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  - BIA
  - BWI
  - Carroll Creek
  - Community Hospital
  - Delaware Water Gap
  - Ft. Lauderdale
  - GTECH Center
  - Hahn Loeser
  - HIA
  - High Alma
  - Louis Vuitton
  - McGowan
  - MUSC - Phase I
  - New World of Coca-Cola
  - Planet Hollywood Theatre
  - Reservoir Woods
  - Scion
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## NEW WORLD OF COCA-COLA



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**System:** Corporate Branding  
**Attachment Method:** Tableau®  
**Metal Fabric Pattern:** Graph

**Project:** New World of Coca-Cola  
**Location:** Atlanta, GA  
**Architect:** Selbert Perkins Design – Playa del Rey, CA  
**Project Manager:** Holder Construction – Atlanta, GA  
**Facility End Use:** Museum  
**Renovation or New Construction:** New Construction  
**Completion Date:** May 2007

**Project Details:**

A Corporate Branding mesh system adds a distinctive, contemporary appearance to the New World of Coca-Cola® in Atlanta, GA, with the Coca-Cola® trademark laser-etched directly onto the surface of the woven mesh.

The metal fabric was installed in conjunction with glass curtain wall to visually differentiate the museum. At night, the 62,000 square-foot facility is luminescent, basking in the glow of exterior wash lighting designed to spotlight the metal fabric clad structure while subtly highlighting the Coca-Cola® trademark. Functionally, the mesh provides solar shading, light pollution reduction and HVAC reduction.

Cambridge was responsible for the entire integrated facade, employing their turnkey solution approach to ensure that the 8-foot x 8-foot metal fabric panels were lined up seamlessly to pull off the look that the architect desired. This collaborative design approach ensured that Cambridge was involved in the project design, engineering, fabrication and installation, and could therefore work around budget constraints to ensure optimum utility.

Additionally, the structure was designed in accordance with USGBC Leadership in Energy and Environmental Design (LEED®) standards. The Cambridge mesh system contributes to the sustainable attributes of the facility, as it maintains a long life-cycle, is virtually

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**Mesh Photo**



Metal Fabric by Cambridge Architectural

**Attachment Photo**



Metal Fabric Attachment Hardware by Cambridge

**Photo #1**



Metal Tensile Structure

**Photo #2**



Metal Tensile Structure

**Photo #3**



Metal Tensile Structure

**Main Photo**




maintenance-free and is readily recyclable.

Cambridge metal fabric was also used to define an interior portion of the facility. Metal fabric in Cambridge's Graph pattern, which features rigid, open weaves, was wrapped around columns in the museum's tasting station, which boasts more than 70 different Coke products available for sampling.

The New World of Coca-Cola® is located at Pemberton Place, named for John S. Pemberton, the pharmacist who invented Coca-Cola in 1886. The new museum opened in May 2007 and replaced a former facility located just a few miles away.

*Coca-Cola®, the Contour Bottle design and The World of Coca-Cola® are registered trademarks of The Coca-Cola® Company and used with its express permission.*



Metal Tensile Structure

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