

Globe Tracking

DISTRIBUTOR MEETING LAS VEGAS

We will be having a Distributor Meeting October 3rd and 4th 2013. The rooming forms have been sent out to the Managers/Principals of the Novawall program in your firm.

The forms are due back by June 30th, 2013.

Please let us know if there is a specific topic you would like covered at the meeting—this is very important—your input is very much appreciated.

NEOCON

NEOCON is June 10 - 12, 2013. Come see us at the Novawall Showroom 1067A on the 10th Floor. Let your Architects, Designers and Fabric Reps know to come check in with us and see the showroom.

RECYCLE IT

A Site Fabricated system like Novawall, with an exceptional warranty, will support a longer useful life of the acoustical fiberglass core. Unlike many factory made panels when the fabric is damaged or soiled they are typically headed to a landfill. There is no reclamation or recycling program for acoustical fiberglass. Simply because the fabric is soiled, the assembly including the fiberglass is wasted.

When a system can be maintained or updated, you prevent the premature discard of the system and establish a relationship with the end-user.

Sustainability is directly tied to Maintain-ability.

**“Track it back to
Something New”**



with Novawall®

Garden Café by D'Amico
Walker Art Center
Minneapolis, Minnesota

Sonus Interiors
Novaspan Ceiling

NOVAWALL AS ART PROJECT?

If you are going to the **Walker Art Center** in Minneapolis, be prepared to be engaged. This contemporary art center is internationally recognized for its multidisciplinary model as an arts organization, revered for its vitality and range of its visual arts, media arts and performing arts programs.

When the Walker decided to transform an unused portion of their lobby into a café, they contacted **Lauren Abel** with **Sonus Interiors** to make suggestions on what they might do to address the acoustical issues for the repurposed space. Lauren had previously installed Novawall in various locations within the Walker. The ceilings of the full service restaurant of Wolfgang Puck at the Walker and above the lobby reception desk using a standard panel fabric.

The lobby addition was a perfect application for wide span **Novaspan** and it was an appropriate choice to maintain the crisp esthetic the Walker wanted for this contemporary lobby. Novaspan provided a clean finish that compliments both the terrazzo floor and adjacent glass wall while addressing the unique acoustical issues of this continually dynamic section of the lobby area.

Lauren is able to recommend to designers and architects to “look up” when they are at the Walker Art Center Lobby. Having a functioning installation that is easily accessible is sometimes a must have for selling Novawall and Novaspan.

So many of our installations are often hidden away on corporate campuses and boardrooms and while they make beautiful pictures, they do not convey the whole story of how Novawall really works. Standing in an acoustically appropriate environment and realizing the Novaspan on the ceiling is an actual product and not painted sheetrock always seems to provide the perfect “Aha Moment”.

One day last year, Lauren received a call from the Walker to ask if the Novawall panel installed above the lobby reception desk would hold pencils if they were jabbed into the panel. Lauren responded, “that she did not know for sure, but she thought they should be really sharpened pencils.” So Novawall became an actual art installation for a time with pencils jabbed into it. When the installation had run its course, Lauren’s crew came in and replaced the fabric.

The Garden Café Novaspan ceiling originally installed in 2010 was part of a café ownership change and renovation when it became Garden Café by D’Amico. The ceiling required no changes or updating and still functions daily above an otherwise unknowing crowd.

NOVAWALL SYSTEMS, INC.

885B South Pickett Street
Alexandria, VA 22304
800-695-6682

www.novawall.com