

# ART TREASURES THRIVE IN RENOVATED GALLERY

**SITE** New World Art Center **SITE LOCATION** New York City, New York **VISTA® PRODUCT USED** Nuance V48

## Transformation



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 installation of VISTA 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 99% of the damaging UV rays which cause the fading of artwork, fabric furnishings and woods.

A uniform comfort level was another renovation prerequisite. 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.



**VISTA®**   
WINDOW FILM

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Vista Window Film is pleased to have strict quality systems and has been ISO 9001 Certified (Certificate Number FM 35957)

The nature of certain delicate fabrics and dyes will lead to premature fading regardless of the application of any window film protective treatment.

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