



CASE STUDY

Allen Parkway Pavilion – Houston, USA

Overview

Completed in 2021, the Allen Pavilion is a four-storey retail and lifestyle destination located in Houston, Texas, forming part of the larger Allen mixed-use development alongside Buffalo Bayou Park. Designed by HOK and constructed by GT Leach, the pavilion integrates luxury retail, dining, fitness, and rooftop hospitality within a contemporary architectural setting. Its distinctive curved façade creates a striking visual identity while complementing the surrounding urban and parkland environment.

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System Featured:

A&I Coatings was proud to contribute to this landmark façade project using Vitrethane 630 Polyurethane Metallic Basecoat finished with Vitreflon 700 Two-Pack Fluoropolymer Clearcoat. Applied to ShapeShell™ RT panels manufactured by ShapeShift Technologies, the system delivered a premium steel-look finish with unsurpassed UV resistance, exceptional weatherability, and long-term durability for the building façade.

Project Details & Credits:

- Project: Allen Parkway Pavilion
- Location: Houston, Texas, USA
- Application: Façade
- Area: 4,730m²
- Completion: 2021
- Architect: HOK, TX — Hellmuth Obata Kassabaum
- Builder: GT Leach
- Façade System: ShapeShell™ RT by **ShapeShift Technologies**
- Coating System: Vitrethane 630 Polyurethane Metallic Basecoat with Vitreflon 700 Two-Pack Fluoropolymer Clearcoat

Scope of Works:

Working closely with ShapeShift Technologies, A&I Coatings supplied the finishing system for the pavilion's customised ShapeShell™ RT curved façade rainscreen. The project required a sleek, seamless steel-look finish capable of delivering long-term durability, outstanding UV resistance, colour and gloss retention, and reduced lifetime maintenance costs in a demanding exterior environment. The coating system helped achieve a cohesive architectural finish across the pavilion and tower podium while supporting the project's contemporary design vision.

Features & Benefits

Vitrethane 630 & Vitreflon 700

- A sleek metallic finish designed to mimic steel
- High-performance protection for the ShapeShell™ RT façade system
- Excellent UV resistance and weathering performance
- Long-term durability in an exterior environment
- Reduced lifetime maintenance costs

Ideal Applications:

- Architectural façades and fascias
- High-value commercial structures
- Bridges and towers
- Structural steel and roofing
- Wind turbines and chemical plants

Project Outcome:

The Allen Parkway Pavilion successfully delivers a vibrant lifestyle destination in one of Houston's key urban precincts.

The design places the tower on a podium, helping reduce the verticality of the building at street level, integrating it with neighbouring buildings, and preserving the scale of the surrounding area. Parking is strategically located below grade or within the podium, improving the pedestrian experience throughout the development.

Through the use of ShapeShell™ RT by ShapeShift Technologies and A&I Coatings' Vitrethane 630 / Vitreflon 700 coating system, the project achieved a refined, durable, and visually striking façade finish.

A&I Coatings is proud to have contributed to this high-profile architectural project, delivering a coating solution that combined premium aesthetics with long-term façade protection.



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