



PROJECT PROFILE

Multi-Purpose Events Center



PROJECT

Kay Yeager Coliseum
Wichita Falls, TX

DETAILS

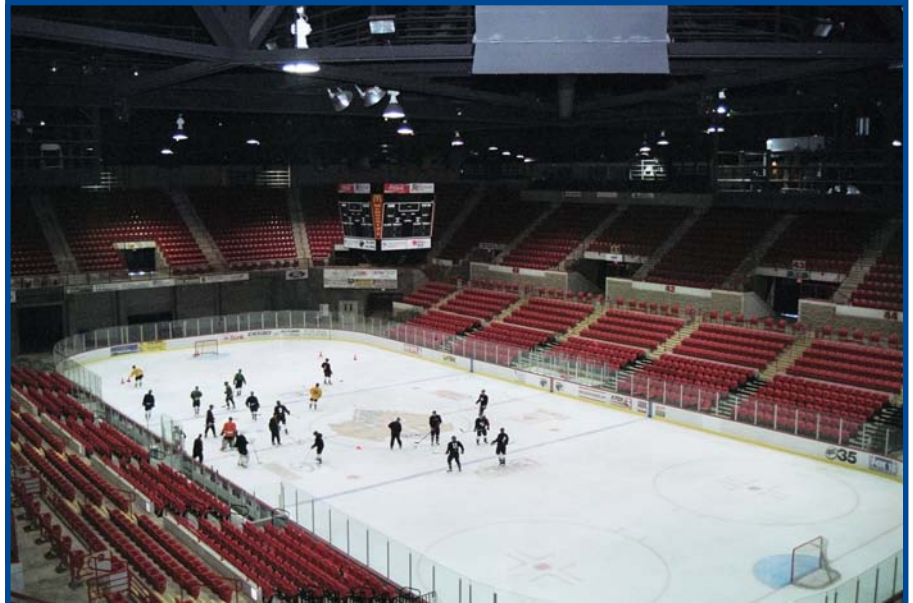
K-13 Black
280,000 Square Feet
Thickness: 2" Ceiling, 3" Walls

The versatility of the Kay Yeager Coliseum is wide-ranging, providing facilities for a variety of sporting, agricultural and entertainment events. The multi-purpose events center also accommodates lectures, conventions, concerts and graduation exercises.

K-13 was originally specified as the acoustical treatment on this project. However, due to budget constraints, K-13 was removed from the original project scope. After the 10,500-seat coliseum was completed in January 2003 and hosted its first events, complaints began to pour in from entertainment seekers.

The venue held its first sold-out concert in November 2003, when Three Doors Down performed at the coliseum. Following the show, the local newspaper reported that many concertgoers complained of poor acoustics within the facility and stated that there were even a couple of songs they couldn't even recognize. Additionally, hockey fans stated they were not able to hear what the public-address announcer was saying at the Wichita Falls Wildcats' games. Most recently in June, parents also complained about not being able to hear the names of their children at their graduation exercises.

As a result, the coliseum could not be utilized for events due to high reverberation, low intelligibility and overall poor acoustics within the facility. In response, the City Council unanimously passed an ordinance that funded the much-needed K-13



acoustical treatment. K-13 Black was then applied to the ceilings and walls within the coliseum.

The unique acoustical properties of K-13 dramatically reduce reverberation (echo) and noise levels within a facility. The result is a more comfortable environment providing for greater utilization of the building.

When Three Doors Down recently returned to Wichita Falls in October 2005 for a 2nd concert at the coliseum, the local newspaper reported the show to be a great success. It was the first concert

held at the facility since the application of the K-13 acoustical treatment. Following this show there wasn't a single complaint reported, which is a testament to the superior acoustics that can be achieved through K-13.

Entertainment venues, 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 projects, Contact ICC today at **800/444-1252** for complete details on how K-13 can improve your projects or visit our website at www.spray-on.com