

Armani 5th Avenue:
The Latest Addition
to the Eminent
Armani Name

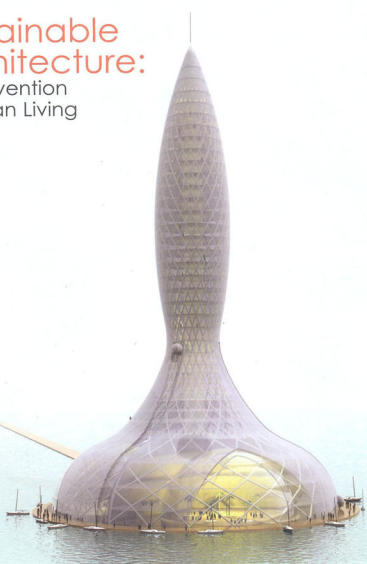
**Perforated Concrete
Exteriors:**
Varied Selection of
Unconventional Structures

Eco Touch:
Sustainable Architecture...
A Reinvention of Urban Living

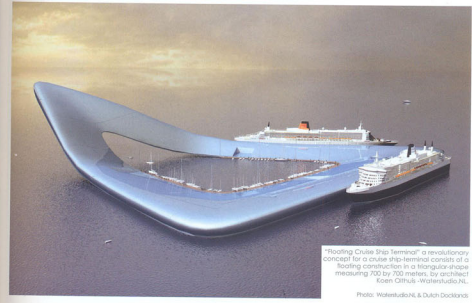
eco touch

Sustainable Architecture: A Reinvention of Urban Living

Floating and Rotating tower "Het Nieuwe Water" is about 120 meters high and rotates one degree every minute, by Waterstudio.NL.
Photo: Waterstudio.NL & Dutch Docklands



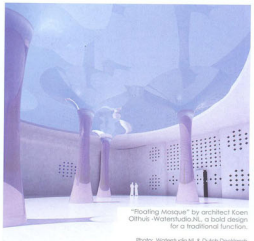
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"Floating Cruise Ship Terminal" a revolutionary concept for a cruise ship-terminal consists of a floating construction in a triangular shape measuring 700 by 700 meters, by architect Koen Olfhuis -Waterstudio.NL.
Photo: Waterstudio.NL & Dutch Docklands

The architecture and interior design world are on a mission to reverse all the damages that pollution has caused and introduce the "sustainable design" era. This is based on a design philosophy that serves the fundamentals of ecological, sustainability, economic and social aspects. The first design office we turn the spotlight on in our new, "eco touch" section is the renowned Waterstudio.NL. Based in the Netherlands with a very diverse and international clientele, this architecture firm solely focuses on designing in, on and at the water. Their water development philosophy of large-scale floating projects in urban environment will provide a solution to these problems that is both flexible as well as sustainable.

The revolutionary sustainable design theory is based on a number of principles that design firms base their projects on that include the use of low-impact materials, energy efficiency, durability, a design for reuse and recycling, biomimicry, service substitution, renewability and an overall healthy buildings.



"Floating Mosque" by architect Koen Olfhuis -Waterstudio.NL, a bold design for a traditional function.
Photo: Waterstudio.NL & Dutch Docklands