

# Sonex™ Squareline Metal Ceiling Tiles at Adidas Village

The Adidas Village was built on a 10.5-acre former hospital site, using existing and new structures. Sonex™ Squareline Metal Ceiling Tiles were incorporated to add a modern look to the reception area, conference rooms and various offices. The high-tech look of Sonex™ Squareline Metal Ceiling Tiles also complimented the merchandise displays, which are continually updated, along the walls within the showrooms.

“We put Sonex™ Squareline Metal Ceiling Tiles in places that get noticed, places where we want to make an impression with clients or the general public,” said Owen Clemens, special projects director for Adidas. “We really like the way they look. Plus, they control sound and are cost effective.”

“The appeal of Sonex™ Squareline Metal Ceiling Tiles is not limited to just the ceiling,” said Michael Roberts, interior architect for LRS Architects. “The non-directional pattern of the tiles compliments the rooms, fixtures and display items. The contrast of the metal grid finish and the charcoal background insert was a complimentary ingredient in the interior’s aesthetic appeal.”

Sonex™ Squareline is a fresh alternative to traditional, linear or perforated metal ceiling tiles. These galvanized, powder-coated, expanded metal ceiling tiles are pre-bonded to illbruck’s proprietary, Class 1 fire-rated willtec® FM foam. Depending on the thickness of the foam insert, willtec

absorbs 55 to 80 percent of the sound that reaches them.



Sonex™ Squareline tiles are durable and provide clean lines to compliment offices, convention centers, retail stores, conference facilities and other modern interior spaces. The tiles are notched for quick orientation and can be installed into a standard ceiling grid at any stage of construction.

The Adidas Village, which received praise for its design, use of recycled materials and energy efficiency, accommodates administrative, product development, sales, marketing and other functions for Adidas Saloman North America. The design team included BOORA Architects, LRS Architects, R&H Construction, KPFF Consulting Engineers, Glumac International, David Evans & Associates and Lango Hansen Landscape Architects.