



Photography: © Bob Perzel

**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)

# Porsche Cars North America Experience Center and Headquarters

ATLANTA, GEORGIA

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PROJECT PROFILE  
OFFICE

*"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.



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LEED Gold® is a trademark of the U.S. Green Building Council.



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ARCHITECTURAL SYSTEMS | ENTRANCES + FRAMING | CURTAIN WALLS | WINDOWS