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## **For Immediate Release**

### **The Domain Mall in Austin Gets Iconic Renovation with Birdair**

*Birdair's unique structure will offer shade for customers and create an area designed for live music performances, festivals, markets and holiday activities.*

Shopping is all about finding that perfect ensemble, and The Domain shopping mall in Austin, Texas has found its dream outfit with an iconic, instrumental Birdair design, using cables and PTFE membrane to cover the common area of the shopping mall. This steel & cable structure will stretch 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’re looking forward to achieving the architect’s vision and to making this an even more enjoyable retail destination.”

The unique and colorful “mandolin” shade structure is part of a several-million-dollar landscaping renovation covering approximately 10,000 square feet of the mall’s common area. Birdair’s unique structure will offer shade for customers and create 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, will soon connect the north and south plazas. New lighting and trees will round out the improvements, along with new signage. The project began in the summer of 2013 and is set to be complete in late 2014 or early 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 includes design, fabrication, supply and installation of the PTFE membrane, clamping, cables and structural supporting steel.

## **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.

Teflon® is a registered trademark of E. I. Du Pont De Nemours and Company, Delaware.

#### ***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](http://www.birdair.com).*

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