

# ELEMENTS POST

JULY 2019

INDIA EDITION

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DESIGNED & EXECUTED BY  
CHERRY HILL INTERIORS

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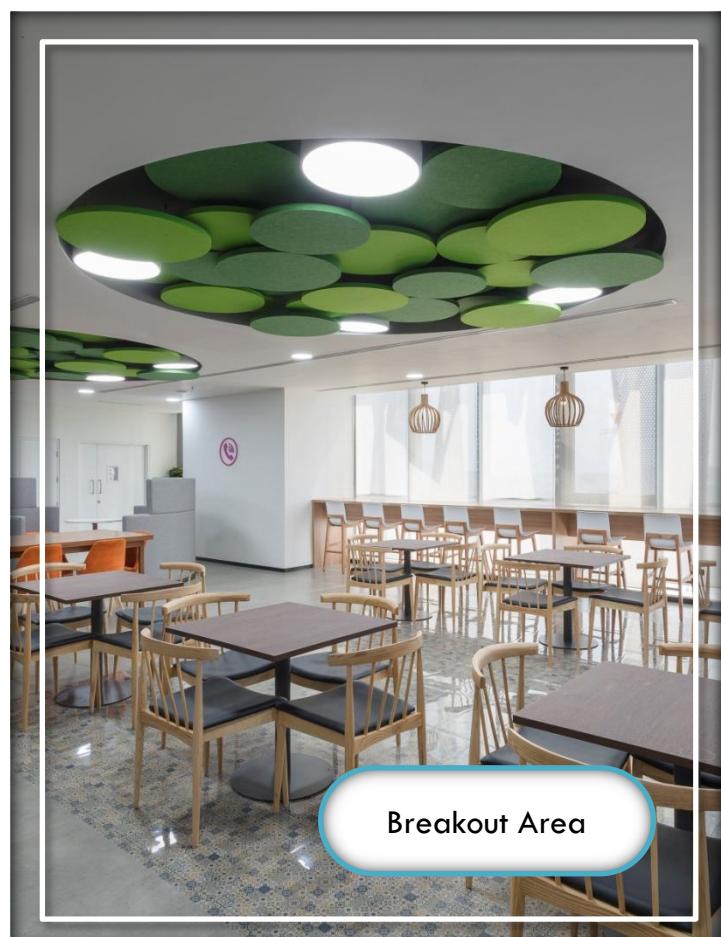
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## PROJECT SHOWCASE

**RECKITT BENCKISER | DESIGNED & EXECUTED BY CHERRY HILL INTERIORS**

**THE OFFICE SPACE HIGHLIGHTS THE FEATURES OF CURRENT DESIGN TREND:**

Starting at the entrance, the reception and its signature wall are inspired by the brand identity of Reckitt Benckiser's corporate logo, amalgamating them with a huge moss wall, in order to bring freshness in the design.

The workstations selected were height adjustable, which speaks for focus on ergonomics and employee comfort, while simultaneously showcasing flexibility in design.

Moreover, hot desks were set up in specific zone that had a variation of carpet, to differentiate it from the regular work zones. This enabled us to create a break in the design, while earmarking a specific area for relaxed and collaborative working. These collaborative working zones were placed at regular distances from the work zones and included nook seating for private as well as one-on-one interactions.

A cluster of theme based meeting rooms are provided with a central breakout lounge as focus. Each of them reflects its respective features done with graphics & customised design. The themes were carefully selected based on interactions with the employees at the office, to bring out co relation between the people and the workplace.

By following such methodology the following theme based

meeting rooms were created:

# Cricket Room # Swing Room # Junkyard #Train Room

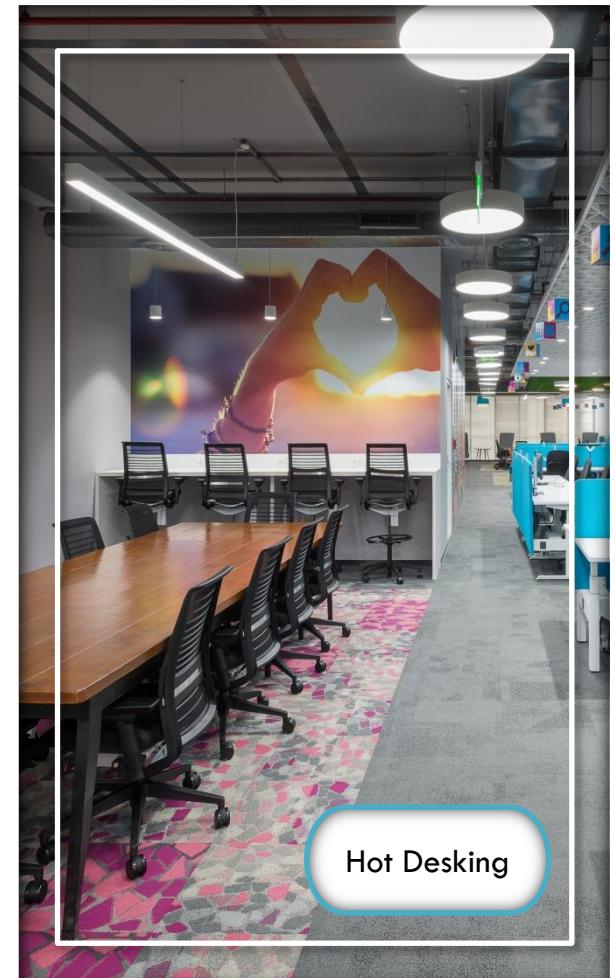
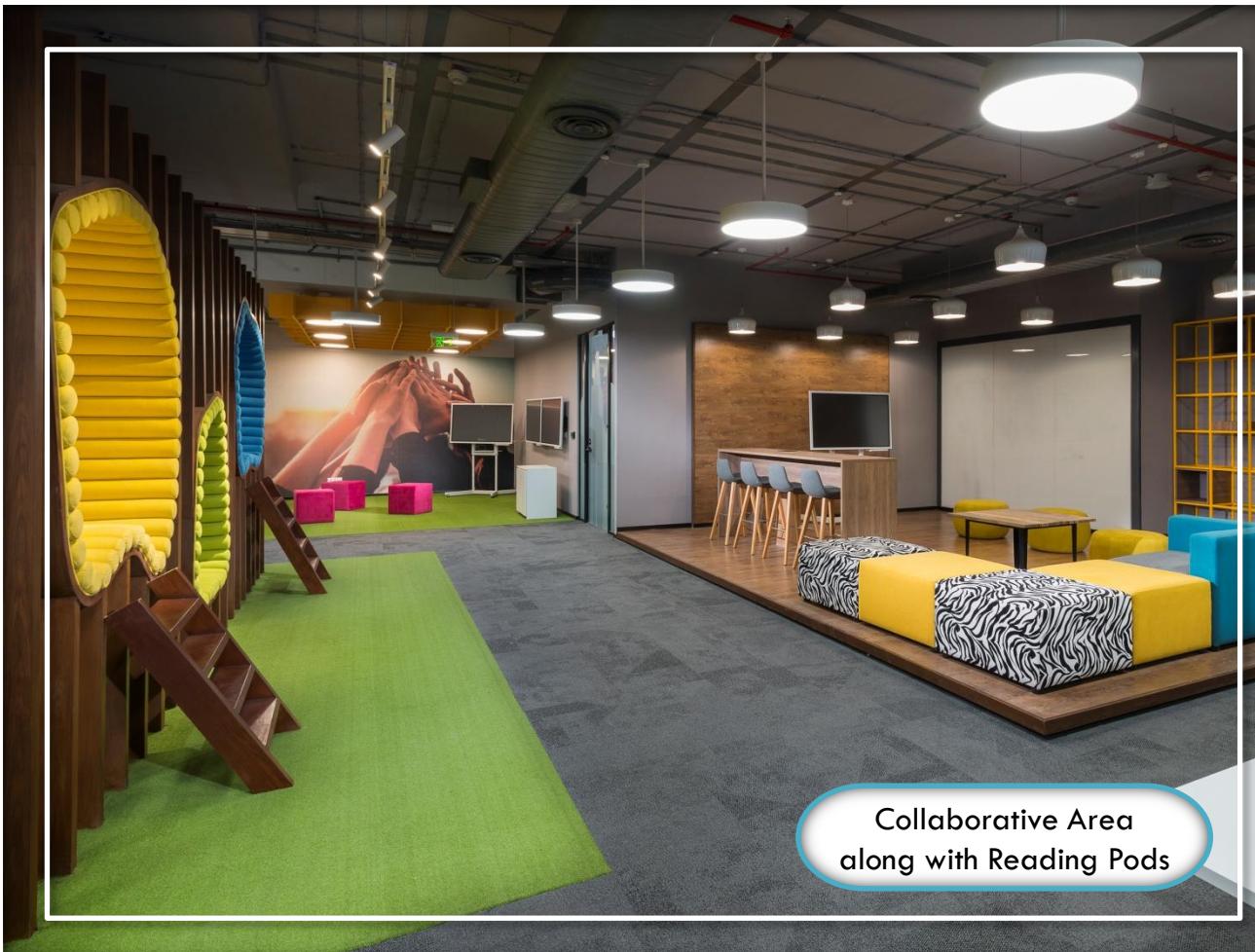
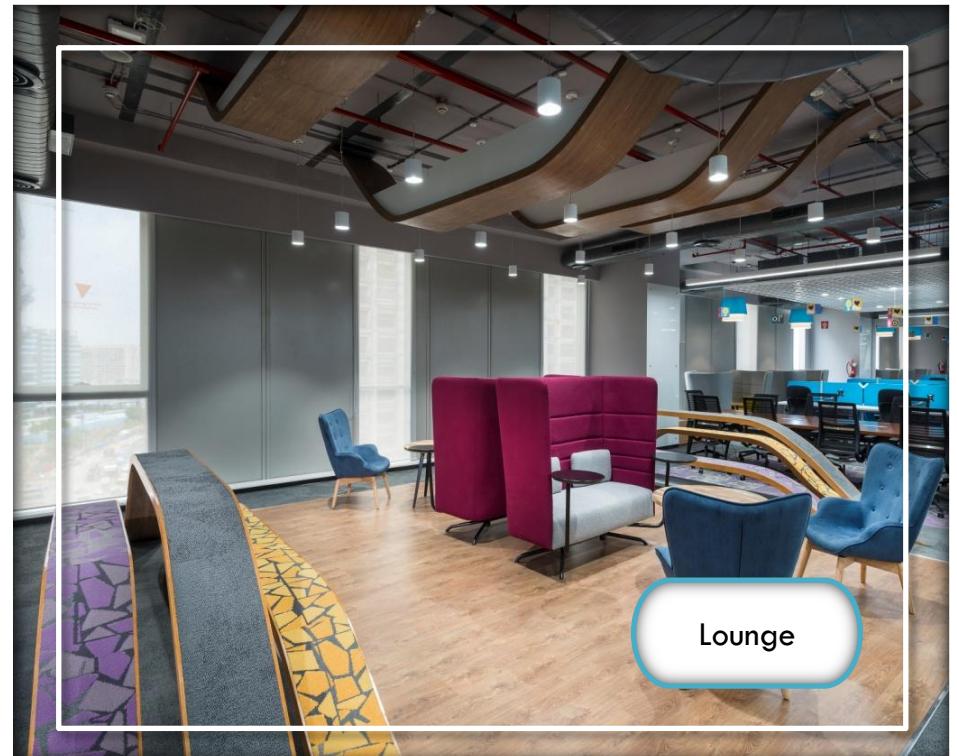
Furthermore, private booths with acoustical properties were placed throughout the office, for employees to engage in private calls without disturbing others around. Special reading pods were also place to enhance stakeholder convenience, that provide a casual seating for the employees to have their personal time, relax and read.

The lounge area was designed with a certain twist too. Here we used planters that were suspended from the ceiling along with uniquely designed floor ramps as a key feature of this space. The space also had step seating for employees to sit in a causal atmosphere, interact and unwind.

Ceiling suspended planter and floor ramps are the key feature of the lounge incorporated with wooden flooring. The theme based cafeteria has a step seating incorporated.

Any construction on the periphery was avoided to allow maximum natural light to flow inside. Instead, soft casual seating is provided along the glazing for stakeholders to sit and do their personal work and interactions, while basking in natural sunlight.





## EXPERT OPINION

## 7 TRENDS POISED TO DOMINATE CONSTRUCTION TECHNOLOGY SPACE

**1. DRONES**

The use of drones in the construction technology space has become the norm. As drone technology continues to grow rapidly, it is getting more accurate, precise, and providing higher yields. As per reports, the drone industry is expected to see a rise from \$2 billion to \$10 billion in the next 10 years. Another AI based technology - surveillance robots - can help project managers in examining construction sites remotely. The spy robot is adapted with a HD and Night Vision Camera, Improved Video Analysis, Microphone, Graphical User Interface, and Display Monitor with the help of which there could be a two-way communication among co-workers and project managers.

**2. ROBOTICS**

Like any other industry, robotics is set to soon become a commanding force in the construction technology space. The industrial robotics market is gradually heading towards its prime and the year 2019 should see a great deal of it. A fully autonomous AI-based cleaning robot for advanced construction/services for cleaning skyscrapers, high-rise buildings, and interiors, can also be used for painting works. It can help through less dependency on direct labour and thereby improve the quality of work along with reduction of cost, as a lesser number of operators are needed for the automated system. Besides this, productivity has increased since less human factors will be involved and robots can also help in carrying out work in zones that are dangerous for humans and thereby reduce corresponding work-related injuries, supporting EHS.

**3. ITS ALL IN THE CLOUDS**

The future of technology is in the cloud. Leader and managers can leverage the cloud technology using their mobile devices anytime and anywhere. This tool allows project managers to remain competitive and be aware of live status and data at real time. Almost all the leading technology and manufacturing giants have implemented cloud technology. The real time data helps in making decisions and implementing concrete steps. This technology is widely used by Dell, Samsung, and LG etc.

**4. AUGMENTED REALITY**

Reports indicate increasing use of augmented reality (AR) in the construction technology space, and estimate that the AR market will increase by \$90 billion by the end of 2020. Also, there are various devices and applications being developed and currently

in use by various construction companies to give virtual experience to their prospective clients. Presently, a high percentage of architects and interiors design companies are using this technology as their medium to communicate design to their clients, which helps the buyer in decision-making. And not just this, AR can also be used in giving construction safety training to the workers. Cherry Hill Interiors used this technology to present its designs to various customers like Flovel and LG.

**5. DATA ECOSYSTEM**

A good part of data in the construction industry is actually thrown away – over 90% of it. Real-time collaboration of data through construction software and creation of a data ecosystem is the new mantra. This data ecosystem is expected to act as the digital backbone for the construction processes.

**EXPERT TALK**

*A high percentage of architects & interiors design companies are using AR technology to communicate design to their clients*

**MR. GAURAV KASHYAP**  
C.E.O. | Cherry Hill Interiors

**6. BUILDING INFORMATION MODELLING**

BIM is the current star player in the construction industry. Although the technology has been around for about a decade, a lot of buzz has been created about BIM in the field for the past two years. BIM is the process spanning the generation and management of the physical and functional information of a project. The output of the process are what we refer to as BIMs or building information models which are ultimately digital files that describe every aspect of the project and support decision-making throughout a project cycle.

**7. STANDARDIZED PROCESSES**

The implementation of modular construction by making use of standardized processes is helping leaders to cut down costs and lead times significantly. Off-site assembling before completing the on-site construction project is one such example of standardizing processes.

## PRODUCT SHOWCASE

CONTEMPORARY OFFICE FURNITURE BY **CHERRY HILL INTERIORS****Fritz Hansen - Lily™**

The Lily™ chair is made from laminated sliced veneer and is the result of an extremely complicated moulding process that ensures the perfect curves and the best comfort. It is available in two versions: with or without arms. Both versions come fully upholstered in a wide range of fabrics and leathers.

**MOVISI Q COUCH**

A colourful highlight in any office.



This modular sofa program has some very special qualities. The first thing that stands out is its organic & light-hearted appearance. In order to let your creativity flow freely, this couch can be 'Q-ued' in all lengths, shapes & colours in any way you want. A designer sofa, which becomes a colourful highlight any day, in any office, reception area, event or fair.

**Movisi - Moire**

DESIGNER CHAIRS. 100% RECYCLABLE.



This designer chair features a unique double layered shell and plays with light & shadow. Stackable in nature, it is great for offices, canteens, events, restaurants or for domestic use.

**Fritz Hansen - Ant™**

All Fritz Hansen Ant chairs are made using pressure moulded, sliced veneer while the base is made of chromed steel tubes. These chairs are unique because they couple elegance with utility as they can easily be stacked.

## SPECIAL FEATURE

**OXY PURE | THE FIRST OXYGEN BAR OPENS IN DELHI**

Delhi and pollution go hand in hand. Over the years the quality of air has deteriorated. There has been an increase in asthma, lung infection and many other diseases. Aryamar Wellness pioneers in professionalized oxygen bars in India, has decided to address this problem by setting up the first oxygen bar in Delhi-OxyPure at The Select Citywalk Mall Saket, New Delhi.

Though the concept of Oxygen Bar is new in India, it is common in other parts of the world. Many countries use Oxygen Bars & Aromatherapy for holistic and recreational use. It is believed that 10 to 15-minute session of an oxygen therapy displaces harmful free radicals, neutralizes the environmental toxin and destroys anaerobic infectious bacteria. Oxygen has many proven health benefits; it helps the body to rebuild itself, detoxifies the blood, increases circulation and strengthens the immune system. Few of the lifestyle health benefits associated with oxygen intake are higher concentration, alertness and help fight depression. It further helps with relaxation and sleep disorders, prevents disease, relieves hangovers, and alleviate headaches.

In OxyPure bars, the user will be presented with a selection of aromas or flavors, with different benefits of each aroma explained. A cannula which is a flexible tube that splits into two small prongs fits loosely around the head and the prongs rest just inside the nostrils to deliver the oxygen. The user has to breathe normally and relax.

The oxygen is neither kept under pressure nor is it administered from a tank. It is being produced by oxygen concentrators which take ambient air we breathe and separate the nitrogen and other atmospheric gases with a molecular filter, to produce oxygen that is about 95% pure. Most of the nitrogen is expelled during this

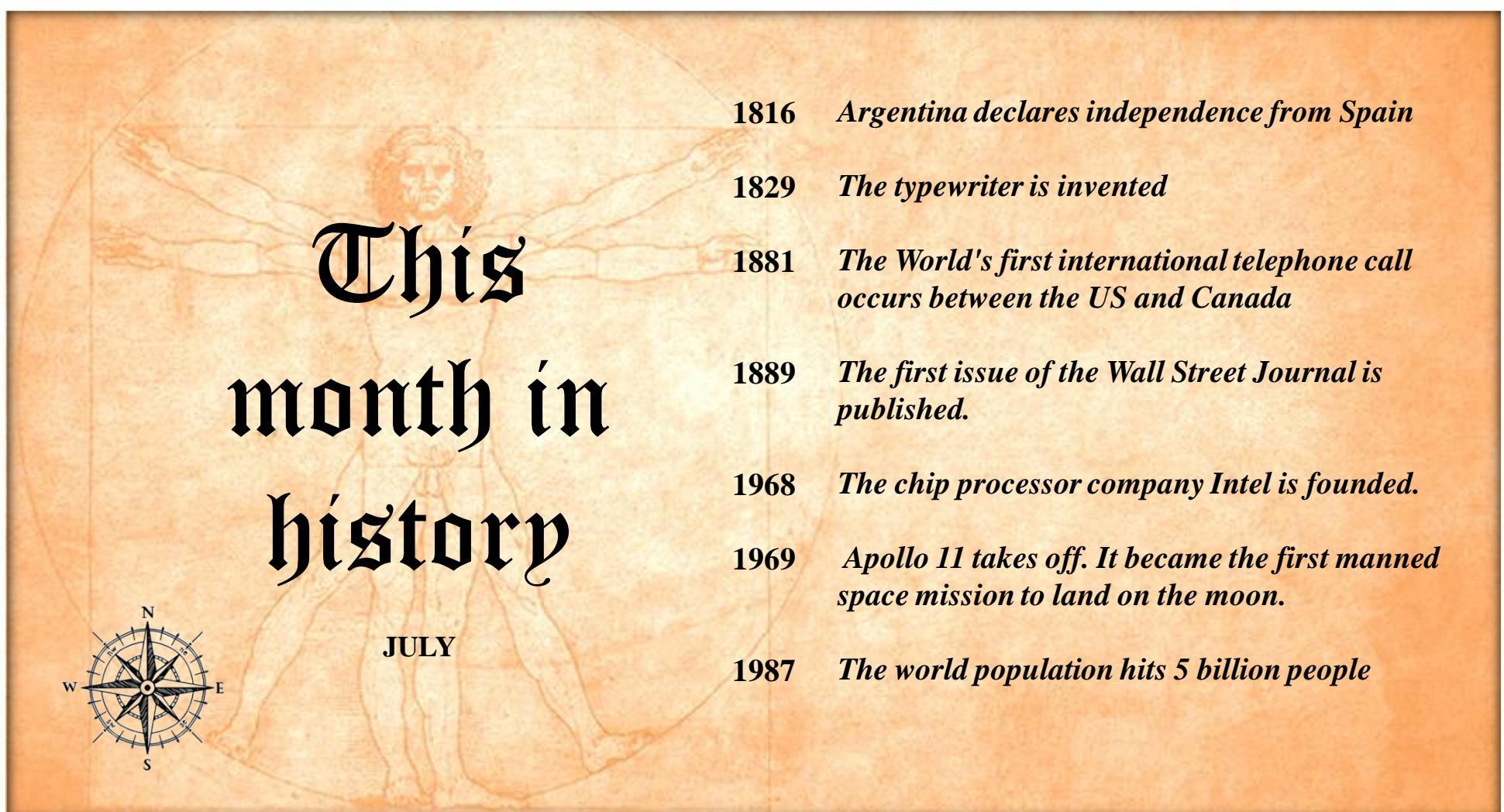
cycle and the oxygen is concentrated and pushed out of the machine through a tube, which is attached to the aroma station which sits on top of the bar.

After the encouraging initial response, they are soon planning to come at Terminal 3 IGI. The group vision is to open 50 oxygen bars per year in India, as the space required is a maximum of 150-200 sqft for a 4 seat station. Corporate goers, frequent travellers and youngsters are liking the concept and trying out different oxygen therapies. This concept is liked by corporate professionals, as it also help in relieving stress.

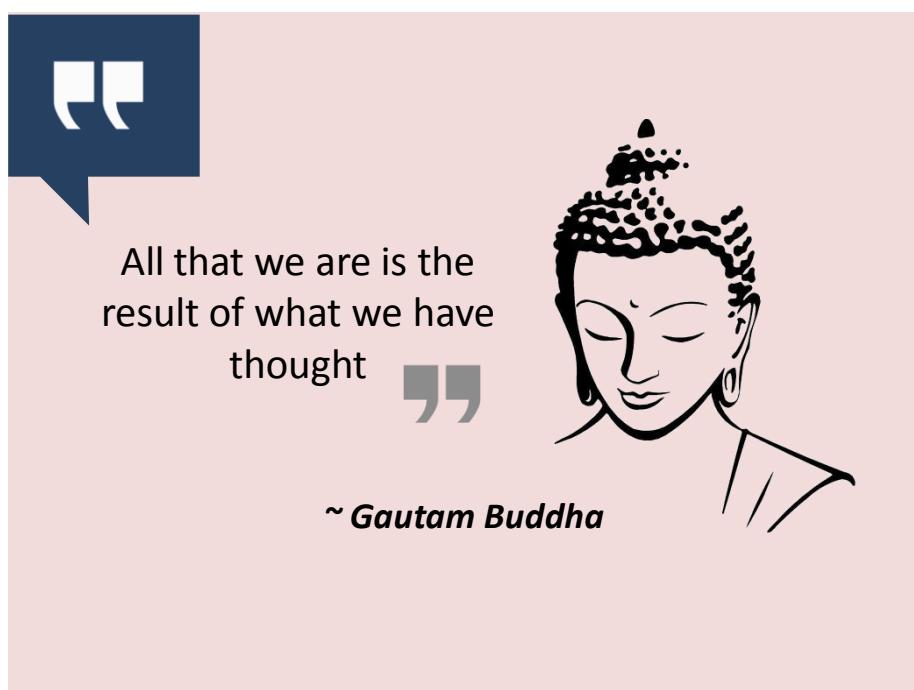
Oxygen Bar in India is co-founded by Aryavir Kumar and Margaryta Kuritsyna.

The company is also getting massive franchisee queries. The 15-minute the session is quite pocket-friendly; it is at an affordable price of Rs 300-400. The OxyPure is targeting young mobile Indian population, travelers, females, and corporate honchos. The group is targeting annual revenue of Rs 10-15 Crore by the end of the financial year. They are setting up 50 stores pan India. The group is targeting to set up Oxygen stations in fitness centers as it helps with muscle recovery, metro stations, train stations, co-working spaces, malls, etc.

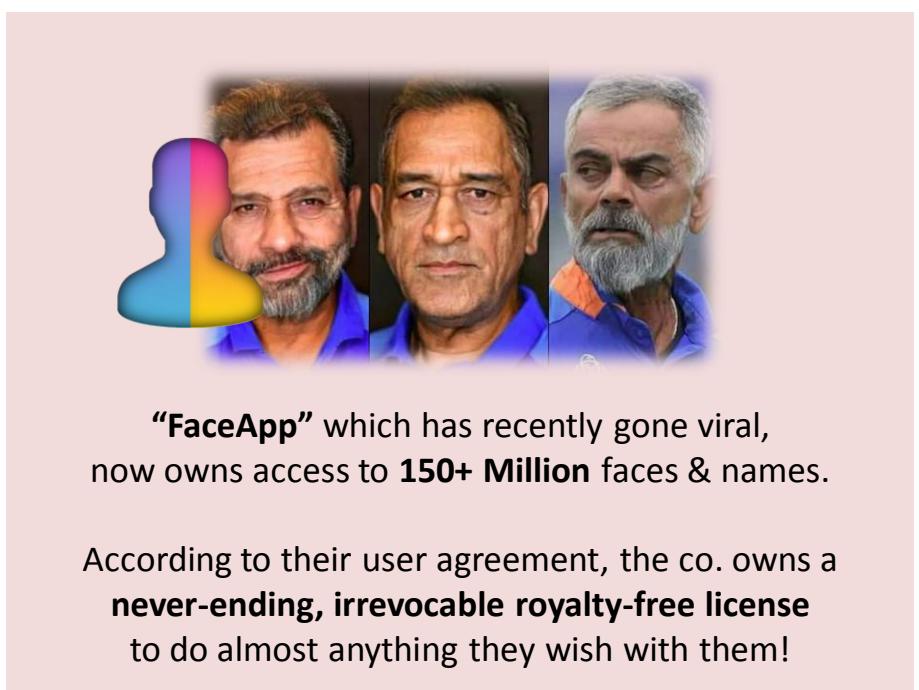
The group is in final talks with leading hospitality chain of India, where oxygen counters will be established, to provide relaxation to the travellers. Oxygen therapy helps travellers suffering from jetlag. They have also introduced Oxygen cocktails, they improve metabolic processes in the body, improve hemodynamic and oxygen supply to tissues. Judging from the initial response, it seems the trend is here to stay.



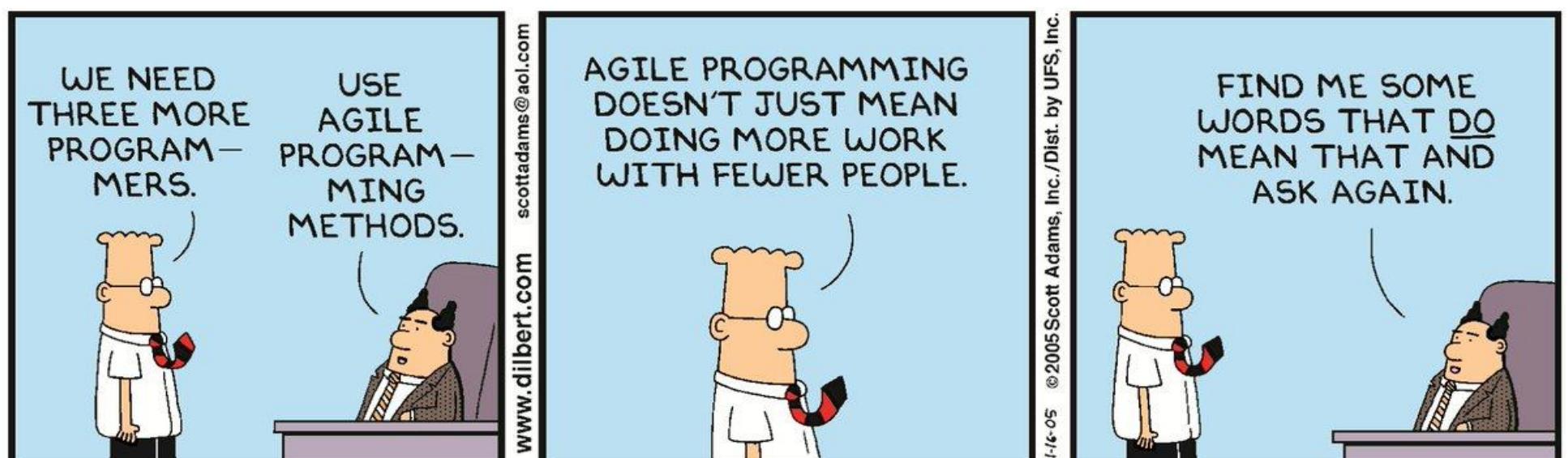
## QUOTE OF THE MONTH



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## OFFICE HUMOR



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