



Motorcycle Retailer's Quest For Aesthetics Gets Fabric Duct Specified at New Store.

SMYRNA, DE—Things are looking up for the third and newest store of Mike's Famous Harley-Davidson Inc. dealership in Smyrna, Del.

In fact, things are literally looking up at the 28,000-square-foot store where store designer, Steve Ward put as much emphasis at the top of the store as he did on the showroom floor. A 30-foot diameter, three-story-high

glass silo rises majestically through a balcony-like mezzanine that draws the eye upward to many enshrined motorcycles.

Because "up" is important, store functions such as lighting and HVAC ductwork are critical to Ward's concept of a total store aesthetic. Therefore, the design consortium of Ward, a principal at Designwork Studios, Santa Ana Calif.; mechanical/electrical/plumbing consulting engineer, Dan Blake, principal, Blake & Vaughan, Wilmington, Del.; and John Dobraniecki, architect, Design Collaborative Inc., Wilmington, Del.; all incorporated Owner/CEO, Mike Schwartz's recommendation of fabric ductwork into the store design. Schwartz had seen DuctSox, Dubuque, Iowa, fabric duct in other applications and wanted its uniqueness and clean lines to complement the store's one-of-a-kind appearance.





"Fabric duct complements and lends a soft contrast to the hardness of the steel grating, corrugated metal roofing, metal window frames, concrete sales floor and other hard surfaced building materials we used to create an industrial architectural theme throughout the store," said Ward.

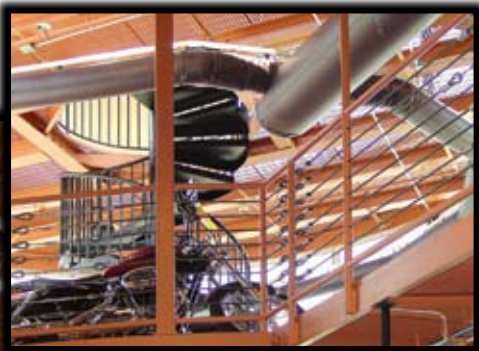
Schwartz chose DuctSox's premium matte finish model, Sedona-Xm, in black. "The aesthetics of the DuctSox have been positively received by our customers and it complements the overall upscale appearance of our first-class dealership," said Schwartz, who founded the company 11 years ago with its first store in New Castle, Del.



Harley Davidson dealerships typically sport an industrial look with open architectural ceilings, so the fabric duct complements the theme. In the Mike's Famous application, the lightweight, streamlined linear diffusers of fabric duct were an alternative to the spiraling ridges and protruding diffusers of round metal duct. Color-wise, the black fabric perimeter system on the main floor and the mezzanine, offer a neutral tone to the store's earth-color theme of bronze, beige and brown.

While the main impetus is aesthetics, the DuctSox system, also produced significant savings in the project's HVAC materials and labor costs. Fabric duct is less expensive in material costs than Blake's alternate choice of double-walled insulated spiral duct. The fabric duct was factory engineered for Blake's airflow specifications and manufacturer's representative, Del-Ren Associates, Collingswood, N.J., helped facilitate the order.

Additionally, Paul Perna, president, Berry Refrigeration, a Newark, Del.-based HVAC service company installed the fabric duct in approximately half the time of metal duct, which saved labor costs and helped fast-track the project. Berry used H-Track hanging rails, which offers continuous support for the DuctSox with an anodized aluminum finish. ■



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