



Rural City Beer Co., Reamstown, PA

CHALLENGE

Rural City Beer Co., a recent addition to the Reamstown, PA dining scene, offers a diverse craft beer selection, great food and frequent musical acts and events. Housed in a 1911 building originally used as a hardware store and then a textile mill, the reinvigorated space offers a unique customer experience with 14-foot, zinc paneled ceilings, hardwood floors and original finishes throughout. Though an impressive look, these many hard, reflective surfaces immediately created an acoustical challenge for the new business, especially when hosting guest musicians on busy nights.

During renovation, brothers and Rural City co-owners Ben and James Burton kept their ears open for ways to reduce the harsh echoes and make conversation easier for patrons. "We have a lot of education in beer, food and hospitality, but not so much in the science of acoustics," joked James Burton.

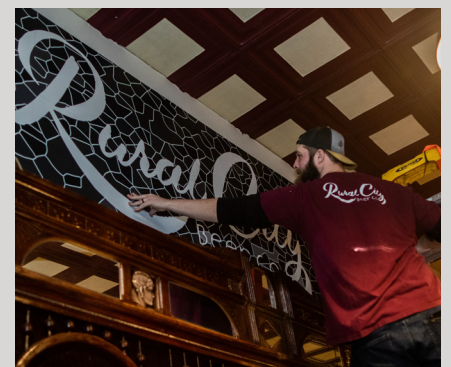
SOLUTION

The Burton brothers found an attractive and functional option in acoustic art panels from Spacekit. A custom-designed artwork installation features a series of colorful half-inch-thick felt strips positioned vertically on end. The bold visual which somewhat resembles an audio wave form, fits the brewery design and provides an NRC Rating of 40.

Spacekit also splashed the Rural City logo in white across its Mosaic design in custom black. The stained-glass-like design of pixelated color images provides a look both classic and modern. Another installation of green Mosaic panels adorn a long wall connecting the dining room with the brewing area. These two installations also add absorptive properties to help muffle conversation and ambient noise. With a sturdy finish and the panels anchored to the wall, the installations are set to withstand the long-term test of high-traffic commercial spaces.

RESULTS

"You wouldn't believe the difference these pieces make," said James Burton. "We went from hearing voices echoing across the bar, to being able to have an intimate conversation across the table." As Rural City Beer Company continues growing, their Spacekit installations accommodate future design changes. They can easily order additional art panels that snap in and out of the existing wall frames, providing seasonal color and special event options.



For more information about Spacekit retail and showroom solutions, visit spacekit.co