



OUTSTANDING ACHIEVEMENT AWARD

A rebrand with impact

INTERNATIONAL TENSION STRUCTURES
SCOTTSDALE, ARIZ., U.S.A.

A backlit facade has added a new dynamic to a restaurant makeover at the Holiday Inn near the airport in Phoenix, Ariz. When a new Burger Theory restaurant was incorporated into the old building, an opportunity was set to repurpose and rebrand the hotel. The client requested a new wall panel system that undulated in and out along the north face of the building to help define the entrance and patio area. A total of 17 frames were built, and each had its own membrane tensioned around the frame. Backlighting was added to further increase the architectural impact of the intriguing facade.

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INTERNATIONAL
ACHIEVEMENT AWARDS

The goal of the annual IFAI International Achievement Awards competition is to promote awareness of specialty fabrics used in products and applications of varying shapes and sizes. Winners are selected based on complexity, design, workmanship, uniqueness and function.

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The deadline to submit projects for 2017 is June 30, 2017.

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