

## The Power of Diversity ... Unicel re-enters the world of tradeshow



The American Institute of Architects (AIA) is holding its 2009 national convention and design exhibition at the **Moscone Center in San Francisco, California April 30 to May 2**. The motto of this year's show is "The Power of Diversity: Practice in a Complex World." It almost sounds as though this slogan was invented with Unicel Architectural in mind: We fit the bill perfectly with our wide-ranging product portfolio.

This event for architects and building industry profession-

als features special events and leading-edge companies exhibiting their products and services. We are therefore proud to be part of this year's AIA convention. Unicel will be showcasing the new Unicel Architectural

Product Display completely designed and manufactured in-house for trade show and sales purposes. The unique and sturdy display includes a Vision control® unit (with motorized operator and manual thumbwheel operator), along with samples of our unique louver shapes. A flat screen TV including a DVD featuring the Unicel project portfolio completes the set-up. Special features like a Plexiglass sky screen with back halogen lights and a mirrored metal base add to the wow factor. This display consists of 3 parts which can be easily mounted and dismounted. Wheels we added to the display base for easy transportation. For more information about the product display, please contact us at 1.800.668.1580.

Furthermore we will show our new Trade Show Banner Display designed by our marketing department. The pop-up Magna Pop Banner Display is easily mounted and dresses any booth beautifully. We are now fully equipped for any tradeshow.

**Pay us a visit at booth 322 at the South Exhibit Hall** to view our new display and meet our sales team. See you at the show!

## A new trend worth keeping

It is not surprising that when Thomas Phifer and Partners decided to build a house on a hilltop in Upstate New York they commissioned Unicel Architectural to provide the metal louvers and trellis for the outdoor dining area. The exceptional aluminum tubular shaped louvers used instead of the traditional wood version are guaranteed to withstand the test of time. Designed to match the modern style of this house to perfection, these trellises were a hit in the design world. So



*Project: Upstate New York House  
Architect: Thomas Phifer and partners*

much so that Unicel Architectural has been solicited several times by architects across the county wishing to incorporate similar trellises in their designs.

The aluminum blades, rods, and cylinders were finished clear anodized and were also used as a suspended shading system on all glass window panels.

It is not the first time that Unicel joins Thomas Phifer in creating beautiful architecture. Unicel had previously worked on many innovative Thomas Phifer projects such as the Spencertown Residence in Austerlitz New York, the Tagkhanic Residence in New York and many more.



*Project was featured in the April 2009  
Architectural Record Magazine.*

## You think practical, we think sturdy

Unicel is proud to present its new foldable crank handles for the Vision Control® unit. Not just beautiful but also practical and sturdy. You asked, we listened.



Now they are available to order in white and in gray.

Made of durable and robust zinc, they measure 7 cm (2.75") when fully extended and 4.5 cm (1.7") when folded. Contact us today for more information or to order our new and improved crank handles.

