Fundamentally, a room is a box. Noise made inside the box reflects and reverberates off every hard surface. This reflected sound adds to the source of the noise, and amplifies it as the noise bounces around the room. In this way, a room is like a resonance chamber or the sound box on a guitar. Making Quiet™ is all about inhibiting sound from being reflected. Instead, this sound can be absorbed. The emphasis here is that every surface that contributes to the problem can also be harnessed to help solve the problem. Acoufelt has a simple philosophy that is as brilliant in its simplicity as it is effective. We call it the Acoustic FWC™ philosophy and it drives innovative Acoustic FWC™ solutions from Acoufelt. The Acoustic FWC™ philosophy looks at every surface as an opportunity for noise minimisation. A box – or cube – has six sides. Six internal surfaces that contribute to either reflecting noise or Making Quiet. These surfaces are: one floor, four walls and one ceiling. Walls and ceilings can be treated with acoustic panels and ceiling tiles featuring QuietPrint, Fracture, and Solid surface appearance collections – a holistic solution. The Acoustic FWC™ philosophy drives our commitment to thought-leadership, resulting in innovations that are complete – acoustic solutions that consider every face of the box.