
9	6			3				
5	4			6				
1		9		8				
2		6	7					
4		1	9			5		
	5							

DIFFICULT

9	7	8		6
6	7		1	8
1				
	8		4	
1			5	3
		9		7 8
			1	
6		4		5
5		9		1

RIDDLE ME THIS

#1

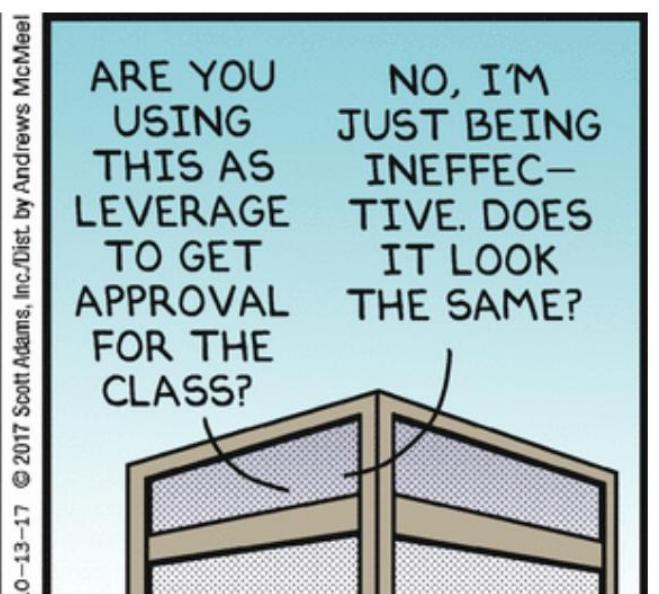
WHAT FLIES WHEN IT IS BORN,
LIES WHEN IT IS ALIVE,
AND RUNS WHEN IT IS DEAD?

#2

I EXIST ONLY WHEN THERE IS LIGHT,
BUT DIRECT LIGHT KILLS ME!
WHAT AM I?

#2 - SHADOW
#1 - SNOWFLAKE
ANSWERS

OFFICE HUMOR



Editor: Aruni Sharma
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The future of workplace
www.cherryhill.in

To contribute articles and/ or share feedback, email to contact@elementspost.in

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