

material advances and product breakthroughs

Noteworthy

Robert Zimmerman, manager of engineering, water conservation & sustainability at **Kohler Co.** in Kohler, Wisc., has joined the Board of Directors of the Alliance for Sustainable Built Environments.

CarbonCast High Performance Insulated Wall Panels by AltusGroup received International Code Council Evaluation Service (ICC-ES) acceptance criteria for the C-GRID carbon fiber grid truss system used to connect the inner and outer wythes of the precast concrete wall panels.

Tarkett has acquired the Centiva business from International Floors of America Inc.

CertainTeed Corp. is being honored with a 2010 Communitas Award for Excellence in Corporate Social Responsibility from the Association of Marketing and Communication Professionals. The award recognizes the company's sustainable business practices and overarching commitment to environmental stewardship.

Danfoss' Food Retail business has purchased Com-Trol's intellectual property rights related to communication protocol from **Schneider Electric**.

Jessie Robertson has joined **RTKL** as principal in the Los Angeles office.

iLevel by **Weyerhaeuser** is now distributing Klear Cellular PVC Trimboard, sheet goods and other Klear cellular PVC building products from its Baltimore, Md., and Easton, Pa., distribution centers.

Hanson Building Products has enhanced its LEED calculator, expanding service to its Hanson Pressure Pipe and Hanson Structural Precast customers.

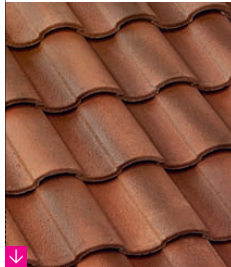
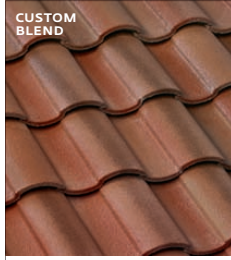
CBC Flooring was designated an advocate in the Green Exhibitor Award Program during this year's GreenBuild.

Schindler Elevator Corp. now provides customers with access to three-dimensional, real-time, dynamic building information modeling (BIM) software on its website.

The **Construction Specifications Institute (CSI)** has officially endorsed six ConsensusDOCS contract documents to contribute in the creation of best practices for construction documentation and communication.

Herman Miller Healthcare, in conjunction with design partner Continuum, has been recognized with two Spark 2010 Design Awards for its Compaass system and Nala Patient Chair.

TOTO is partnering with ecoScorecard and incorporating this service into its product catalog.



LEFT: The tile blend labeled 'Custom' is the fourth and perhaps most attractive blend of the Boral/Monier LifeTiles Barcelona S-Tile project. Hand-blending 3 other colors in the field created it.

RIGHT: The overgrout technique and custom color were developed by StudioConover for Turtle Ridge. Eldorado Stone picked it up as one of their standard product line offerings.



by Megan Mazzocco, associate editor

NEWS:

Exterior Designers Needed

Any commercial development consists of building exteriors, pavers, landscape elements, water features and assorted site furnishings. It also must have some semblance of organization in terms of a color scheme, style and form, or it would look like a mishmash of products and create a chaotic jumble of buildings rather than an enjoyable public space.

Thankfully StudioConover, an architectural color and communication design firm, offers exterior architectural color and materials consulting to help bridge the gap between designers, developers and product manufacturers. They envision fashionable, contemporary exterior materials and work with colorists to try to come up with pleasing blends.

"Cecelia has been good at capturing an authentic palette that endures," says David Conover of his wife and partner at Studio Conover.

As a graphic design firm, the duo has primarily helped form cohesive marketing and graphics for their clients in the building industry, but when their clients started asking what color exterior siding should be, the Conovers' ideas spill off the page and into the built environment in the form of their clients'—primarily developers'—properties.

In working toward a design goal, the Conovers make sure the look and feel described in clients' brochures will translate seamlessly into the final product, which can be anywhere from university campuses and high-end resorts to residential and retail. Getting it right sometimes means meeting with building products' manufacturers to tweak some of the relatively limited selections, in turn creating more exteriors products and materials for developers to choose from. "We just began customizing things along the way to make products look better in projects," say the pair.

In the process of working with the product manufacturers on behalf of developers, some building products' manufacturers realized that more choice and

"The problem is finding someone making a product that's supposed to emulate stone but the colors are not even close to natural stone. Normally it involves multiple colors to achieve something natural looking. [Manufacturers] are coming from more technological and engineering standpoints and us, we're more arts."

—CECELIA CONOVER, STUDIOCONOVER

diversity in their product lines—what Studio Conover had devised—was in fact in demand by all developers, and these 'custom' products became part of their standard offerings. Along the same lines, manufacturers began to rely on Studio Conover to consult on how product offerings could be streamlined or fine-tuned in certain regions of the country.

Currently, the studio is working with Boral Brick/Monier Life Tile to develop several attractive colorations and textures for the newly joined company's Smog Eating Barcelona S-Tiles. The tiles use new technology in concrete chemistry to take CO₂ from the air and neutralize it. Cecelia Conover and her senior associate Dina Zuanich felt the coating's sheen was too glossy and that the way the color was applied gave a pronounced streaked appearance and could be modified to better emulate rich clay roof tiles.

Boral revised the color blends based on further input from Studio Conover. After several variations and sample reviews, three new blends were created: Via Rocco, Beleza Blend and Amada Blend. They also combined all three blends to make a fourth and perhaps the most attractive blend, suggests Cecelia—the Custom blend. Visit www.studioconover.com.