

For Immediate Release

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Cambridge Architectural Introduces an Innovative, Motorized Retractable Attachment Method for Mesh Space Sculpting Applications

CAMBRIDGE, MD... Cambridge Architectural, North America's leading manufacturer of total solution architectural mesh systems, introduces Reelease™, a custom-designed, motorized retractable attachment method for metal fabric applications.

Reelease, developed by Cambridge engineers, provides the ability to raise or lower metal fabric with the simple touch of a button. A concealed, overhead-mounted motorized reel both releases the metal fabric downward and retracts it upward for concealed storage.

"Through the continued development of new attachment methods, Cambridge Architectural has dramatically expanded the wide variety of uses for architectural mesh," explains David Merriman, Cambridge's manager, marketing and business development. "Reelease provides the truly unique ability to create a moveable definition of interior space, offering yet another innovative use for woven metal fabric."

Reelease was designed specifically for the Planet Hollywood Theatre for the Performing Arts in Las Vegas, NV, to effectively provide a method of "house reduction," a division of interior space that allows larger areas of the theatre to be reconfigured to suit the space requirements of an event.

"This project was a perfect demonstration of our ability to solve unique problems with architectural mesh," continues Merriman. "There were three important design considerations for this project aside from a striking visual appearance. The customer required acoustic transparency so that the finely tuned theater acoustics were not affected, the system had to be easy to operate with a minimum of training, and since there is little storage space, the screens needed to be self-contained. The mesh panels were also to be wash-lighted with RGB LED's and with projection from the stage. The system provides transparency while still offering a visual division of the space."

The unique attachment method, originally designed and engineered as a Space Sculpting system, to dramatically define and separate a large interior space, is also an excellent choice for Cambridge's Corporate Branding, Security & Safety, Solar, Ventilation and Landscape Interior system applications. The aesthetic flexibility of Cambridge Architectural systems allows creative architecture that responds to the architect's imagination.

"Planet Hollywood is a great example of a custom house reduction design that has become an integral part of our product offering," says Merriman.

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“This new method of house reduction is a perfect solution for any theatre that needs flexibility to attract and accommodate different types of acts and their audiences. Cambridge’s Reelease attachment system and corresponding metal fabric patterns make this possible.”

Cambridge’s flexible, open metal fabric patterns such as Scale, Mid-Balance, Shade and Slink are elegant choices for Reelease. Each mesh pattern features varying degrees of open area, providing ventilation and additionally ensuring that sound is not affected by the panels.

Cambridge maintains a fully-staffed engineering department to assist with installation details, framing design and load characteristics, and is also available for on-site installation supervision.

Cambridge Architectural is the premier North American manufacturer and expert on architectural mesh systems supporting the work of architects who look to enhance their designs with unique, visually appealing and cost effective materials. Cambridge specializes in mesh systems that provide complete solutions to the most challenging applications and environments by offering multiple functionalities with full design, engineering and installation collaboration. Systems applications include Facade, Space Sculpting, Corporate Branding, Security & Safety, Solar, Ventilation and Landscape Interiors. For more information about Cambridge Architectural call 1-866-806-2385 or visit www.CambridgeArchitectural.com.

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