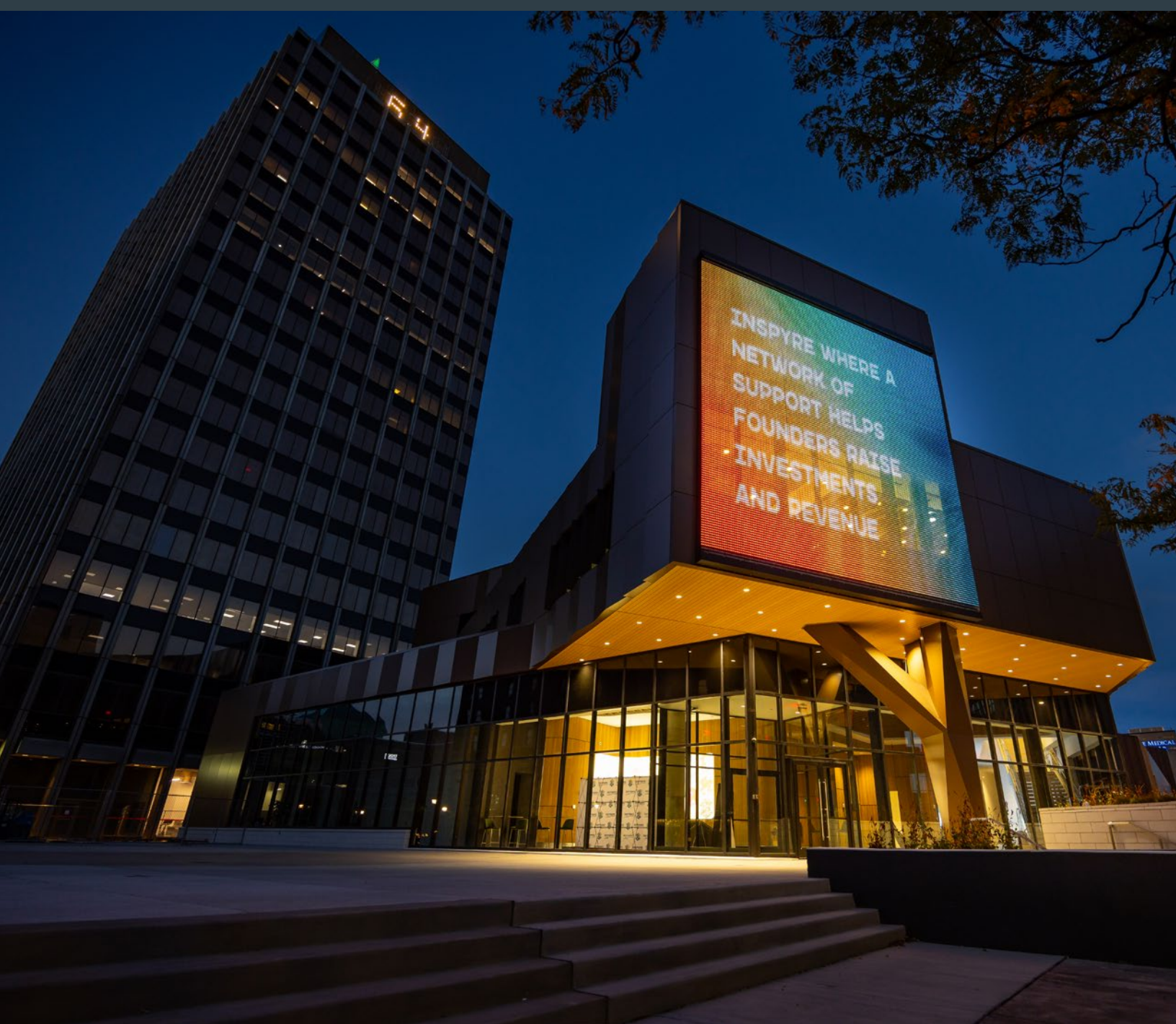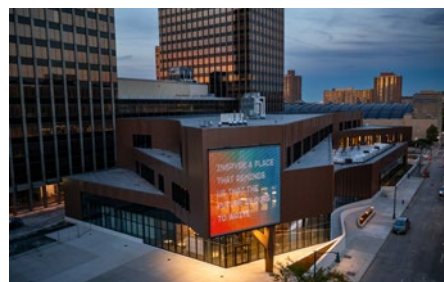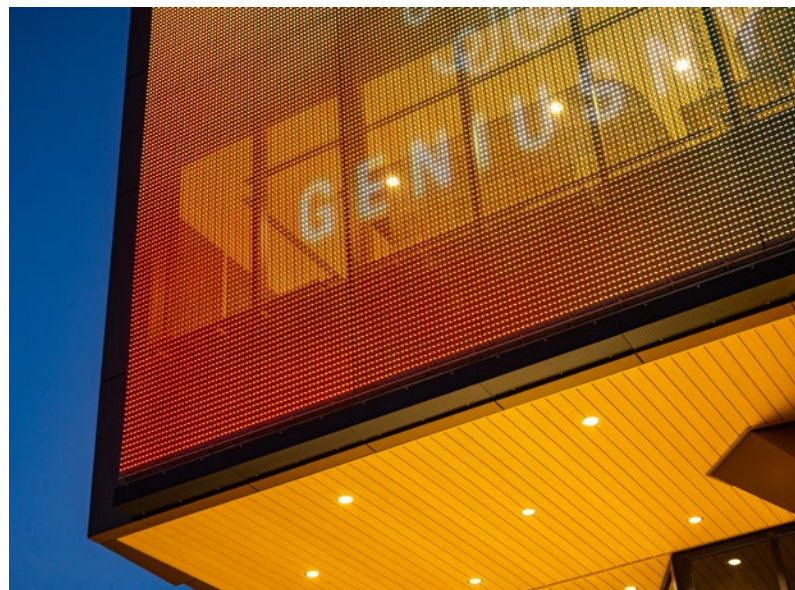Case study

INSPYRE
INNOVATION HUB

GKD

TRANSPARENT INNOVATION

Syracuse Innovation Hub Honors City's History with Transparent Media Façade

Since its emergence in the 19th century as a hub for technology and entrepreneurship, Syracuse, New York has been a city of innovators and forward thinkers. That legacy has endured and in 2005, CenterState Corporation for Economic Opportunity, an independent nonprofit economic development strategist, took over an abandoned, collapsed parking garage and transformed it into the Tech Garden, a business incubator for Central New York.

For 20 years, the Tech Garden nurtured emerging companies and fostered connections between entrepreneurs, investors, and industry leaders. Recently CenterState CEO made the decision to elevate the facility even further, undertaking a project to renovate and rebrand the incubator as INSPYRE Innovation Hub. The upgrade would allow the facility to better serve its mission and be a place where visionaries can „dream, build, and scale."

"The goal was to create a facility that reflects the ambition, momentum, and potential of the founders who walk through its doors," recalls Shawn Crismond, Regional Sales Manager with GKD. „The facility provides coworking, office space, accelerators, mentorship, funding and investment support, along with networking and community."

Designers were tasked with creating a visually striking exterior that would signal the building's dynamic purpose while respecting the extensive glazing throughout the structure. It needed to make a bold statement without compromising the natural light and openness that characterize modern collaborative workspaces.

PROJECT DETAILS

Owner
CenterState CEO

Architect
QPK Design

Mesh Type
GKD Mediamesh

To accomplish this, the project team turned to GKD Mediamesh, a proprietary transparent LED display technology, for a solution that can honor both form and function.

"Mediamesh was chosen for a couple of reasons," Crismond explains. „First, the platform provides for the creation of a transparent media façade on a large scale, which was absolutely required since it was to be installed over glazing. Second, the system is energy efficient and sustainable, which is consistent with resilient design practices."

Combining architectural-quality stainless steel metal fabric with an integrated LED component, Mediamesh is a fusion of architectural metalwork and digital tech. The patented system creates a dynamic digital canvas capable of displaying graphics, animation, video content, and real-time data feeds, all while maintaining up to 60% transparency and contributing to the long-term longevity and resilience of the facility.

"The stainless metal fabric base is extremely durable and will last the life of the building," Crismond notes. **"The LED profiles inserted in the metal fabric panels are easily replaced when they have reached the end of their product lifecycle."**

This replaceable design helps address long-term sustainability concerns. Unlike conventional LED displays that become obsolete and require complete replacement, Mediamesh allows the building owner to update just the LED components as needed while retaining the stainless-steel infrastructure. The system is more energy efficient than traditional "Times Square" style displays, and its transparency contributes to overall indoor environmental quality by maintaining connections between interior and exterior spaces through daylight and views.

GKD provided comprehensive turnkey services throughout the project, tackling all engineering, design, fabrication, project management and installation services on the project. This full-service approach takes pressure off the project team and helps ensure the highest level of quality and coordination. The completed installation now serves as a fitting symbol for Syracuse's commitment to innovation—a beacon that honors the city's historic role as a place where new ideas take root and flourish.

Contact Information
GKD-USA
T 800 453 8616
metalfabrics@gkd-group.com
gkdmetalfabrics.com