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## ***Space Matrix Wins CoreNet Global's 11<sup>th</sup>-Annual H. Bruce Russell Global Innovator's Award***

**PHOENIX (September 19, 2010)** -- Space Matrix, an architectural and interior design firm based in Singapore, was awarded **CoreNet Global's 11<sup>th</sup>-Annual H. Bruce Russell Global Innovator's Award (GIA)** for TZED (Towards Zero Energy Development), India's first LEED Platinum-rated housing development in Bangalore, which houses 80 residential units and 15 stand-alone homes. Award results were announced at ***Salute, a Celebration of Accomplishment***, during CoreNet Global's Summit in Phoenix September 19, 2010.

The five presenting finalists were: ***Space Matrix, FXFOWLE, Greater Waco Chamber of Commerce, Kansas City Area Development Council and WICELY.***

Corporate real estate's top professionals traveled from across the globe and came together at Emory University in Atlanta 2-3 August, 2010, to compete for CoreNet Global's GIA. For the second year in a row, the case competition was held at Emory University's Goizueta Business School, thanks to the hospitality provided by Professor Roy Black.

CoreNet Global also wishes to recognize the 2010 GIA sponsors, which include **Regus**, as well as founding sponsors **Gensler, UGL Equis** and **UGL Unikko**.

Consensus among the judges in selecting Space Matrix was they left no brick unturned in their presentation. TZED has set the benchmark for future developments, as the project brought together numerous thinkers and designers in developing systems and innovations that clearly were in the realm of out-of-the box ideas and thinking, most notably the fact that they looked at off-site construction waste.

Judges for the 2010 GIA were well represented by leading companies worldwide and included:

- Roy Black, Director Real Estate Program, Professor in the Practice of Finance, Goizueta Business School, Emory University
- Alan Carswell, Director of Real Estate, Stanley Black & Decker
- Donald Davis, Head, Global Corporate Real Estate, Visa
- Roger G. Gaudette, Director, Asset Management, Ford Land
- Daniel B. Johnson, Global Director, CRE Workplace, Accenture
- Kevin Kampschroer, Director, Office of Federal High-Performance Green Buildings (MG), U.S. General Services Administration
- Trex Morris, Americas Director, Real Estate Services, Americas Real Estate Services
- Frank Robinson, Vice President of Corporate Real Estate, McKesson Corp.
- Charemon Tovar, MCR, CB Richard Ellis, Global Corporate Services, Director, Innovation and Information Manager, Sprint Account
- Constance Van Rhyn, Senior Manager, Workplace Strategy & Sustainability, PepsiCo. Inc.

“In addition to the process/approach being the innovation, many of the specific solutions they delivered were, in their own right, innovative and also represented transferable thinking to the industry at large,” said Daniel Johnson of Accenture.

Frank Robinson with McKesson added, “Firms can learn a lesson from TZED, in terms of taking the same approach of looking at every aspect of the project from a sustainability standpoint. And it has a financial payback.”

For purposes specific to the GIA, innovation is defined as an activity or initiative that brings about a paradigm shift in the way business is done in a rapidly globalizing economy. It produces a new concept to practice and makes it a commercial success. It concerns the search for and the discovery, experimentation, development, imitation and adoption of new products, processes and organizational set-ups.

Launched in 2000, the GIA winners have spanned a wide geography, crossed multiple private and public sectors, touched on a diverse range of disciplines and brought an incredible array of precedent-setting case studies. The GIA winner is selected by peers with considerable real estate, workplace, service provider and academic experience.

*Highlights from Space Matrix's presentation include:*

### **SPACE MATRIX**

India is one of the fastest-growing economies of the world fueled by the growth of various sectors, most notably the service sector. As a result, development has a direct implication on all support infrastructure; housing serving as a primary need. Known as “Sustainable Urbanism”, TZED is a celebration of modern technology and its progression toward more common ecological concerns. The project aims to prove that sustainable living in the urban areas of India is not only economically and technically

viable, but can also be comfortable and manageable for individuals. This residential campus features many firsts: LEED Platinum-rated residential apartment, central air (with no CFC and HCFC), no water supply from outside the community and treated and reused waste. All residences are currently occupied and sold out.

**CoreNet Global** is the world's leading association for corporate real estate and workplace professionals, service providers and economic developers. Our 6,500 members, who include 70 percent of the top 100 U.S. companies and nearly half of the Global 2000, meet locally, globally and virtually to develop networks, share knowledge, learn and thrive professionally. For more information, visit [www.corenetglobal.org](http://www.corenetglobal.org).

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