

Name

Alafia Gallery

Where

121 Ormond Road, Elwood

Ph 9531 7144

Proprietor

Lorna Mauritzen



Business message

Alafia means "a blessing of peace" in the Yoruba language of West Africa and pays homage to African culture and aesthetics with artwork, tribal ware and textiles collected from around the world. The gallery sells many one off pieces including ceremonial and tribal masks from the Ivory Coast, Zimbabwean stone sculpture, decorative hand beaten Moroccan ceramics as well as a unique collection of silver and semi-precious stone jewellery. Over the years the gallery has evolved in style incorporating stock sourced from every corner of the globe.

Energy



At Alafia Gallery, lighting is important to show off the wonderful artwork. The lighting being used at Alafia was, however, extremely inefficient and comprised 77% of the electricity being used. Another major user was a little fan heater brought out in winter that was costing 40 cents an hour to run. Although this doesn't sound like much, using it for only four hours a day in winter was costing close to \$300!

In order to decrease greenhouse gas emissions and the electricity bill at the same time, the inefficient incandescent lights are slowly being phased out and replaced with compact fluorescent globes that use around 80% less energy. By doing this, Alafia Gallery will save 64% of its electricity bill and reduce greenhouse gas emissions by 11 tonnes a year – equivalent to taking two cars off the road a year! As for the heater, it is being retired this year in favour of a more efficient radiant heater gallery owner Lorna already had!

#### Rubbish and recycling

Alafia Gallery is very responsible with its waste, recycling all of its cardboard and commingle through the council service. One waste problem for the gallery, however, are the polystyrene pellets much of the delicate stock is packed in. Lorna would love to be able to recycle this material, but there is currently no-where local she can take it.

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