

For Immediate Release

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**Cambridge Architectural Adds Fashionable Fabric to Hip
Red Bull North America Headquarters**

Cambridge, MD... Lustrous metal fabric from Cambridge Architectural provides a clean, chic backdrop for the reception desks inside the trendy headquarters for Red Bull North America in Santa Monica, CA.

The 105,000 square foot structure was completely renovated by Red Bull to reflect its contemporary and sporty product - the centerpiece being a 250-foot-long skateboard platform which undulates inside the building, dividing space among surrounding offices and conference rooms. Other highlights include a recording studio, movie theater and Olympic-sized gym, all which make Red Bull's North American Headquarters a fresh and energetic space – a physical representation of the company's image.

A Cambridge LandscapeInteriors™ woven metal fabric system was chosen to add to the urban edge of the structure. The mesh hangs in tension behind the reception desks near the building's main entrance, providing an aesthetic which brightly complements that of the overall interior design. The fine, detailed nature of architectural mesh coupled with its strength made it a perfect material for Red Bull.

“We were quite excited to work with a company like Red Bull, which really has its finger on the pulse of contemporary culture,” says Heather Collins, Director of Marketing for Cambridge Architectural. “Our mesh is unique because of its texture and limitless applications – it's made for innovative projects and environments like this.”

Cambridge's woven metal fabric provides an uncommon and refreshing solution for the reception desk backdrop. It counteracts the simple design of the desks perfectly by infusing an alluring pattern and texture behind them, resulting in an overall engaging and unexpected motif.

“Architectural mesh is very unique, and I thought that Cambridge's material brought a great design aesthetic to the space,” says Keith Beckett, Project Manager with Seeley Brothers, the subcontractor of the project. “It really complemented the high-end style of the reception desk to provide an innovative and eye-catching backdrop.”

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Cambridge LandscapeInteriors systems have the ability to define space without completely closing it off. For a company like Red Bull, which sponsors large-scale events, metal fabric nicely facilitates the planning of building space and activities. At Red Bull headquarters, employees even have enough room to ride bicycles along the structure's expansive interior. Mesh is a material well-suited for this open-minded company and its open floor plan.

As with all of their projects, Cambridge assisted and consulted with the Red Bull North America Headquarters team from initial design to final installation. This hands-on, design-build approach helped the team to better understand the product, and allowed Cambridge to develop an effective solution for creating a physical boundary within the interior space.

The LandscapeInteriors system was fabricated with mesh in Cambridge's Balance pattern, which features large-scale, 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 Balance 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.

The project team consists of architect HLW International, Los Angeles, CA, contractor/installer Inner Space Constructors, Rancho Dominguez, CA, subcontractor Seeley Brothers, Brea, CA and owner Higgins Common Trust, Irvine, CA.

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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