

For Immediate Release

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Solucent™ Shines in Silicon Valley – Metal Fabric Shading System from Cambridge Architectural Adds Texture and High-Style to Mixed-Use Building

Cambridge, MD... A metal fabric shading system from Cambridge Architectural delivers a smart and fresh design for 116 University Avenue, matching the building's place and purpose in the heart of high-tech Palo Alto, CA.

Serving as the focal point of Silicon Valley, the city of Palo Alto is home to numerous technology companies and firms, the most prominent being the Internet giant Facebook. 116 University Avenue is one of ten buildings that make up Facebook's "campus". Situated between Stanford University and downtown Palo Alto, it houses the Facebook Cafe – the company's upscale employee cafeteria.

The 10,000 square foot structure is also home to the architectural firm that designed it. Joseph Bellomo Architects was looking for a modern edge and a transparent building shell that would shade the sun and control the amount of light entering their offices. They were so impressed with Cambridge's architectural mesh panels, that they specified them for their own use. The panels were able to perform all of the necessary functions while meeting the architect's forward-thinking design needs.

A Cambridge Solucent™ woven metal fabric shading system inventively adorns the expansive windows and concrete exterior of 116 University Avenue, angled to reduce the southern to western setting sun exposure. The result is a breathtaking architectural element which reduces solar heat gain, optimizes daylighting and makes the building exterior stand out – especially through its interplay with the setting California sun.

"116 University Avenue is a building that sticks in your memory," says Heather Collins, Director of Marketing for Cambridge Architectural. "Our mesh was chosen not only because it created such a unique design, but because underneath it all, the building interior benefits from lower cooling costs and improved occupant performance."

The project team was immediately drawn to architectural mesh for 116 University Avenue because of its flexibility in both design and function. The texture and overall physical nature of the material served both of these purposes.

"Cambridge's mesh veils and highlights the structure," says Joseph Bellomo, Principal of Joseph Bellomo Architects, the architect of the project. "It also reduces solar heat gain and blocks about 50% of the sunlight and glare coming through the windows, without blocking the views out of those windows."

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Cambridge/116 University Avenue – Plus One – Contact: Nick Murosky 412-571-1600

In regards to pure aesthetics, 116 University Avenue is truly a one-of-a-kind structure that immediately makes an impression on passersby. Its contemporary, clean lines and almost space-age style merge seamlessly with its technologically-innovative atmosphere.

“Design-wise, the materiality of mesh really softens the building exterior and makes it quite elegant,” says Bellomo. “I love the way the building unfolds, like a fine fabric.”

Solucient architectural mesh shading systems also do an impressive job of lessening the effects of harsh sunlight without blocking outside views. Metal fabric allows this to happen, simply because its patterns are closed enough to shade and open enough to remain transparent. In the 116 University Avenue building, this was a necessity.

“Our offices are in this building, and we didn't want to block the windows in any way,” says Bellomo. “With the Solucient system installed, we cut down on the light - but the views are not mitigated whatsoever.”

The Solucient system was fabricated with mesh in Cambridge’s Mid-Balance pattern, which features flexible open weaves that shade and screen structures including facades, parking garages and pavilions.

Construction on 116 University Avenue was completed in April 2007. The project team consists of architect Joseph Bellomo Architects, Palo Alto, CA, and its affiliate company 102 Workshop, which acted as the contractor.

Cambridge Architectural is an active member of the USGBC, and helps architects take maximum advantage of LEED credit through the many categories in which architectural mesh systems apply. Most notably, mesh can contribute to as many as four LEED points for optimized energy performance, and can help in acquiring additional points for incorporating recycled content and introducing daylight and views into the regularly occupied areas of a building.

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™, Solucient™, 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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