

# Project Profile



## USG™ Drywall Suspension System

### Application/Building Type:

Retail Store Environment

### Project Name:

Richmond Town Square

### Location:

Cleveland, Ohio

### Architect:

Design, KA Inc.

### Ceiling Contractor:

Western Reserve Interiors Inc.

### Featured Products:

USG™ Drywall Suspension System  
Sheetrock® Brand PLUS 3® Gypsum  
Panels

FIRECODE® Compound

SHEETROCK® Brand PLUS 3® Lightweight

All Purpose Joint Compound

SHEETROCK® Brand Joint Tape

DUR-A-BEAD® Metal Corner Bead

5/8-inch J™ Trim



### Curved Ceilings Captivate Customers

In the early days of shopping mall development, success came mostly by making the right real estate play. The idea was to develop a visible site, sign anchor tenants, and lease the remainder of the space to specialty stores. Having many shops in one place would draw consumers in droves.

“There was not a lot of mall design back then,” said architect Darrell K. Pattison, vice president and director of design, KA Inc., Cleveland. “Sure, there was a formula—a wide and high section, a lot of clerestory lighting, not too many skylights—but the design was pretty much secondary.”

Times have changed. Nowadays, dramatic mall architecture can make or break a mall's public attraction so much that architecture and interior styling are often hallmarks of the modern mall experience. The new mall formula calls for expansive interiors, multiple skylights and transoms, sophisticated soffits and, yes, curved ceilings.

“Not long ago, you wouldn't even draw a curved ceiling,” Pattison said. “You knew everyone would scream at how expensive it would be. And, if you did specify a curved ceiling, you knew it would have to be built stick by stick. You'd be dependent on the quality of the individual subcontractor.”

Ceiling technology has advanced significantly in the last decade, making it more practical and affordable for architects to specify unusual ceiling treatments. So, when KA Inc. got to lead the redesign of a shopping mall near Cleveland, the firm was happy to try something different.

The site was the 33-year-old Richmond Mall (subsequently renamed Richmond Town Square) owned by Simon Property Group, Indianapolis, Ind. Located in Richmond Heights, Ohio, the project was a two-phase renovation. Phase I involved remaking the mall entrances and concourses, and adding another anchor store. Phase II added a food court and enlarged cinema complex.

“We didn't have to spend money to increase the volume of the sections or change out the structure,” Pattison said. “It was basically cosmetic work within the existing shell. We decided to go with vaulted ceilings to humanize the space, add character and bring a feeling of warmth overhead.”

KA Inc. did design development, while in-house architects at Simon Property Group specified the materials and generated the construction blueprints. In turn, Simon architects took the recommendation of ceiling contractor Western Reserve Interiors Inc., Cleveland, which called for the use of a new drop-drywall ceiling system from USG—the USG™ drywall suspension system.

The USG drywall suspension system offers contractors a better, faster and less expensive way to install drywall ceilings. This unique system reduces installed costs up to 40 percent versus conventional cold-rolled channel or steel-stud drywall ceiling installations, systems that require significantly more man-hours to work. While a few drywall suspension systems were available on the market, none offered the convenience of being pre-engineered and fitting together quickly on the job site.

*“SECUROCK roof board's versatility helped cut material cost by approximately 10 percent.”*

usg.com

“As architects, we’re always concerned about budget. No matter how inexpensive the cost of a system is on a square-foot basis, mall properties have a lot of square footage,” Pattison said. “You have to find a system that can accomplish what you want to accomplish, and in this case we were going for a very high-quality look.”

The [USG drywall suspension system](#) not only fit the bill for its affordability, but also for its design versatility. To create a uniform finish, the contractor used some additional USG products, including 5/8-inch [SHEETROCK® brand gypsum panels](#), [FIRECODE® compound](#), [SHEETROCK® brand PLUS 3™ lightweight all purpose joint compound](#), [SHEETROCK® brand joint tape](#), [DUR-A-BEAD® metal corner bead](#) and 5/8-inch J™ trim.

Contractor Thomas E. Cooke, president, Western Reserve Interiors, likes to point out the perfection of Richmond Town Square’s curved ceilings as they shimmer in the natural light pouring through skylights and windows. Sunlight is very unforgiving in these areas, but Cooke notes that the ceiling surfaces are smooth and monolithic.

“Down there is a run spanning hundreds of yards. But look at those bays. They’re perfectly aligned, straight as an arrow,” said Cooke, standing at the center of the mall, pointing in all directions. “Look at this—the miter lines, where the curves intersect, are flawless. Look at how they disappear into the ceiling. I’ve seen shopping malls with a lot of soffit work and a lot of angled drywall, but I’ve never seen a mall with radiused ceilings like these.”

No wonder architects and general contractors are coming to love versatile products like the [USG drywall suspension system](#). The design possibilities are almost endless. Elegant curves, serpentine soffits, sweeping ceiling vaults and valleys are easy to create.

The results at Richmond Town Square are impressive. Customers flock to the mall—enthused, wide-eyed and energized by a fresh shopping environment. The mall is comfortable, contemporary and filled with plenty of daylight. Together, KA Inc. and the architectural team at Simon Property Group transformed Richmond Town Square into a new millennium setting that’s fun, elegant and sumptuous. Customers feel good here. And—best of all—they’re making plenty of purchases.