



Project Details

Name: Nike House of Innovation
Location: Paris, France

Product Details

Product: K-13 Black & White
Details: 15,000 SF at 1" Thick

One of only three locations in the world, Nike's House of Innovation Paris offers guests the brand's biggest, boldest, and most immersive shopping experience. Known as the "ultimate Nike store", the trendy athletic boutique features exclusive styles and the largest in-store selection of Nike apparel.

Located in the historic 79 Avenue des Champs Élysées in Paris, the expansive space encompasses over 26,000 square feet, across four floors. In order to ensure a comfortable retail environment, acoustical consideration was key to the design. To address the need for acoustics without compromising the bold, branded interior, K-13 in White and K-13 in Black were utilized for the exposed ceilings throughout the space. Unlike hard surfaces and materials, which reflect sound, the applications of K-13 absorb echo, reverberation, and excessive noise, which would otherwise be prevalent. In addition to acoustic performance, K-13 White and K-13 Black, provide visual contrast to the exposed industrial accents and dynamic design details.

ACOUSTIC & THERMAL SOLUTIONS

FOR SIMILAR K-13 PROJECTS



SPEC'S - WINE & SPIRITS

HOUSTON, TEXAS

Family owned and operated since 1962, Spec's Liquor store is a destination shopping experience that features an array of fine wines, spirits, beers, liquors, and cigars. To ensure a comfortable environment for guests, while maintaining an open-concept, industrial aesthetic, K-13 Black was utilized for the ceiling of their new location in Houston. Spray-applied the ribbed metal decking, K-13 serves as an exposed interior finish. Unlike concrete, glass, metal and other hard surfaces that reflect sound, K-13 absorbs echo, reverberation, and excessive noise, which would have been prevalent in a large open area of this type. In addition to this location, K-13 has been used for many Spec's stores across Texas.

Acoustic Performance

K-13 is applied in thicknesses from 1" up to 5" to provide the desired level of acoustical absorption. At 1", K-13 provides a NRC of .80.

Thermal Value

K-13 has a R-Value of 3.7 per inch. This demonstrates how K-13 helps keep a space at the right temperature, saving on costs and the environment.

Application

K-13 is spray-applied, between 1" and 5". It is engineered for application to common substrates and can adhere to complex or irregular surfaces.

Colorful Options

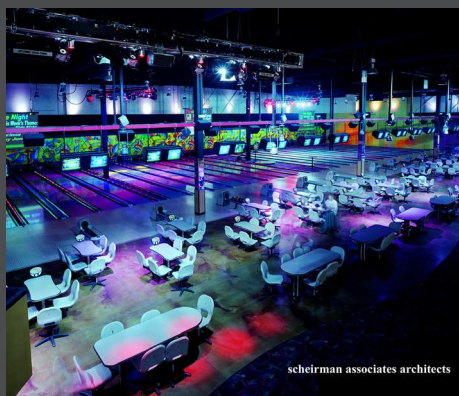
K-13 is available in standard colors, and can be manufactured in custom, integral colors for unlimited design options.



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