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CONSUMER CONNECT INITIATIVE

ADVERTORIAL AND PROMOTIONAL FEATURE

ACCOLADES

First-ever Indian corporate park to win the global award for the best sustainable development

BIOWONDER, the sole nominee from east India, has been officially recognized as one of the best sustainable future projects on a global platform. It has emerged the winner of 'The Cityscape Global (Dubai) Awards, in the category of the Best Sustainable Development Award - Built on the principles of biophilic architecture, along with being approved to be the first-of-its-kind 'Gold Green rated LEED' certified environment positive work space boasting an adjoining business hotel - ITC Fortune Select - completing the diverse needs of a commercial corporate hub.



The League of American Communications Professionals (LACP) Awards is one of the most coveted recognitions for those who demonstrate exemplary marketing communications capabilities. Biowonder is the proud winner of the Platinum Award in Brochure Design category

THE CITYSCAPE GLOBAL AWARDS ARE REPUTED TO RECOGNISE EXCELLENCE AND CELEBRATE OUTSTANDING PERFORMANCES IN REAL ESTATE AND ARCHITECTURAL DESIGNS ACROSS EMERGING MARKETS WORLDWIDE

India's first to win the prestigious LACP Platinum Award

"We always wanted to have a project where architecture is built as a part of nature - something eco-friendly, sustainable and green, that would develop the working environment of the people in the city. BIOWONDER is simply that; inspired by natural dynamics. We feel humbled, for our effort has been acknowledged by the Cityscape Global (Dubai) Awards. Winning the Platinum at LACP (Atlanta) for brochure design has also boosted our morale towards strategising premium marketing and communication routes. We are hopeful that our project will set a benchmark for all future constructions."

Committed to the Future: Rathore



Vivek Singh Rathore (Principal Architect, Salient Pvt. Ltd.), the architect of Biowonder said, "Receiving this Award makes me feel more committed to the future. I am very happy that Biowonder has received this accolade on such a recognized global platform. However, this is just the beginning - a lot more has to be done for the people and the planet."

Breathe in fresh air with Biophilia

Research reveals that the quality of life directly affects the quality of life in a space; people are happier and can work more effectively when they have access to daylight and outdoor views. Offices therefore need to create a feeling of openness and to take advantage of natural light as much as possible. Natural resources should be utilised intelligently and responsibly.

The essence of the productivity argument in green office buildings is that certain design attributes enhance occupant health and well-being, therefore resulting in healthier, happier, more satisfied and ultimately more productive workers.

Green buildings have the potential to improve indoor environments and offer a major opportunity to use buildings to leverage broader organisational success. Green buildings are something that tenants, investors and policy makers will come to demand and expect over time. This momentum has grown globally wherein more and more places green is becoming the new status quo.

Benefits Galore

The tenant - Better health and well-being, increased productivity, reduced downtime, hence, lower operating costs.

The owner - Slower depreciation, increased occupancy rates, ability to secure finance, rapid return on investment, increased market value, reduced vacancies, reduced downtime, lower operating costs. Biophilic buildings have well-documented environmental benefits and also impact economic priorities such as return on investment and risk mitigation on social priorities such as employee productivity and health.

These buildings shall also ensure an economically, environmentally and socially sustainable future. Investing in better indoor environments can

EXPERTSPEAK

"West Bengal has a huge potential for coming up with more green buildings, and they help in a lot of operational and investment savings, it's just that it has not been utilized much. Green is not just the color; it is an entirely different way of life which needs to be followed in a city like Kolkata. We need to orient our vision in such a manner that we can adapt ourselves in both an active and passive way. It's just that the government needs to come up with proper laws for the same."

Arup Sarkar, professor and head, Department of Architecture, Bengal Engineering and Science University, Shibpur

"Green buildings ensure environmental, ecological sustainability and it's not just architecture that we are talking about, they pertain to all spheres. The problem is the cost which happens to be a lot and it therefore is difficult to put into practice despite the theoretical advantages. We are trying to teach our students and future architects to come up with more such projects that can be a part of the common man's life and not just limit them to the IT sector. I think a mass movement is needed for it."

Sanjib Nag, Department of Architecture, Urban Housing & Urban Design, Jadavpur University

"Biophilia is the powerful and far-reaching concept of bringing buildings to life to connect human with nature" **Juzer Kothari, conserve consultant, Green Buildings expert.**

BIOWONDER IS THE FIRST-OF-ITS-KIND BIOPHILIC STRUCTURE IN THE EASTERN PART OF INDIA

lead to better returns on one of every company's greatest assets - its employees. Research suggests that by making even small

improvements to factors such as productivity, health and well-being, businesses can experience greater financial benefits than they would from more efficient resource use in building operations. Biophilic buildings that support their employees better also have better organisational outcomes. Productivity at the workplace is measured by a number of factors such as efficiency of input, frequency of errors and do-over's, absenteeism and lack of motivation, and many other such factors.

Advantages and attributes of such buildings include high levels of natural day lighting, better ventilation, and open and inviting spaces that increase interaction and physical movement.



A Greener Future



*Talks are going on to provide incentives to those builders who promote green buildings, says **Firhad Hakim***

In view of the fast depleting natural resources and startling rise in the carbon emission rate, environment-friendly and energy-efficient green buildings have indeed become the need of the hour. The concept and motive behind green buildings is highly appreciable, which beyond business aims at environmental and human welfare. Green buildings not only promote corporate health, thereby increasing efficiency, they also lead to a healthier way of living and thus such projects need to be taken up.

Carbon consumption needs to be reduced, water recycling undertaken and electricity costs cut down. All this will lead to a healthier environment, and green buildings need to address all these issues. We have already done a lot of damage to the earth in the name of development. It's time now to do our bit to undo the damage and build a greener planet.

The government too believes that green buildings are going to be the future of Kolkata. Talks are on about providing incentives to private builders who adopt the principle of green buildings. We are already talking to builders and agencies like Credai to boost the concept of green buildings in the city.

Government policies can also encourage green buildings. We are trying to work out a method of giving incentives to those builders who are going to develop green buildings. Increasing the awareness about the advances in green building technologies is of utmost importance.

Today's modern buildings are no doubt a marvel in terms of architecture and technology, but have also led to an adverse impact on the environment. Green buildings can address this issue. Rapid urbanisation has done a lot of damage to the ecological balance of the earth. The Western countries have already addressed this issue by largely adopting the green building model.

I am very optimistic as far as the real estate landscape of West Bengal is concerned. There is no reason that the green building model cannot be replicated here. We need to gift the future generation a cleaner earth, a greener earth. Green buildings are the future, they are here to stay. Both individual and collective efforts are needed to make this green dream a reality.

Hakim is state urban development minister

They Shaped the Burj Khalifa and Petronas Towers... and now BIOWONDER



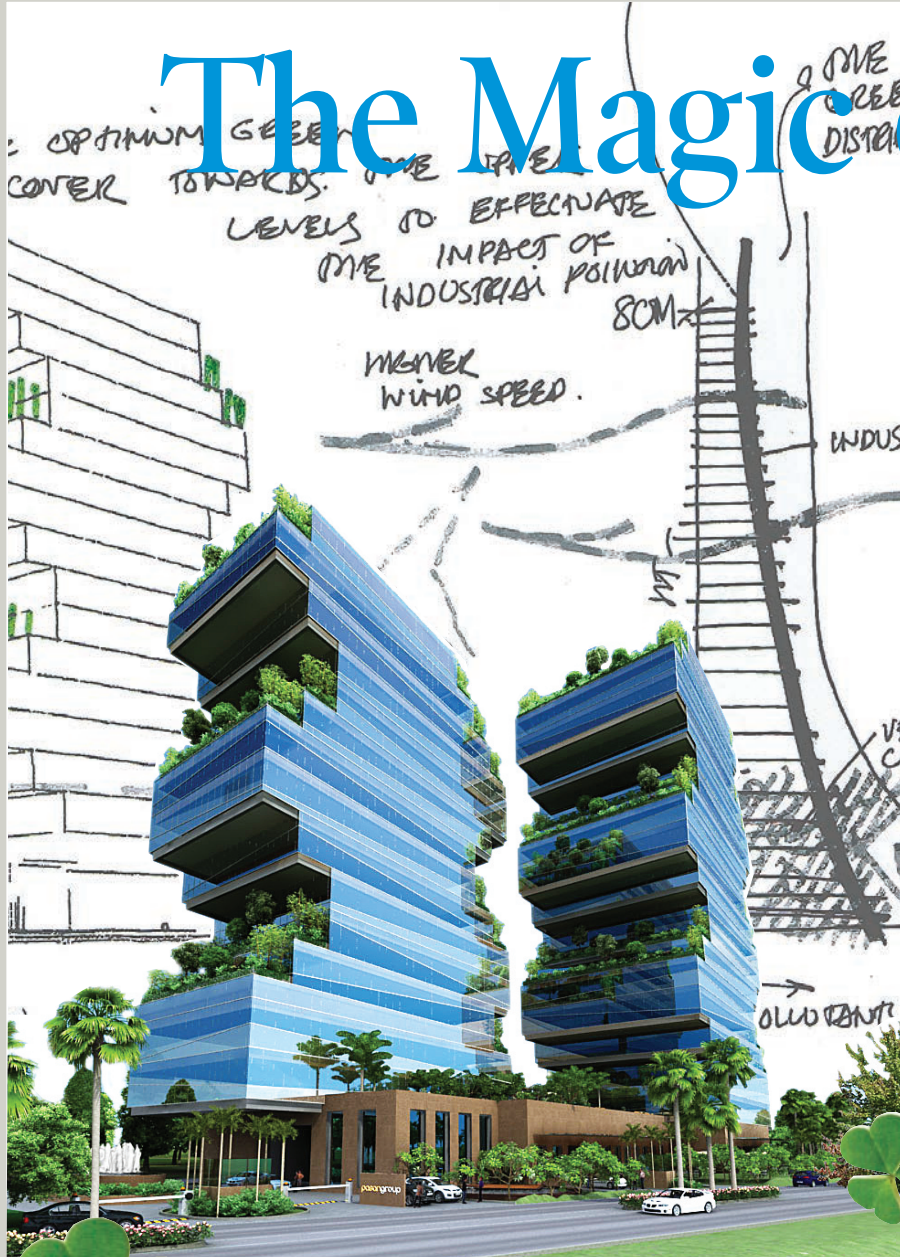
'Eversendai Malaysia', the name behind the creation of the World's tallest building and several milestones in the history of contemporary architectural wonders are putting their skills and expertise to accentuate the wonder of a project, this time in Kolkata. Over the years, the Group has evolved from a structural steel

erection specialist to one of the leading integrated structural steel turnkey contractors with a strong design and engineering division and modern fabrication facilities in Malaysia, UAE and Qatar. The Group has completed over 100 projects including many challenging and landmark projects in

countries such as Malaysia, Thailand, Philippines, Indonesia, Hong Kong, Oman, Saudi Arabia, Bahrain, Qatar and UAE whilst maintaining high standards of safety, and quality. Here we hold up the most eminent ones, picked from their portfolio for you -

Burj Kafa, Dubai, The World's tallest building since 2009 as well as the world's tallest man-made structure. Burj Al Arab Hotel, Dubai. World renowned hotel, constructed on a manmade island and towering 321 meters high, this master piece is the world's tallest hotel structure. **Petronas Towers, Malaysia, the tallest twin tower in the world.** The tallest twin tower in the world. Measuring 452 meters high, The Petronas Towers have 88 floors comprising 8000 tons steel. **And now the longest cantilever corporate garden is on its way to completion.**

The Magic of Biophilia



Biowonder is a concept that will unleash a green revolution in Kolkata, setting a benchmark for all future constructions where nature and architecture will talk to each other

LEED(ing) the Way

Leadership in Energy and Environmental Design(LEED) is an internationally-recognised green building certification system, providing third-party verification that a building or community was designed and built using strategies intended to improve performance, measurable in metrics such as energy savings, water efficiency, carbon dioxide emission reduction, improved indoor environmental quality and resource stewardship and sensitivity to their impacts. The BioWonder team is proud that the project has successfully met all these criteria laid down under the LEED programme.

The effort to reconnect man with the nature he still desires, and needs, to be a part of by incorporating scientific designs in architecture is the core of Biophilia.

Health Benefits

Global warming is no longer merely a chapter read in classrooms; its effects are stark. Summers are searing and winters are abnormally cold; water reserves and air are contaminated. Considering these, buildings constructed on the principles of Biophilia emphasise on the health and overall well-being of its occupants and focuses on its environmental and social impact, consequently promoting a healthy and efficient workplace environment. The prime focus is to provide a pollution-free surrounding, enabling better creativity and lowered levels of stress.

Biophilia strives to reconnect man with nature by recreating the ambience desired. This is done by incorporating scientific designs in modern architecture

Buildings constructed on the principles of Biophilia emphasise on the health and overall well-being of its occupants and focus on its environmental and social impact, consequently promoting a healthy and efficient workplace environment

Biophilic architecture actually replenishes the environment by utilising natural energy sources wherever possible, thereby, reducing fossil fuel consumption

Based on the fundamentals of Biophilia, these projects are structured around the inter-dependence of the three P's, i.e., People, Productivity and Product

Environment Positive

Much in contrast to the general idea of pollution emanating from urban constructions, Biophilic architecture actually replenishes the environment by utilising natural energy sources wherever possible, thereby, reducing fossil fuel consumption. Lowering ambient temperature by prudently blending spacious landscape with architecture, extensively harvesting rainwater, implementing comprehensive waste management policies and practices, enhancing green cover to promote the creation of a 'natural habitat' are a few ways it does so.

Corporate Need

The need for incorporating Biophilic designs in the corporate sector is increasing by the day as corporate heads are realising the significance of a sound body and mind of workers who spend a major part of their day within the premises of an office, to their overall productivity. Based on the fundamentals of Biophilia, these projects are structured around the inter-dependence of the three P's, i.e., People, Productivity and Product. Companies that give top priority to ensuring safety of their employees are also turning to Biophilic constructions - as exemplified by Biowonder - as its dexterously engineered architecture provides maximum protection in the face of natural disasters such as earthquakes. Also, the utilization of natural energy sources within the corporate buildings saves the company over 20% in electricity bills, which translates into millions in Indian currency.