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BUSINESS

Start-up of the week: Erjio

A trailblazing web design firm that uses 100 per cent renewable energy has been launched in Hackney.

Erjio (pronounced "ERR-gee-oh") is the brainchild of Ben Clifford, who has left behind a career in corporate web design to focus on a more environmentally conscious model.

And if you're wondering what a green website is, Ben can explain.

"When you build a website it is hosted in a data centre," he said. "They are usually found outside of cities and they have huge stacks of servers where all our data is stored. They need loads of electricity to keep them cooled and online.

"Only about 20pc of the



Ben Clifford (R) and Alex Potter, Allia's 'serious impact accelerator programme manager'.
Picture: POLLY HANCOCK

data centres in the world currently use renewable energy – most people don't realise their website is probably powered by fossil fuels, or that they can choose a green alternative. I'm

spreading the word to help solve that."

So Erjio creates green websites. And it's not more expensive, either.

Visit erjiostudios.com

Community of Well Street 'has taken back the reins'

The traders' association for Well Street Market is up and running again after the previous board all walked out following a row with Hackney Council.

Well Street Market Traders Association (Westra), set up in 2010, was temporarily defunct after the shock resignations at a town hall meeting last month.

But members of the Well Street Shopkeepers' Alliance have now taken over, meaning the two associations for the

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streets are essentially being run by the same people.

Cllr Ian Rathbone, founder of Westra, quit a year ago and is now part of the alliance.

He said: "Effectively the community has taken back Westra.

"We now have a plan for themed markets and other events to take it forward."

The market, however, won't

reopen until at least March.

The town hall say this is because January and February are quiet months and it will help to build up a good number of traders for the reopening.

Westra's board handed in their notice saying their hard work had not been acknowledged by Hackney Council, and wrote a lengthy letter explaining their decision to quit. It came just one year after the relaunch of the historic market following an £83,000 fundraiser.

madein hackney

The Rio armchair

Lozi designer Soroush Pourhashemi has come up with an armchair apparently inspired by the design ethic of the Rio Cinema.

The chairs are on sale in Lozi's Hackney Road workshop for £645, or £720 with a cushion.

A combination of solid wood and plywood, the idea is to "push the boundaries of plywood by applying it to a lounge chair".

Marketing manager Leila Vibert-Stokes told the Gazette: "The joint under the chair is made from solid oak with an oak veneer plywood to make that beautiful curve. It's designed like a lounge chair for a small living room, without taking up all the



The Rio chair, designed by Lozi in Hackney Road

space. Having lived in small flats in London, Soroush is interested in how you can make beautiful furniture functional."

Lozi will be donating some of the chairs to Rio's new

basement bar, which will open at the independent Kingsland Road picture house in spring. The team at Lozi will also be building the bar.