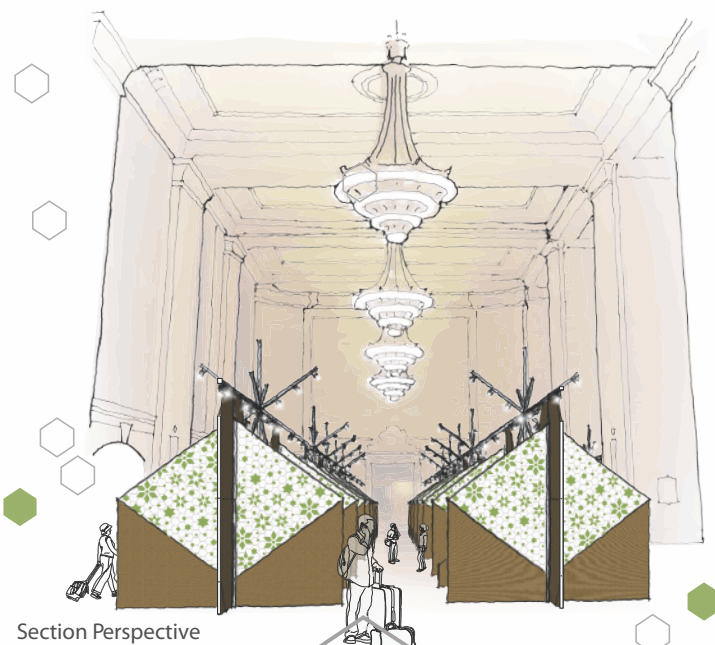
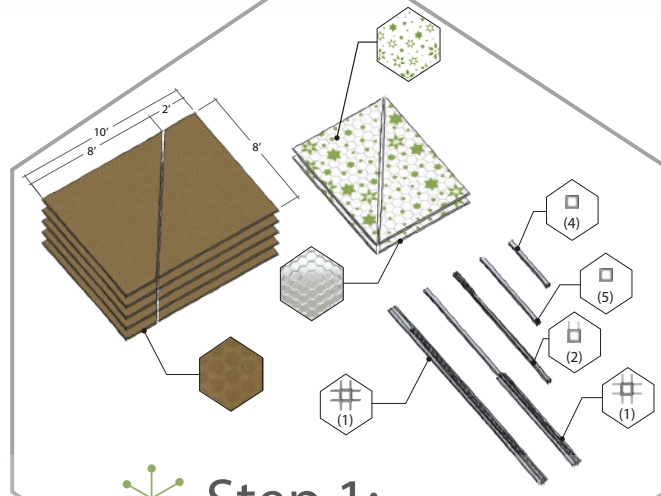


# GreenCentral Design Competition

Creating a Universally Green Identity for Grand Central Terminal's Holiday fairs



Section Perspective

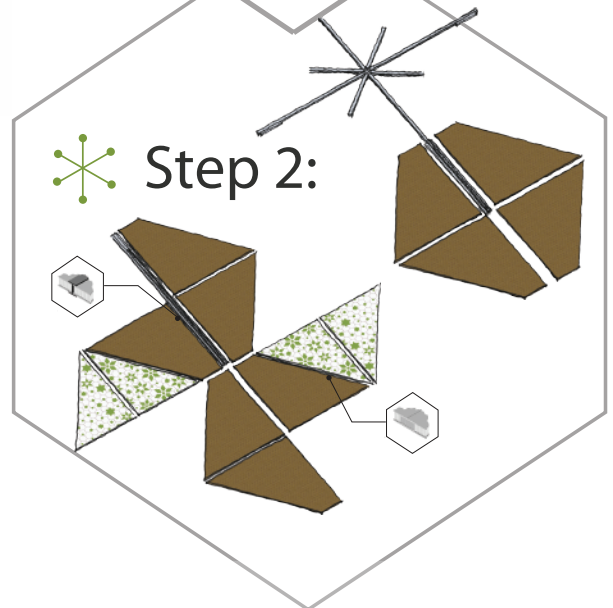





Step 1:

## sustainability

- "Universal Green" color palette and graphic gives identity to sustainability
- Innovative sustainable design strategy through entire design process
- Eliminate construction waste through 1-cut panel fabrication
- Eliminate unnecessary structural framing
- Material efficiency
- Materials: high post-consumer recycled content
- Materials: recyclable / reclaimable
- Materials: raw, unfinished, non-toxic
- Energy efficient metal halide lamps

Step 2:



-  **Gridcore**  
100% post-consumer recycled fiber content, 100% recyclable
-  **Panelite™**  
80% post-consumer recycled content from PET bottles, reclaimed and reused by Panelite™ Regeneration Program
-  **Extruded Aluminum**  
Lightweight, high strength, up to 100% post-consumer content, 100% recyclable

Retail Display Units: Assembly Diagram