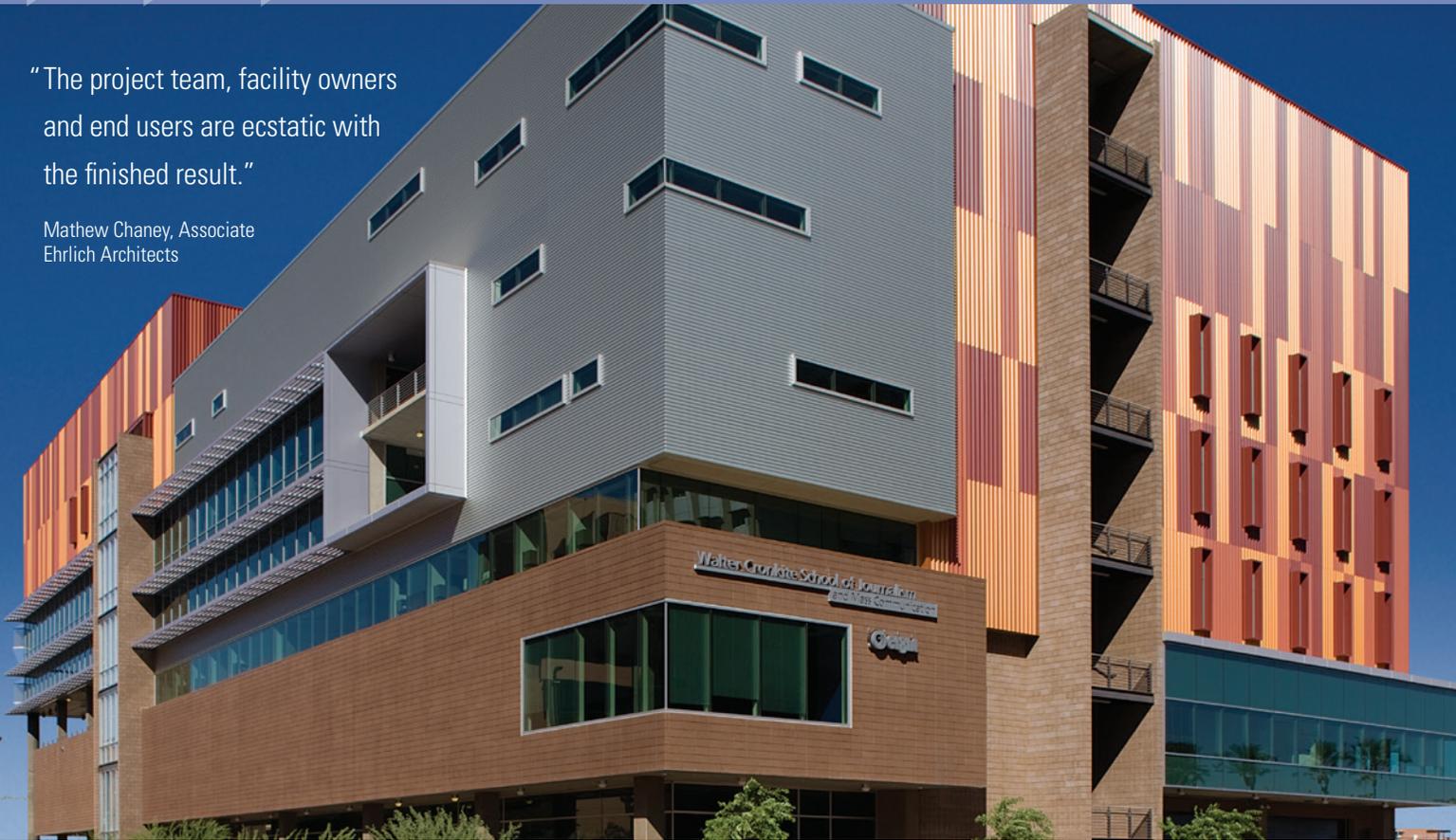


Walter Cronkite School of Journalism and Mass Communication Phoenix, Arizona

“The project team, facility owners
and end users are ecstatic with
the finished result.”

Mathew Chaney, Associate
Ehrlich Architects



PROJECT TEAM

ARCHITECT: HDR Architecture, Omaha, NE

DESIGN CONSULTANT: Ehrlich Architects,
Culver City, CA

BUILDER: Sundt Construction, Tempe, AZ

Installer: Gen3 AZ, LLC, Tempe, AZ

OWNER: Arizona State University, Phoenix, AZ



SUSTAINABILITY

INSPIRATION

A building named after the “most trusted man in America” features the most trusted manufacturer of metal architectural systems in America – Metal Sales™.

Arizona State University’s Walter Cronkite School of Journalism and Mass Communication in Phoenix, AZ, turned to Metal Sales for an intricate, custom building façade design. The design is inspired by the FCC’s Radio Frequency Spectrum Allocation chart, which plots nationwide wireless communication allotment for outlets like cell phones, WiFi, broadcast TV and radio, etc. – thus appropriately emulating the facility’s purpose.

The 223,000 square foot, six-story facility is home to offices, retail space, restaurants, 17 media-equipped classrooms, seven computer labs and seven professional newsrooms. The LEED® Silver-Certified building also houses one of the country’s largest PBS affiliates, KAET Channel Eight. Its state-of-the-art technology and smartly designed space are unparalleled in journalism education, and the Metal Sales-supplied façade does its part to create a standout impression on the university campus.

Metal Sales T23 wall panels feature a 3” vertical rib, giving the envelope an eye-catching texture in a tri-color pattern of Colonial Red, Terra Cotta and Copper Penny, modeled from the campus’ desert surroundings. This form-meets-function approach is further achieved by a section of the building that is clad in horizontally ribbed Metal Sales T13-A wallpanels in Metallic Silver.

“Metal Sales is our go-to company for metal systems,” says Mathew Chaney, AIA Associate at Ehrlich Architects, design consultant for the project. “We know they carry high quality products, and their comprehensive website provides all of the information needed to make decisions quickly and easily.”

A DISTINGUISHED BUILDING

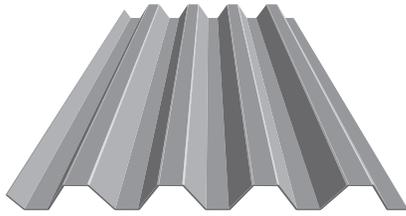
The Walter Cronkite School of Journalism and Mass Communication was awarded the prestigious 2010 International Architecture Award by the Chicago Athenaeum: Museum of Architecture and Design in conjunction with The European Centre for Architecture Art Design and Urban Studies. It was one of only three buildings/urban planning projects from the United States to earn this venerable

Be inspired.

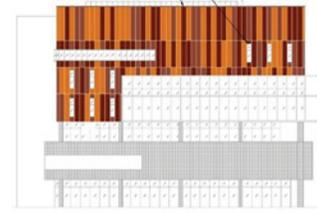
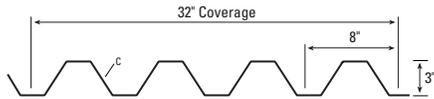
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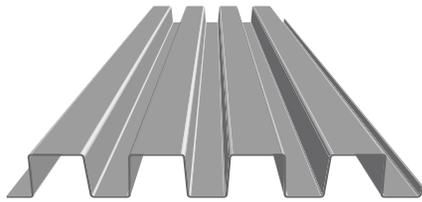
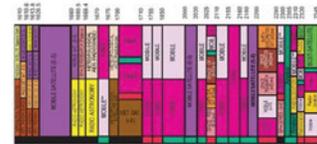
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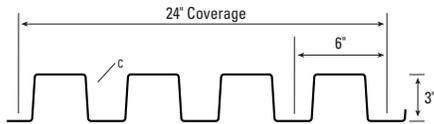
T23



*Design
Inspired
by the
FCC Radio
Frequency
Spectrum
Allocation
Chart*



T13-A



distinction. One notable design element is its three-story core known as “The First Amendment Forum,” a multi-tiered common area. This space celebrates the connectivity of communication, thus yielding functional form in the interior as well.

From the outside, the commanding metal façade harmonizes with its urban Phoenix environment. Metal was chosen for this impressive LEED® Silver-Certified building both for its sustainable recycled content, and for its capacity to be applied quickly, efficiently and economically.

THE PRODUCTS

In addition to their long life, Metal Sales architectural systems come in a variety of colors that are all listed with ENERGY STAR®. The metal panels reflect a significant amount of solar heat, improving a building's efficiency by reducing the amount of energy needed for cooling. Panels are 100% recyclable and contain up to 30% recycled material, contributing to sustainable design.

CUSTOMER SERVICE

Metal Sales products provide a high degree of customization, supported by outstanding customer service. For more than 50 years, Metal Sales has worked closely with architects, project managers, estimators, installers and engineers from project design to successful project completion. The Walter Cronkite School of Journalism and Mass Communication is an example of Metal Sales' commitment to achieving the vision of designers and architects.

“The project team, facility owners and end users are ecstatic with the finished results,” says Chaney. “This building really exceeds expectations, and we are excited to work with ASU on future projects to help them achieve an even more beautiful and sustainable campus.”



PRODUCT DETAIL

Exposed Fastener Wall System Profiles:

- ▶ T23
- ▶ T13-A

Colors:

- ▶ Colonial Red, Terra Cotta,
Copper Penny, Metallic Silver

Be inspired.



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