

For Immediate Release

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Cambridge Architectural to Exhibit at AIA 2009 National Convention

CAMBRIDGE, MD... Cambridge Architectural will showcase their very latest woven metal patterns and systems in a sustainable booth at the AIA 2009 National Convention and Design Exposition at The Moscone Center in San Francisco, CA, April 30-May 2.

As the world leader – and only full-service provider – of sustainable, functional and visually-intriguing metal fabric solutions, Cambridge's exhibit will feature their most innovative product offerings, most notably their Solucent™, Parkade™ and LandscapeInteriors™ systems. Beyond the well-established systems for which they are known, Cambridge is always developing new applications and discovering new ways to use their products through both independent research and architect collaboration. All of their concepts on display at AIA 2009 fully reflect this philosophy.

In their ongoing dedication to contributing to sustainable architecture, Cambridge elected to build a booth that engages attendees without using unnecessary energy. The booth's floor will be made with recycled carpet and the display will not use electric lighting. After the show, the booth will be saved and re-used for future events.

The main focus of Cambridge's display features two large panels of mesh on either side of the booth which interpret the use of metal fabric as a solar shading material and as a versatile parking structure cladding. These "mock-ups" will give visitors a chance to see and touch the mesh up close, and to view it in front of brand new building photography on the booth's backdrop. One panel will feature the Shade pattern placed in tension in front of an office building backdrop, showing the aesthetic and function of the Solucent shading system. The other panel will feature the Cubist pattern placed in tension in front of a parking garage backdrop, showing the aesthetic and function of the Parkade system.

A square counter also occupies the booth, beautifully adorned with an assortment of Cambridge rigid mesh patterns often found in elevator and wall applications. Newer patterns like Stripe and Aztec will drape two sides of the counter, while the elegant and modern Graph pattern will cover the top, accented by a sheet of glass.

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Cambridge/AIA Show 2009 – Plus One – Contact: Nick Murosky 412-571-1600

A video presentation integrated into the booth's design will allow visitors to see beautiful snapshots of recently-completed projects in detail, along with quotes from the distinguished architects who were involved. Cambridge's new handrail system, Railflex™, will also be featured, showing how flexible mesh in the MidBalance pattern can be used to direct pedestrian traffic with the added benefits of sleek design and fall protection.

Cambridge Architectural comes to AIA in 2009 with the intention of educating show visitors about the sustainability of architectural mesh, and the almost limitless ways it can be employed – particularly with its solar shading and durable, view-and-airflow-maintaining characteristics.

“Cambridge always looks forward to the AIA show,” says Heather Collins, director of marketing for Cambridge Architectural. “We really value the opportunity to share our story and to show the functional breadth of our products. This year is especially exciting because of everything that we have accomplished in 2008 in regards to sustainability and design.”

The AIA 2009 convention, *The Power of Diversity: Practice in a Complex World*, will concentrate on the emerging voices in architecture to discover how they face the future. As the premier event for architects and building industry professionals, a variety of architects, manufacturers and other industry professionals are expected to attend. All are invited to visit Cambridge Architectural at Booth # 517 anytime during the three-day event. Also visit www.cambridgearchitectural.com to learn more about Cambridge prior to the show.

Cambridge Architectural is the world's most experienced – and only – full-service provider of sustainable architectural mesh systems for both interior and exterior building applications. Cambridge offers full system design, engineering and collaboration from concept through installation – including highly challenging building projects, environments and budgets. Cambridge metal fabric systems are categorized by the primary application the system serves. These include: Parkade™, Solucent™, LandscapeInteriors™, MeshFX™, MeshDefense™ and Meshellaneous™. For more information about Cambridge Architectural call 1-866-806-2385 or visit www.CambridgeArchitectural.com.

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