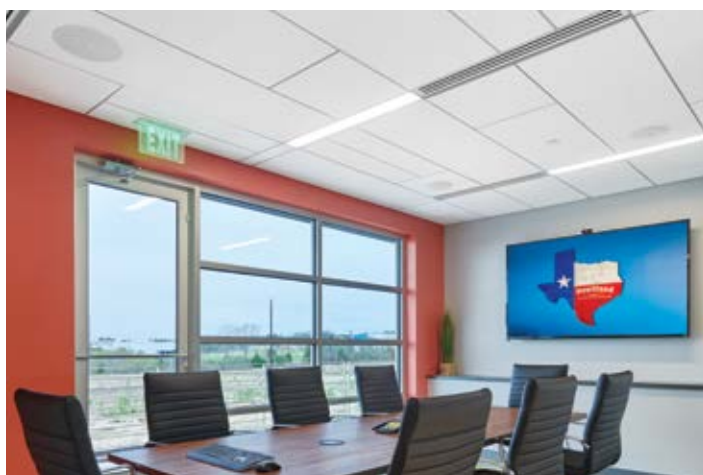


CASE STUDY



Project | *Heartland Acoustics & Interiors*
Location | *Austin, TX*
Architect | *KDS Architecture*
Product | *DesignFlex™ Ceiling Systems*



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armstrongceilings.com/designflex

BPCS-6093-519

the challenge:

When Heartland Acoustics & Interiors decided to open an office in Austin, TX, company management also decided they wanted it to reflect a variety of spaces typically found in commercial environments and to highlight products that were well suited to meet the acoustical challenges of each space.

As Heartland President, Jason Gordon, explains, "Our intent was to create a variety of spaces including exposed structure, open plan, and private office in order to showcase effective acoustical solutions in each type of space. We believe there's a great deal of value in it for clients because they can see a real installation instead of just a photo and a sample."

the solution:

To accomplish its goal in the facility's operations office and the main conference room, two different patterns of DesignFlex™ Ceiling Systems from Armstrong Ceilings were installed. DesignFlex ceilings provide the opportunity to mix and match different sizes, shapes, colors, and materials to create a signature ceiling, all available to ship in three weeks.

The operations office showcases a trio of Calla®, Lyra® PB, and MetalWorks™ DesignFlex Shapes ceiling panels featuring the firm's corporate colors of blue, grey, and white. Gordon explains that they chose the ceiling design from the dozens of pre-designed patterns available in the Armstrong online DesignFlex Shapes Pattern Gallery, which provides all required details for installation – from panels and suspension systems to trims and accessories. Triangular-shaped light fixtures from Axis Lighting and triangular-shaped air diffusers from Price® Industries are also incorporated into the ceiling. Both are Integrated Solution Partners with Armstrong Ceilings, that develop compatible fixtures and accessories pre-qualified for fit and finish to seamlessly integrate with DesignFlex Ceiling Systems.

The DesignFlex ceiling in the firm's conference room has a totally different visual, featuring bright, white panels for high light reflectance. "Our goal here was to show the possibilities of using panels outside of traditional 2' x 2' and 2' x 4' sizes," Gordon states. "As a result, we installed panels that were much more linear." To support the need for privacy and confidentiality, high NRC ceiling panels were installed to achieve excellent sound absorption.

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