

# people flow



SIX CAR DESIGN  
THEMES

BENCHMARK FOR  
ECO-EFFICIENCY

# DESIGN TO INSPIRE

# Revolutionizing the industry – again

KONE moves millions of people every day. Driven by the urbanization megatrend, hundreds of thousands of new elevators and escalators are installed each year.

In order to provide the best People Flow® experience, KONE continuously looks for opportunities to develop its solutions. We listen to our customers and use their feedback as a basis for our development work.

This year, we launch our new industry-leading volume elevator offering. We have put together a team of top professionals to deliver best-in-class eco-efficiency, industry-leading ride comfort and award-winning design. The new KONE elevator is set to revolutionize the elevator market.

Our future lies in following the global megatrends and making sure our solutions provide the best possible lifetime value for our customers and the users of our equipment.

KONE plays an important role in making urban areas better places to live.



**Matti Alahuhta**

President & CEO, KONE Corporation

## KONE IN BRIEF

KONE is one of the global leaders in the elevator and escalator industry. The company has been committed to understanding the needs of its customers for the past century, providing industry-leading elevators, escalators and automatic building doors as well as innovative solutions for modernization and maintenance. The company's objective is to offer the best people flow experience by developing and delivering solutions that enable people to move smoothly, safely, comfortably and without waiting in buildings in an increasingly urbanizing environment. KONE employs on average 35,000 dedicated experts to serve you globally and locally in over 50 countries.

[www.kone.com](http://www.kone.com)



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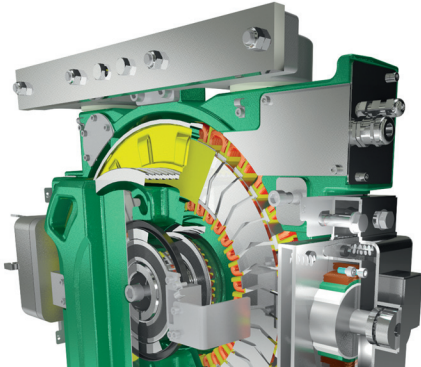
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# 21<sup>ST</sup> CENTURY LIV

TEXT CINDY KOHTALA PHOTOS GRANTLY LYNCH

*The residential properties at Battersea Reach in London, U.K. are part of an urban renewal development project where residents can live, work and relax without the need to travel.*

ING

What if your home and the building you live in could grow old with you? Talk to you? What if it helped you deal with other daily challenges, such as energy consumption, air quality and temperature?

**B**y 2030 almost 5 billion people will be living in towns and cities; and 20 percent of the population of 55 countries will be over 65 years old. Yet many houses and neighborhoods are based on cultural and social models from decades or even centuries ago, when we lived slow, we built slow, and our understanding of the complexity of our relationships was only beginning to blossom.

**THEN AND NOW**

The world’s graying population is healthier than ever before, but that does not assume we can neglect their special needs. Rapid urbanization will affect not only how densely we must live but how polluted our urban air becomes. Combined with the need to live in a less environmentally damaging way, there are clear challenges ahead for both residential new builds and modernizations, with implications also for the surrounding social and infrastructural networks.

Nevertheless, the solutions for our future dwellings are for the most part already there: the problem lies in establishing the connections – between appropriate technologies, research knowledge, service providers – and linking them to actual needs and behaviors.



## NEEDS AND ASPIRATIONS

This requires a fresh look at precisely those structures and systems in place now that hinder rather than facilitate domestic livability.

“We need to be active, rather than reactive,” insists **Rama Gheerawo**, Deputy Director at the Helen Hamlyn Centre for Design at the Royal College of Art. Cultural patterns and norms can easily render issues invisible – and habitual. “People can’t articulate a problem if they don’t see it as such,” Gheerawo reminds us. Human-centered design approaches – design *with* people rather than *for* people – can shed light on these otherwise hidden bottlenecks.

“We’re at a point where we can radically rethink residential housing, and we need to,” Gheerawo says with enthusiasm. “And it is not only from an architectural or existing housing stock point of view, but re-assessing the impact of longevity. Radically rethinking what it means to grow old within a home, for instance.”

## INCLUSIVE, NOT EXCLUSIVE

One likely future development is that we will see more diversity in user focus, from buildings for specific target groups, such as the physically disabled or the elderly, to all-inclusive, flexible and adaptable facilities. Care homes can cater to specific needs while ensuring comfortable and dignified lives. At the same time, we are seeing more experiments with barrier-free multi-generational, multicultural and multi-

functional accommodation.

We can already detect this emerging diversity in both Europe and in the U.S. in regard to housing for aging users. Compared to yesterday’s narrow offerings, more collaborative solutions are attracting interest, such as co-housing and intentional communities, where citizens themselves co-design their retirement homes and services in what is clearly a swelling grassroots movement.

For those who prefer a more independent DIY (Do-It-Yourself) approach over a DIT (Do-It-Together) model, an increasingly popular concept is independent living: being able to be at home for longer. This is also variably called aging in place or the lifetime home; whatever the term, it requires a re-examination of how we think housing should function. Considering the many demands of today’s lifestyles, the need for a private sanctum combined with the desire to entertain, this re-visit to what home means to us is long overdue.

## SMART HOMES

Whether a lifetime home or shared accommodation, clear trends point the way to smarter design that takes into account the user experience. An apartment building door can be integrated into an elevator access system that recognizes the resident, opens the door and turns on the lights. The elevator is then automatically called to the ground floor and waits, with the resident’s destination floor pre-selected.

Gheerawo would also like to see buildings that take better account of weather conditions and seasons. “You can have solar panels that angle to the sun and technology that allows fresh air into the home without opening the window and losing heat.”

But the way smart homes communicate with us should also agree with our behavior and our need for eco-feedback. And not solely because tech-

# 2030

BY 2030 ALMOST  
5 BILLION PEOPLE  
WILL BE LIVING IN  
TOWNS AND CITIES

"WE NEED TO STOP  
THINKING OF A HOUSE  
AS A COMMODITY AND  
MORE AS A LIVING AND  
GROWING ENVIRONMENT."



nology makes it possible. Some visions of smart homes today are rather soulless, anesthetized science fiction, begging the question if we are sacrificing integral knowledge on how our homes actually work and control over how much they do for us, for the momentary seduction of one-button comfort. "Do I really want my house to email me when I'm in the shower to tell me my toast is burnt?" Gheerawo laughs.

#### BRIDGING SOLUTIONS AND KNOWLEDGE

What is unusual about our conversation on residential housing is the bringing together of usually dissimilar topics: inclusive design, green building technologies and behavior centered research. "It is an exciting time, because all these things are coming together," says Gheerawo. "We need to stop thinking of the house as a

commodity and more as a living and growing environment, taking advantage of the bridges that technology can build."

In this vision, housing becomes modifiable space that allows for public and private moments, entertaining and cooing, work and hobbies as well as meditation and reflection. The pieces are there. We just need to start fitting them together. •

KONE  
CASE

# TARGET: NET-ZERO ENERGY

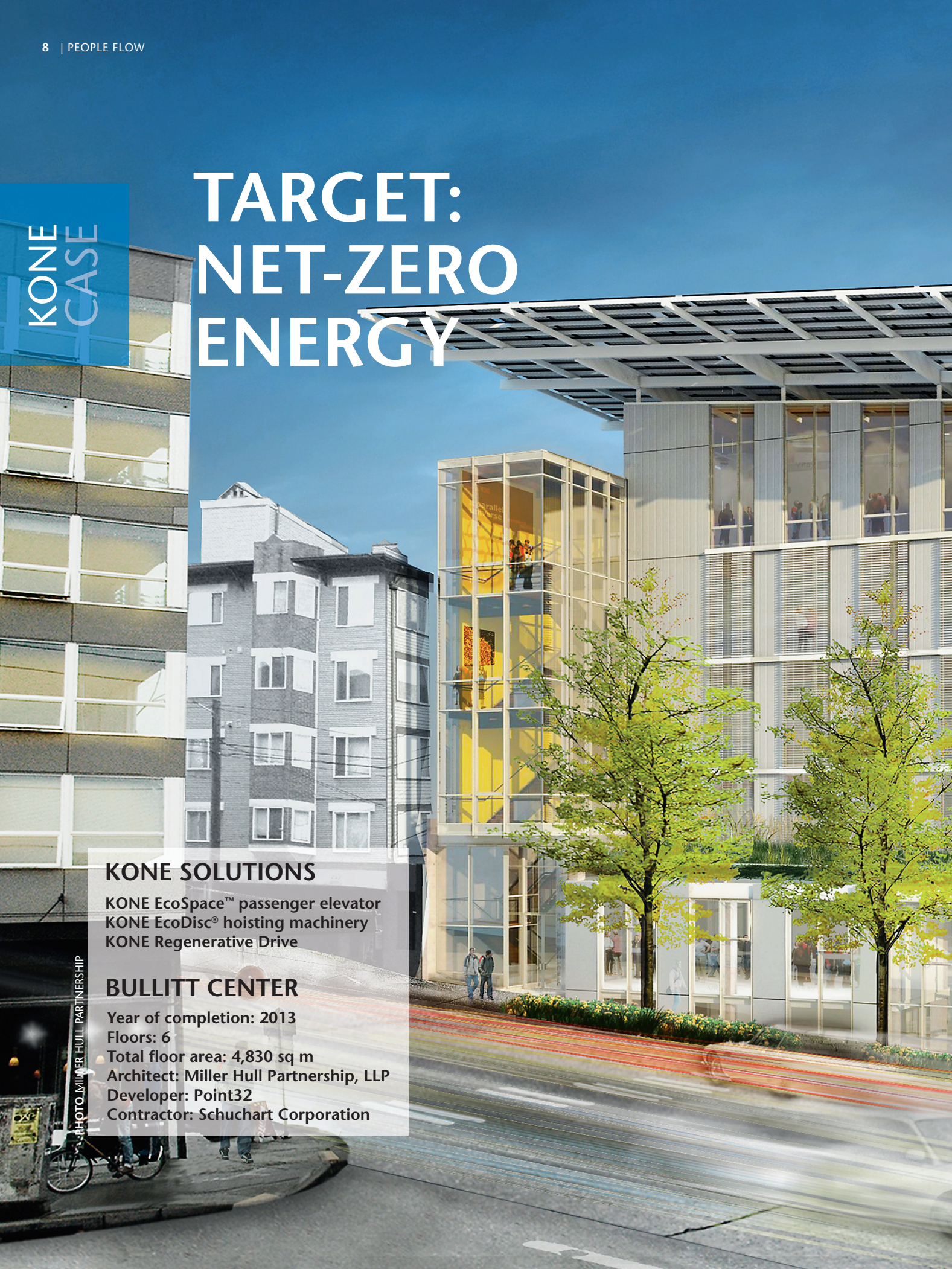
## KONE SOLUTIONS

KONE EcoSpace™ passenger elevator  
KONE EcoDisc® hoisting machinery  
KONE Regenerative Drive

## BULLITT CENTER

Year of completion: 2013  
Floors: 6  
Total floor area: 4,830 sq m  
Architect: Miller Hull Partnership, LLP  
Developer: Point32  
Contractor: Schuchart Corporation

PHOTO: MILLER HULL PARTNERSHIP





# 100

KONE PLAYS A PART IN  
MAKING THE BULLITT  
CENTER 100%  
CARBON-NEUTRAL



TEXT LESLIE MCMANUS

A six-story office building in Seattle, Washington, in the U.S., is poised to redefine sustainable development. When complete in 2013, Bullitt Center – the future home of the Bullitt Foundation and other environmentally focused enterprises – promises to be a net-zero water and carbon-neutral building.

The developer's goal is to create the greenest commercial building in the world. The Bullitt could potentially be certified as a "living building" by the International Living Future Institute if self-sufficiency is achieved for one full year. That organization's Living Building Challenge, widely viewed as the toughest green building standard, is touted as a new

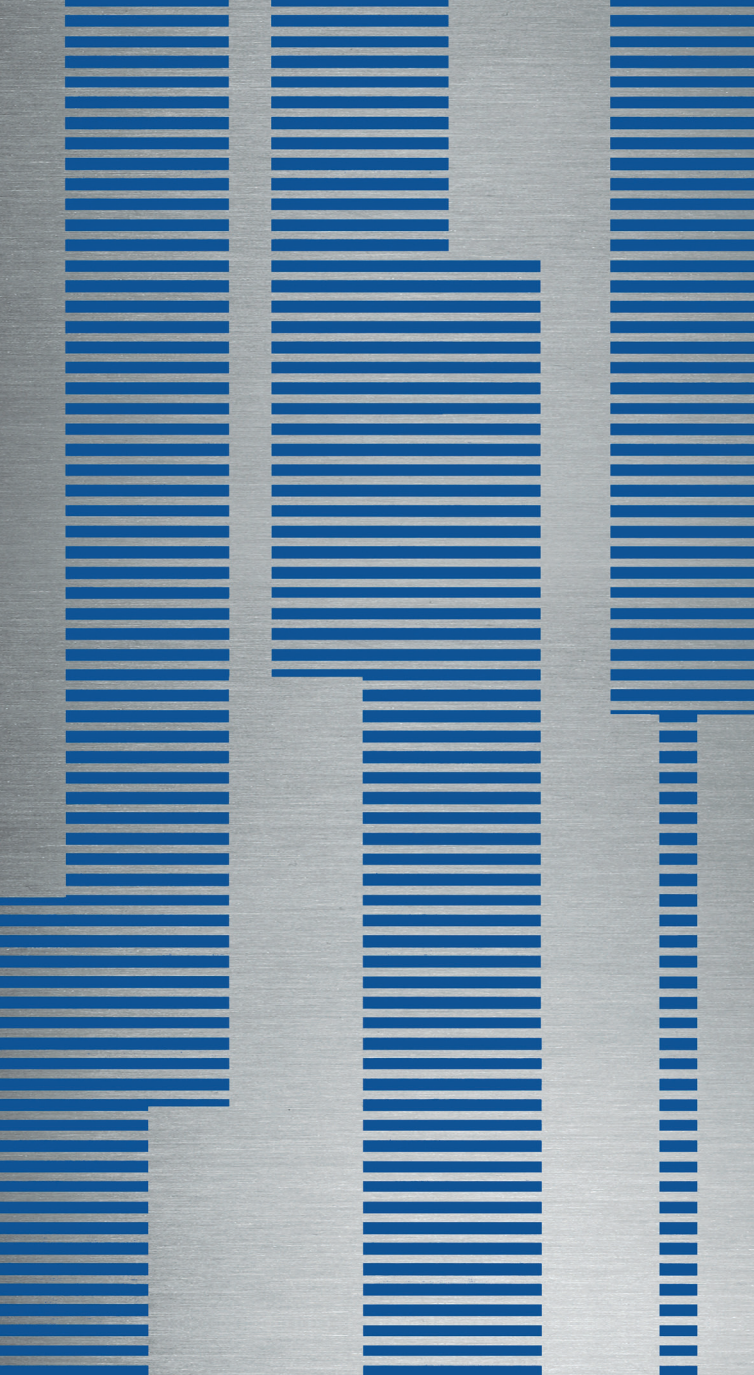
benchmark in environmentally conscious design and construction.

KONE was selected to supply its KONE EcoSpace elevator with KONE EcoDisc hoisting machinery to the building. Utilizing a regenerative drive system, energy generated when the car goes into braking mode is converted into electricity and fed into the building's supply network. Energy consumed will be further minimized by auto-off technology that sets the lighting and signalization to standby mode during inactive periods. Such KONE solutions represent the kind of efficiency and innovation that will help the Bullitt Center set new international standards – and substantially save on the total energy consumed compared to traditional building systems. •

Over one million hours of complex  
artistry went into creating a volume  
elevator solution that offers  
best-in-class eco-efficiency,  
industry-leading ride comfort  
and award-winning design.

# MAKING BEST EVEN BETTER

TEXT SILJA KUDEL PHOTOS JENNI-JUSTIINA NIEMI, PASI SALMINEN AND KONE



*The new KONE Design Collection includes six design themes created by KONE's award-winning design team.*

**T**here's a buzz behind the unveiling of the new KONE elevator platform. The launch of this long-awaited innovation has everyone walking proud, not least **Giuseppe Bilardello**, Senior Vice President of KONE Technology and R&D.

"I'm very excited," he enthuses. After three years of rigorous testing, complex cross-territorial planning, attention to building codes, and delight and hard work, here it finally is: the best elevator ever made.

That's a bold contention. "Yes, it's an ambitious claim, but we stand by it. We have always offered the best. This new solution is even better," states Bilardello confidently.

#### NEW INSIDE OUT

Launched in 1996, the KONE machine room-less elevator has been the industry forerunner for more than 15 years. Now its upgraded version sets new benchmarks in passenger experience, green performance and design innovation.

"When we first launched our machine room-less elevator, it was revolutionary, being the first machine room-less elevator on the market. Back then we didn't realize just how far we could take the concept," says Bilardello.

So what exactly makes the evolution so exciting? "Everything, both inside and out, from the hoisting technology to the visual detailing," describes Bilardello.



The biggest change is hidden away in the shaft: fully renewed, compact KONE EcoDisc® machinery, new brakes, improved motion control, a centralized, low-friction hoisting system and a more robust overall car structure.

That's the technology, but you don't need to be an engineer to appreciate the benefits: industry-leading ride comfort, best-in-class eco-efficiency, more versatile design options and greater space efficiency.

### BUILT-IN COMFORT

The first thing you notice is the low-friction hoisting: it's smooth and quiet. The average car noise level is only 52 decibels, which is well below the industry average. Less noise means minimal sound transfer to surrounding areas and virtually no disturbance to tenants – as well as greater flexibility in planning.

The passenger experience is also enhanced by softer acceleration and the new brakes, which are automatically tested daily for full reliability.

"With no forces on the guide rails,

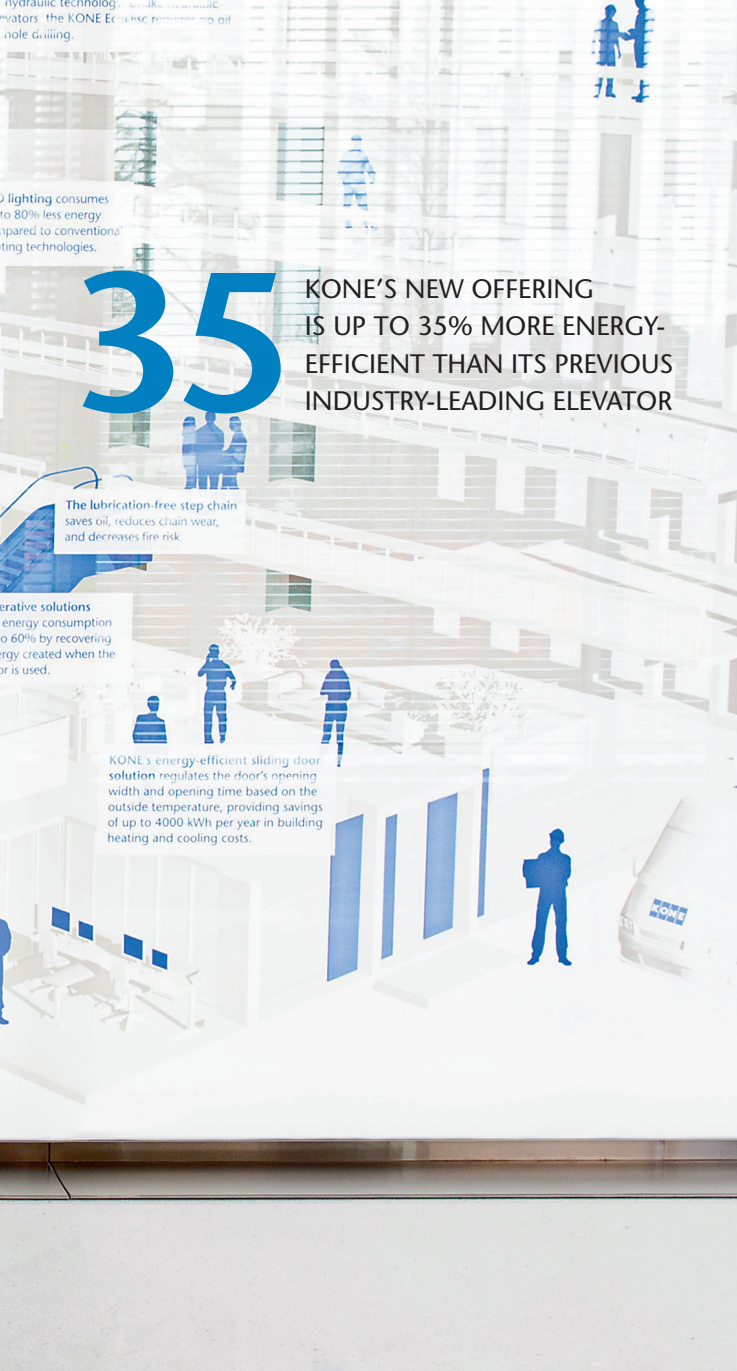
there is much less friction, noise and vibration," explains Bilardello.

Superior ride comfort comes as a built-in feature, as all elevators are tested for ride comfort before handover.

"Our promise of industry-leading ride comfort is verified on site. This is a service that only KONE provides," he adds.

### EASIER BEING GREEN

Energy consumption is reduced by the efficient new KONE EcoDisc machinery and its new copper winding system



*Left: Giuseppe Bilardello from KONE Technology and R&D walks proud.*

*Below: The KONE Design Collection includes more than 50 eye-catching car interior options.*



that reduces the amount of energy lost as heat. Energy consumption is further reduced by the enhanced standby options. When the elevator is not in use, its energy consumption is close to zero. Add features such as long-lasting LED lighting and regenerative drives that recycle energy for reuse in the building, and you have the most energy-efficient offering in the industry.

"We already halved the power consumption of the previous elevator solution two years ago. The renewed version is up to 35 percent more

energy-efficient than our previous industry-leading elevator. Altogether, that's a vast improvement," says Bilardello.

"We now offer VDI 4707 A-class energy efficiency for the entire volume elevator range."

#### **TREAT YOUR SENSES**

From a design point of view, the new KONE offering combines a fresh and elegant look with a new user experience for all the senses. It begins when you're waiting for the elevator, starting with

doors that open smoothly and silently. When you step inside, the new accessories, high-quality finishes, patterns designed especially for KONE, and evenly distributed lighting all come together for a unique sensorial experience.

The new KONE Design Collection is based on detailed trend research conducted in Europe, Asia and North America, offering regionally more than 50 car interior options for both new buildings and modernization projects. The core collection is global, but the

materials, colors, patterns, finishes as well as accessories and fixtures have been localized for different markets.

“Our extensive range of ceilings, wall materials, floors, handrails, mirrors and other accessories offers the richest visual variety on the market. All the colors and interiors have been designed to mix and match,” says Bilardello.

The new eye-catching KONE Design signalization is not only attractive, but also intuitively user-friendly, and features, for example, fun animal patterns for kids and high-visibility numbering for seniors. All the details seem to gel spontaneously, but the result is, in fact, the hard-won result of meticulous planning, years of intensive research and extensive field testing.

KONE has received numerous Good Design and Red Dot awards in recognition of its innovative work fusing design with technology. Good design isn’t an add-on or afterthought – it’s embedded in every solution.

“Instead of supplying a ‘steel box’, we want to provide the desired furnishings and best design straight out of the factory.”

### GOODBYE CLOSE QUARTERS

The new central hoisting not only enhances passenger comfort, but also significantly improves the space efficiency of the car.

“You get maximum capacity for minimum shaft space, enabling full usage of the available area,” explains Bilardello.

Though roomy inside, the car fits in a relatively narrow shaft, which is a major advantage when retrofitting elevators in the notoriously cramped old buildings found all over Europe.

For the user, this means more shoulder room and more floor space for strollers, shopping bags and other bulky

## BEST MADE BETTER

### BEST-IN-CLASS ECO-EFFICIENCY

**Customer benefit:** Up to 35% more energy-efficient, VDI 4707 A-class rating for the entire volume elevator range

#### KONE Solutions:

- Fully renewed KONE EcoDisc® hoisting machinery
- Enhanced standby solutions

### INDUSTRY-LEADING RIDE COMFORT

**Customer benefit:** Smooth, quiet operation, minimal disturbance to tenants

#### KONE Solutions:

- Centralized low-friction hoisting, robust car, silent brakes
- Ride comfort testing as a built-in service

### AWARD-WINNING DESIGN

**Customer benefit:** Easy selection of interiors, the most flexible and versatile offering in the market

#### KONE Solutions:

- KONE Design Collection car interiors, with innovative materials and accessories
- New signalization solutions and designs for different building types

### SPACE-EFFICIENCY

**Customer benefit:** More floor space, roomier car, greater comfort

#### KONE Solutions:

- Compact central hoisting takes up less height and width in the shaft

items. With wider, improved doors and space-efficient ceilings, the new KONE elevator solution feels spacious and immediately sets the passenger at ease.

### LISTENING TO THE CUSTOMER

What was the motivation for upgrading the much-praised KONE machine room-less elevator?

“We keep our ears open. We are always trying to better understand our customers’ needs and use this information as a basis for our development work. This project started with feedback from our Asian customers, who expressed a wish for greater ride comfort. KONE has a challenger mindset, so we set out to see if we could make best even better,” says Bilardello.

The father of the project was **Kimmo Selin**, who stepped out of his role as KONE R&D director to take responsibility for assembling a team to start the new program.

“The new machinery was already in the conceptual phase. We developed new, more efficient winding and began thinking about renewing our hoisting system. Putting all these elements together, we realized we could create a radically improved new global platform,” reveals Bilardello.

### CULTURE CHALLENGE

The process of creating the new KONE offering was not, however, as smooth as the ride it provides.

“There were many challenges along the way, but perhaps the biggest obstacle was cultural,” says Bilardello.

Different markets adhere to certain entrenched practices. Asian customers, for instance, have an aversion to asymmetrical design. In North America, building codes vary considerably, with approvals often granted state by state, if

## “WE WANT TO PROVIDE GREAT DESIGN STRAIGHT OUT OF THE FACTORY.”

not city by city. Tastes and conventions also vary between regions as far apart as Scandinavia and India.

The process involved back and forth discussions and knowledge transfer across the Atlantic.

“There were tough days, but we knew what we wanted: to make KONE more unique than ever. If you maintain a positive attitude through the critical phases, nothing is impossible.”

### PERFECT FROM DAY ONE

The launch of the new KONE elevator solution will coincide with the introduction of many new easy-to-use tools and services, such as expert planning consultation, a new online toolbox including 3D Building Information Modeling (BIM) tools for architects, and online car design tools to help customers create their own tailored elevator interiors. The launch will also bring major changes to KONE sales, manufacturing, installation, delivery and maintenance practices.

“This is much bigger than just a technology project. It will affect the entire chain, so we are improving our capabilities in all areas, from quality processes to different tools. Practically everyone in the company is involved.”

Bilardello emits a satisfied sigh as he reflects on the effort that has gone into perfecting the new elevator solution.

“It was a lot of work, but we wanted to get it right. The first elevator we install must be just as good as those we deliver in five years’ time.” •



*A variety of signalization panel options create an accessible, user-friendly car interior.*

# A NEW AGE IN ELEVATOR ENGINEERING

TEXT SARAH HUDSON ILLUSTRATION KONE

The KONE EcoDisc® hoisting motor set new standards in 1996 for elevator hoisting in terms of performance, space savings and accuracy. Over a decade and a half later, KONE redesigns its hoisting motor to deliver best-in-class energy efficient performance.

**A**s the mechanical driving force behind the KONE MonoSpace® elevator, KONE EcoDisc was the first design of its kind to allow an entire hoisting system to be housed within the elevator shaft itself. Remarkably, explains **Eero Keskinen**, Director of Hoisting Machines, KONE EcoDisc was the most eco-efficient hoisting motor to exist in any industry at that time.

“We were the very first to patent the machine room-less hoisting system,” Keskinen states. “It was a real breakthrough in this field of engineering. There were no intellectual property limitations. Our engineers were free to design the optimal system.”

The obsolescence of the separate machine room opened up a new realm for architects and designers, and the entire industry has since followed suit. Other companies have attempted to mirror KONE EcoDisc’s success, but the disc-shaped creation remains hard to beat in terms of its efficiency and adaptability.

“The motor is so thin that engineers have nicknamed it pancake motor,” Keskinen quips. “It reduces demands on building space and load, allowing

designers more room to create elevator designs that enhance the ride quality for passengers.”

## NEW TECHNOLOGY DRIVES DEVELOPMENT

Sixteen years down the line, the company launches its second generation KONE EcoDisc, adding numerous technological advancements to a system that remains a benchmark in the industry. The completely renewed hoisting motor and drive system delivers greater energy efficiency, helping to reduce both operational costs and a building’s carbon footprint.

“The energy loss from energy that is not transformed into useful work has been reduced by one-third relative to the 2010 design,” explains Keskinen. What this means for building owners is substantial monetary savings over the lifespan of the elevator, he points out.

Improved maintenance efficiency is also significant to the updated design, especially in terms of the braking systems and the motor control equipment.

“The essential parts of the motor are, in fact, very low-maintenance for all standard elevator applications.” Keskinen adds, “The motion control design does not have bearings or other

wearing components, resulting in a practically unlimited lifetime for the system. Additionally, the stopping accuracy remains exceptional over time and use, due to the firmly mounted sensor.”

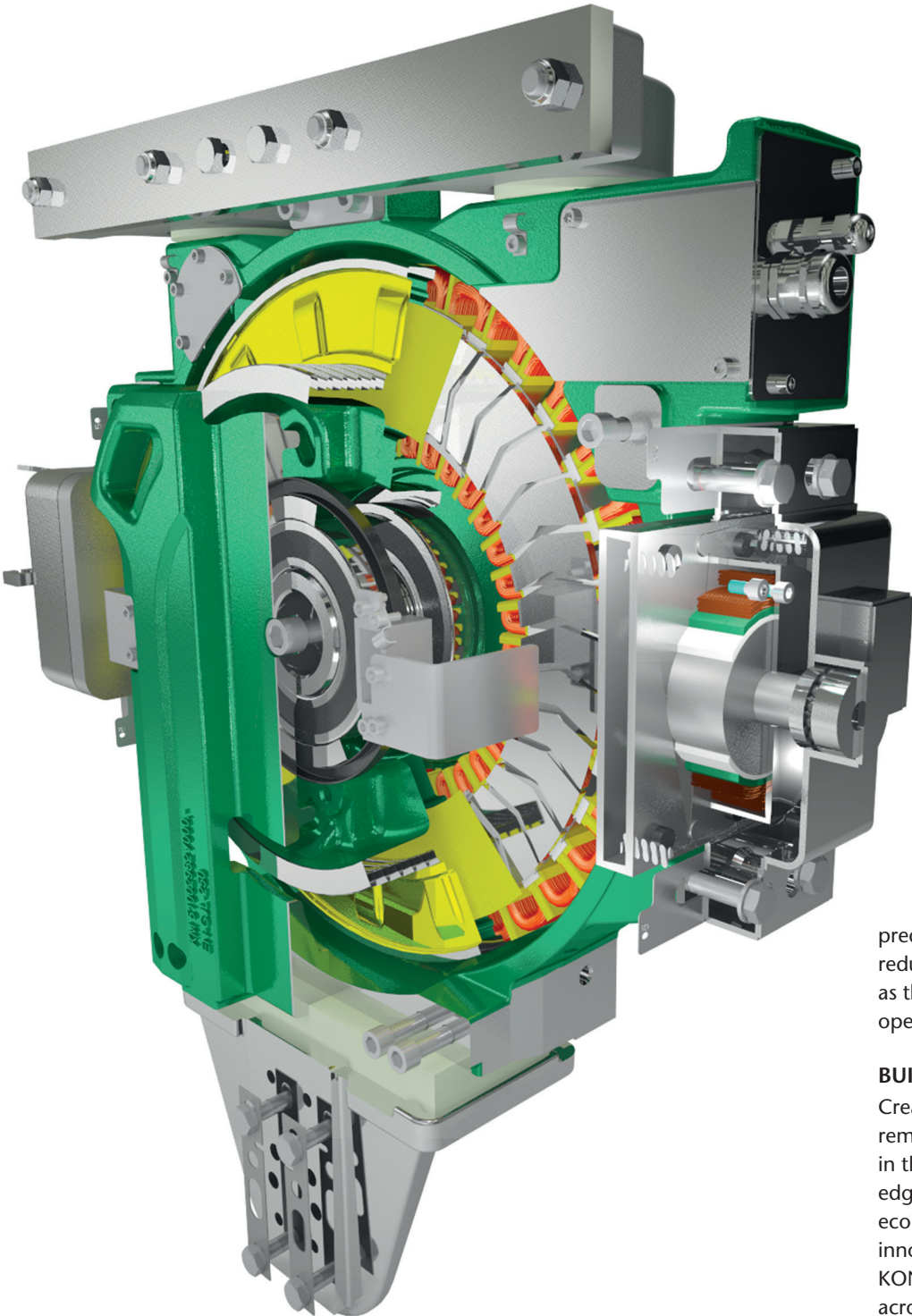
## NO MIDDLE GROUND

The low-maintenance design makes a notable difference to the optimization and positioning of components, as technicians no longer require access to parts of the motor they once would have. Furthermore, it allows for ample safety margins, with far greater ability to deal with all the forces and stresses imposed on the system.

“The compact nature of the motor allows for a rigid design structure – a factor in terms of safety. Safety is the starting point for every piece of KONE equipment, and we’ve built on our knowledge and understanding of these priorities in the new generation of the KONE EcoDisc product,” says Keskinen.

As the technical limitations of hoisting systems become less of an issue, the comfort of the user has gained greater attention, becoming a key driver for design. Innovation is increasingly focusing on minimization of sound and vibration, and any audible or tactile sense of movement or impact. Compared to its





### NEW AND IMPROVED

- A brake test that automatically checks brake condition daily
- A motor control system that ensures smooth acceleration and deceleration
- A centralized low-friction hoisting system that minimizes vibration and noise

predecessor, the new KONE EcoDisc can reduce the most common noises, such as the brief noise of the brakes during operation.

#### BUILDING ON A BREAKTHROUGH

Creative thinking and clever design remain just as relevant now as they were in the '90s, and staying on the cutting edge of safety, efficiency, comfort and ecological impact demands constant innovation. The latest generation of KONE EcoDisc seeks to ensure that, across the board, industry standards remain high long into the future. •

# 500,000

KONE HAS INSTALLED 500,000 KONE ECODISC HOISTING MACHINES TO DATE

In the same way a building's exterior attracts attention, so should the interior aesthetics. For Shanghai-based CIFI Group, partnering with KONE brings much in the way of added value to the Chinese company's impressive portfolio, which covers a variety of real estate from residential buildings to commercial complexes.

A photograph of the Shanghai skyline at dusk, featuring the Oriental Pearl Tower and other skyscrapers illuminated against a dark blue sky. The buildings are reflected in the water in the foreground.

# DEVELOPING CHINA TOGETHER

TEXT JILL ZHANG PHOTOS TUOMAS HARJUSMAASKOLA



CIFI Group highly values safety, quality and service. So establishing a relationship with a company who shares these same values is important.

Recently the company has focused efforts on livable properties – residential developments that cater to the lifestyle and taste of an affluent young Chinese generation eager for property ownership. These avid consumers carry with them sophisticated requirements.

“Our top priority is to meet the demands of our customers,” says **Liu Feng**, Director of CIFI Group’s cost calculation department. “We analyze the factors that these new property owners value most. Research reveals that outside of a well-kept façade and landscape, potential buyers appreciate attributes including a well-designed and efficient elevator.”

**Yang Zhen**, Senior Sales Manager of KONE China, Shanghai Pudong area, adds, “KONE is able to provide services and

**50** MORE THAN 50%  
OF THE POPULATION  
IN CHINA LIVES IN  
URBAN AREAS



solutions to support the growing needs of CIFI Group's existing and new customer base."

#### THE RIGHT SOLUTION

CIFI Group's partnership with KONE began in 2006. After the CIFI Group relocated its headquarters to Shanghai, the partnership strengthened. To date, KONE has installed hundreds of elevators to CIFI Group properties throughout China.

The scope of cooperation extends beyond installation work. One such project is the Hi Shanghai Shopping Mall located on Kongjiang Road in the Yangpu District. The retail and office complex is equipped with KONE Mini-

Space™ elevators. "KONE engineers worked closely with our architects and designers. Numerous analyses were conducted to help us optimize the elevator shafts in order to create more retail and office space," says **Deng Yiyu**, Senior Engineer at CIFI Group. "The KONE team ensured that installation was synchronized with the overall project plan. This eliminated duplicate construction work which saved us unnecessary operational costs."

Recently, KONE was awarded a contract for Shanghai Huangpu International. "When complete, this commercial project will house our headquarters as well as serviced apartments," says Liu Feng. "One

of our goals is to create a sustainable facility for CIFI Group. KONE will help us achieve this target with eco-efficient KONE MonoSpace® elevator solutions."

#### COMPETITIVE ADVICE

What does the future hold in terms of a long-term relationship? Both companies are working to expand the partnership to include more extensive references.

Liu Feng advises, "As a property developer, operational efficiency is high on our priority list. We look for partners who can provide a complete package for the entire life cycle of a building. Factors such as project management and service help guarantee



that costs are kept to a minimum and the logistics of delivery and installation run as planned.”

KONE China is able to meet the demands of the CIFI Group. “KONE places significance on product design. We are able to offer solutions that are not only technologically advanced but eco-efficient. We have developed our internal processes to provide professional support and services,” summarizes **Ji Wenye**, New Equipment Business Director of KONE China.

“We are now on a course of rapid development,” says Liu Feng. “With KONE as a dedicated partner, we can very well rank among China’s top real estate companies in the near future.” ●

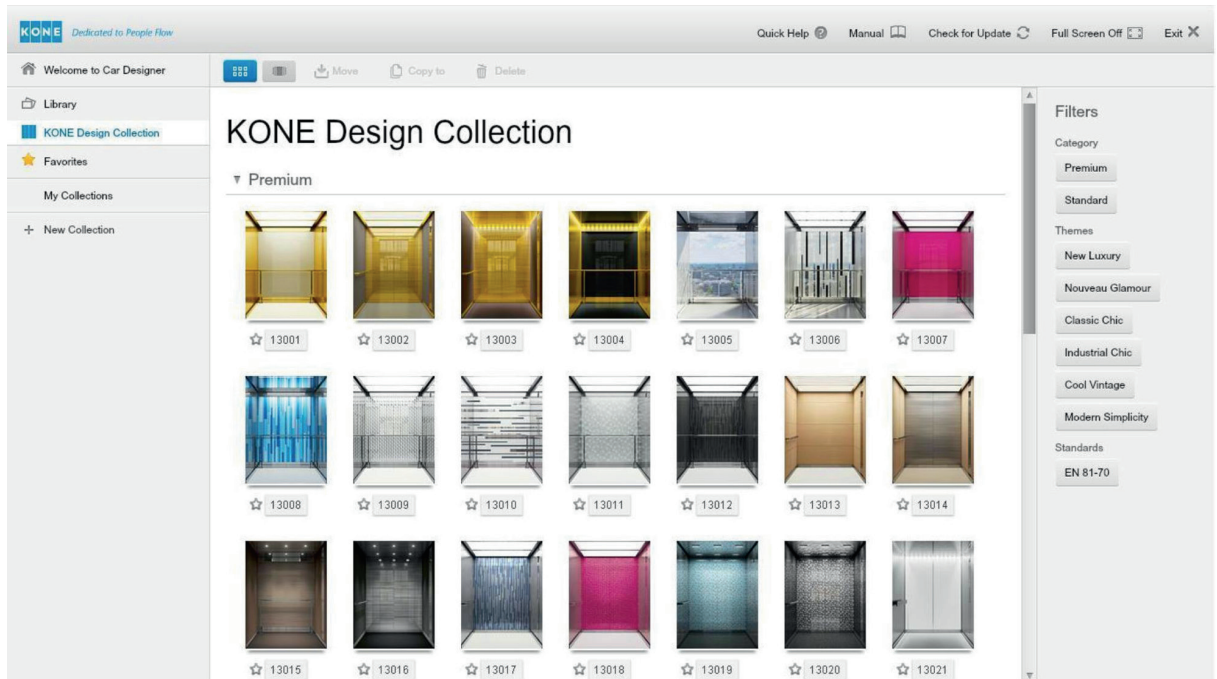
## ABOUT CIFI GROUP

Established in 2000, the Shanghai-based CIFI Group ranks among China’s top 100 real estate developers, with a focus on residential properties. The company has gained a foothold in Shanghai’s Yangtze River Delta region, the northern Bohai Gulf Area, as well as in urban centers in West and Central China.

The projects developed by CIFI Group’s portfolio cover a variety of real estate, such as livable housing, office buildings and commercial complexes in Shanghai, Beijing, Chongqing, Tianjin, Changsha, Hefei, Fuzhou, Tangshan, Suzhou and other cities.

CIFI Group is committed to sustainability and constantly looks to incorporate eco-efficient products to reach their targets.

Outstanding references include the French-styled Evian Bay, the British-styled Rose Bay and the California-styled Cobblestone Coast.



## DESIGN INSPIRATION

**K**ONE has created three easy-to-use interactive programs to help customers plan an elevator and design a car that best fits a building's look and feel.

With the KONE Elevator Toolbox, architects can create a detailed elevator specification online and also create customized CAD drawings for preliminary planning. The new toolbox includes 3D BIM modeling tools that make it easier and quicker to prepare digital elevator designs. These 3D BIM models are compatible with most common project documentation systems and include the latest KONE elevator specifications. Once the elevator design is ready, the specifications can be sent directly to a KONE sales representative for tendering or ordering.

And with the KONE Car Designer, architects can create a tailored elevator interior online, or together with a KONE sales representative. Simply choose a theme from the KONE Design Collection, or mix and match from a wide choice of materials, lighting, and accessories to create a totally new look. The design can be saved as a printable PDF and sent as a link to a colleague or to a KONE sales representative.

With the free KONE Elevator Design app, you can browse the complete KONE design offering on your iPad – including KONE Design Collection themes, materials and accessories.

More information from your local KONE website. •

## Award-winning designs

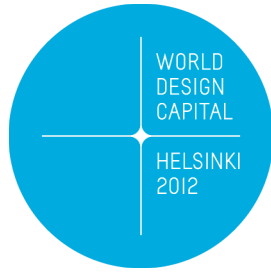
KONE has been awarded two 2012 red dot awards and two red dot honorable mentions. The awards were given for the KSS 280 and KSS 800 elevator signalization series and the honorable mentions for the KONE Design Collection and renewed elevator car, all launched in 2012.

The red dot design award dates back to 1955 and is now one

of the world's largest and most distinguished product design competitions. This year, 1,800 companies and designers from 58 countries submitted a total of 4,515 applications with the intention of proving their design ability in an international comparison with renowned designers and up-and-coming talents. •



reddot design award  
winner 2012



## Pop Down in Tytyri

KONE plans to open the world's first Pop Down restaurant in its Tytyri R & D facility in Finland. This event is part of the World Design Capital Helsinki 2012 initiative and arranged in collaboration with other WDC partners.

The restaurant will be housed in a limestone mineshaft 350 meters underground and run by Helsinki's restaurant of the year, Muru. The Pop Down restaurant will only be open during the month of September. ●

## Customized people flow for shoppers

Shoppers at the Indooroopilly Shopping Center in Brisbane, Australia are set to benefit from innovative and eco-efficient KONE solutions.

To meet the complex transportation requirements of the bustling shopping mall, KONE will supply 26 elevators and 20 escalators to the redevelopment project as well as modernize 10 escalators and four autowalks in the existing center.

"We are excited that the contractor, Brookfield Multiplex, recognizes the value of our experience and expertise in retail environments," says **Noud Veeger**, Executive Vice President and Area Director of KONE.

The project is expected to be completed in mid-2014. ●



## Race to the top

KONE will supply 14 KONE Double Deck eco-friendly elevators and four escalators to 20 Fenchurch Street in the City of London. In addition, a further pair of elevators will race passengers from ground level to the sky garden at a speed of five meters per second.

The elevators include KONE EcoDicsc® hoisting machines, which consume up to 70 percent less energy than conventional elevator motors.

The 36 story, 160 meter tall high rise is being developed by Land Securities and Canary Wharf Group. **Michael Williams**, Managing Director of KONE UK, is pleased with the partnership. "It is always a pleasure to work with developers who share our passion for creating an excellent people flow experience delivered in a sustainable way."

The iconic skyscraper is on track for completion during 2014. ●

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