

For Immediate Release

Contact: Nick Murosky, LarsonO'Brien ADV/PR

Phone: 412-571-1600 **E-mail:** nick@larsonobrien.com

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Westfield® Galleria at Roseville Puts Parkade™ Metal Fabric System to Use – Dresses Up Parking Structure with Cambridge Architectural Mesh

Cambridge, MD... A woven metal fabric system from Cambridge Architectural handsomely masks the parking garage serving the Westfield® Galleria in Roseville, CA, adding texture and luminosity to its facade.

The five-story garage sits prominently among the more than 190 stores and over 20 restaurants of the high-end shopping and entertainment complex, and right next to the city's new conference center. The Galleria at Roseville is one of 119 global shopping centers owned and operated by Westfield Group – a world-leading retail property organization. The high profile nature of the project demanded that the parking garage be held to the same aesthetic standards as the structures around it.

A Cambridge Parkade™ architectural mesh system adorns the 1,400-space parking structure, cleverly shrouding its inner workings from view. Ultimately, the metal fabric succeeds in giving the Westfield parking garage a sophisticated and polished appearance mirroring that of the complex and its surrounding region.

“Cambridge's material can very simply and easily turn what many would consider to be a typical parking garage into a real point of interest,” says Heather Collins, Director of Marketing for Cambridge Architectural. “Particularly with our Parkade applications, we have the ability to deviate from the norm – fostering creativity and change in parking structure design.”

The project team for the Westfield Galleria at Roseville parking garage chose architectural mesh because it offered a well-rounded solution to both visual and functional building issues. The Parkade metal fabric system specified for the Westfield parking garage provides a beautiful facade without obstructing views or impeding airflow.

“Cambridge's mesh was a great option because it dressed up the new building, added to its architectural interest and maximized airflow and visibility,” says John Schulte, Project Engineer of Overaa Construction, the general contractor of the project. “I think it looks great!”

Metal fabric also holds up very well in the natural environment over long periods of time. In fact, mesh is virtually indestructible and requires very little maintenance, greatly reducing the need for replacement materials.

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Cambridge/Westfield Parking Garage – Plus One – Contact: Nick Murosky 412-571-1600

“Cambridge mesh was the right material and the right application for Westfield,” says Michael Hinkley-Reck, Public/Federal Sector Leader of Stantec Architecture, architect of the project. “Its look, longevity and durability met the structure's needs.”

Cambridge is committed to assisting the design and construction team from initial concept to final installation on each and every project. For the Westfield parking garage project, aesthetics were the most important consideration and Cambridge developed an ideal system to address all the needs of an eye-catching exterior facade.

“The mesh effectively disguised the parking ramp and concealed its various unappealing spots,” says Aaron Rhodes, Project Manager of Westfield Group, facility owner of the Galleria at Roseville. “The metal fabric system was well designed and performs beautifully.”

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

Cambridge’s 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 Eclipse hardware is appropriate for lengths of metal fabric held in tension up to 100 feet.

Construction on the Westfield Galleria at Roseville parking garage was completed in November 2008. The project team consists of architect Stantec Architecture, San Francisco, CA, contractor/installer Overaa Construction, Richmond, CA, subcontractor Metalset Inc., San Pablo, CA and facility owner Westfield Group, Los Angeles, CA.

Cambridge Architectural Parkade metal fabric solutions lend unique aesthetic appeal, functionality, affordability and sustainable benefits to parking structures. As exterior cladding for parking garages, Parkade applications provide ventilation, fall protection, visibility, headlight attenuation, safety, security and many additional functional benefits. Cambridge offers a wide range of metal fabric patterns and corresponding attachment hardware, and is always available for comprehensive design and engineering assistance. With every project, Cambridge provides turn-key installation.

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.