

**Site**

New World Art Center

**Location**

New York, New York

**Window Film**

Nuance V48

**Product Series**

Dual-Reflective Series



**SITUATION**

A total renovation of the New World Art Center, one of New York's largest art galleries located in Soho, the heart of the art world, has transformed the art center into a multifaceted facility. The New World Art Center showcases works from some of the world's leading artists—including founder Dr. T.F. Chen, initiator of Neo-Iconography—in an expansive international collection. Additionally, the Center's spacious, airy setting hosts art auctions and international exhibitions, as well as catered, corporate, press and private events. A key element of the renovation was the addition of protection for the interior of the facility and the artwork it holds.

**SOLUTION**

The installation of Vista™ by LLumar® Nuance, a dual reflective window film which offers high solar rejection capabilities yet provides excellent visibility from inside to out at all times of the day or night. Most importantly, Vista™ Nuance has high clarity yet blocks more than 99 percent of the damaging ultraviolet rays, helping protect against premature fading.\* A uniform comfort level was another renovation prerequisite.

**RESULT**

Vista Nuance eliminates hot spots and glare while also helping to conserve energy by reducing heat gain through glass. This creates a comfortable climate level pleasing to art patrons, corporate guests, and press people attending catered gallery events.

**Performance Data**

	% Total Solar Transmittance	% Total Solar Reflectance	% Total Solar Absorbance	% Visible Light Transmittance	% Visible Reflectance (exterior)	% Visible Reflectance (interior)	Winter U-value	Shading Coefficient	% Ultraviolet Ray Protection (wavelengths 280-380nm)	Emissivity	Solar Heat Gain Coefficient	% Total Solar Energy Reflected	Light-to-Solar Heat Gain Ratio (LSG)	% Summer Solar Heat Gain Reduction	% Winter Heat Loss Reduction	% Glare Reduction
Clear Glass	83	8	9	90	8	8	1.03	1.00	29	0.84	0.86	14	1.05	-	-	-
Dual-Reflective Series																
Nuance V48 SR CDF	39	15	46	46	16	11	1.04	0.60	>99	0.84	0.53	47	0.87	38	0	49

**EASTMAN**

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The solar performance data reported for LLumar architectural window films was captured using the National Fenestration Rating Council's (NFRC) standard guidelines for window film solar performance measurement as measured on single pane, 1/8 inch (3 mm), clear glass. Reported values are taken from representative product samples and are subject to normal manufacturing variances. Actual performance will vary based on a number of factors, including glass type and properties. \*Films do not eliminate fading—they reduce it. UV rays and heat are contributing factors to fading but other factors exist. For further information, see LLumar.com/download-library. © 2008, revised 2016 Eastman Chemical Company. VISTA™, the VISTA® logo, LLumar®, the LLumar® logo and Enerlogic® are trademarks of Eastman Chemical Company or one of its wholly owned subsidiaries. As used herein, ® denotes registered trademark status in the U.S. only. (06/16) SP1093