



**kvadrat** soft cells

## Orgatec 2018

### This winter Kvadrat Soft Cells introduces *Soft Cells Tracks* and *Node*

Kvadrat is launching *Soft Cells Tracks* and *Node*, underlining the company's ambition to be the global leader in full concept textile acoustic solutions for ceilings and walls. *Soft Cells Tracks* is an onsite-fabricated acoustic wall solution that allows for free-form curves and three-dimensional surfaces. *Node* is a building systems solution presented in collaboration with Price Industries, which offers easy integration of lighting, fire prevention, security, audio and air distribution that seamlessly fits with our Kvadrat Soft Cells ceilings solutions.

At Orgatec, Kvadrat Soft Cells is part of the elaborate Vitra-partnered exhibition concept *Work* in hall 5.2, conceived as an inspirational environment for architects, designers and decision-makers.

#### **Soft Cells Tracks launch in DACH**

Orgatec 2018 will initiate the introduction of *Soft Cells Tracks* in the DACH countries: Germany, Austria and Switzerland.

Both suitable as building component and as post-fit solutions, *Soft Cells Tracks* provides a flexible acoustic solution for walls which can be created on site.

Jesper Nielsen, Design Director at Kvadrat Soft Cells: *"At Kvadrat Soft Cells, we are delighted to be able to offer our clients in DACH the best acoustic textile solution on the market. Kvadrat Soft Cells panels and the introduction of Soft Cells Tracks neatly complement each other in terms of performance and flexibility. We can now create greater value at every project stage, from providing initial advice on acoustics to optimising the logistics of delivery and installation."*

#### **Node**

Ground-breaking *Node* by Price Industries is a building systems solution which standardises the aesthetic and infrastructure requirements of diverse building services components such as: lighting, security, fire prevention, audio and air distribution systems. *Node* enables architects and designers to overcome a long-standing challenge: how to create a seamless look with disparate elements traditionally seen as obligatory requirements rather than design features in their own right.

All the devices in the *Node* family – such as speakers, lights and sprinklers – share the same visual characteristics, with size, shape

and materials unified. This has been achieved through a collaboration between world leading industrial design, building services, lighting and textile organisations, including Price Industries, Foster+Partners, Artemide and Kvadrat Soft Cells.

Soft Cells acoustic panels can be customised to seamlessly fit the *Node* system whatever fitting option is chosen. Whether it is surface mounted, flush mounted with trim or flush mounted trim-less there is an optimal solution for virtually every type of ceiling and interior concept.

*Node* can be applied to both new buildings and existing structures. The system offers suspended tracks and recessed channels, giving architects the freedom and design flexibility to suspend components at the optimal height or neatly integrated within the ceiling.

The *Node* system also breaks new ground by offering a standardised wiring and zonal management system controlled by a single platform. This not only radically simplifies building management, it also leads to simpler specification as well as lower cost installation and maintenance.

The collaboration with Price Industries is the latest in a series of pioneering Kvadrat Soft Cells collaborations with leading brands that focus on enhancing the experience of architecture. For instance, prior to launch of *Node*, the company co-developed Luminous Textile Panels and OneSpace with Phillips.

Kvadrat Soft Cells  
Koelnmesse  
Hall 5.2, stand A07

**Press view**

Tuesday 23 October, 1pm – 3pm

Opening hours

Tuesday to Friday, 9 am – 6 pm

Saturday, 9 am – 4 pm

**About Price Industries**

Price Industries is a global market leader in providing heating, ventilation and air conditioning products, building system controls and architectural ceiling solutions. A long-standing vision together with a deep commitment to innovation and service are cornerstones of the company's leading position in the non-residential air distribution industry.

**About Kvadrat Soft Cells**

Kvadrat Soft Cells creates fully customisable, high-performance acoustic panels characterised by aesthetic excellence and exceptional versatility. In addition, we offer end-to-end project support, delivered by a global network of specialists who have been specially trained in architecture and design. We are dedicated to pushing the aesthetic and technological boundaries of acoustic solutions. Reflecting this, Soft Cells acoustic panels set the benchmark for sustainability, flexibility and durability.

For further information, please contact  
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