



WORLD WIDE WEAVE

MEDIAMESH® as a symbol of art

The Cleveland Institute of Art in the US state of Ohio is among the most renowned art academies in the USA. After more than a quarter of a century, its premises, which were previously scattered across the city, have now been bundled at a single location. With the construction of the new George Gund II building, the university is now finally living the idea of working together: *One Campus*. The building, for which construction commenced in 2013 and was completed two years later, is adjacent to the tradition-steeped Joseph McCullough Center, which has always housed parts of the art academy. A transparent media façade from GKD – GEBR. KUFFERATH AG serves as a platform for the creativity of students and teaching staff here and visually transports the university's mission *learn – design – inspire* far into the outside world.

Founded in 1882 as the *Western Reserve School of Design for Women*, the university was renamed the Cleveland Institute of Art in 1949 and is today one of America's leading art and design academies. Guided by the vision of improving culture, community and global quality of life, the educational institution has enjoyed constant growth through the decades. In a complex expansion project spanning two years, the George Gund building was adjoined to the Joseph McCullough Center for the Visual Arts and now forms a single entity. A large MEDIAMESH® screen on the façade of the new building grabs the attention of art enthusiasts and passers-by even from great distances. Although it measures some 150 square metres, the transparent media façade grants unhindered views of the outside surroundings from the building's interior. Moreover, it allows daylight to enter the university, thus sustainably making the building a pleasant environment



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for students and teaching staff alike. Four panels – each of them measuring 4 x 9.3 metres – made of transparent stainless steel fabric with integrated rows of LEDs skilfully underline the expressive façade. The bright display serves as a presentation platform for graphics, photos and video sequences created by students, with the resolution of 71,680 pixels guaranteeing reproduction of the artworks in excellent quality and covering the sophisticated substructure. This allows the MEDIAMESH® screen to blend in organically with the creative concept of the university while at the same time impressively reflecting the invigorated creative energy at the new location.



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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 independent business divisions bundle their expertise under one roof:



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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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