

[ Between us, ideas become reality.™ ]

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## case study

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JOB . . . . .The Greenway Group  
LOCATION . . .Atlanta, GA  
ARCHITECT . .DAG Architects, Destin, FL  
PRODUCT . . .TechZone™ Ceiling System

### The Challenge:

Create an office space that provides a functional working environment while incorporating elements that are on the cutting edge of design innovation.

The Greenway Group, an Atlanta-based consulting company that advises some of the country's preeminent architectural and design firms, recently moved into new offices. The existing ceiling was a basic one, comprised of 2'x2' acoustical panels with light fixtures and air diffusers scattered around the ceiling plane.

According to Greenway's founding principal, Jim Cramer, the firm's working environment often serves as a role model. "When clients are in our office, we want them to leave with design ideas as well as strategic ideas," he says. As a result, the firm desired a ceiling that was more contemporary and pleasing to the eye.

### The Solution:

A TechZone Ceiling System from Armstrong was installed to create a more monolithic ceiling plane while still delivering the required quantity and quality of light and air into the space.

TechZone is a new integrated ceiling system that organizes light fixtures, air diffusers and sprinkler heads into a compact linear zone that visually coordinates with large-scale Armstrong Optima fine-textured ceiling panels. The new system eliminates the need for penetrations in the acoustical ceiling panels, making them more aesthetically pleasing as well as easier to install and maintain.

The ceiling is installed in a number of different open areas at Greenway, and according to Cramer, the new ceiling definitely makes a difference. "It imparts a very clean, custom look to the space," he says, "even though it uses standard components."

The TechZone ceiling installation in the Greenway offices is one of the first in the country. As Cramer notes, "We talk a lot about the future here, and now we have a chance to live it."

