

# MS-Diamond

The Swiss Multiple Sclerosis Society have launched a unique project for their 50th anniversary – auctioning a diamond created from carbon extracted from the hair of Michael Schumacher in aid of the Swiss Multiple Sclerosis Society. Reminiscent of Schumacher's phenomenal success with Ferrari, the extraordinary 0.5-carat diamond is red in colour.

Schumacher, a frequent champion of charitable causes, was positively convinced of the idea and was happy to provide hair for this unique project: "I am happy to support the Swiss Multiple Sclerosis Society on the occasion of their 50th anniversary with this unique charitable promotion and hope that this exceptional MS-Diamond can be sold at a high price and that the 10'000 persons with MS in Switzerland continue to get the support they need."

Bidding ends 15th September 2009. Handover of the diamond will be on 26th September 2009 at the ICIS National Congress (NAKO) in Lausanne.

For more information visit <http://multiplesklerose.ch>.



Baseball is America's favourite pastime, and a study by the University of Denver Center for Marital and Family Studies that compared divorce rates before and after cities in the USA got Major League Baseball teams is fascinating in its implications. The study showed that cities with Major League Baseball teams had a 28 percent lower divorce rate than cities without Major League Baseball teams. For example, in 1990, a year before Denver was awarded a major league baseball franchise, the city's divorce rate stood at six divorces per 1,000 people. Ten years later, and seven years after the Colorado Rockies played their first game in Denver, the divorce rate had declined 20 percent to 4.2 divorces per 1,000 people. In contrast, the overall divorce rate throughout the USA had dropped just 15 percent. Prof Howard Markman, director of the Center for Marital and Family Studies, also studied divorce rates in other cities that gained a Major League team and found a 30 percent decline in divorces in Phoenix, a 30 percent drop in Miami and a 17 percent drop in Tampa Bay. While there could be many explanations for this significant difference, Markman stresses the importance of fun and friendship in a healthy marriage. "Going to a baseball game and not talking about relationship issues, but rather having fun and talking as friends is one of the ways to protect and preserve love," Markman explains.

## Designs Unlimited

The advent of flat screen televisions has opened new creative opportunities to designers and manufacturers of cutting-edge support furniture, as is evident in the 2009 Lifestyle Range from Designs Unlimited. The Lifestyle Range includes various models to suite specific applications for a host of different interior applications.

Specialising in audio and video support furniture, with some peripheral pieces like software storage and centre tables, Designs Unlimited was established in 1982 with the express purpose of producing out-of-the-ordinary bespoke furniture. All pieces are original and designed by owner, Murray Kuun, who has been designing furniture for over 30 years.

Designs Unlimited also offer customisation, with the guarantee that each handmade piece will be specifically designed for each client.

Delivered to clients anywhere in the world, the Lifestyle Range comes in three finishes – lacquer, wood or a combination of both. Woods include cherry, brown mahogany, redwood and maple. Lacquers include white, black, silver and red. For more information visit [www.designsunlimited.co.za](http://www.designsunlimited.co.za) or phone 011 794-7653.

## Breaking the Sound Barrier



While the environmental benefits of an electrical vehicle are unassailable, its near silent operation poses a danger to pedestrians who are used to the distinctive sound of an approaching vehicle. And then there are the die heart petrolheads who display orgasmic behaviour when bombarded with the thundering roar of a Harley Davidson or the emotive tone of a Ferrari at full throttle.

But neither pedestrians nor petrolheads need to worry anymore. Active Noise Control technologies from Lotus Engineering, and manufactured by Harman Becker International, address this problem by projecting engine sounds externally to improve pedestrian safety, while also employing noise-cancelling technology internally to reduce unwanted cabin noise.

External sound is generated through a waterproof loudspeaker system positioned behind the grille, while sound can also be synthesized from the rear of the vehicle. The sound is designed to mimic the pitch and frequency behaviour of a conventional engine to help identify vehicle distance and speed. Since the system provides specified electronic sound models, even the most sedate family car can be made to sound like a V12 Lamborghini.

While those people who like to blast unsuspecting fellow motorists with their own bad music may potentially abuse the system, we have to admit that using sound sampled from the Millennium Falcon on the family wagon would be hard to resist.

## More Blue Sky

Passengers boarding a Boeing Next-Generation 737 with the new 737 Boeing Sky Interior will instantly see and feel the difference. Soft blue cove lighting, curving architecture and larger window reveals offer a sense of spaciousness in the cabin and comfort for airline passengers.



Eating chocolate is one of those pleasurable experiences most of us can't live without, and for the serious choc addicts, there is a new frontier – chocolate that you inhale.

Created by David A. Edwards, Professor of the Practice of Biomedical Engineering Division of Engineering and Applied Sciences at Harvard University, Le Whif began as a culinary art experiment that has now culminated into a marketed product. The chocolate inhaler, shaped like a tube of lipstick, is breathed in for a mouth full of chocolate, with a tiny fraction of the calories. The process shouldn't be confused with smelling the chocolate. The mouth is used to inhale a fine chocolate powder, which enters the mouth and is dissolved there.

The 200 milligrams of fine chocolate powder contains only one calorie, potentially making this a great dieting tool. According to Prof. Edwards, the particles of chocolate in Le Whif cannot enter the lungs because they are much larger than 10 microns in size.

Le Whif comes in four flavours: mint chocolate, raspberry chocolate, mango chocolate, and plain chocolate, and is available online from LeLabo for €9.95 or \$12.85 for a pack of six.

