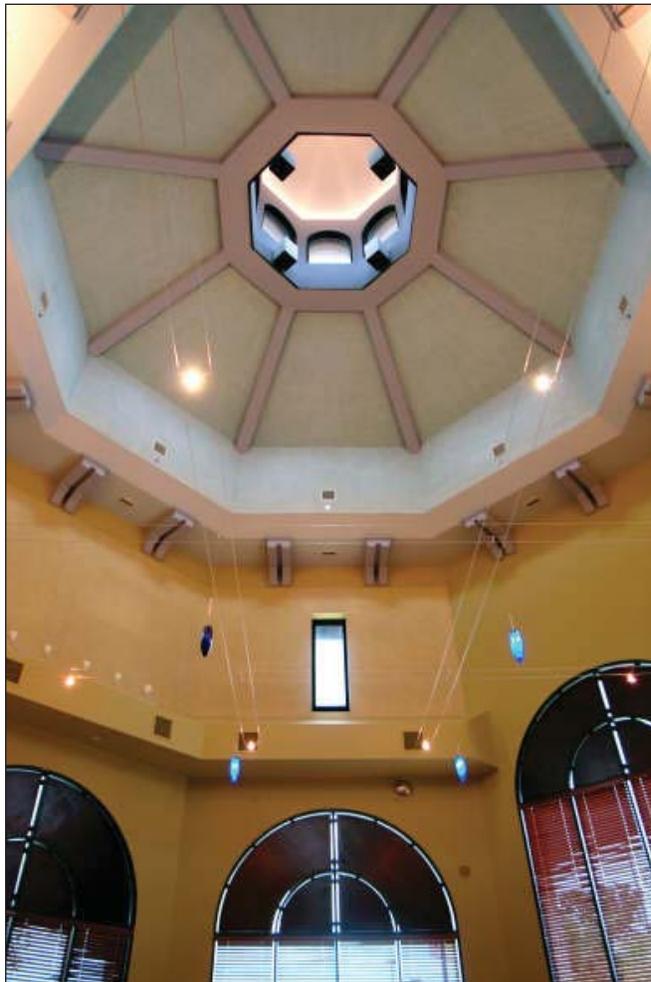


AN ACOUSTICAL FINISH CASE STUDY FROM INTERNATIONAL CELLULOSE



PROJECT	Valdosta State University Valdosta, GA Executive & Magnolia Dining Areas
PROJECT MANGER	Victoria Douglas, AIA
DETAILS	5,500 Sq Ft. Total @ 3/4" Custom Icy Blue, Timothy Straw & Yellow 221

Established in 1913, Valdosta State University is one of the major centers for education in South Georgia. The pristine design of its Spanish Mission style architecture is an example of its dedication to the richness of its heritage. Therefore, a project like this required an aesthetically pleasing acoustical finish to sustain the mission style design theme.

First, custom integral colors had to be impeccably matched in three separate sections. International Cellulose Corporation's ability to manufacture custom integral colors made SonaKrete™ the fitting choice for this project.

Second, one can only imagine how distracting a lively academic lunch discussion would have been without the highly reflective ceiling plan being correctly treated. Project Manager Victoria Douglas well understood those challenges and chose SonaKrete™ because it rendered an NRC of .75 at only 3/4". After the application of SonaKrete™, Victoria noted, *"Speech intelligibility is a great deal better...I'm very satisfied. SonaKrete™ definitely performed as advertised."*

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 aesthetic and acoustic needs. **With SonaKrete™, quiet never looked so good.** Contact ICC at **1-877-790-9367** for samples and complete technical data. Please also pay 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.