

IAC Building
Manhattan, New York

CASE STUDY | corporate headquarters



Client - InterActive Corporation
Rep Office - Air Distribution Enterprises
Architect - Gehry Partners, LLP
Structural Engineers - DeSimone Consulting Engineers
Construction Management - Turner Construction
Mechanical Engineers - Cosentini Associates
LEED Certification - None

Project Highlights:

- » 550,000 square feet
- » First glass curtain wall design to be cold-warped
- » 125 foot long media wall on ground floor
- » All concrete columns are inclined
- » Completed April 2007



ABOUT THE PROJECT

The InterActiveCorp Building is a fascinating structure that could easily double as an art sculpture. Spanning 160 feet into the sky and having 550,000 square feet of space, this innovative design features the world's first glass curtain wall to be cold-warped. Architects, engineers and glass fabricators collaborated to calculate the curvature for each glass panel on site in order to fit the wall's design. The unique design of the exterior allows the entire structure to be exposed to natural light while conserving energy.

The unique shape of the building's superstructure required innovative construction solutions to create the finished product. Several of the support columns are tilted rather than vertical. This created an unusual shape for the underlying skeleton of the building. Engineers also had to solve how the many angled columns would appear. They used laser guided surveying equipment to find the exact positioning of the structural components.

THE TITUS SOLUTION

By having such a unique and impressive appearance from the exterior, the interior design of the IAC Building would have to be just as impressive. The free flowing open office design definitely creates a very different experience for those who are use to typical cubicles in an office environment. Titus had many HVAC solutions to choose from to compliment this design. The products



DESV



FLOWBAR



OMNI



selected were not only chosen for their performance, but for their aesthetics as well. The OMNI and FlowBar diffusers, which blend well into superior architectural designs, are high performance units that provide higher airflow with minimal noise levels.

The Titus OMNI diffuser has strong, clean, unobtrusive lines that harmonize with the ceiling system. The curvature of the OMNI's backpan works with the formed edges of the face panel to deliver a uniform 360 degree horizontal air pattern. The face panel is made from 22-gauge steel or heavy aluminum. This new face panel construction ensures a smooth, clean appearance and makes for easier installation and removal.

The FlowBar™ architectural linear diffuser system maximizes engineering performance without sacrificing aesthetic considerations for the designer. FlowBar's outstanding performance allows higher airflows than conventional linear diffusers, with lower noise levels, making it ideal for high profile designs like the IAC Building.

FlowBar also offers an installation alternative to the conventional linear diffuser layout. Conventional linear diffusers are supported by the duct system and in most cases are installed after the ceiling system is in place. For complete ceiling integration, the FlowBar system is offered with a large selection of flange styles compatible with various ceiling applications. Our unique clip/hanger support system allows for quick and easy installations.

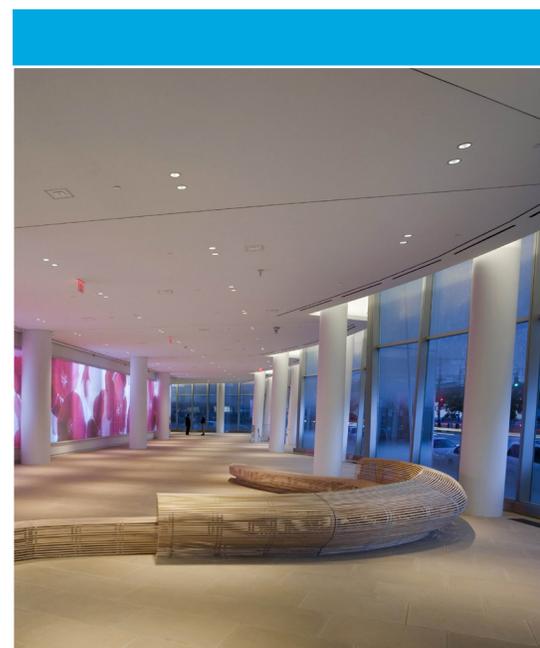
The FlowBar system actually supports and becomes an integral part of the ceiling system and is installed along with the ceiling suspension system.

Titus FlowBar offers a new concept of air distribution that fully integrates with all ceiling systems. The FlowBar system is available in continuous linear, incremental linear and square configurations. This entire series of diffusers is available with two unique pattern controllers. For even better aesthetics, it can be curved to match the curvature of the ceiling making it truly a one-of-a-kind air distribution unit.

The DESV is a single duct terminal unit that regulates airflow to a zone in response to zone temperature requirements. The Titus ESV is unique as it incorporates many design features that increase performance, decrease service and installation costs, and offer increased value over the lifespan of the unit.

THE END RESULT

The stunning and impressive design of Frank Gehry, one of the world's most renowned architects, makes the IAC Building a clean and stylish facility capable of hosting any event in the New York City area. It has spaces that would be the perfect setting for conferences, forums, product launches, dinners and cocktail receptions.





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