Serge Ferrari Success Story

Silver Spur Facade
Rolling Hills Estates (California)

SEPT 2015

2015 marks the 10th anniversary of the installation of Serge Ferrari's Soltis FT 371 to the façade of the Sotheby's International Realty building in Rolling Hills Estates, California. This 30,000 sq. ft commercial building was once an eyesore in its community, extremely energy inefficient for the building owner, and uncomfortable for its occupants. Soltis FT 371 was installed to fix these problems and now,10 years later, Sotheby's International Realty Co-CEO Rick Elder is extremely pleased: "We have been exceptionally happy with it and we'd definitely do it again". Thanks to Soltis FT 371, the company has since experienced energy savings of $60,000 per year, with tremendous improvement in aesthetics and comfort. Sotheby's achieved a payback period from energy savings of only 2 years from installation. Altogether, Sotheby's has saved more than $600,000 in energy costs. And now with a more comfortable, usable and modern office space to promote to perspective tenants, Sotheby's enjoys the increased revenue of a 100% occupancy rate.

Project information

Type of building: **Commercial Offices**
Site & construction: **Rolling Hills Estates, CA**

Owner: **Sotheby's International Realty**
Architect: **X-Ten Architects**
Installer: **J. Miller Canvas**
Date of installation: **2005**

Application: **facade**
Product: **Soltis FT 371**
Total area: **16,145 sq feet (1 500 m²)**

Project results

- Modernize the outdated 1970s white stucco and glass building
- Meet city approvals for a more aesthetically pleasing appearance
- Reduce energy costs from strong year-round California sun
- Balance A/C cooling demands between North and South sides of the building
- Improve comfort and usability for building occupants
- Maintain unobstructed view while reducing glare and heat
- Durable and easy to maintain - no damage and no issues for 10 years

Serge Ferrari

• Description

The architects were familiar with microclimatic facades from Europe but didn't know of any domestically. The original intent was to wrap the building in sections. But, while working with J. Miller Canvas, they discovered that the best solution was to create frames that were 4" shorter in width than the membrane allowing them to attach on site and place panels onto the building. The material was shipped directly to the job site from France; while that was occurring Jim Miller and team built the frames which were about 66" wide. Once both were on site they were lifted with a crane onto roof for assembly. A tent was erected on the roof with a table underneath. A frame was put on the table and fabric was pulled down the length of the frame. A cut then occurred and the fabric was wrapped around the edges of the frame and tech screwed into place. The frame weighing about 20 pounds was then lowered over the edge of the roof to 2 people who then attached it to the building using custom designed attachment brackets.

Characteristics	Benefits
Open weave material	Ensures an outward visibility while preserving privacy
Visible light filter	Homogeneous natural light and glare control for better comfort
Solar radiation shield	Reduces energy costs by 50% and improves comfort for the occupants. Eliminates the need to upgrade the A/C system by balancing cooling and heating demands.
Mechanical resistance	Longevity Stays tensioned and damage-free for 10 years
Lightweight and flexible	Easy to handle and to install
Large choice of color	Improves the aesthetic of the building
100% recyclable through TEXYLOOP	Reduction of environemental impacts

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