

AN ACOUSTICAL FINISH CASE STUDY FROM INTERNATIONAL CELLULOSE



PROJECT	EMI Music Publishing Manhattan, NY
DETAILS	SonaKrete Custom Light Gray 20,000 sq. ft. @ 1/2"
ARCHITECT	T P G Architecture Manhattan, NY

An important detail that determines the success of a spray-applied acoustic finish is surface preparation. As can be seen in the thumbnail photos, the EMI Music Publishing Company's new office ceilings required substantial hand labor to prepare them for spray. Under normal circumstances, ICC recommends a level three and preferably a level four substrate finish. Everyone was surprised at how well SonaKrete™ softened the substrate imperfections.

It is also a big challenge to design an open office that looks good and still allows for worker efficiency, especially in such an acoustically hard environment. Studies have proven that ambient noise in an open office environment compromises

efficiency. Noise also increases blood pressure and aggressive behavior. That's where custom integral colored light gray SonaKrete™ solved the problem.

SonaKrete™ is a hand-trowelled, premium finish which eliminates the popcorn look of other sprayed acoustic products. SonaKrete™ also qualifies for LEED credits. It is available in white, arctic white and custom integral colors, offering versatile options that help meet both your most demanding aesthetic and acoustic needs.

SonaKrete™ fills a void in the high-end market of acoustic finishes. When it comes to aesthetics, physical toughness, economy of installation and performance, SonaKrete™ is in a league of its own.

With SonaKrete, Quiet Never Looked So Good.

Contact ICC at **1-877-790-9367** for samples and complete technical data. Please pay us a visit at **www.sonakrete.com**. Would you like to learn even more? ICC also offers architects an AIA/CES Lunch-N-Learn program on the subject of Spray-Applied Acoustic Finishes.