



DESIGN SOLUTION

EVENT CENTER

PROJECT

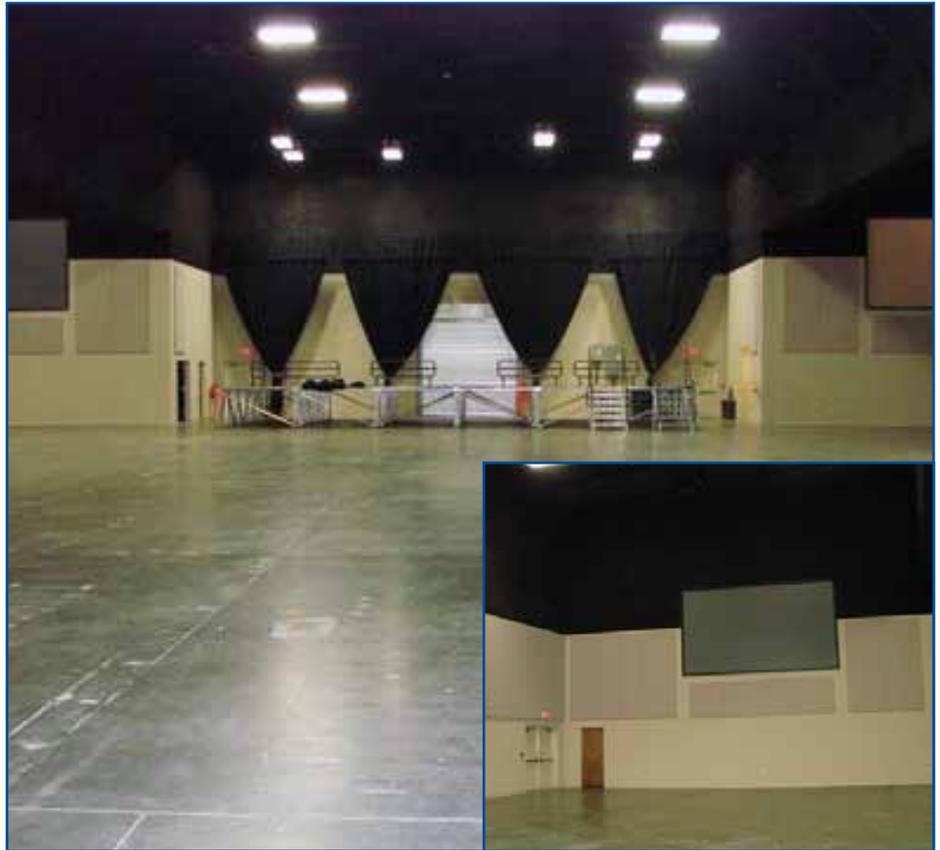
**Student Life Center
at the Wharf
Orange Beach, AL**

DETAILS

**K-13 Black
2" Thick
22,000 sq. ft.**

ACOUSTICS

**Wrightson, Johnson,
Hadden & Williams
Dallas, TX**



When the Conference Center at the Wharf was being constructed, value engineering deleted the acoustical treatment of K-13 from the project. The 22,000 square foot Center is an open area with painted concrete walls, and concrete floor with an exposed metal deck; A highly reverberant room. It didn't take but two events, a high school prom and a concert, for the owners to realize that deleting the acoustical treatment was a big mistake. WHJH, the installers of the audio system and the specifier of the K-13 immediately contacted ICC for the nearest licensed contractor of K-13. Energy Control Insulation in Mobile, Alabama was chosen to apply two inches of K-13 Black to the surface of the exposed metal deck

and down 15 feet on the perimeter walls. With a Christian youth group scheduled for leasing the center for three months, there was little time for any delay in getting the K-13 acoustical treatment applied to the ceiling. Philip Cox, owner of Energy Control Insulation, rose to the challenge with his crew of certified applicators and applied seven hundred bags of K-13 in seven days.

There are many projects like this across our country where value engineering has eliminated the acoustical treatment, only to come back after the project is completed and realize that the elimination of the acoustics created a much larger

problem. The cost of adding acoustics once a project is completed can easily double the original cost.

International Cellulose Corporation offers a family of acoustical finishes that can be applied in both new and renovated projects at reasonable costs. K-13 has superior acoustical and thermal properties and is available in five standard colors. Special matched colors are available upon request. Contact International Cellulose Corporation today at **(800) 444-1252** or visit us online at www.spray-on.com for complete details on how ICC can improve your building projects.