

Welcome to Out & About, Blue Marlin's review of interesting stuff around a central theme that has caught our eye. We hope you like it and we'll send you another one in a few months.

This issue is about **sustainability**



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Recompute is a fully sustainable desktop computer made with cardboard casing, designed by Brenden Macaluso. It uses fully recycled materials - including the cardboard outer case - that are easily disassembled at the end of its life to be recycled again. Only three major electronic components are used: a motherboard with processor and memory, power supply, and a hard drive.



Wholefoods offers consumers the opportunity to refill their own wine bottles directly from the cask.

# from water bottles to water boxes



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A first of its kind, the plastic phone housing for Motorola's Renew handset is made from recycled five-gallon water bottles. Renew is also the world's first certified CarbonFree® mobile phone on the market.

Ditto is the world's first ecological, 100 per cent recyclable, retail quality hanger. Ditto hangers hope to replace the 8 billion non-recyclable hangers disposed of every year.

This month marks the culmination of 10 years of efforts to save, preserve, and open an abandoned section of elevated rail track as a New York City park. The High Line promises to be more than your average park.

Part sustainable water company, part art project, part philanthropic project. Reacting to the bottle water backlash, Boxed Water is made with 90per cent renewable resources and, unlike plastic water bottles, empty Boxed Water cartons can be flattened when shipping, dramatically lowering their carbon footprint.



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3 Photo credit:  
[http://motorenew.ca/  
wpcontent/gallery/sidebar/  
renew-l3.jpg](http://motorenew.ca/wpcontent/gallery/sidebar/renew-l3.jpg)

4 Photo credit:  
[www.dittohangers.com](http://www.dittohangers.com)

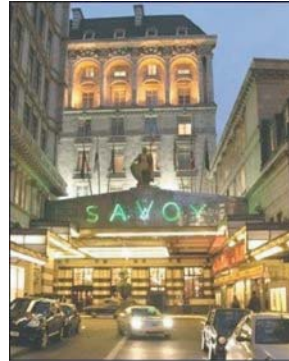
5 Photo credit:  
[www.thehighline.org](http://www.thehighline.org)

6 Photo credit:  
[www.boxedwaterisbetter.com](http://www.boxedwaterisbetter.com)

# from around the Blue Marlin network

## LONDON

London's hotels are clocking on to the increasing demand for sustainability. The Savoy's refurbishment includes plans to light 10 per cent of its bedrooms using electricity created from its restaurant leftovers. Meanwhile Clerkenwell's The Zetter, built with sustainable timbers and eco-friendly paints, pumps its water supply from its own borehole rather than using the mains. This water is also filtered and bottled for use in its organic restaurant. So consumers can now wake up with a clear conscience.



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7 Ellie Bryant, strategic planner, Blue Marlin London  
Photo credit: BBC website, www.bbc.co.uk

8 Kathryn Spitzberg designer  
Blue Marlin New York  
Photo credit: Flickr flatiron\_before.jpg flatiron\_after.jpg

9 Matsrin Sriasadawutkul studio manager  
Blue Marlin Bangkok  
Photo credit: BK Magazine, Issue No.275, 13 February 09

10 Jonathan Samuel business development manager  
Blue Marlin Sydney  
Photo credit: Getty Images

## BANGKOK

Thailand is the first country to produce pineapple paper fibre and this new design supports that innovation by using it as the basis for its new furniture collection. While only Thai materials are used in the furniture, Yothaka International has ensured that Thai people based in rural areas benefit as well. Roughly 90 per cent of the company's output is produced by Thais. The range follows the world trends in décor: eco friendly, sustainable and biodegradable.



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## NEW YORK

Modifying a product to be more sustainable is admirable, but changing the face of one of New York City's historic districts in the name of environmentalism is a real accomplishment. In 2008, the City implemented key parts of Mayor Bloomberg's long-term sustainability vision, PlaNYC 2030\*, and the Blue Marlin New York team have quickly reaped the benefits. Now that two lanes of traffic in front of the Flatiron building have been diverted to accommodate tables and chairs, they've traded in their usual at-desk-dining for lunch al fresco.



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## SYDNEY

It's not only big organisations and the usual suspects doing their bit to save the planet; small businesses are increasingly innovative and sharing their vision for a sustainable present and future. This year's Premier's Sustainability Awards saw entries from bakers, plumbers and academic institutions all running for the state of Victoria's most important environmental prizes. The awards recognise hard work and innovation done to reduce carbon footprint and resource use. This year's awards focussed on the theme of innovation, as innovation is a key driver of sustainability.



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