ARCHITECT
HOK Architects, Atlanta, Georgia

GENERAL CONTRACTOR
The Whiting-Turner Contracting Company
Atlanta, Georgia

GLAZING FABRICATOR / INSTALLER
Glass Systems, Inc.
Lithonia, Georgia

FEATURED PRODUCTS
1600UT System™1 Curtain Wall
1600UT System™2 Curtain Wall
1600 Sloped Glazing
1600 Wall System™1 Curtain Wall
350 Medium Stile Entrances

FINISHES
Painted: Sunstorm Silverstorm and Graphite Gray

CERTIFICATION
LEED Gold®

HONORS
ENR Southeast – Best Projects Award, Project of the Year (2015) and Construction Management Association of America, South Atlantic Chapter – Project of the Year (2015)
“Design must be functional, and functionality must be translated into visual aesthetics without any reliance on gimmicks that have to be explained.”
– Ferdinand Porsche

Built on sleek, visually appealing and high-performance offerings, Porsche Cars North America (PCNA) needed new headquarters for its progressive vision, and the Atlanta Aerotropolis location was the perfect fit. Porsche integrated its financial, sales and technical facilities into the 200,000-square-foot building with its Technical Service and Training Center, as well as a road course for vehicle performance demonstration.

Crisp, clean lines, sleek glass and complex geometric shapes form the façade of the building to match the high-quality aesthetics delivered by Porsche. Just as it is with its automobiles, PCNA was concerned with performance. In particular, acoustical performance was of utmost importance and drove many of the project’s product specifications.

To achieve design direction and performance needs, Kawneer products and Reynobond® panels were utilized throughout. Glass Systems, Inc. was brought in to handle fabrication and installation of the Kawneer products, while Abrams Architectural Products was tasked with handling the Reynobond® panel fabrication and installation.

Kawneer’s 1600UT System™1 Curtain Wall and 1600UT System™2 Curtain Wall help provide a contemporary, light-filled workplace promoting collaboration and inspiring creativity.

To help achieve maximum effectiveness of work in the executive offices, the team employed a double-skin curtain wall. Made from Kawneer 1600UT System™1 and 1600 Wall System™1 Curtain Wall with acoustical glazing, the wall created a thermal buffer and sound-deadening cavity, bringing the sound transmission class rating up to 52.

Working in concert with the Kawneer products to create a distinctive aesthetic quality, 4mm FR core Reynobond® ACM panels, in two custom finishes, cover the soffits, columns, entryways and a large portion of the overall façade. The unique formability of the panels lends to the complex geometric shape, and the unique, pearlescent and cosmic colors of the panels create eye-catching beauty, heightening the overall allure of the building façade.

With contemporary looks and high-performing building features, the new headquarters is helping Porsche build a solid foundation for further expansion of the market worldwide.