

INSPIRED DESIGN

innovative vision for today's hotel

“WE’RE SURROUNDED BY **BEAUTY**,
GREAT **FOOD & WINE**...AN **ENVIRONMENT**
THAT SPURS **CREATIVITY**.”

—ED DAVIS

 ceilume

The Sky's THE LIMIT

WORDS BY ABBY ELYSSA

Ed Davis is always looking up. As the president of Ceilume—a manufacturer of thermoformed ceiling, wall tiles and panels—looking up is not only integral but instinctual.

“I believe that inspiration and optimism are closely related, and I get very excited about the possibility of doing old things better, and new things no one has thought of,” he said. “As to literally looking up, I can’t go anywhere without checking out—and usually photographing—the ceilings. It hasn’t gotten me arrested yet, but I’ve gotten some pretty interesting looks.”

Ceilume offers more than 40 patterns and about a dozen finishes and, Davis said, it’s constantly pushing the boundaries of design, moving past safety, environmental and functional limitations of mineral fiber.

“I get excited when the unique functionality of our panels allows designers to do some pretty special things,” he said. Ceilume’s Transluminous panels under LEDs can be used to create a ceiling that changes color.

“The panels are installed beneath the fire sprinklers to avoid shadows on the ceiling; heat from a fire will soften the thermoplastic we use, so the panels drop out and allow the sprinklers to extinguish the fire,” Davis said. “And, since our panels are washable and nonporous, they can be used over culinary areas.”

Based in California’s Sonoma County, Davis is never strapped

for ideas with wine country as a muse. “We are surrounded by beauty and great food and wine—an environment that can’t help but spur creativity,” he said. “Some people travel halfway around the world to find such inspiring settings; we drive to work through them every day.”

Davis sources creative thought not only from his natural surroundings but from the people he’s surrounded by.

“At Ceilume, we tend to draw inspiration from one another, and many of our most successful products have started with ideas from our customer service and production staffs,” he said. “Said another way, most of our inspiration comes through our ears—from listening to our customers and from paying close attention to those who know our products best: our fellow employees who actually make them.”

Davis recommends that designers take advantage of ceilings, as they offer one of the largest canvases for creativity. “We wanted to explore how much fun we could have with both the form and function sides of the familiar equation,” noted Davis. “Where ceilings are concerned, we have opened up ‘function’ dramatically, expanding beyond the restrictions of the tired, old mineral fiber tiles that have hampered designers’ creativity for so long. With Ceilume, on the ‘form’ side, the sky—well, the ceiling—is the limit.”

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