

For Immediate Release

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**Luxury New York City Apartment Tower Uses Cambridge Metal Fabric
to Match its Modern Feel**

CAMBRIDGE, MD...Rigid stainless steel metal fabric panels from Cambridge Architectural add a polished finish and unmatched durability to the lobby of The Ludlow apartment rental tower in New York, NY.

Located in the historical Lower East Side, The Ludlow offers 23 stories of modern upscale living and premium amenities with a surrounding neighborhood of the city's newest shopping, nightlife and restaurants. In unison with the contemporary atmosphere, Cambridge Architectural mesh panels wrap the lobby reception desk and two surrounding columns, contributing an eye-catching, elegant counterpart to the glass, bamboo and terrazzo structural elements of The Ludlow's lobby.

Due to the fabric's minimal maintenance and cleaning requirements, the Cambridge LandscapeInteriors™ architectural mesh system works perfectly for The Ludlow lobby's high levels of traffic while still responding to the its high style.

"We chose Cambridge's metal fabric because we were looking for a durable material with reflective properties that would visually expand the space," says Meri Tepper of Ryall Porter Sheridan Architects, the project designer for The Ludlow lobby. "The mesh turned out to be a perfect choice for a beautiful and sustainable wainscoting in the lobby."

Designed to wrap the corner of an angled frame, the LandscapeInteriors system seamlessly attaches to the reception desk and columns, creating an elegant surface and a sophisticated contrast to the surrounding bamboo backdrop.

"This project shows how architectural mesh can effectively and beautifully complement a variety of design materials," says Heather Collins, Director of Marketing for Cambridge Architectural. "We were excited to help complete the sleek look of the lobby in a sustainable way."

The Cambridge LandscapeInteriors metal fabric system chosen was manufactured from recycled materials, and all of the mesh and its corresponding attachment hardware are readily recyclable. Also, stainless steel's life cycle far outlasts that of alternative products because of its inherent strength and stability.

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“Cambridge’s mesh was a natural fit for our design scheme,” says Larry Perez of Edison Properties LLC, the facility owner. “Thematically, it blends well with the space and is uniform in appearance. Functionally, it is standing the test of time due to the material’s sturdiness, durability and stain resistance.”

As with all of their projects, Cambridge assisted and consulted with The Ludlow 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 cladding the lobby reception desk and bending with the lobby’s columns, resulting in an issue-free custom installation.

“Cambridge really came through in this project, accomplishing exactly what was needed in a very limited timeline,” says James Ronga. “The end result was fantastic.”

The LandscapeInteriors system was fabricated with mesh in Cambridge’s Villa pattern, which features rigid closed weaves that are affixed to substrates and installed in elevator cabs or as wall, floor, ceiling and façade panels.

Cambridge’s Tableau tension attachment hardware was used to install the Villa product. An elegant wrap for rigid open weaves, the metal fabric folds around the corner of an angle frame for a concealed attachment.

Construction on The Ludlow was completed in the Spring of 2008. The project team consisted of architect Ryall Porter Sheridan Architects, New York, NY, contractor/installer Perry Cohen Carpentry Corp., New York, NY and facility owner Edison Properties, LLC, Newark, NJ.

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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