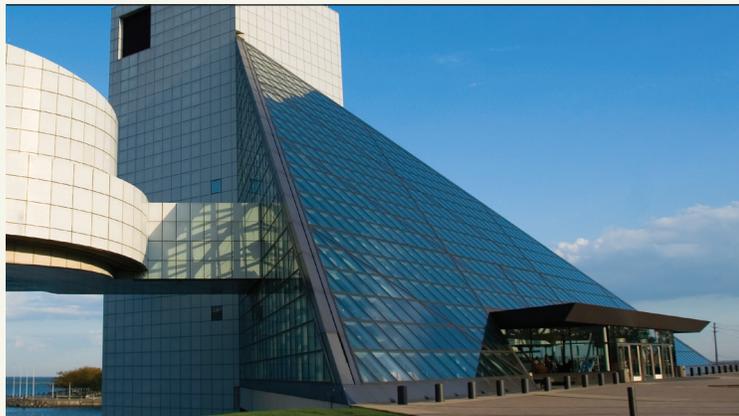


# Cleveland's Rock & Roll Hall of Fame Trusts 3M™ Window Film Prestige Exterior Series to Protect Priceless Treasures, While Improving Energy Efficiency



## DESCRIPTION

Cleveland's Rock & Roll Hall of Fame and Museum is home to a number of iconic artifacts, including John Lennon's 1979 upright piano, Elvis Presley's custom motorcycle, Janis Joplin's psychedelic Porsche, and Keith Richard's "Rolling Stones" pinball machine. Since it opened in 1995, the Hall has been a destination for millions of fans, who come to the shores of Lake Erie to celebrate the role of music in popular culture.

The Hall and Museum are housed in an iconic geometric building designed by renowned architect I.M. Pei. The main tower soars more than 160 feet (48.7 meters) into the air and supports a dual-triangular-shaped glass "tent" that contains more than 55,000 square feet (5,109 square meters) of exhibition space, along with administrative offices, shopping space and a cafe.

All of that glass allows the Hall to present priceless artifacts in natural light. However, protecting those treasures from the effects of ultraviolet (UV) rays and keeping the building cool on sunny days also presents a challenge to building managers.

## THE 3M WINDOW FILM SOLUTION

As a result, building managers for the Rock & Roll Hall of Fame and Museum turned to 3M for a solution.

"It truly is an architectural wonder," said Mark Keesling, marketing manager with the 3M Renewable Energy Division. "We've installed window film on many different styles of buildings before, but never a glass-enclosed building with this type of geometric design."



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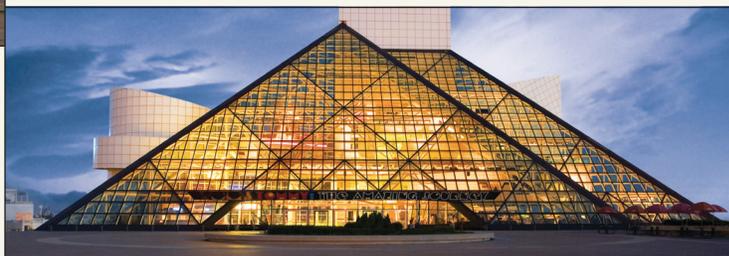
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## CASE HISTORY

3M proposed the installation of 3M Window Film Prestige Exterior Series, which uses nano-technology without metal, resulting in overall reflectivity that's actually lower than glass. These films selectively refract light from the spectrum and reject up to 97 percent\* of the sun's heat-producing infrared light and 99.9 percent of UV rays to help keep tenants cool.

The Rock & Roll Hall of Fame and Museum has always had a proactive approach to environmental initiatives, including an employee "Green Team" that promotes sustainable practices throughout the facility. So using 3M™ Window Film to reduce energy consumption was a natural fit with the Hall's philosophy.



## IMPROVED PROTECTION, AESTHETICS AND EFFICIENCY

"The 3M Window Film was an easy decision," said Brian Kenyon, CFO of the Hall. "It protects our artifacts from UV rays, improves our visitor experience and reduces energy consumption. This window film is durable enough to give us years of performance while simultaneously enhancing the aesthetics and efficiency of the museum. After researching numerous options, 3M was the only solution that didn't contain any metal, preventing corrosion and thereby making it the only viable solution."

Despite the building's unique shape and cantilevered spaces, a 3M Authorized Prestige Dealer completed the window film installation in just six weeks. The Hall expects to begin seeing immediate energy savings to the tune of \$20,000–40,000 a year. In addition, by shielding its exhibits from harmful UV rays, the film helps ensure that generation after generation will be able to see everything from Michael Jackson's suits to Chuck Berry's guitar in pristine condition.

\*For wavelengths from 900–1000 nm

## PROJECT SUMMARY

**Building & Location:** The Rock & Roll Hall of Fame and Museum, Cleveland, OH.

**Description:** A geometric building with a main tower that soars more than 160 feet (48.7 meters) into the air and supports a dual-triangular-shaped glass "tent" with more than 55,000 square feet (5,109 square meters) of exhibition space, along with administrative offices, shopping space and a cafe.

**Product Selection:** 3M Window Film Prestige Exterior Series for its ability to block UV rays and improve energy efficiency

**Expected Annual Energy Savings:** Approximately \$20,000 to \$40,000