

Globe Tracking

STORY TIME

I have been fortunate to travel to a great many locations over the past 2 years. In some places beyond just liking Novawall as an acoustical product, many specifiers would be hard pressed to define the differences between Novawall and many other similar products. Further, some designers, architects and fabric reps could not say that any one acoustical product was better than the other.

The market is especially tough when you are mired in a belief that all acoustical panels are essentially the same or even worse "interchangeable".

Find ways to tell your own unique story and continually show Novawall's details. Defining the many options and showing the precise details in a mock up will help you tell the story that will help define the differences between Novawall and other systems and products.

I find that Designer's, Architects, Fabric Reps and client's respond to corners and intersections with a beautiful textile. Make your Fabric Rep's your best allies in conveying Novawall details to a new audience.

WELCOME

Novawall is excited to welcome new members to the Novawall family.

- Evergreene Architectural Arts-New York City
- Rich Interiors-Denver
- Quality Paint and Wall-covering-San Diego
- Kayar Construction-Honolulu

RECYCLE IT

"Track it back to Something New"



with Novawall®

St. Paul's Episcopal Church
Colhoun Hall
Winston Salem, NC

Warco Construction

The Novawall Difference is in the Details

We are regularly faced with acoustical challenges created by architectural details. Churches and religious meeting places often present a multitude of acoustical issues because they are principally required to accommodate an ever changing variety of events. Add a strong architectural theme or a historic design element and the issues and anomalies may be further amplified.

So was the case of Colhoun Hall at St. Paul's Episcopal Church in Winston Salem, NC. The expansion of Colhoun Hall was intended to double the number of attendees that the fellowship hall could accommodate for a variety of functions including church dinners, wedding receptions, speaker series, funerals and many other congregational gatherings. As a historic church in Winston Salem the hall is regularly booked and some times to full capacity. When Colhoun Hall was designed and built, the large barrel vault ceiling was in keeping with other strong architectural details found throughout the historic church complex originally founded in 1879. The present church sanctuary was consecrated in October 1929.

Warco Construction was approached to help the church address the acoustical issues created by this dramatic and large reflective ceiling. The committee chosen

to complete the task only had a couple of requirements for Warco. They did not want something that was considered a traditional acoustical application on the limited amount of wall surface. Warco also had to maintain the architectural detail of the barrel vault ceiling and protect an original one-of-a-kind hand painted fresco at one end of the acoustically offending ceiling.

Not easily daunted, Warco had multiple meetings with the client committee, making recommendations to use Novawall and Novaspan to maintain the barrel vault detail while adding the necessary absorption the room required for most functions. Warco also had to convey a story about their competence and skill to accomplish the task to the client's satisfaction. WARCO's experience and confidence won the client's trust.

Conveying to a client what you can accomplish and your experiences with Novawall is a "story" of show and tell. Mock ups, samples, pictures and references of work long completed. The "story" differentiates you from your competition in ways that a website or a specification binder can never fully demonstrate.

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