

For Immediate Release

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Photos: http://larsonobrien.com/cambridge/html/w_hoboken_hotel_residences.html

Cambridge Lends Contemporary LandscapeInteriors™ System to New W Hotel Lobby

Cambridge, MD... Flexible stainless steel metal fabric panels from Cambridge Architectural elegantly veil the main lobby wall inside the new W Hoboken Hotel & Residences in Hoboken, NJ, adding a stylish and engaging backdrop to its upscale interior.

Situated on the waterfront, just across the Hudson River from Manhattan, the hotel offers world-class services and the environment to match them. W Hoboken serves as a chic, sophisticated landmark in the midst of bustling nightlife and other metropolitan amenities. To complement the opulent atmosphere, Cambridge Architectural's metal fabric wraps the entire lobby wall and reflects colored light, creating a flowing effect down the wall and behind the hotel's welcome desk.

A Cambridge LandscapeInteriors™ architectural mesh system was specified for the W Hoboken's lobby primarily because its high-end style and mood serves as a fitting focal point of the interior space.

"We were very happy with Cambridge's mesh and the lighting dynamics it created," says James Ronga, Vice President of Development for Applied Development Company, the building developer. "It lends the perfect solution and ambiance to the lobby, spanning from floor to ceiling."

The LandscapeInteriors system also features a brand new attachment method, which allows the metal fabric panels to be installed in tension, but much closer to the wall than ever before. The attachment, called Micro-Eclipse, looks to be a promising and versatile new way of incorporating architectural mesh into building interiors.

"This project required us to take our current Eclipse attachment and adapt it to a smaller scale," says Heather Collins, Director of Marketing for Cambridge Architectural. "It was really rewarding to see how well it worked, and how smoothly the process went – we can't wait to utilize the new attachment in future projects."

Cambridge LandscapeInteriors systems provide a versatile solution for decorative, high-traffic interiors. In the W Hoboken Hotel & Residences, metal fabric accents the lobby wall's elegant wood veneer paneling, allowing the grid pattern created by the wood panels to be seen through the metal fabric material. The end result is a pristine-looking wall surface that's virtually indestructible.

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Cambridge and the W Hoboken Hotel & Residences design team utilized a design-build approach for this project, which helped the team to better understand the product, and allowed Cambridge to develop an effective solution by being involved in entire process, from providing shop drawings to overseeing the final installation.

“Cambridge really came through in this project, accomplishing exactly what was needed in a very limited timeline,” says James Ronga. “The end result was fantastic.”

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

Cambridge’s new Micro-Eclipse tension attachment hardware was used to install the Shade product. Tailored edges are provided for expanses of flexible metal fabric in tension. Elegant, custom cut apertures receive the metal fabric ends in tubing that is integrated into a bracket and structural support design. Tube sizes may vary to emphasize or de-emphasize the attachment. The Micro-Eclipse hardware is appropriate for lengths of metal fabric held in tension up to 60 feet.

The project team consists of architect Gwathmey Siegel & Associates Architects, LLC, New York, NY, developer Applied Development Company, Hoboken, NJ and contractor/installer AJD Construction, Leonardo, NJ.

One of the primary functions of LandscapeInteriors metal fabric applications is to dramatically define and separate space, while additionally providing visibility, light and air flow. In addition to LandscapeInteriors, Cambridge offers a variety of additional architectural metal fabric systems, and is available for assistance throughout the design-build process.

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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