

Nordstrom to feature latest technology in solar window shading

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By Andrew Thurlow

The Nordstrom department store will showcase the latest in green technology with the addition of energy efficient solar shades that are designed to move in unison with the sun.

The solar shades at Nordstrom are part of an emerging trend in commercial buildings where the blinds work in tandem with the building operation to reduce the need for excessive lighting and can cut energy bills.

The 65,000 square-foot Nordstrom building has three huge windows facing the north, south and west.



"The light fashions are energy efficient, elegant window systems that provide panoramic views yet block out the sun's harsh glare and tame energy bills," spokeswoman April Stratemeyer said.

Despite their 48-foot width, the new window fashions are decidedly understated, said Eric Stapp, chief operating officer of Window Interiors – an Orlando-based company.

"The new shading system may even go unnoticed by thousands of shoppers when the store opens. They won't notice the glare, or the Florida heat," he said. "But if they shop long enough, the patron will see them move and it is pretty cool to see."

The project began in February and was completed this month. The Nordstrom's grand opening is scheduled for Oct. 11, from 2 p.m. to 9 p.m.