

homestyle

redefining the filipino home

FEBRUARY 2008

FRESH

ALL THINGS WHITE AND BEAUTIFUL



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CECILE ZAMORA VAN STRATEN'S Geometric Wonder

LIGHT AND AIR IN THE METROPOLIS

An Asian-Inspired Abode

AMARA EN TERRAZAS

Luxe Living by the Sea

NINA MALVAR'S KARTINI SPA

A Pocket of Peace Made Accessible

A CELEBRATION OF WHITE

Why There's No Such Thing as Plain White

HOMESTYLE'S FIRST
REAL ESTATE SUPPLEMENT

FELICITY
FRESH
C.A.R.A. PHILIPPINES
NINA LAUREL
FXB
& THE AWESOME WHITE
SPLENDOR OF THE SWISS ALPS

INDUSTRIAL-SIZED GENIUS

Propelling many a design entity to commercial success and recognition, the **International Design Excellence Awards** (IDEA) is accepting entries for this year's competition until the "late entry deadline" of March 7 (regular deadline is on Feb 29). With support from the Industrial Designer's Society of America (IDSA) and *BusinessWeek*, IDEA is sure to make design forerunners and the rest of the world sit up and take notice, if 2004 Bronze winner Defibtech's success is anything to go by. "Winning the IDEA award was a wonderful, prestigious, and independent confirmation of our success," says Defibtech's Gintaras Vaisnys of their winning entry—the automated external defibrillator—which has gone on to sell over 50,000 units. Besides pure design genius, chalk this up to the massive media coverage from, besides the obvious, CNN, NBC, PBS, CNBC, *The New York Times*, *The Los Angeles Times*, and *The Washington Post*, among others. Visit <http://www.idsa.org/IDEA2008/about.htm>.

L-R: The InUmbra outdoor umbrella was a Silver winner in 2007; the Sonia Kashuk fragrance packaging was one of IDEA 2007's Bronze winners.



CHARGE!

The **Voltaic Generator** (US\$599 or approximately P24,230) is the first solar bag powerful enough to charge a laptop (a 17" Powerbook can fit inside its protective case). It uses high-efficiency solar cells to generate maximum power in the limited space available and includes a battery pack custom-designed to efficiently store and convert the electricity generated. It can also charge cell phones, iPods, and most other hand held electronics. Its solar panel generates up to 14.7 watts, powerful enough to fully charge a typical laptop from a day of direct sunlight. Common adaptors are included for easy connection to laptops, phones and other handheld electronics, while other devices can connect via USB or car charger. All Voltaic bags use fabrics made from recycled soda bottles, which is lightweight, extremely durable, UV resistant, and water resistant. Visit www.voltaicsystems.com.



CLEAN AIR ACT

Bel-Air, a new air-filtering system using plants and designed by French designer Mathieu Lehanneur together with Harvard University scientist David Edwards, is now ready for domestic use. Air quality indoors is worse than outdoors, a truism we often subconsciously discard in favor of the cooling comfort of air-conditioning, whether inside our cars, offices, or homes. This miniature, mobile greenhouse continuously sucks in polluted air, putting it through three natural filters: first, through the plant's leaves; second, through its roots; and thirdly, through a humid bath. Bel-Air then ejects the air, purified—no need to change filters. Just leave their suggested cleansing plant (NASA gerbera, philodendron, spathiphyllum, pathos, and chlorophytum) inside the aluminum and Pyrex cranial box. Visit www.mathieulehanneur.com. Asthmatics rejoice!