



CASE STUDY RED OAK BREWERY

OVERVIEW

This project is located in Whitsett, NC and involved the development of Red Oak Brewery, a new 6,000 square-foot beer hall. The owner was looking to create a contemporary interpretation of a traditional German beer hall and garden. The massive wood and steel facility resembling a Nordic hall is well lit from large clerestory windows incorporated into the roof line.



PRODUCT USED
LINEAR & WOODGRILLE®



PROJECT LOCATION
WHITSETT, NORTH CAROLINA



With the wide open layout, abundance of hard surfaces and high ceilings that come along with this type of design, there were significant reverberation issues that needed to be addressed. While there was a strong emphasis put into the acoustic layout of the space, maintaining the aesthetic look and feel was paramount. That said, the acoustic solutions were limited to only those that would complement the space.

PRODUCT

This project incorporates 7,100 square feet of 10 foot long by 5-1/4" wide WoodTrends Linear maple wood veneered acoustical wall and ceiling planks with a 3/4" reveal. Each reveal was filled with a textile non-woven filler to allow the product to be acoustically absorptive without compromising appearance. In addition, fiberglass insulation behind planks provided both acoustic and thermal value. WoodTrends Linear used a class A MDF core with no added formaldehyde (NAUF).

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The selected finish was a maple veneer including edge banding. The maple veneer selection created an appealing contrast against the dark red oak structural beams. This complimented the design and character of the floor space. The two end walls incorporated custom WoodGrille panels with aluminum dowels providing an open plenum. The Grilles were veneer matched to blend nicely with the wall and ceiling planks. Utilizing the grille in the end walls allowed for air to flow from the HVAC systems without compromising the objective for good acoustics.

INSTALLATION

The most compelling and challenging part of this project was managing the arched roof. Almost all of the ceiling surface area in this building contain arches, making it difficult to achieve straight lines and seamless transitions. This challenge was met by manufacturing 10 foot long custom planks versus staggering joints on a standard length plank. By eliminating the butt joints and using standard conceal mounting hardware, we were able to minimize seams and provide the cleanest look possible while accommodating the curved profile of the roof. In summary, we exceeded both the acoustic and aesthetic requirements of the customer and the project was completed in the expected time frame with all deadlines being kept. This beer hall is now being visited by many who can enjoy the visual beauty and acoustic excellence of this space.



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