

DIRTT

AGILE ARCHITECTURAL SOLUTIONS

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## DIRTT'S REFRESHED CHICAGO SHOWROOM

**CHICAGO, IL:** While several other showrooms were knocking down drywall to get ready for June 9<sup>th</sup>, DIRTT donated their 2007 Chicago showroom walls to the new Children's Museum going in Greenville, SC. "We've been able to use every piece somewhere in the museum," said Lisa Lanni, member of the design team from Pazdan-Smith who is working on the project. "The red circles in the design of the showroom even tie into the logo of The Children's Museum."

Planned to open in mid-2009 in the cultural hub of Greenville called "Heritage Green", The Children's Museum will cater to ages between 2 and 15. It will be a place of hands-on discovery in the fields of arts, science and world cultures. It will also have indoor and outdoor gardens where children can see what "environmental impact" really means. DIRTT Walls will be used in the administration and lobby areas.

The new DIRTT showroom is an ode to environmental sustainability's tenets – Reduce and Reuse. It is proof that being conscientious doesn't mean less design or function. They've taken the parametric capabilities of their movable wall system even further than last year with a stunning array of angles in their new modular

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"THE BEST WAY TO PREDICT THE FUTURE, IS TO INVENT IT." ~ ALAN KAY

glass wall. “We are able to stay completely inside the rules of our Walls and yet provide designers the freedom to create a palette of angles up to 15 degrees off perpendicular,” said Industrial Designer and DIRTT product leader, Geoff Gosling. “This includes verticals being ‘off-vertical’ and it remains within the typical behaviors of our solutions. Our intent is to continually redefine the potential of what a wall can be, and we believe that this is no exception.”

The showroom in Chicago will have many other innovations to capture the imagination of design professionals and their clients. Glass Frameless Doors, new mitred connections and elegant furniture support brackets to hang any manufacturers’ products on the DIRTT wall are just a few of the DIRTT creations in their 2008 refreshed showroom at 325 – N. Wells Street (2<sup>nd</sup> Floor), just east of the Merchandise Mart.

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**DIRTT**—‘*Doing It Right This Time*’; refers to creating unique workspace interiors with responsive, *Agile Architectural Solutions*. Self-expression and dynamic sustainability combine to produce customized, productive space that is a sustainable, long-term asset. Further improving the process, DIRTT uses real-time, interactive 3D software called ICE®; a single software application that creates a fluid flow of information, from design and point-of-sale to the manufacturing floor, eliminating order entry errors and inter-application conflicts and is completely interoperable with the industry standard AutoCAD™.