

FABRIC ARCHITECTURE

DESIGN FOR STRUCTURE AND SHADE

IFAI PUBLICATION



2017 Resource Guide

Project stories
Supplier directory
Product listings

FABRIC SPECIFIER CHARTS

PROJECT STUDIES

SEAQUARIUM CANOPY

The Miami Seaquarium is one of the city's premier attractions. The 38-acre complex is close to downtown Miami, Fla., on the nearby island of Virginia Key. The Seaquarium houses marine mammals, sharks, sea turtles and dozens of other species, including birds and reptiles. The facility houses more than half a million visitors each year.

The Seaquarium gave four architects to design, cover, finish and fabricate its new canopy for its food and beverage service stand. It spanned for an impressive 200-foot fabric structure. The custom-designed canopy was made to order for the Miami Seaquarium. "The design is a custom engineered, suspended arch structure," says Gustavo Rendile, project manager for Miami Seaquarium Company. "The design needed the canopy to be attractive and easy to operate as guests walk from one area to another."

The 20-foot high canopy structure was designed to blend with the large Seaquarium Facility facility building. "It provides a visually attractive and pleasant access to the building," Rendile says. The high blue fabric and acrylic support framework creates a focal point at the large facility, making it easy for visitors to find, and easy to enjoy.

THE FABRIC
Exposure to powerful UV rays, tropical storms, high winds, and the occasional hurricane meant the fabric for the project needed to be durable, lightweight and weather resistant. The design team, along with the fabric, worked on the "SunShield" 3022 from High Strength La Sirena Du Pin, France. The high performance fabric is a common choice for outdoor awning and



shade applications, and fit the bill for the Seaquarium's color scheme and environmental conditions. Performance 3022 offers high UV resistance, weather protection and longevity along with a smooth, maintenance free PVDF surface. Rendile was also drawn to the dimensional stability and strength of the fabric.

In addition to looking good while providing shade, the canopy had to be easy to measure and install. "The fabric was designed as a panel for easy removal in the event of a hurricane," says Rendile. "Each section saw how easy it was to install in the location of the park, which is especially advantageous. It's all about the ease."

THE FRAME AND INSTALL
Installed at the base of the large Seaquarium facility, all pipes were needed to achieve this custom design. "We also needed that everything had to be protected for the fabric cover."

As in so many cases, installation of the project was time sensitive and took place while the Seaquarium was operating. "Installation had to be performed as early as possible for the morning," Rendile says, "and proceed around the various show spaces, our donut pattern at the park."

The installation was worth the effort—guests enjoy shaded seating area, and the canopy complements the recreation. "The customers are extremely satisfied."

OFFICIAL PUBLICATION OF

Shade and Weather Protection

FABRIC ARCHITECTURE EDITORIAL CALENDAR
Editorial calendar and bonus distribution subject to change

Specifier's Guide
featuring *Shade and Weather Protection*

Ad Close: Mar 17, 2018
Materials Due: Apr 3, 2018

BONUS DISTRIBUTION
STA - Specialised Textiles Association 2018
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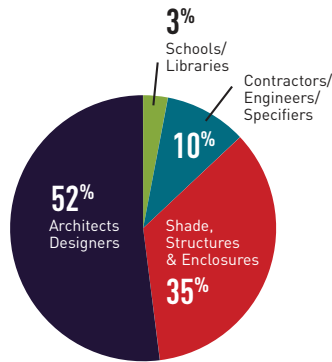
Fabric Architecture

SPECIFIER'S GUIDE

featuring Shade and Weather Protection

The *Fabric Architecture* Specifier's Guide is the complete handbook for architects who build with fabric, featuring information on fabrics, products and supplies as well as case studies of fabric structure projects. While continuing to serve its current architectural market, *Fabric Architecture* is broadening its reach with an expanded focus on shade and weather protection applications from a variety of industries.

READER PROFILE



5,500 CIRCULATION

13,915 READERSHIP

2017 READER SURVEY

100% Read or looked at ads

97.5% Are owners, architects, contractors or designers

75% Either visit the company website, email or call the company when interested in a product advertised

93.5% Use for ideas and inspiration

91.4% Specify products for their business

95% Make or influence buying decisions

IFAA DIVISIONS

- Fabric Structures Association
- Professional Awning Manufacturers Association

NET Print Rates: Fabric Architecture

Prices listed are per month

Print	1x
2-pg spread + FP page	\$5995
2-pg spread + half page	\$5605
Full page	\$2985
Half-page spread	\$2985
Half-page (horizontal)	\$1985

Special positions add 10% to earned rate

NET Digital Rates: Fabric Architecture

Prices listed are per month

FabricArchitectureMag.com	size	3 mo	6 mo	12 mo
Leaderboard	728 x 90px	\$595	\$495	\$395
Wide skyscraper	160 x 600 px	\$550	\$450	\$350
Mid-rectangle	300 x 250 px	\$550	\$450	\$350
Sponsored content	custom	\$800	\$700	\$600

E-Newsletter	size	3 mo	6 mo	12 mo
Leaderboard	600 x 90 px	\$695	\$645	\$595
Position #2	600 x 90 px	\$595	\$545	\$495
Position #3	600 x 90 px	\$495	\$445	\$395
Sponsored content	custom	\$800	\$750	\$700

