



Contacts: Alex Oltmanns, Pipitone Group
Phone: 412.321.0879
Email: aoltmanns@pipitongroup.com

Dave Capezzuto, Birdair
716.633.9500
dcapezzuto@birdair.com

For Immediate Release

The Domain Mall in Austin Renovation Completed with Birdair

Situated in a beautiful park-like setting, [The Domain](#) features 100 upscale and mainstream retail stores and restaurants, almost half of which are exclusive within the market. A sampling of retailers includes high-end boutiques such as David Yurman, Louis Vuitton, Ralph Lauren, Tiffany & Co. and Austin's only Neiman Marcus, as well as more traditional retailers like American Eagle Outfitters, Banana Republic, Express and more.

The mall owners wanted to improve the shopping experience, adding to the high-class feel of the mall with a landscape renovation, including a unique cover for the common area. [Birdair's](#) iconic, instrumental design provided just the look that they wanted. Using cables and [PTFE membrane](#), the steel and cable structure stretches about 15,000 square feet, with PTFE fiberglass membrane fabric covering about 5,700 square feet of that 15,000 square feet.

“The Domain is an upscale shopping destination in the Austin area, where the mall owner was looking for some enhancements. Simon Properties & Beck made a conscious decision to upgrade some of the surrounding areas for a better shopping experience. We were approached to assist in helping to develop a unique and different look at the Architect’s direction. The intent was to utilize cables and components of architectural membrane to enhance the outdoor experience for patrons,” said Douglas Radcliffe, Business Development Manager, Birdair North America. “We were able to achieve the architect’s vision and make this an even more enjoyable retail destination.”

The unique and colorful “mandolin” shade structure was part of a several-million-dollar landscaping renovation covering approximately 10,000 square feet of the mall’s common area. Birdair’s unique structure offers shade for customers and creates an area designed for live music performances, festivals, markets and holiday activities. A tree-lined pedestrian promenade, with shaded gathering spaces and children’s play areas, now connects the north and south plazas. New lighting and trees rounded out the improvements, along with new signage. The project began in the summer of 2013 and was completed in February of 2015.

Team Work

Owned by [Simon](#) and designed by [Beck Architecture](#) with general contractor [Beck Group](#) and landscape architectural company [Bury](#), Birdair’s scope of work included design, fabrication, supply and installation of the PTFE membrane, clamping, cables and structural supporting steel. Adding to the team was [The Lighting Practice](#) who designed the multi-colored LED lighting for the structure.



Innovative Product Pays Off

Birdair's PTFE fiberglass membranes can be installed in climates ranging from the frigid arctic to the scorching desert heat, to the hot and dry Texas climate, with a project life in some cases exceeding 30 years. The fiber coating is chemically inert and capable of withstanding extreme temperatures. It is also completely immune to dangerous UV radiation. This unique combination of inertness, thermal stability and surface properties make Birdair's PTFE-coated fabric membrane ideal for projects requiring superior weather and fire resistance. PTFE, or polytetrafluoroethylene, is a Teflon[®]-coated woven fiberglass membrane that is extremely durable and weather resistant.

Few products in the commercial building products industry can compare to the attractiveness of a tensioned fabric structure. Birdair's solutions literally transform a typical shopping outlet into a first-class shopping destination that provides a dramatic and eye-catching appeal to visitors.

Fabric structures are not only visually appealing but also environmentally sensitive and economically competitive as well. Lightweight membrane provides a cost-effective solution because it requires less structural steel to support the roof or façade, enabling long spans of column-free space. In addition, membrane offers building owners reduced construction and maintenance costs compared to traditional building materials.

***About Birdair:** Birdair, Inc. is the leading specialty contractor of custom tensile structures throughout the world. In addition to pre-construction services such as design assistance, budgeting, construction methodologies and project scheduling, Birdair provides design-build solutions in all aspects of project design, fabrication, installation and maintenance. The company offers a selection of architectural fabric membranes, including PTFE fiberglass, ETFE film, PVC and Tensotherm™, an insulated tensioned membrane system. Birdair, based in Buffalo, NY, is a member of the Taiyo Kogyo Group, with operations serving North and South America and other international locations. For more information about Birdair, [like us on Facebook](#), call 1-800-622-2246 or visit www.birdair.com.*

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