

CASE STUDY

GKD METAL FABRICS

LEADING PROVIDER AND PIONEER OF ARCHITECTURAL METAL FABRIC



CREATING
A VISUAL
VOYAGE

Celebrity Cruises
Terminal 25
Port Everglades
Florida

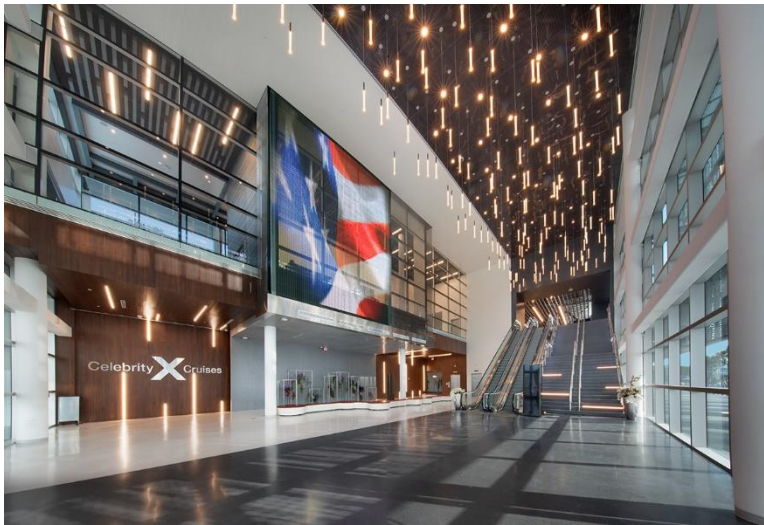
Project Partner:
Bermello Ajamil &
Partners

CASE STUDY: GKD METAL FABRIC

A POWERHOUSE PORT

Port Everglades is one of the top three cruise ports in the world and known as Florida's "powerhouse port." It is also among the most active containerized cargo ports in the US and South Florida's main seaport for petroleum products such as gasoline and jet fuel.

In 2018, Celebrity Cruises unveiled a renovated Terminal 25 (T25), its first brand-designed cruise terminal in Port Everglades. At the helm of the renovation was architectural firm Bermello Ajamil & Partners with the concept of creating a visual voyage for those waiting to embark.



CREATING A VISUAL VOYAGE

This vision included two large media facades on the interior and exterior of the terminal. GKD Mediamesh was specified for its ability to achieve the aesthetic vision and offer multiple high-performance benefits. Mediamesh features a patented system of LED modules interwoven in the robust stainless steel metal fabric. This marriage of high-end architectural design and digital media provides a transparent LED façade that can display anything from brand graphics and video to live broadcast feeds and conceptual art. Mediamesh can operate with as much as 80% less electricity than traditional display screens. With up to 60% transparency, the mesh still allows natural daylighting to shine through.

All told, 2,300 sf of Mediamesh and 800 sf of GKD Tigris metal fabrics display PSA or advertising messages from the interior of the port and serve a similar function on the exterior. Messages can quickly be substituted to provide up-to-date weather conditions, arrival times and more to visitors.

INSTALLATION EFFICIENCIES

GKD faced immediate challenges starting with a tight construction schedule. "Regardless of screen size, there is a great deal of back-end work and coordination required," said Mike Leonard, GKD Technical Director. "An architectural media façade requires more than half of the components to be integrated into the architecture. Considering the extreme South Florida environment, we had to take additional considerations in the designs and integration."



"To create efficiencies during the tight construction window, we created 3D models of the exterior facade to coordinate asbuilt measurements with our designs," said Leonard. "This ensured every part and component was completely engineered prior to build out." This pre-construction engineering led to zero interference in the installation process and no costly delays. GKD also kept an installation manager onsite throughout the entire four-week process.



CRUISING IN LUXURY

T25 presents a new standard in a luxury cruise line port. Visitors are greeted by a dynamic communication medium through Mediamesh. Whether the message is weather info, news updates or creative advertising, the output is a clean, informational viewing experience.