



WORLD WIDE WEAVE

### **Woven landmark**

**MEDIAMESH<sup>®</sup> brings history to life at the Mellon Independence Center in Philadelphia**

**Once the capital of the USA, Philadelphia is today seen as a cultural and economic capital and is a real draw for tourists with its numerous historical symbols of freedom such as the Independence Hall or the Liberty Bell. One popular attraction is the Mellon Independence Center, which offers tourists and residents alike a wide range of shopping facilities and is home to various companies including the Bank of New York Mellon. With a transparent media façade from GKD – GEBR. KUFFERATH AG spanning two sides of the roof, it casts a spell on onlookers from afar.**

The Mellon Independence Center was known as the Lit Brothers Department Store until 1977 and is deemed one of the most beautiful buildings on Market Street. Reopened under its current name in 1989, it now houses numerous companies and is an ideal place to shop and chill out. The trademark of the Lit Brothers Department Store, which was built in 1891, was a large, transparent sign erected on the roof of the building with the slogan "A Great Store in a Great City". This advertising medium, long treasured as a cultural asset, was to be preserved within the scope of comprehensive modernisation and renovation work for the building's reopening, while at the same time fitting in with the modern character of the complex. The building owner, Brickstone, identified the transparent media façade from GKD as the perfect solution. On the roof of the 67,000 square-metre centre, a large-scale MEDIAMESH<sup>®</sup> screen, encasing the roof on two sides with a length of 110 metres and a height of 4.4 metres, captures the attention of passers-by. The transparent media façade transmits moving images, graphics and videos harking back to the former landmark of the tradition-steeped building. For this



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impressive roof installation, the Stantec architectural firm chose a total of 37 MEDIAMESH® panels and 7 Tigris stainless steel mesh panels from GKD. The integrated LED profiles are arranged at a distance of 4 centimetres vertically and 4.25 centimetres horizontally and are fully suitable for use in daylight providing brilliant colour. What's more, thanks to the system's unlimited service life and low power consumption, it is particularly energy-efficient and climate-friendly. It is down to this combination of function and aesthetics that the façade is set to become the trademark of the city's reborn fashionable shopping quarter.



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## **GKD – WORLD WIDE WEAVE**

As a privately owned technical weaver, GKD - Gebr. Kufferath AG is the world market leader in metal, synthetic and spiral mesh solutions. Four



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independent business divisions bundle their expertise under one roof: Industrial Mesh (woven metal mesh and filter solutions), Process Belts (belts made of mesh and spirals), Architectural meshes (façades, safety and interior design made of metal fabrics) and Mediamesh® (Transparent media façades). With its headquarter in Germany and five other facilities in the US, South Africa, China, India and Chile – as well as its branches in France, Spain, Dubai and worldwide representatives, GKD is close to markets anywhere in the world.

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