



WORLD WIDE WEAVE

## **MEDIAMESH<sup>®</sup>: advertising platform for luxury goods from across the globe**

**Hamad International Airport (HIA) in Doha, Qatar can be reached by two thirds of the world's population within eight hours. As part of their sophisticated concept, the architects from HOK in San Francisco had two MEDIAMESH<sup>®</sup> screens made of stainless steel mesh from GKD – GEBR. KUFFERATH AG installed in the main hall of the duty-free area and in Hall C of the main terminal. With their transparency and exceptional design, they underline the exclusivity of this airport of superlatives.**

The culture of the small emirate of Qatar in the Persian Gulf combines both a forward-looking philosophy with respect for the traditional. Hamad International Airport goes to great lengths and sets new standards in its efforts to convey this cultural combination of old and new to air travellers. For example, it was the first airport in the world to be designed for the world's largest passenger jet, the Airbus A380, and has been capable of handling up to 50 million passengers and 2.5 million tonnes of freight per year since opening. Boasting 600,000 square meters, the four-story main terminal is the largest building in Doha and allows up to 8,700 passengers to be processed per hour. The architecture also gives a sense of the amazing dynamics of this mega airport. The stories of the duty-free area, which are arranged like galleries, offer a luxury shopping experience and all manner of culinary delights. The architects from HOK selected two 218-square-meter MEDIAMESH<sup>®</sup> screens with integrated LED profiles for this high-end shopping, restaurant and relaxation area. Standing 25.5 meters long and 8.6 meters high, they serve as a fascinating advertising platform for luxury goods from across the globe. The large-format screens excel through their visual



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lightness, brilliant colors and invisible cabling. Produced from Tigris stainless steel mesh, the transparent displays grant users of the First Class Lounge behind it unrestricted views into the airport hall, while those staying at the hotel integrated in the other side of the terminal also enjoy clear views from their rooms. As a full-service provider, GKD also assumed responsibility for installation of the media systems, which are each made up of ten panels that fit together to create a visually seamless image. To preserve the refined overall impression, the mesh panels were attached to the frame structure using the patented Fusiomesh NG technique. Alongside their high performance and high-grade aesthetics, the environmental friendliness and significantly lower power consumption of the MEDIAMESH® screens in comparison with conventional displays were what convinced the planners at HOK.



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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: 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.

### **For more information:**

GKD – GEBR. KUFFERATH AG  
Metallweberstraße 46  
D-52353 Düren  
Tel.: +49 (0) 2421 / 803-0  
Fax: +49 (0) 2421 / 803-211  
E-Mail: [metalfabrics@gkd.de](mailto:metalfabrics@gkd.de)  
[www.gkd.de](http://www.gkd.de)

### **Please send a reprint to:**

impetus.PR  
Ursula Herrling-Tusch  
Charlottenburger Allee 27-29  
D-52068 Aachen  
Tel.: +49 (0) 241 / 189 25-10  
Fax: +49 (0) 241 / 189 25-29  
E-Mail: [herrling-tusch@impetus-pr.de](mailto:herrling-tusch@impetus-pr.de)