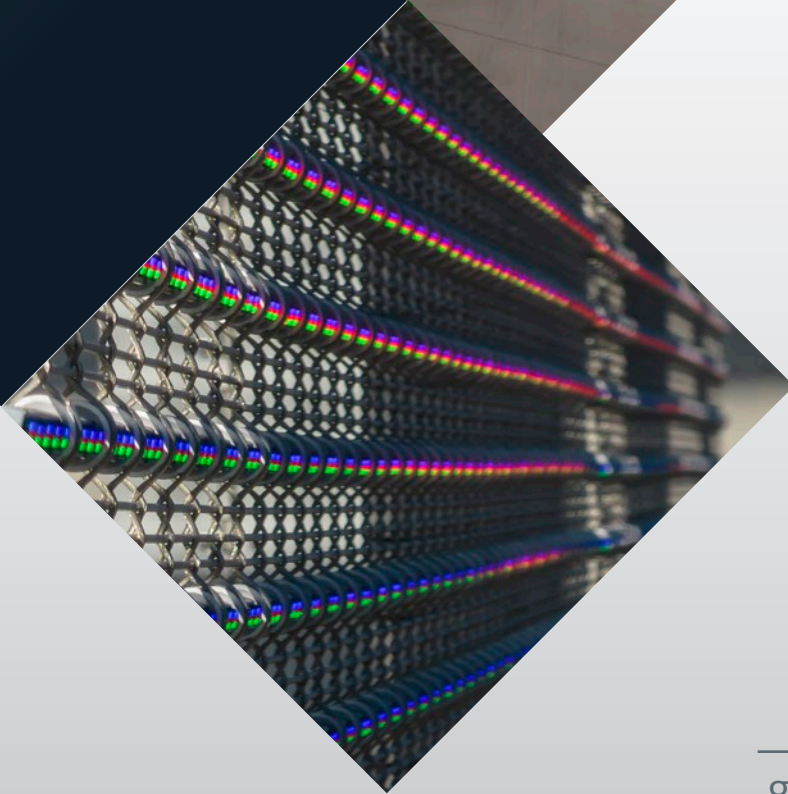




CASE STUDY:  
**UCSD**  
**Mandeville**  
**Art Gallery**  
La Jolla, CA



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[gkdmetalfabrics.com](http://gkdmetalfabrics.com)

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Built in 1975 and designed by prominent Southern California architect A. Quincy Jones, the Mandeville Art Gallery has long been a fixture on the campus of University of California San Diego. But the gallery was aging and not living up to its potential. The students even staged an "occupation" to get the attention of the university.

"The gallery was originally designed for students and faculty, but UCSD wanted to upgrade it and give it more prominence to attract outside artists," says Brad Phipps, Project Manager, Capital Program Management at UCSD. "The original entry was recessed and wasn't engaged with the sidewalk. We wanted to add a front porch that would let people know it's there."

San Diego-based Studio E Architects was brought on to reimagine the gallery, inside and out. They established a design intent that looked beyond campus to create a social hub for the community.

They turned to Syska Hennessey Group, experts in art and lighting, to help in the addition of a large, wrap-around media screen to both draw the eye and provide artistic opportunities.

GKD Mediamesh, a patented transparent media façade that consists of integrated LED tubing and robust, stainless steel metal fabric, was able to bring that idea to reality.

"We studied LED embedded glass and metal mesh systems for viewing angles, pixel sizing, cost, maintenance, programming and light spill," recalls Robert Fagnant, Associate Partner with Syska Hennessey Group. "We selected the metal mesh system by GKD based on its transparency, cost, and flexibility."

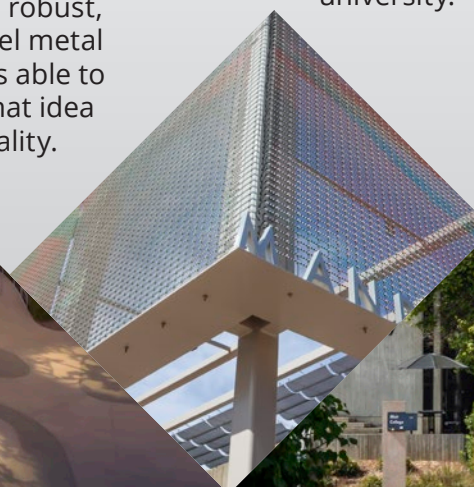
GKD Mediamesh incorporates graphics into metal fabrics with LEDs for a controllable, illuminated solution. Customers have the ability to display digital imagery, logos, advertising, film and video through a web-based interface.

"The problem with traditional screen or scoreboard systems was that when the image is off, it's just black," Phipps says. "We liked the idea of the lightweight mesh so when there's nothing being projected, you can see through it. It doesn't feel so heavy."

The mesh wraps on three sides of a metal frame. There were a few installation challenges, like wiring coordination and getting a precise fit on the metal frame structure, but GKD worked with the team to overcome any bumps.

"The Mediamesh looks great," Phipps says. "We've already had several art installations that create art to display on the Mediamesh. Our intention was never to use it as signage, but to create an entry feature that allows for artistic expression".

"We enjoyed working with GKD," Fagnant says. "The project is already living up to its potential by winning awards and becoming a valuable addition to the visual arts program at the university."





**PROJECT TEAM**

**Studio E Architects**  
Architect

**Syska Hennessey Group**  
Engineering Firm

**Turner Construction Company**  
General Contractor

**GKD-USA**  
Metal Fabric Manufacturer

