



CASE STUDY

PORSCHE CARS NORTH AMERICA EXPERIENCE CENTER & HEADQUARTERS

Atlanta, Georgia



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, Reynobond® 4mm FR Composite Material was utilized throughout, and Abrams Architectural Products was tasked with handling the fabrication and installation. Reynobond® 4mm FR Composite Material, 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.



ARCHITECT	HOK Architects
CONTRACTOR	Whiting-Turner Contracting Company, Inc.
FABRICATOR	Abrams Architectural Products
PRODUCT	90,000 square feet of Reynobond® 4mm FR Composite Material
COLOR	Colors: Cosmic Gray / Sparkling Pearlescent White Coating: COLORWELD® 500
APPLICATION	Rainscreen System

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