**For Immediate Release**

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**Balance and Beauty Achieved with CENTRIA Products at Upscale Westin Hotel**

*Structure echoes Mississippi’s rich musical heritage*

**Moon Township, PA…**The Westin Jackson is a 203-room hotel located near key downtown attractions in Jackson, MS. The building design communicates the area’s deep musical heritage with the help of CENTRIA products, metaphorically celebrating the birthplace of the Delta Blues and nodding to the music’s instrumentation, rhythm, and multi-layered composition.

In total, more than 31,000 square feet of CENTRIA SDP-175 Structural Design Panels, Econolap® exposed fastener metal rainscreens, and Style-Rib exposed fastener panels were used on the building’s façade.

“The use of compositional ‘wall’ features and patterns in various ways, emulating sheets of music was accomplished using CENTRIA standing seam and ribbed metal panel products,” says Trace Jaques, Partner, ESG Architects, the firm responsible for the building’s design. “The use of variegated finishes on the standing seam wall cladding also contributes to the drama, rhythm and style in a manner similar to a musical score.”

CENTRIA SDP-175 Structural Design Panels are structural standing seam roof panels that feature a snap-together seam that does not require mechanical seaming yet provides excellent resistance to wind uplift. These panels were used for a custom wall application.

Econolap exposed fastener panels are extremely versatile panels that can be used as exterior or interior walls, roofs, and soffits with ribs that run horizontally or vertically. The architecture team specified these panels in the vertical configuration to achieve their design goals.

“The great value and durability of CENTRIA products were an excellent fit for this upscale hotel in downtown Jackson,” says Terry Gruenhagen, Principal, ESG Architects. He was also part of the design team.

“CENTRIA products have long been ESG’s ‘basis of design’ choice for much of our firm’s work utilizing metal wall and roof materials,” he says. “We appreciate the versatility and variety of the product lines and the terrific support we receive from our CENTRIA representatives.”

The Westin Jackson is part of a $60-million public-private development in the downtown arts and culture district. Amenities at the hotel include a saltwater pool, a 6,000 square-foot spa, and a modern wine bar and bistro, Estelle. The hotel is also located within close proximity to the Jackson Convention Complex.

“Balance, beauty, harmony, proportion, expressive form and artistry — much like the qualities of great music and especially the Blues that surrounds this region in Mississippi — are celebrated in the design of the Westin Hotel in Jackson,” says Jaques.

The 174,000-square-foot hotel was completed in June 2017. The general contractor was Brasfield & Gorrie, and the CENTRIA dealer and installer was National Panel Systems.

**ABOUT CENTRIA**

CENTRIA innovations in architectural metal wall and roof systems are helping building teams around the world envision metal as the future of the building envelope. From inspiration through installation, CENTRIA provides the highest level of expertise including service and support from an elite Dealer Network. Based in Pittsburgh (Moon Township, Pa.), CENTRIA metal architectural systems are the perfect combination of science and aesthetics, offering advanced thermal and moisture protection technology, the broadest spectrum of design options, truly integrated components, and superior sustainability. CENTRIA is a Cornerstone Building Brands company. Visit us at [www.centria.com](http://www.centria.com/)**.**

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