



WORLD WIDE WEAVE

GKD media façade: a vibrant face for a children's hospital

The Cook Children's Medical Center in Fort Worth, Texas, aims to make medical care accessible to every child in the region. The children's hospital has been striving to attain this ambitious goal for around a hundred years. According to the current rankings of the *U.S. News & World Report*, it is even classified as one of the country's best children's hospitals in five categories. In order to highlight its commitment to transparency, togetherness and warmth to patients even on their arrival, a building-high media façade from GKD USA was installed at the corner of the parking garage facing the road.

With the construction of a new office building for 400 employees spanning more than 11,000 square meters on the campus of the hospital in Fort Worth, the previously scattered office units were brought together in one place. The HKS architectural firm opted for a transparent media façade system from GKD for the neighboring parking garage with 460 parking spaces over seven floors. The MEDIAMESH[®] solution is around five meters wide and 20 meters high and highlights the corner of the building in the entrance area. With photos, video sequences and children's drawings displayed over the entire screen, it gives the building an inviting appearance. At the same time, the chosen GKD media façade also makes a significant contribution to the resource efficiency of the entire construction thanks to its sustainable properties, as the energy consumption is considerably lower compared to conventional media screens. The full recyclability of the stainless steel mesh at the end of its service life as well as its ease of maintenance also convinced the architects and building owners. Even in the



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blazing Texas sun, the bright rows of LEDs woven into the GKD stainless steel mesh impress with their fascinating image quality – a brilliant idea for a warm reception.



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Spain, Dubai and worldwide representatives, GKD is close to markets anywhere in the world.

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