



SHADES BY MATISS
custom shading solutions

SHADES BY MATISS | ARCHITECTURAL SOLUTIONS

40 Tenth Avenue, Meat Packing District, New York, NY 10014



The aesthetic and environmental importance of appropriate window coverings for a high-profile commercial building like the 12 story 40 Tenth Avenue in Manhattan's Meat Packing District makes it clear why Shades by Matiss was chosen as the manufacturer.

Fabric Selection:

Twitchell Shadeview 3%

Butler Blackout

Lift System:

Motorized S45 with Fascia

Motor:

AC Automate 35mm Radio Motor
by Rollease Acmeda

Controls:

Wireless Wall Switches

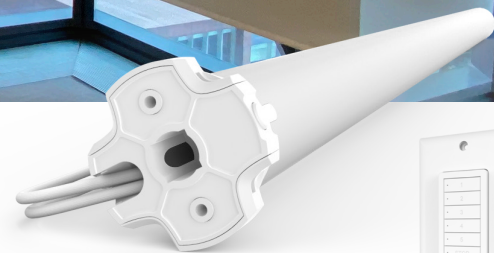
Location:

40 Tenth Avenue, NYC

Fabricator:

SHADES BY MATISS





Opportunity

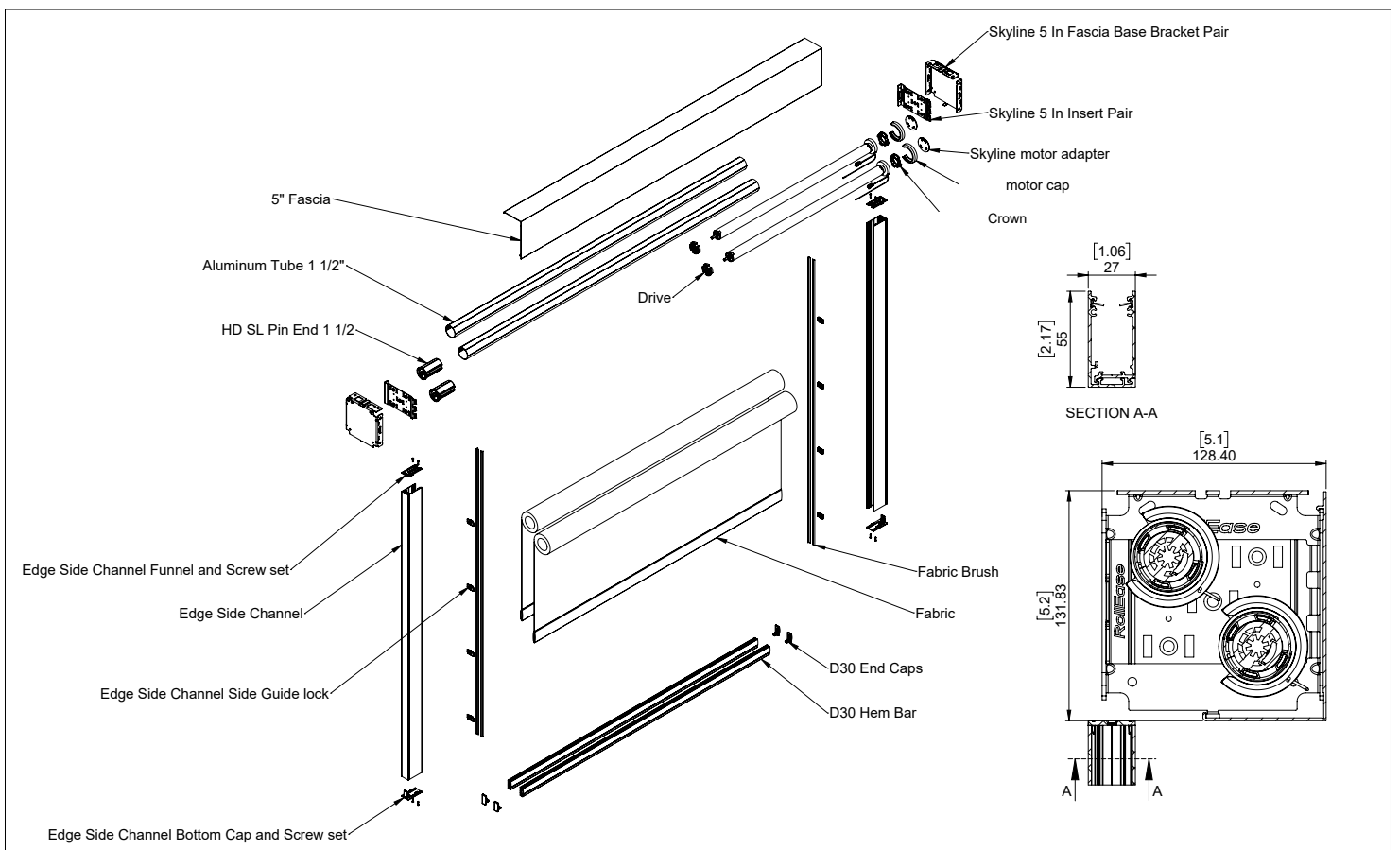
With a name like the **Solar Carve building**, the shading challenges are nearly implied due to the shape of this well- designed building. In this their first New York project, Jeanne Gang and her team at **Studio Gang** employed parametric modeling to determine the path of the sun through the different seasons during the course of the year. It was crucial that the finished product not cast excessive shadows on the well-used adjacent High Line. At the same time the architect wanted to take advantage of the fantastic views of the Hudson River just across the West Side Highway.

Thus, the reason for the gently “carved” faceted façade of this beautiful structure that appears to pay homage to both light and air with its diamond like curtain wall pattern. This pattern plays perfectly into allowing the maximum amount of sunlight onto the High Line and the surrounding cobble stone streets of the ever-popular Meat Packing District.

It is no wonder **40 Tenth Avenue** was one of **Architectural Digest’s most anticipated buildings of 2019**. The building surely earned their 2020 awards from the Urban Land Institute, Architizer, and AIA to name a few and has quickly become an iconic part of the downtown NYC skyline.

While the high-performing low reflectivity glass plays a vital role in minimizing glare for the West Side Highway drivers as well significantly decreases the number of migrating birds that might collide with the building, the internal comfort of office employees on each floor is a product of both glazing and the window coverings. **The challenge Shades by Matiss** was tasked with was **managing heat gain** and **potential glare** in the space and balancing that with not impeding unnecessarily on the phenomenal panoramic 270-degree views of the Hudson River, High Line and Meat Packing District that were afforded by the nearly **16 foot floor-to-ceiling glass curtain walls**.





Solution

Shades by Matiss has a well-thought out and smartly designed solution for each situation regardless of how challenging. After site visits and conversations with **LVC Interiors, Cauldwell Wingate Company, and Gensler**, we determined that most of the job would be outfitted with motorized shades featuring the **Rollease Acmeda AC 35mm radio motors** while the balance would be manual shades. These motors, together with the robust tubes and hardware from **Rollease Acmeda's S45 system** were the obvious choice for windows with such a high drop.

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Timing of course was an issue as the tenant was eager to occupy their new space. Our ability to prioritize this job without sacrificing the clean cuts and precise measurements that we have come to be known for is a big reason why we continue to get the call when architecturally beautiful designs sometimes lead to window covering nightmares.

Based upon the designer's color palette, **Twitchell's Shadeview solar fabric** in a medium tan color was the choice for the shades. We recommended a **3% openness** for those times when keeping the shades fully open would lead to too much glare. This openness allows for just the right amount of heat and glare reduction with the shades deployed while still preserving the views.

For the conference room areas, dual motorized shades with **fawn colored blackout fabric from Butler** on the rear shade provided the necessary light blocking. The blackout system, along with all of the motorized shades, are controlled by wireless wall switches.

Lastly, the **5" Rollease Skyline fascia, in bronze or white**, depending upon the wall color, nicely hid the shade roll and blended in perfectly. This fascia also provided extended coverage for coupled shades on the longer curtain wall sections.

Results

Jeanne Gang designed this building not to be "frivolous or arbitrary" and was very mindful of the angles of the sun when "carving" out the design. Shades by Matiss, is well-aware, like her and her team, that offices that are filled with natural daylight and encourage social interaction lead to increased productivity and employee satisfaction. Especially during these times of a rising number of remote workers, we wanted this space to be welcoming by choosing and manufacturing a shading system that will maximize access to the views while minimizing glare and heat gain.

