

# The Art of Cooling

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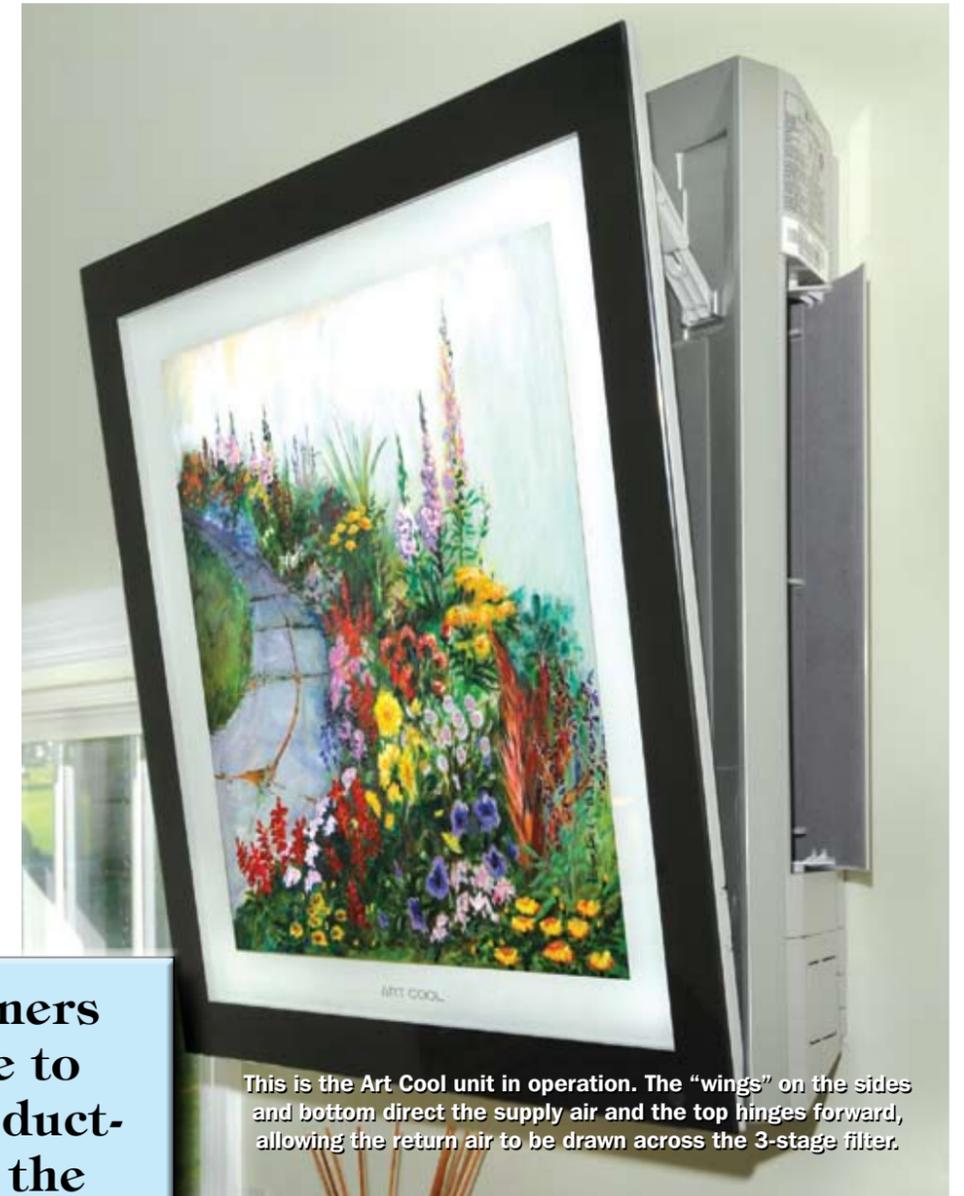
The LG Art Cool picture unit installed in Ann & Robert's new addition. The owners inserted a piece of their own custom artwork in the frame.

The mini-split (or ductless) air conditioner was introduced in the mid 1960's to supply cooling in applications where ductwork was unavailable or not practical. The industry has come a long way since then, upgrading to R410 refrigerant and using the latest in compressor technology to achieve impressive efficiency ratings. But one constant remained. Although the indoor unit (evaporator) was functional, the looks could be described as utilitarian, at best. That was, until the clever engineers at LG came up with a new idea.

LG is well known as a leader and innovator in home appliances. The "Life's Good" moniker is becoming one of the most recognizable trademarks around. But, a little known fact is that they have also been the world's largest air conditioning manufacturer for the past seven years, selling over 12 million units each in 2006 and 2007. It was from this experience that they determined the

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necessity for a ductless unit that would address the rapidly growing upscale residential market. This air conditioner had to be aesthetically pleasing as well as functional. This



This is the Art Cool unit in operation. The "wings" on the sides and bottom direct the supply air and the top hinges forward, allowing the return air to be drawn across the 3-stage filter.

led to the development and introduction of the Art Cool™ line.

The Art Cool™ line features evaporator units that are available in a variety of finishes. These include five metal finishes, two wood, two fine art prints, and one that even allows the owner to insert their own 20x20 picture or painting. Now,

homeowners would be able to integrate their ductless unit into the décor of the room instead of hiding it.

This was a major concern for Ann and her husband Robert when they decided to build their new addition. The 400 square-foot area would not only serve as a media/entertainment room, but also as a gallery to display Robert's photography. Ann, a retired designer

**“It’s so quiet that it doesn’t interfere with the media, and the filtration system is fabulous!”**



**Matt Campbell of Comfort-Aire Heating & Cooling. They have added the installation of LG Ductless units to their comprehensive list of HVAC products and services.**

who specialized in hotel design and historic restorations, was not very excited about the looks of the conventional ductless unit. “I just didn’t know how I was going to make the AC unit fit into the design of the room” she said.

At least, until Matt Campbell, co-owner of Comfort-Aire Heating and Cooling told her about the Art Cool™ picture frame unit. “As soon as I saw the unit, I

knew it was perfect” continued Ann. “I went to my car and immediately called Matt to tell him I wanted it. It was a no-brainer as far as I was concerned.”

Once the addition was completed, we all had an opportunity to see the unit and hear (or not hear) it operate. “The cost factor is not prohibitive” added Matt. “The unit was very installer friendly, and is probably the quietest I’ve ever heard.”



“It completely integrated with our display of art allowing the room to flow uninterrupted” said Ann. “It’s so quiet that it

doesn’t interfere with the media, and the filtration system is fabulous!” Ann is also a Certified Pet Dog Trainer, and according to her, dust has not been a problem.

In addition to the air conditioning, Comfort-Aire also installed the hydronic radiant floor heat that keeps the room comfortable in the winter. “I wanted maximum temperature control and comfort” said Ann. In addition to maximum temperature control and comfort, I think it’s safe to say that she definitely has Art that works!

R&A

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