



# DESIGN SOLUTION

## CONVENTION CENTERS

PROJECT	George R. Brown Convention Center Houston, TX
ARCHITECT	Goleman & Rolfe Houston, TX
DETAILS	K-13 Royal Blue & Black 2" Thick 550,000 Sq. Ft.

George R. Brown Convention Center in Houston, Texas is a longstanding example of the versatility and durability of K-13 thermal and acoustical insulation. Built in 1987, the convention center has been the setting of many historical events, notably the 1988 presidential debates, the Texas Democratic Conventions in 2004 and 2008, and temporary home to 7,000 refugees of Hurricane Katrina. Approaching 30 years after the application of K-13, the building is still used for major conventions and events.

The open design and highly reflective surfaces present in convention centers produce excessively high noise levels and reverberation which, when left untreated, can produce an uncomfortable environment and render sound systems useless. Acoustical analysis indicated 2" of K-13 would address requirements for both the practical and aesthetic goals of the project. An integrated custom color, Royal Blue K-13, was applied to the first level of the convention center directly to the metal deck for both thermal and aesthetic benefits. Additionally, the second floor received 2" K-13 Black to aid in light control.

Superior acoustic control, extensive choice of colors, and superior bond strength made K-13 the best ceiling finish choice for the George R Brown Convention Center.

No matter what your design requirements and budget constraints are, ICC's products can be customized to meet your needs. Convention centers, office buildings, and retail stores are just



a few of the many types of projects that benefit from K-13. Whether for new construction or renovation, International Cellulose has an acoustical and thermal solution to help you create the ideal interior space.

**Contact International Cellulose Corporation today at (800) 444-1252 or visit us online at [www.spray-on.com](http://www.spray-on.com) for complete details on how ICC can improve your building projects. ICC also offers architects an AIA/CES HSW SD Lunch N Learn program both live and on-line on the subject of Solving Architectural Noise Problems.**

## SIMILAR K-13® PROJECTS



**Robert A. Kerry Building**  
Ada, OK



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



**Hilton Branson Convention Center**  
Branson, MO

### WHY DO CONVENTION CENTERS NEED TO CONSIDER ACOUSTICS?

Convention Centers present unique problems when considering acoustics. The large open space and hard, reflective surfaces create a noisy environment that counteracts the purpose of the space.

The resilient fibers of K-13 absorb sound energy instead of reflecting it, reducing reverberation time and making speech and music more intelligible. K-13 reduces excessive noise while greatly improving ambient sound quality.

K-13 is spray-applied, and can adhere to virtually any common substrate, or surface configuration. K-13 is available in six standard colors, and can also be produced in custom matched, integrated colors. K-13 is made of 80% recycled materials and can add LEED credits to your project.



**Shreveport Convention Center** Shreveport, LA

The ShowPlex Exhibition & Conference Center is an addition to the Puyallup Fairgrounds, home of the renowned Puyallup Fair. The ShowPlex was designed to be multifunctional event center and consists of a metal deck construction, paved concrete floors, and oversized service entrances. K-13 Black was utilized at 1-1/2" to aid in sound absorption and thermal value. Following the application of K-13, the facility can effectively host a wide range of events.



12315 Robin Blvd.  
Houston, TX 77045  
(713) 433-6701 | Toll Free: (800) 444-1252  
Fax: (713) 433-2029  
icc@spray-on.com | www.spray-on.com

