



P A N E L I T E

## Project: JetBlue Terminal 5 at JFK Airport, New York, NY

Luminous blue walls provide a budget-wise solution to passenger way-finding and brand emphasis at JetBlue's Terminal 5.

**Panelite Product:** Laminated Series panels in custom "Jet-Blue" blue; ClearShade IGU with blue tubular honeycomb  
**Design:** Gensler  
**Installing Contractor:** The Donaldson Organization  
**Photography:** Nic Lehoux  
**Status:** Completed 2009  
**Product Code:** L-AOB and IB-TB4

### Challenge/Design Intent:

In designing JetBlue's new Terminal 5 at JFK airport, Gensler - inspired by the airline's promise to return humanity to air travel - focused on efficiency, customer comfort and brand recognition. They chose Panelite to address two design challenges: first, the need for a refined yet cost-effective material solution to establish a consistent way-finding and branding element throughout the terminal. Second, the design sought to minimize solar heat gain in the large glazed spaces, terminal HVAC costs being among the highest ongoing operating costs for airlines.

### Solution:

To address the first challenge, the architects specified Panelite's Laminated Series panels with custom blue facings to create 10,000 square feet of backlit walls in the marketplace, security checkpoints, and baggage claim, creating an intuitive circulation scheme that emphasizes the airline's trademark color.

This simple but effective move was also an economical one. The panels are self-structural and lightweight, requiring minimal, off the shelf framing and reducing labor time on site. To meet the challenge of energy-saving goals, Gensler specified Panelite's ClearShade IGU as clerestory glazing in the ticketing hall. The tubular honeycomb not only adds another blue branding element, it also controls solar heat gain while allowing generous light transmission, reducing the building's energy costs and allowing plentiful natural daylight for visitors to enjoy.

### Environmental Facts:

Panelite Laminated Series, Bonded Series and Cast Polymer Series honeycomb panels are highly resource-efficient, consisting of approximately 70-85% air by volume.

Panelite ClearShade IGU can reduce Solar Heat Gain by 75% while maintaining 48% Visible Light Transmission, reducing energy consumption and costs, and improving user comfort.

Panelite materials contribute to LEED credits, including Daylighting and Views, Regional Materials and Innovation and Design.





P A N E L I T E

**Project: JetBlue Terminal 5 at JFK Airport, New York, NY**  
Luminous blue walls provide a budget-wise solution to passenger way-finding and brand emphasis at JetBlue's Terminal 5.

