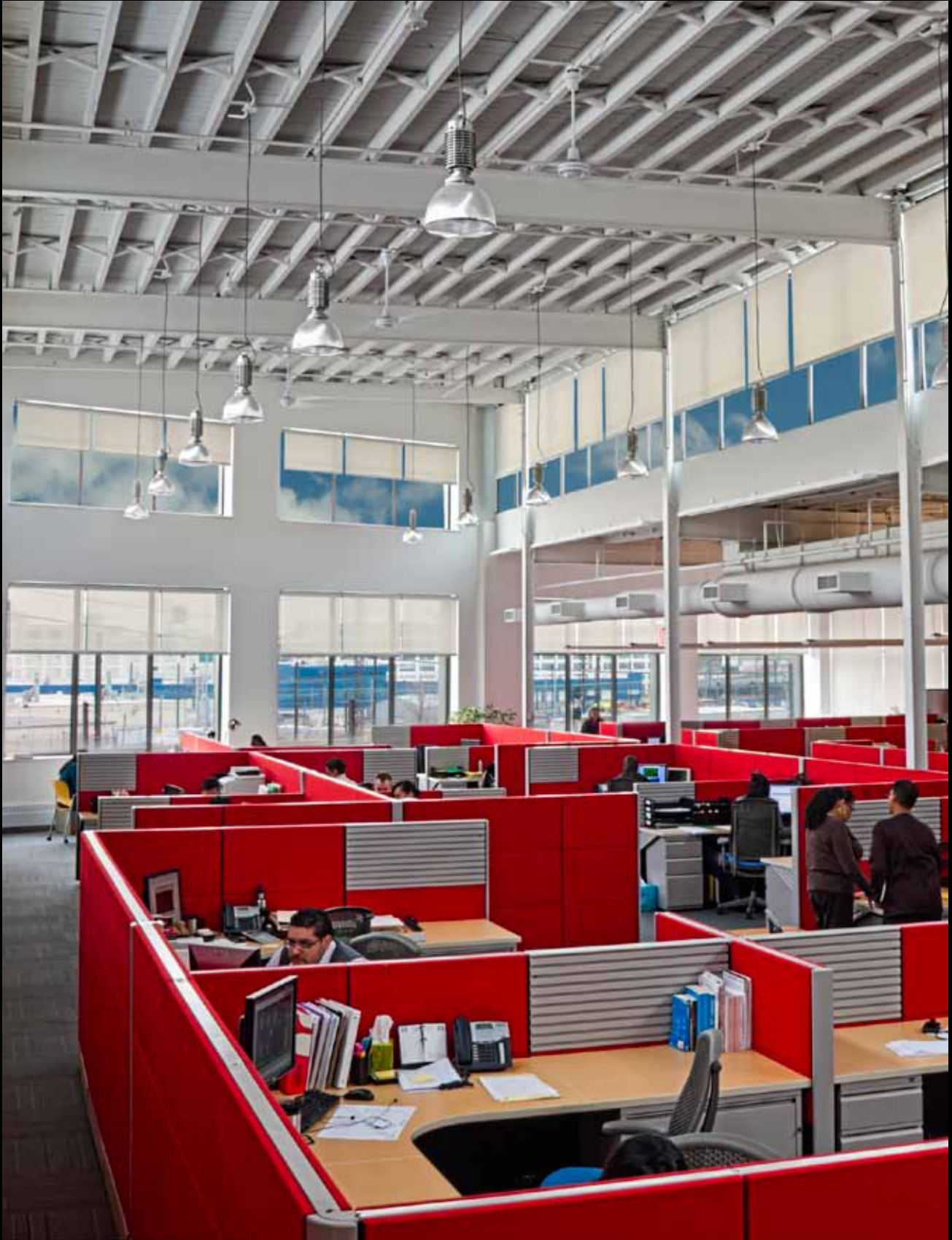


A History of MechoSystems



MechoSystems, as it is known today, has had a deep impact on the evolution of architecture and design for more than a half century. Through the foresight of founder and chairman Joel Berman, an entire industry was created.

The product line today not only includes the original manual MechoShade®, the motorised ElectroShade®, the WhisperTrac® motorised drapery systems and discrete controls, but also cutting edge daylighting and lighting control systems, such as MechoLux®, SolarTrac® and SunDialer®.

Unlike other such companies, MechoSystems welcomes hard to solve design and technical challenges, such as the shading of non rectangular, sloping, high, wide, monumental, difficult to access and other non standard windows.

The company's intelligent WindowManagement® and its commitment to planet respecting concerns are supported by a scientific approach. For example, the manual Mecho®/5 and the entire UrbanShade® system – both with eco friendly EcoVeil® shade cloth – have been recognised as Cradle to Cradle Certified^{CM} Silver products by MBDC. ThermoVeil® was also developed in the 1970s through scientific research conducted by Professor John Yelliot and other academics at Arizona State University.

In fact, EcoVeil, the original ThermoVeil and the McDonough Iceland Collection® are some of the more than 300 textiles offered in a range of densities, weaves and colours to satisfy the demands made by various glass types, geographical orientations, locations and aesthetics.

It's no wonder that MechoSystems' products have been recognised by more than three dozen awards since 1972 and requested by the world's leading architects and designers.



MechoSystems
In a whole new light.®

Cover Image: A partial view of the second floor, MechoSystems Headquarters, Long Island City, N.Y.
Photography: Anthony Cavaciuti.

50 years

1961–1969 Operating as the Homecraft Drapery and Upholstery Company, formed from a small, family owned drapery and upholstery business, originally founded in 1939 at 1113 Church Avenue in the Brooklyn borough of New York City.



1970s First recognised for its products by a small group of innovative, forward thinking architects and commercial building owners, who saw the need for an energy conserving, window management system during the energy crisis of the 1970s.

1972 Designed and developed a simple analogue, automated and motorised shading system, which was the first solar tracking roller shade project in the US. Initially installed in the IBM Americas/Far East Corporation (A/FE) in Pleasantville, New York, by Edward Larrabee Barnes Associates.

1960s

1962 Re formed by Joel Berman as JB Associates (now Joel Berman Associates, Inc.) at 102 Prince Street in the SoHo district of New York City.



1968 Developed the first manual roller screen shading system, first installed in Trust Company of Georgia (now SunTrust Banks) by architects Carson Lundin & Shaw.



Trust Company of Georgia (SunTrust Bank)

1970s

1974 Developed the first roller screen system for windows as a building standard for the Irving Trust Company Building (Bank of New York since 1988), a 1929–1932 New York City structure by Voorhees, Gmelin & Walker at 1 Wall Street. Richard Carlson of Swanke Hayden Connell was in charge of the interiors.



The Irving Trust Company Building

1976 Motorised ElectroShades with SkyLighter® shades installed in Pennzoil Place, Houston, Texas (1972–1976) by architects Philip Johnson and John Burgee, resolving problems presented by the sloping roofline of six to eight floors. Gensler designed the interiors.



Pennzoil Place
(NationsBank Center)

1977 As a result of Professor John Yelliot's R&D at Arizona State University, Joel Berman and others began a line of shade cloths and an educational programme for the intelligent, scientific selection of window covering textiles.



1977 Mel Byars, the firm's long time graphic designer, created the firm's logo. Based on a suggestion by Prof. Yelliot to Joel Berman, it's derived from Zia Pueblo's sun symbol.

1970s

1976 Based on the Irving Trust installation, the manual MechoShade system was trademarked and patented as a chain operated, disk brake, roller shade design. It became a viable component in commercial office buildings.

1977 Created the first programmable, intelligent control system to track the sun. Initially installed to automatically control the shades on the exterior of the Gregory Bateson Building in Sacramento by Sim Van der Ryn, the State of California Architect at the time. Was the first major window covering project to include tubular motors in the US.



Gregory Bateson Building

1986–1988 Refined an element in the company's ThermoVeil shadecloth to reduce off gassing. The result encouraged the Canadian government to specify the ElectroShade system (a soaring sail like window covering) for Ottawa's National Gallery by Moshe Sofdie with Parkin Associates.



Ottawa's National Gallery



JCPenney World Headquarters

1992 Created the first ever PC/Windows® based automated window shade system, now known as SolarTrac. Initially in the JCPenney World Headquarters in Plano, Texas, by architects HKS, Inc.

1980s

1980 Became known as MechoShade Systems, Inc. (formerly JB Associates) with Joel Berman as chairman and chief executive officer.



**MechoShade
Systems**
The Architect's Choice

1987–1989 Installed motorised ElectroShades® in landmark projects such as New York City's Equitable Center (now the AXA Center) by Edward Larrabee Barnes and Los Angeles's First Interstate Bank Tower (now U.S. Bank Tower) by I.M. Pei. The latter, at the time, was the tallest building on the West Coast.



First Interstate Bank Tower



AXA Center

1990s

1993–1994 Developed an overrunning clutch brake for the manual MechoShade roller shade system. Later granted a patent.

1999 Jan Berman (son of Joel) appointed as president and chief operating officer.

2004 Introduced EcoVeil, the world's first Cradle to Cradle^{CM} shade cloth. Received 'Top Ten Green Building Products' citation in the same year.

2007 Refitted and updated the Gregory Bateson Building, three decades after the original installation. Replaced the former system with the greatly advanced, state of the art SolarTrac programme.

2008 Amalgamated Soleil and Home Automation into MechoShade Home Systems as the new brand to focus on residential window coverings and the systems intergration segments.



SunDialer devices

2008 Developed the SunDialer solar shading system (the cousin of the highly advanced SolarTrac) to specifically serve smaller or retrofit projects. Received Light Fair's Innovation Award in the subsequent year.

2011 Became known as MechoSystems (formerly MechoShade Systems) due to its wide range of products, not only high end roller shades but also energy management controls and motorised drapery systems.



2000s

2007 Installed SolarTrac WindowManagement System to interface with the lighting system in the new headquarters of The New York Times.



The New York Times Headquarters

2010 Introduced MechoLux, an intelligent lighting and shade control system to complement the company's Energy Management Programme.



2010–2011 Completely renovated and retrofitted the company headquarters (a 100 year old structure in Long Island City, N.Y.) into a sophisticated facility to achieve a LEED[®] Gold rating.

Currently Employs approximately 500 people with offices in three countries, plants in two US locations and 75 sales representatives. A new facility for sales and manufacturing has been established in the UK.

Partial List of Awards

1972 ROSCOE design award for the Manual MechoShade®, Resources Council.

1988 IBD Award, Certificate of Recognition, Institute of Business Designers.

1997 Environ Design for leadership in Ecological Initiatives and Environmental Stewardship in the Design and Architecture fields, *Interiors & Sources* magazine.

2002 ACE Award (Architects Choice for Excellence), *Architecture* magazine.

2003 Nightingale Product Design Award for EcoVeil® Faux Naturals, The Center for Health Design, *Contract* magazine, Medquest Communications and *Healthcare Design* magazine.

2003 ACE Award (Architects Choice for Excellence), *Architecture* magazine.

2004 One of the 'Top Ten Green Building Products' for EcoVeil® Screens, GreenBuilding, Inc.

2004 New Product Showcase for EuroTwill® Shadecloth, LIGHTFAIR®.

2005 Excellence in Advertising, Best in Show – Single Page category, *Architectural Record* magazine.

2006 EXCITE Award for WhisperTrac® motorised drapery system at CEDIA Expo, *Custom Retailer* magazine.

2006 'Design and Sustainability Award' to EcoVeil®, Insideout magazine, *The Sunday Times* newspaper supplement, London.

2006 ACE (Architect's Choice for Excellence) Award for Window Treatments, *Architect* magazine.

2006 Purchasing and Design, Preferred Vendor Award, BITAC (Buyer Interactive Trade Alliance & Conference).

2006 Finalist, ROSCOE Best of the Year Awards in the Window Treatment Category, *Interior Design* magazine.

2006–2007 A Friend of the Circular Economy Certificate, U.S. Center for Sustainability Development, China.

2007 AdStudy® Award for 'Design with Light' advertisement of the New York Ferry Terminal,

Architectural Lighting magazine.

2007 Advertising Excellence Award for Window Film/Shading/Glazing Advertisement, *Environmental Design & Construction* magazine.

2007 Certificate for Excellence in Material Development in the Polymers category to EcoVeil®, Materials ConneXion®.

2008 Progress Report Section for Unique and Significant Advancement to the Art and Science of Lighting to SunDialer, Illuminating Engineering Society.

2008 Excellence in Advertising, Integrated Media Campaign Category, *Architectural Record* magazine.

2008 EXCITE Award to MechoRF® C4 2-Zone Interface at CEDIA Expo, *Custom Retailer* magazine.

2009 Two Silver Awards, Best of NeoCon® Silver to EcoVeil Naturals Shadecloth in the (1) Health Care Textile and (2) Window Treatment Categories, *Contract* magazine.

2009 LFI Innovation Award; Controls, Daylight, Integration and Systems Category to SunDialer; LIGHTFAIR New Products Showcase.

2009 Bestoftradeshows.com Award to MechoShade Systems as a Top Industry Company at LIGHTFAIR International Trade Show and Conference.

2009 EXCITE award for SunDialer for Excellence in Custom Installation Technologies and Products at CEDIA Expo, *Custom Retailer* magazine.

2009 Finalist, Best of the Years, Best of Year Merit to EcoVeil Naturals Shadecloth in Window Treatments Category, *Interior Design Magazine*.

2010 Gold Award, Best of NeoCon to UrbanShade in the Window Treatment Category, *Contract* magazine.

2010 Innovation Award, NeoCon Innovation for the SunDialer economical window management system, *Contract Magazine*.

2010 Best Advertisement, Best in Show – Single Page Category for 'Design with Light' advertisement of The New York Times Headquarters, *Architectural Record Magazine*.

Continued



2010 Silver Award, Best of NeoCon, for Design Collection ShadeCloth in Window Treatments Category, *Contract* magazine.

2010 Innovation Award, Best of NeoCon to SunDialer in Window Treatments Category, *Contract* magazine.

2010 Two Best Utilization of Sustainable Materials Awards to (1) SunDialer and (2) EcoVeil Naturals ShadeCloth, both under the 'Green' Products Sustainability Category, WCMA (Window Covering Manufacturers Association).

2010 CEPro BEST (Best Electronic Systems Technologies) Award for UrbanShade in Household Enhancement/Accessories Automated Shade Control Category at CEDIA Expo, *CEPro* magazine.

2010 EXC:ITE Award for UrbanShade, Excellence in Custom Installation Technologies and Products Category at CEDIA Expo, *Custom Retailer* magazine.

2011 Best Advertisement, Best in Show – Single Page Category, *Architectural Record* magazine.

2011 Honoree, Best of Year Award, *Interior Design* magazine.

2012 Top Product Award for Daylighting Management Controls—Facilities-Management Product, Reader Selected, Building Operating Management magazine.

2012 EXC:ITE award for WhisperShade® IQ2 in the Excellence in Custom Installation Technologies and Electronics category at CEDIA Expo, *Custom Retailer* magazine.



The McGraw-Hill Companies, London. Architecture: Skidmore, Owings & Merrill LLP. Photography: ©istockphoto.com/GordonBellPhotography.



MechoSystems
In a whole new light®

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