



Project Maserati

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Overview

Location:	Melbourne	"The architectural development of one of the most luxurious automobile brand in the world, the Maserati showroom has opened featuring specialised roller blind with motorised kassett tensioned system with guide wires to support and complement the exterior facade design which can be seen in one of Melbourne's prominent inner city area."
Architect:	Elenberg Fraser	
Product:	Roller Blinds	
System:	Motorised	
Qty:	190	

Objective

To provide a solution that both meets the requirement of the highly complicated structural design of the Maserati building and meeting the standard of the famous international automobile brand. Positioned in the inner-city of Melbourne's CBD area, the multi-level structure has one of the most eye catching design with its slanted form.

The Solution

Rollers blinds with Motorised Kassett Tensioned system with guide wires was installed in the main showroom to meet the curved facade of the Maserati building and for safety due to the window's size. Euroscreen Metallised Transparent Pearl was the fabric chosen to minimise glare and light penetration while complementing the luxury brand itself and its complex architectural design.

190 total roller blinds were installed which also included the Audi showroom and the Multiplex-head office. Motorised and manual systems were used in the whole complex with the motorised roller blinds mainly fitted in the showrooms and manual rollers in the office section of the building. The Euroscreen Metallised Transparent fabric allowed enough privacy while also maintaining the ability to be translucent enough to be seen from an exterior view.