AGENDA

01
What We Heard

02
Your Project

03
Questions?

Gensler Team Charette for TechRise

YOU SAID...

We want to stand out and be different than Atlanta Tech Village - The goal would be to graduate companies out of the building or go back to co-working if the business isn't succeeding - Want the space to be flexible – We want to simplify the process of real estate for the businesses - **Let the companies grow on their own and create their own cultures** - We're in a really good location but the building isn't really identifiable right now, we want to change that - **Come here to have a beer** - Lighting is a huge, we want the building identifiable both during the day and at night - Stay on budget - Being able to **really transform the building in a way that wows people so they say "*I can't believe you did this*" "*wow! I didn't know this building was here*"** – We want to be known for growing companies past their initial start-up phase - We want to stand out and be different than Atlanta Tech Village - **The goal would be to graduate companies out of the building or go back to co-working if the business isn't succeeding** - Want the space to be flexible – We want to simplify the process of real estate for the businesses We're in a really good location but the building isn't really identifiable right now, we want to change that - **Want the space to be flexible** - Come here to have a beer - **Lighting is huge**, we want the building identifiable both during the day and at night - "I can't believe you did this" "wow I didn't know this building was here" - **Stay on budget** - We want to be **known for growing companies past their initial start-up phase** – We want companies to walk away from the building because it means they have become successful - We want to stand out and be different than Atlanta Tech Village - The goal would be to graduate companies out of the building or go back to co-working if the business isn't succeeding - Want the space to be flexible – We want to simplify the process of real estate for the businesses - Let the companies grow

SOME GREAT STUFF!

TECHRISE IS LESS LIKE THIS...

TECHRISE IS MORE LIKE THIS...

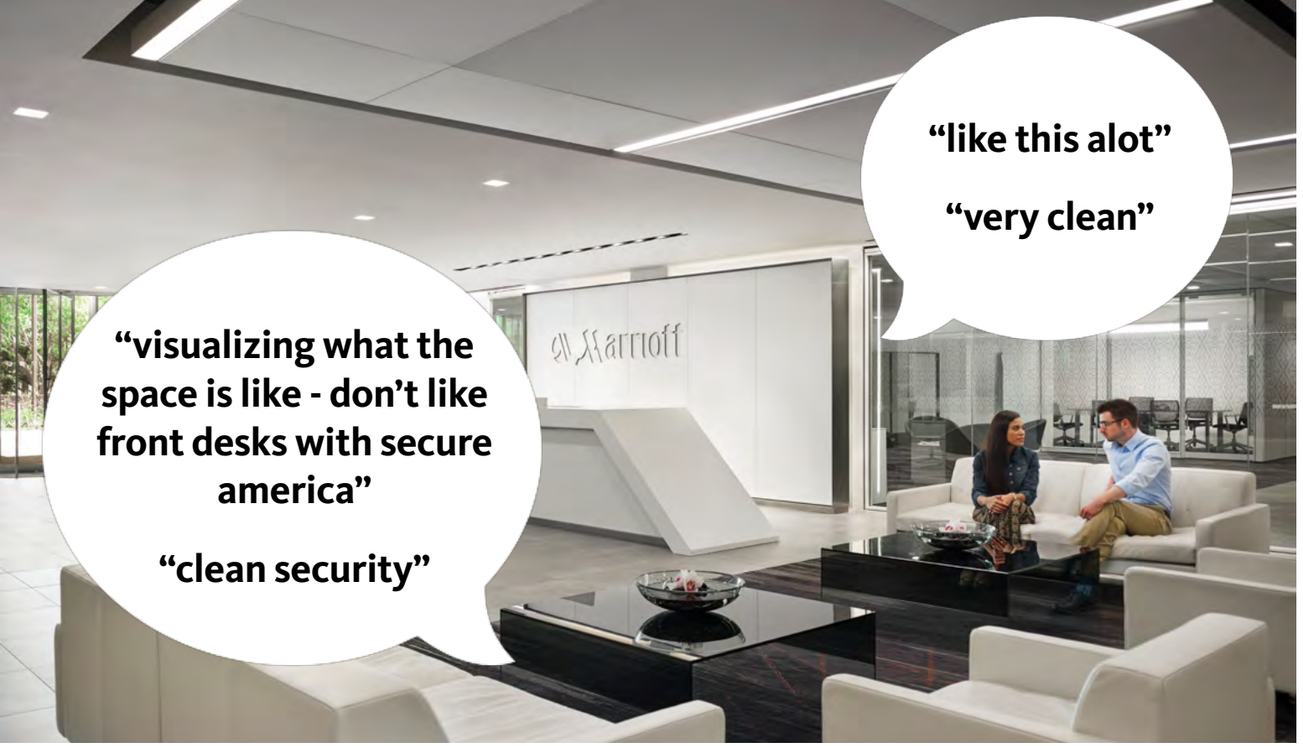
“dark building”
“very cool”
“want more lighting on the building”

“the jelly fish looking thing is cool”
“lit up ground!”

“like this”

“like this”
7900

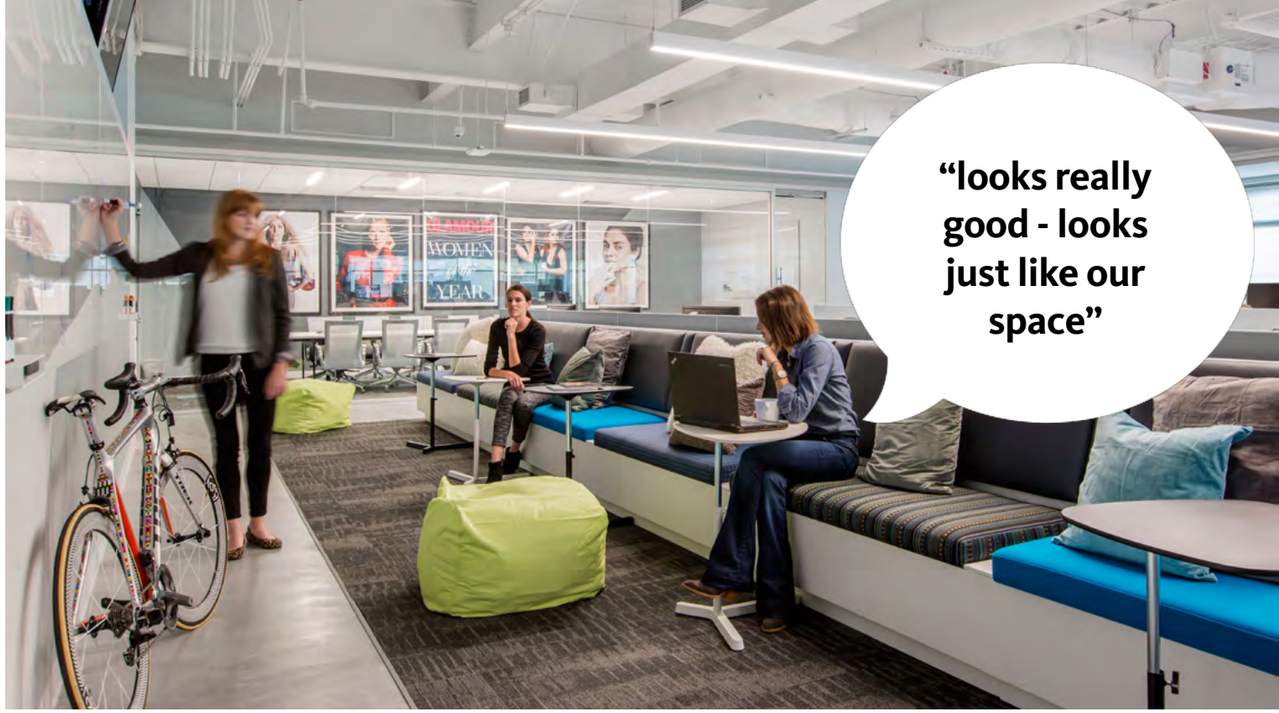
“love the stairwell … love the glass box with the stair well”


“like this alot”
“very clean”
“visualizing what the space is like - don’t like front desks with secure america”
“clean security”

“cool ceiling”

“thats cool”
“would be cool cause you could have the names of all the companies”
“cool to have a living wall that companies could interact with”

“like this”
“like the colors”
“like the lights”


“looks really good - looks just like our space”

“community kitchen”
“maybe a white ceiling?”

CONDÉ NAST
“very cool”
“think the meeting room is nice”

"really cool"
"love the contrast"
"love this! this looks awesome"
"exactly what i imagined it would look like"

"love that - think thats cool"
"that looks really cool"

"like the light fixture - really cool like the tile - like that it looks like concrete"

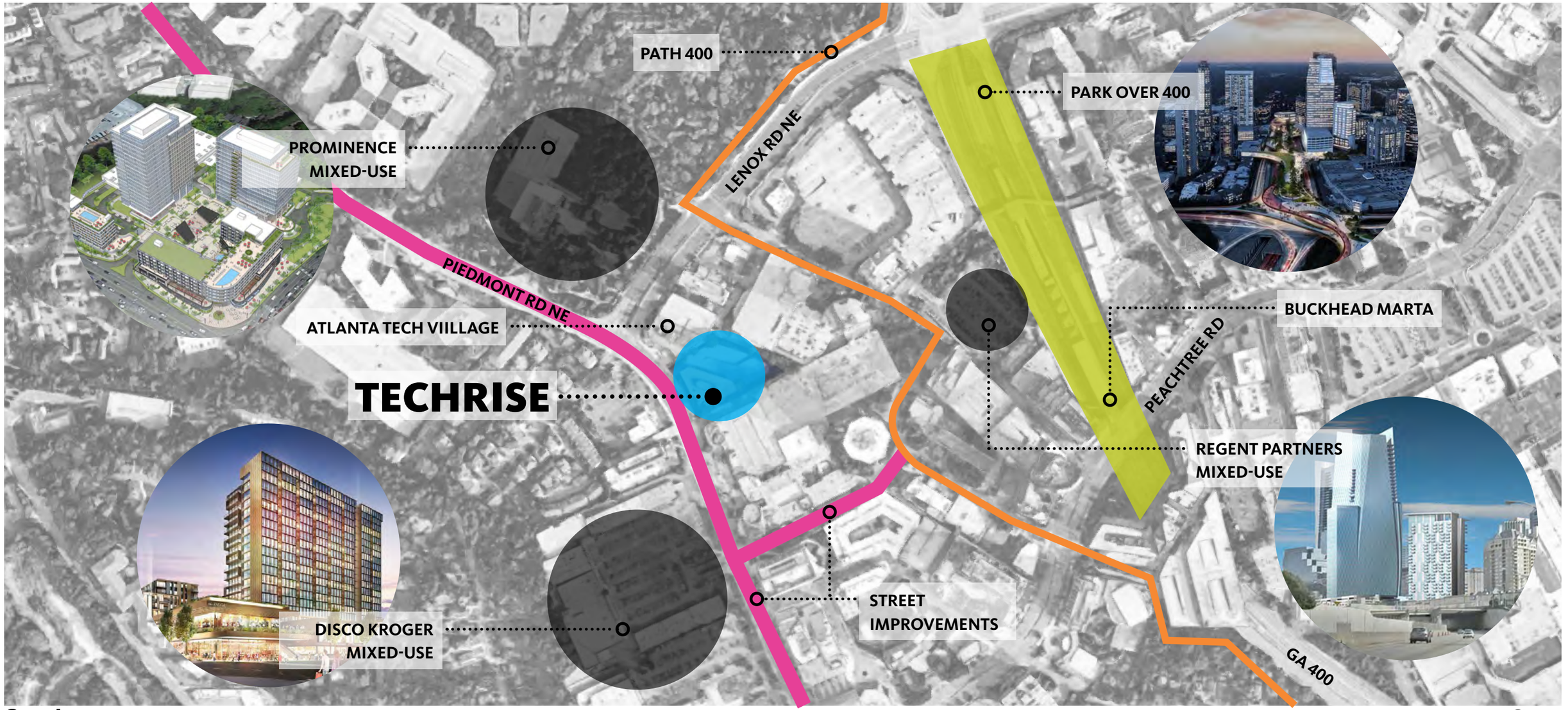
CONCEPT

rise, verb

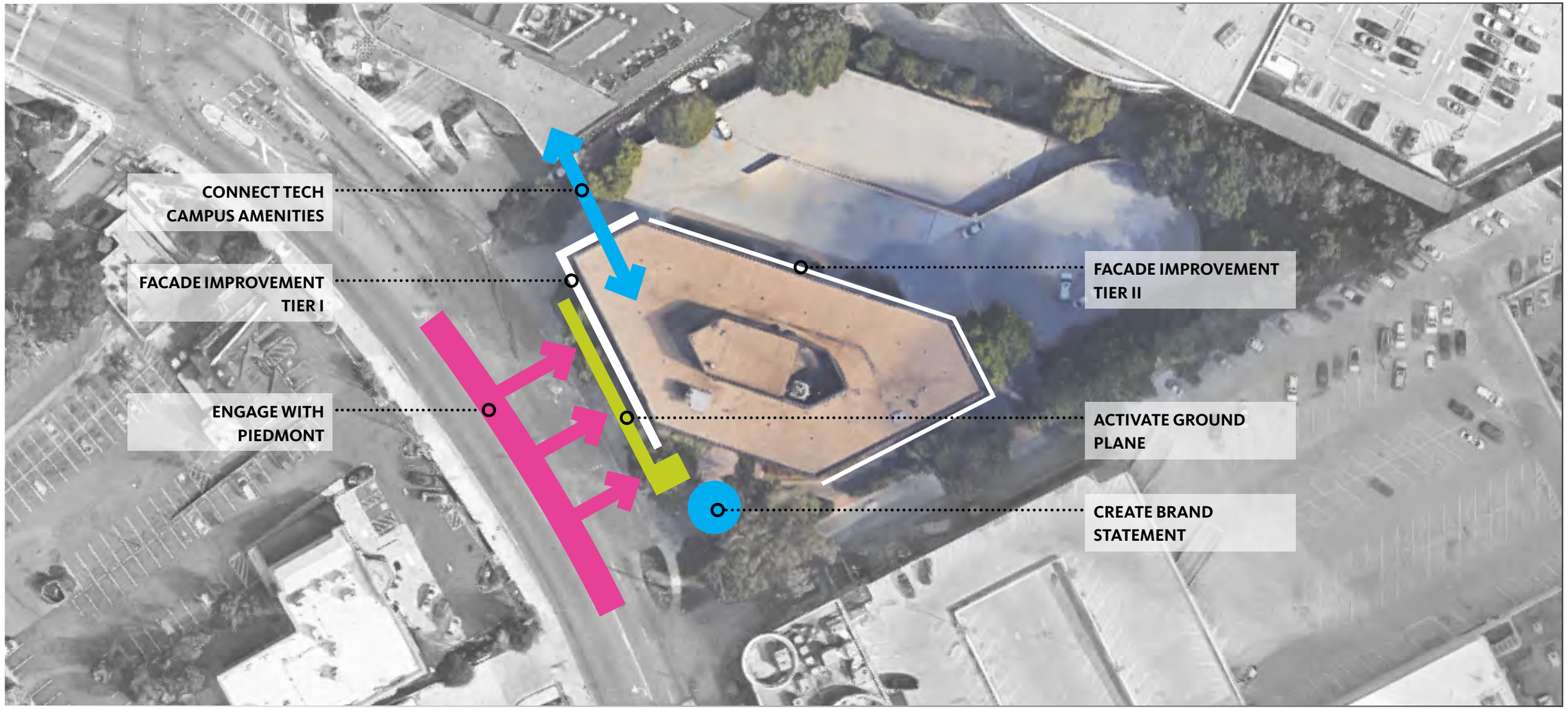
move from a lower position to a higher one; come or go up.

- reach a higher position in society or one’s profession.
- succeed in not being limited or constrained by (a restrictive environment or situation).

YOUR PROJECT
Site Context

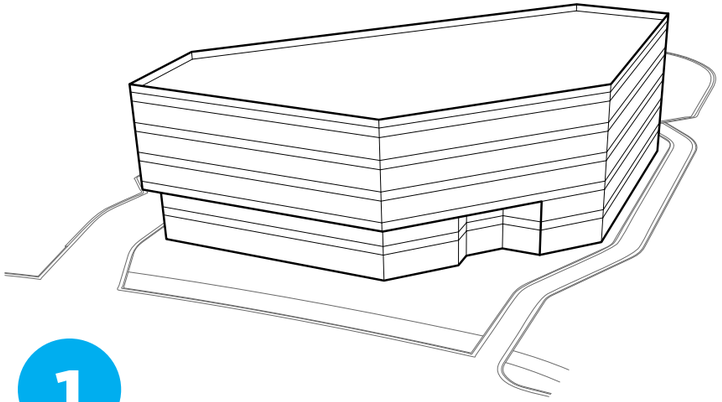


YOUR PROJECT
Site Opportunities

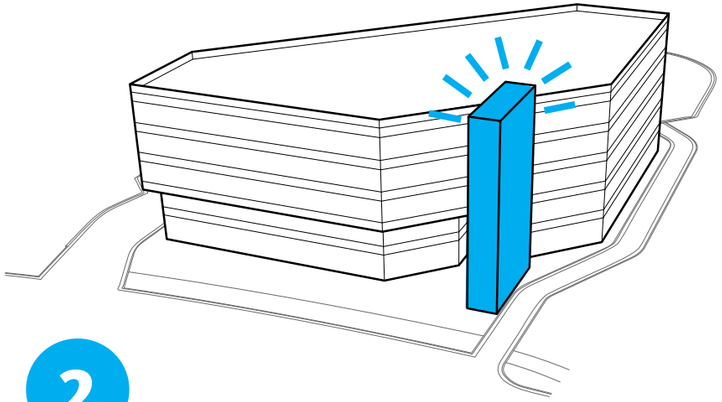


YOUR PROJECT

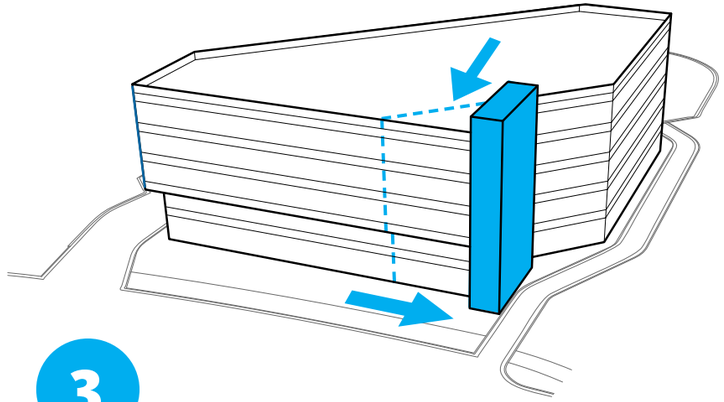
Reinventing 3405 Piedmont



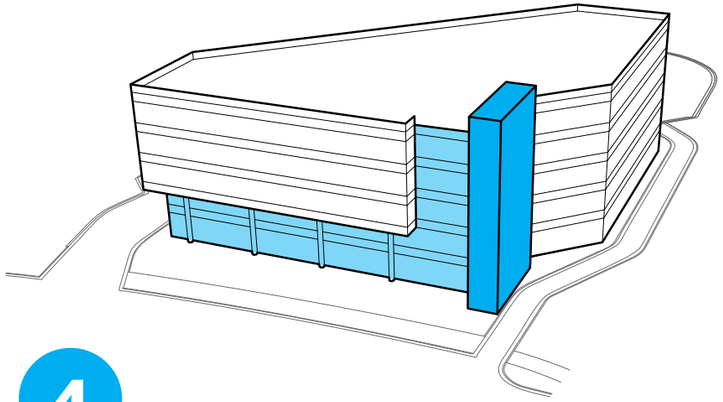
1 EXISTING BUILDING



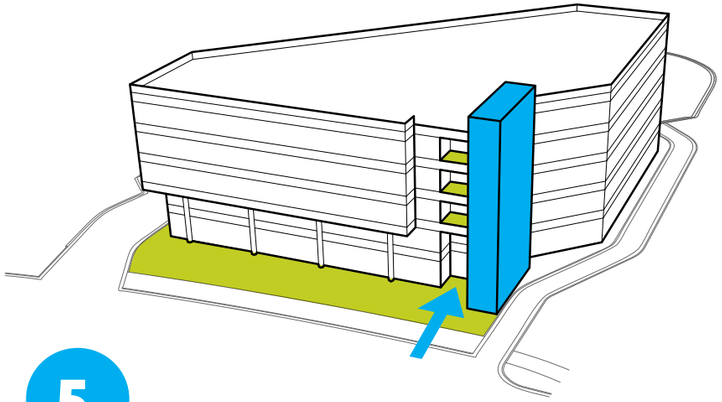
2 CREATE BRAND STATEMENT



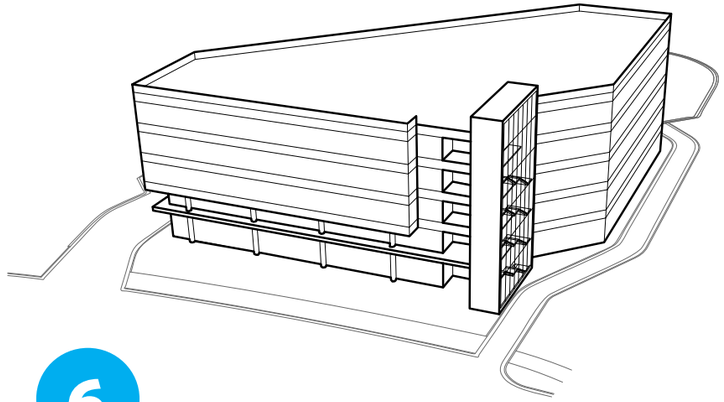
3 EXTEND PIEDMONT FACADE



4 BREAK UP THE MASSING



5 INTEGRATE OUTDOOR SPACE



6 FINISH IT OFF

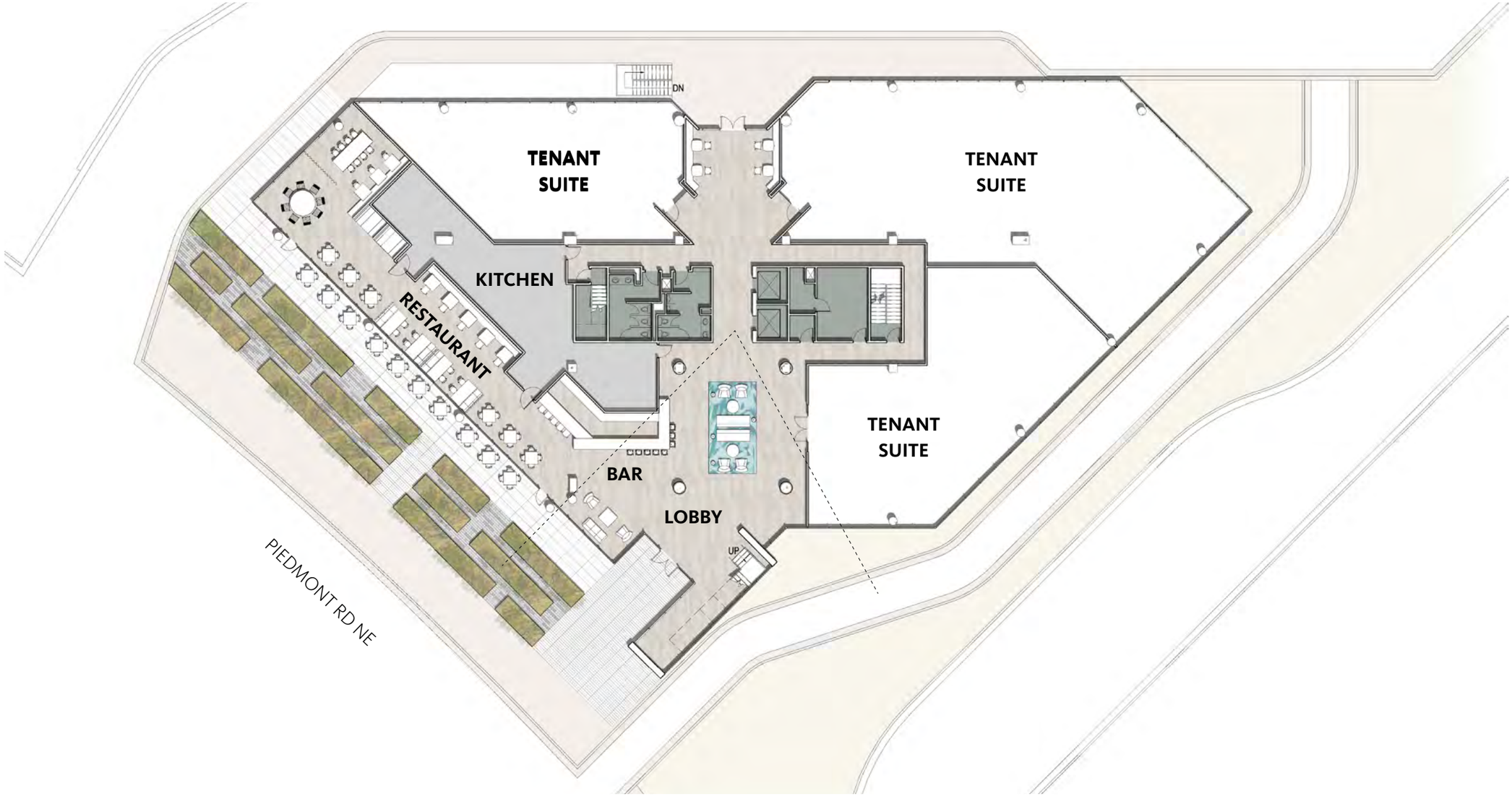
YOUR PROJECT
Daytime Perspective

Gensler

YOUR PROJECT
Nightime Perspective

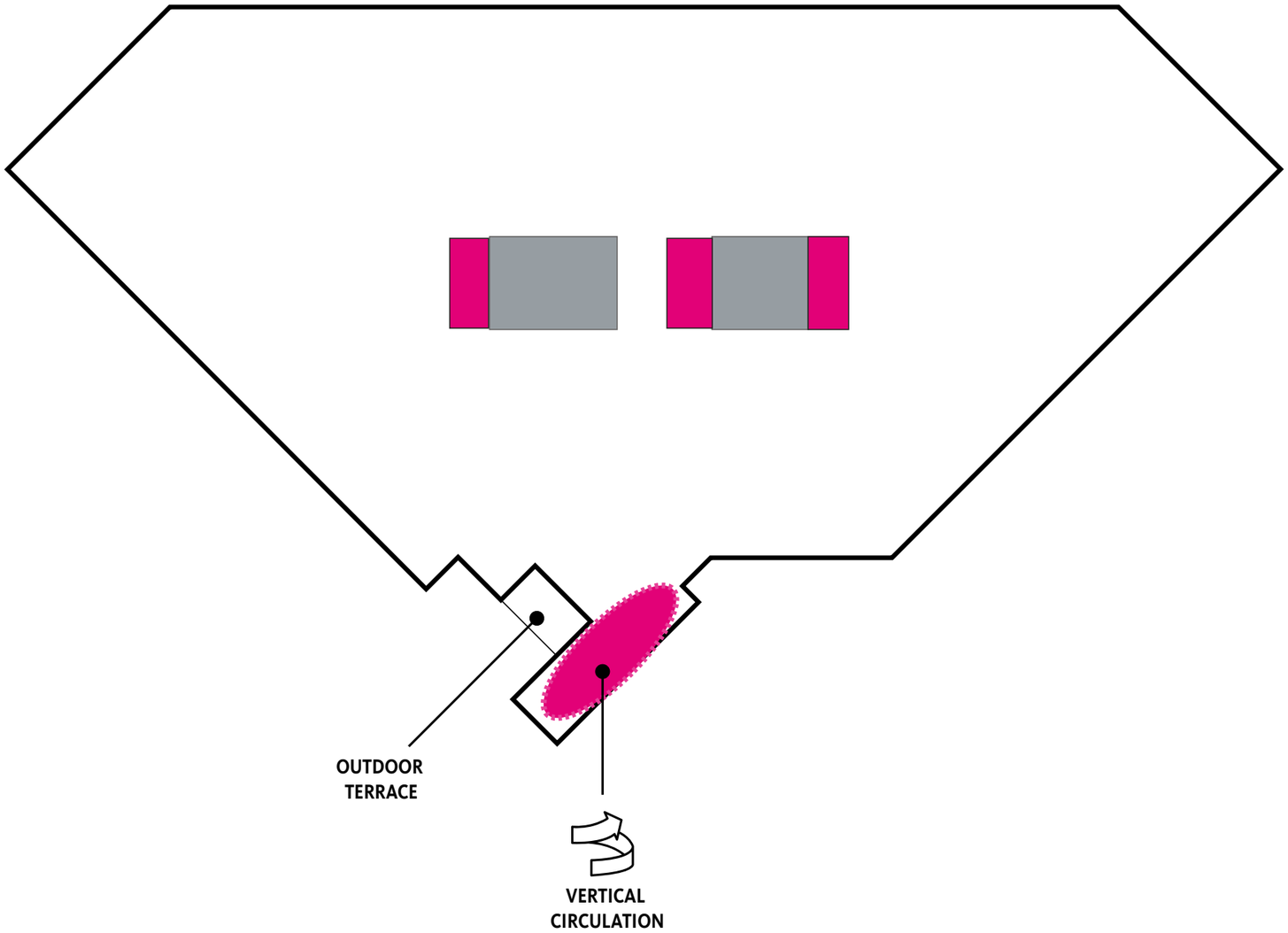
Gensler

YOUR PROJECT
First Floor Plan



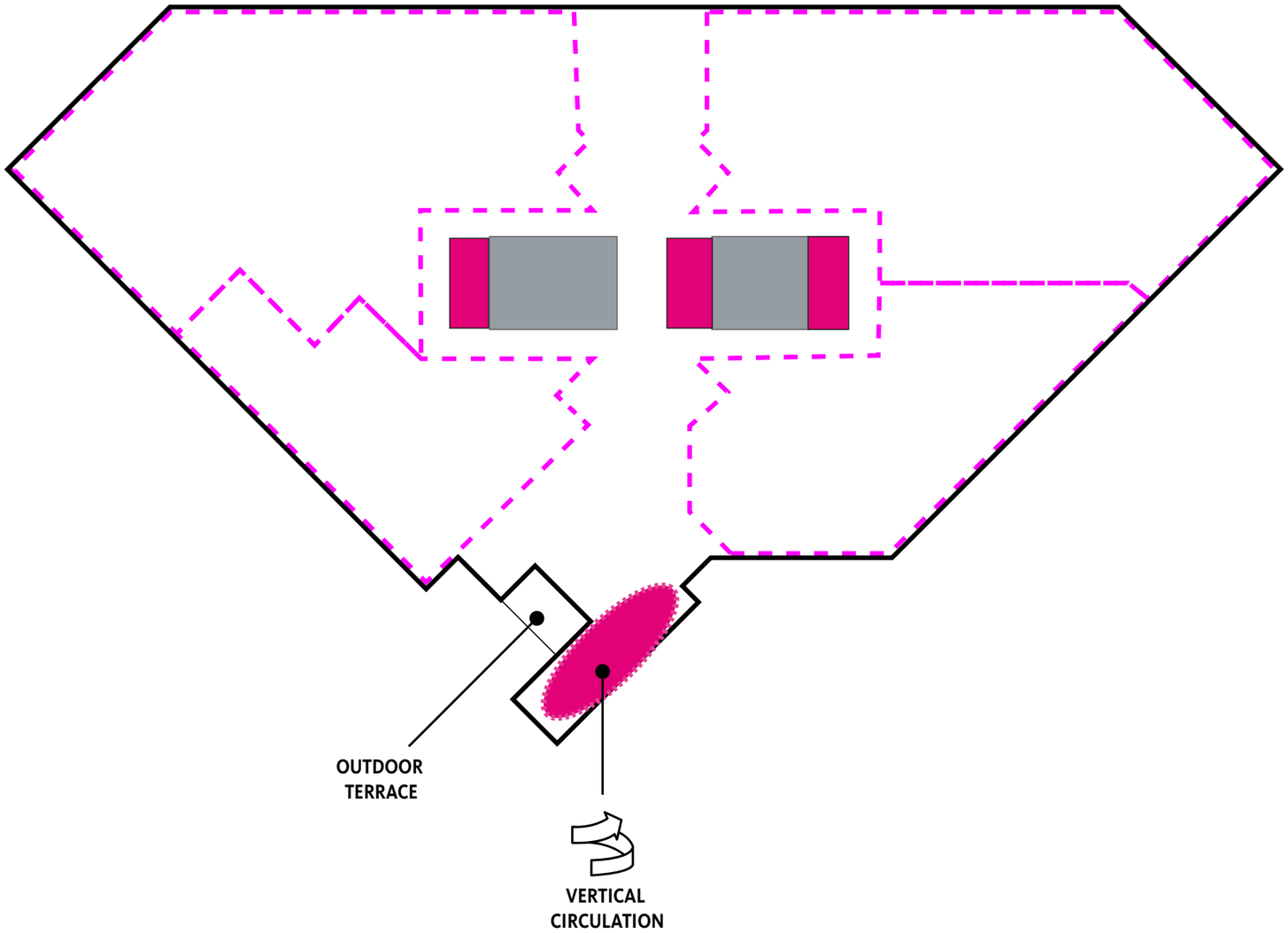
YOUR PROJECT
Perspective from Lobby

YOUR PROJECT
Vertical Circulation

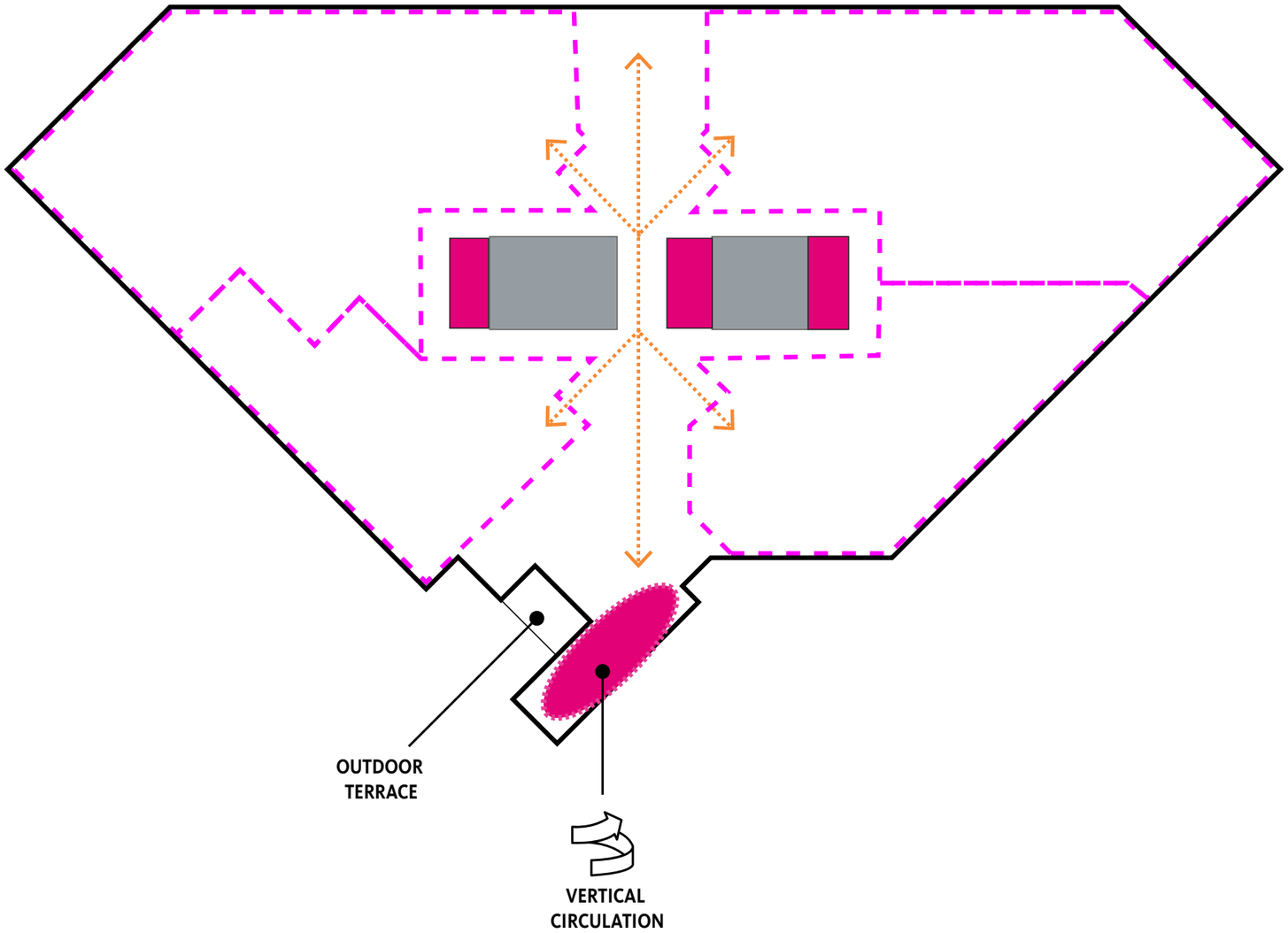


YOUR PROJECT

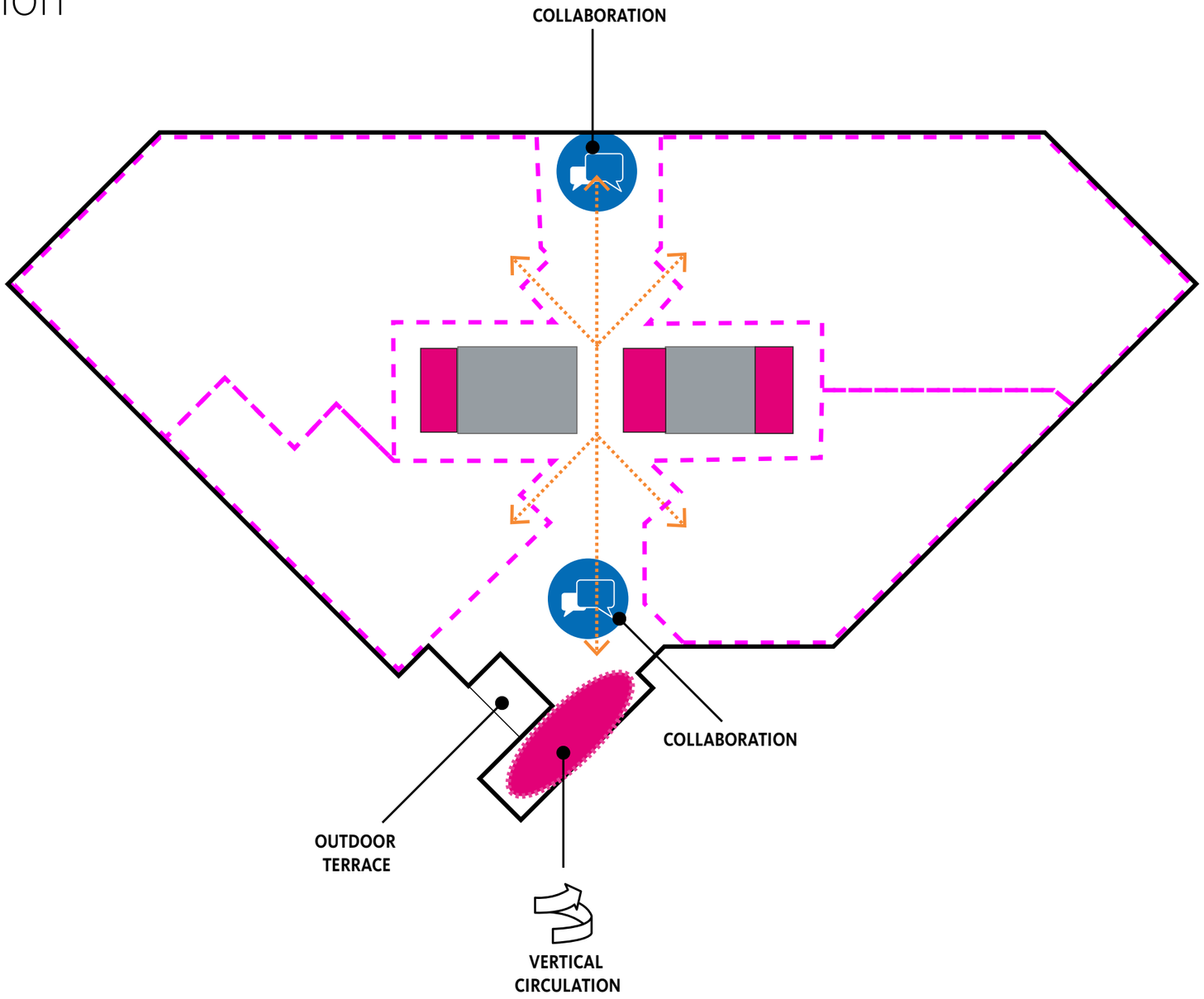
Suite Layout



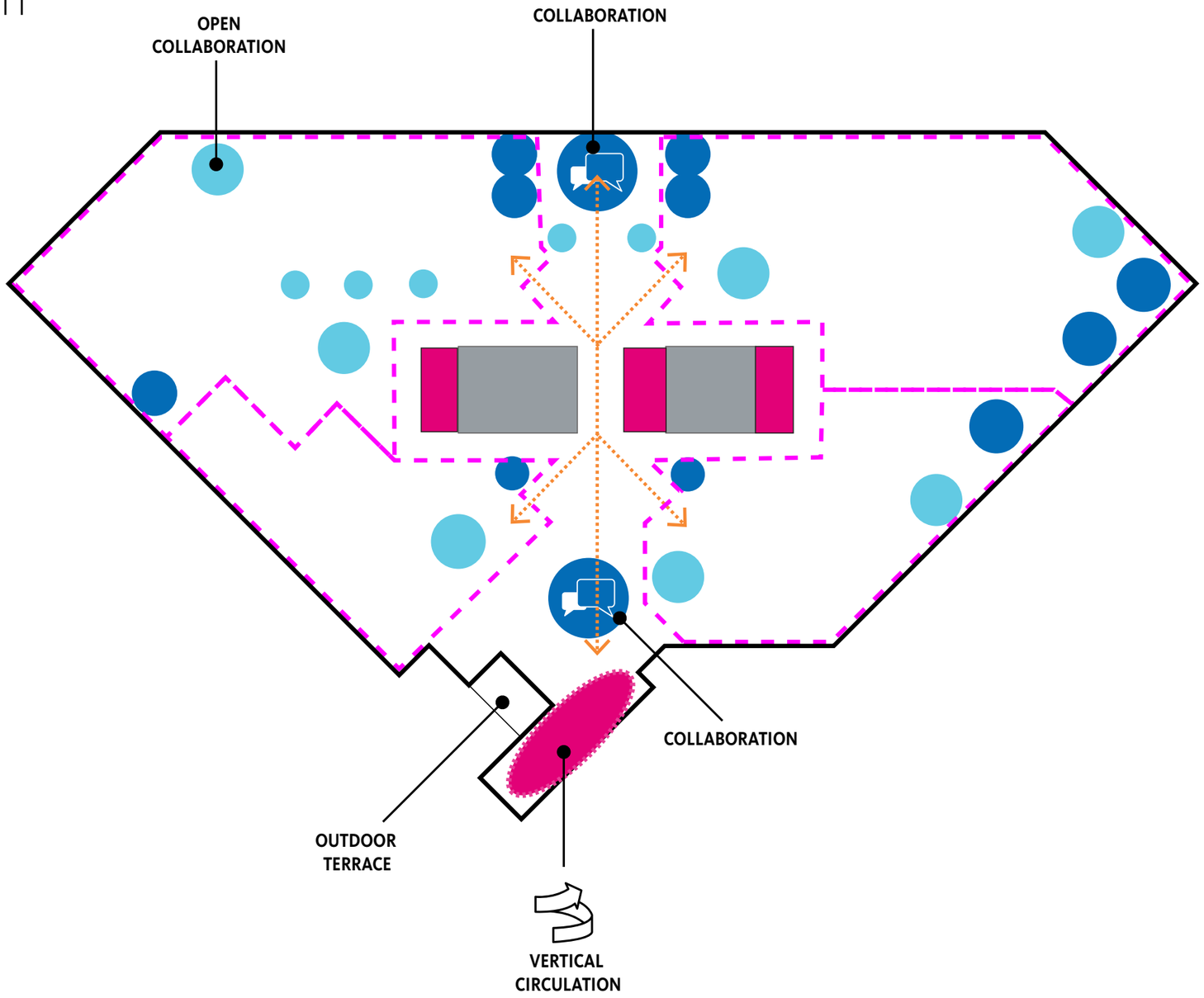
YOUR PROJECT
Access Points



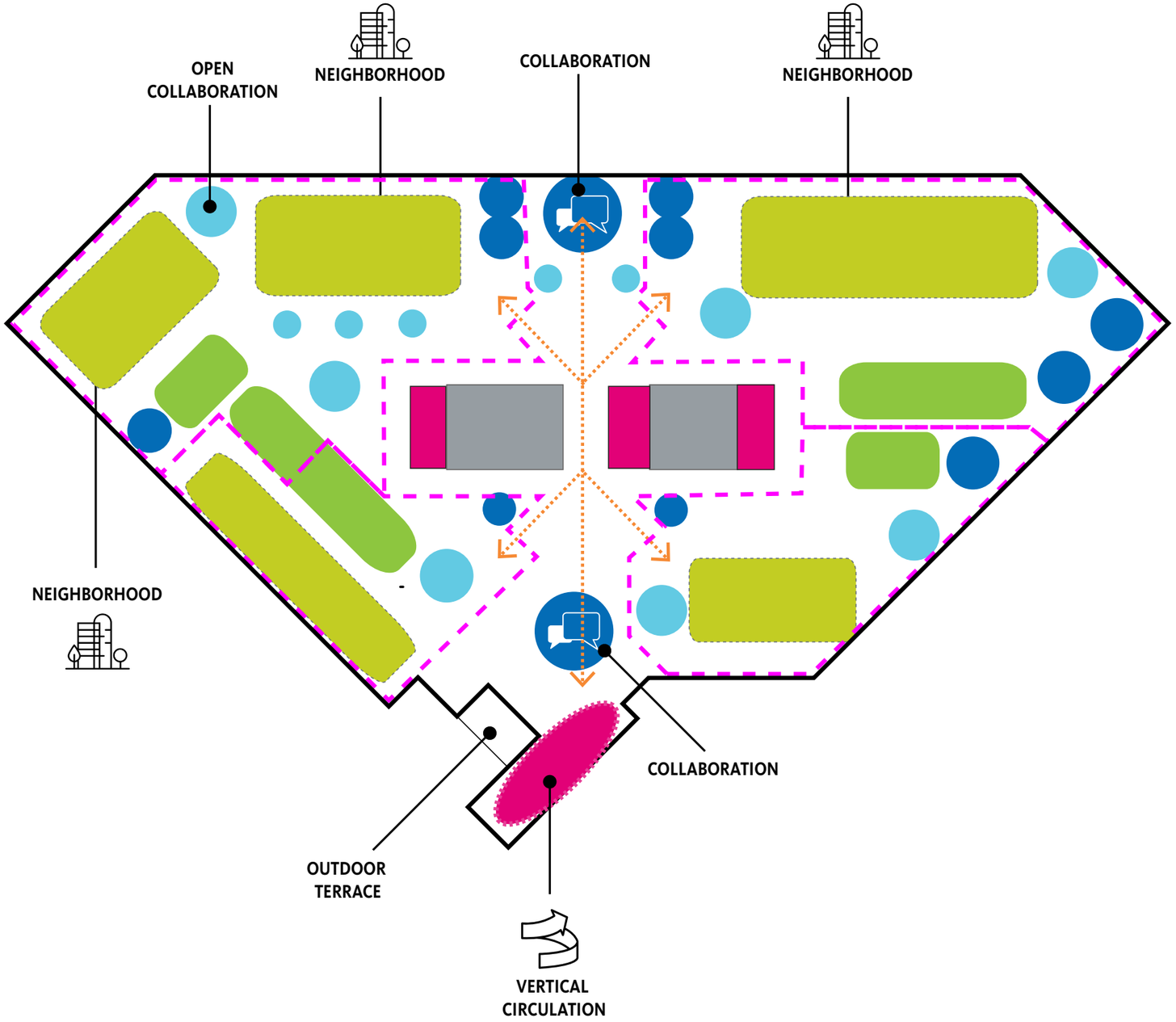
YOUR PROJECT
Shared Collaboration



YOUR PROJECT
Suite Collaboration

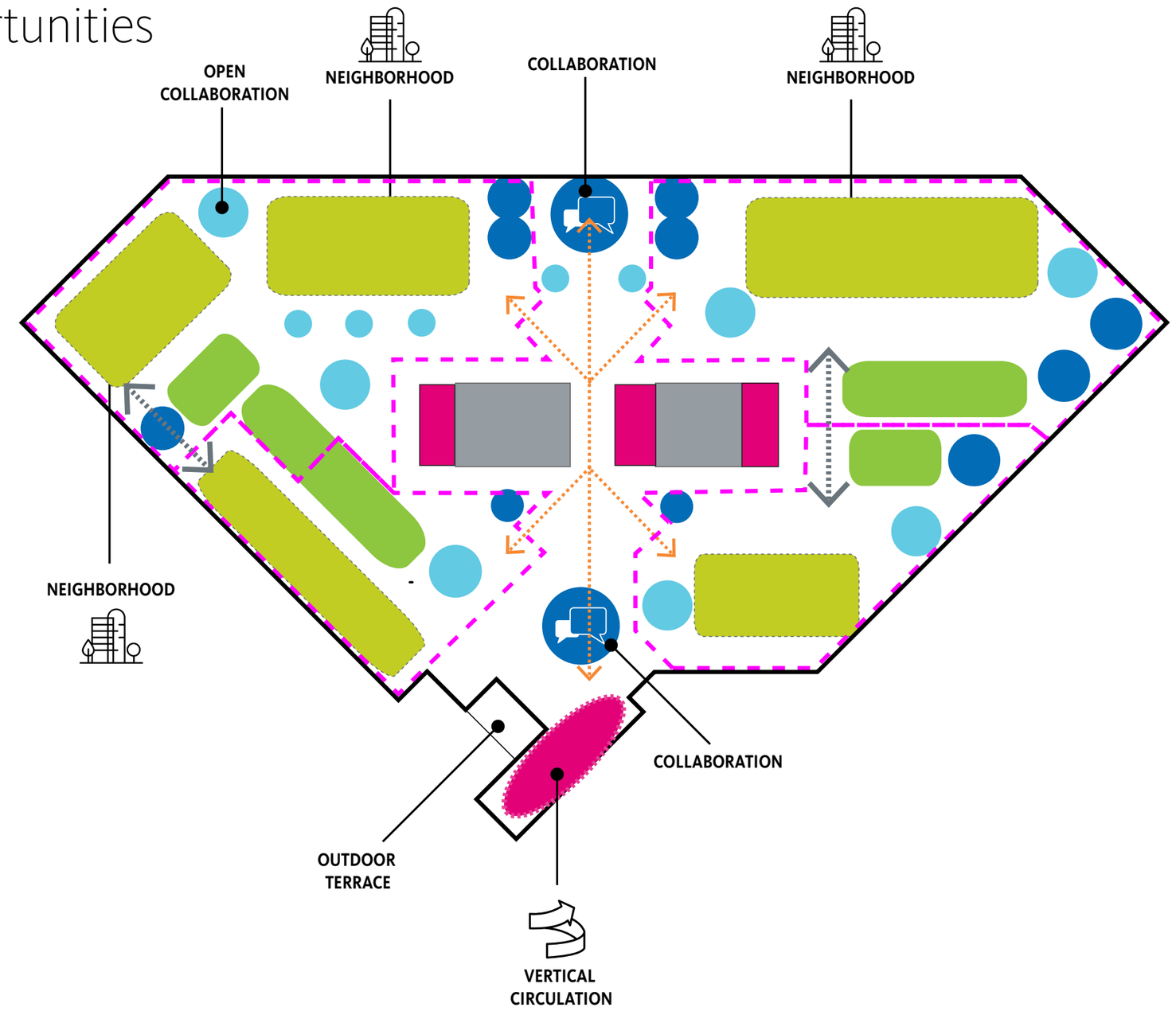


YOUR PROJECT
Neighborhoods

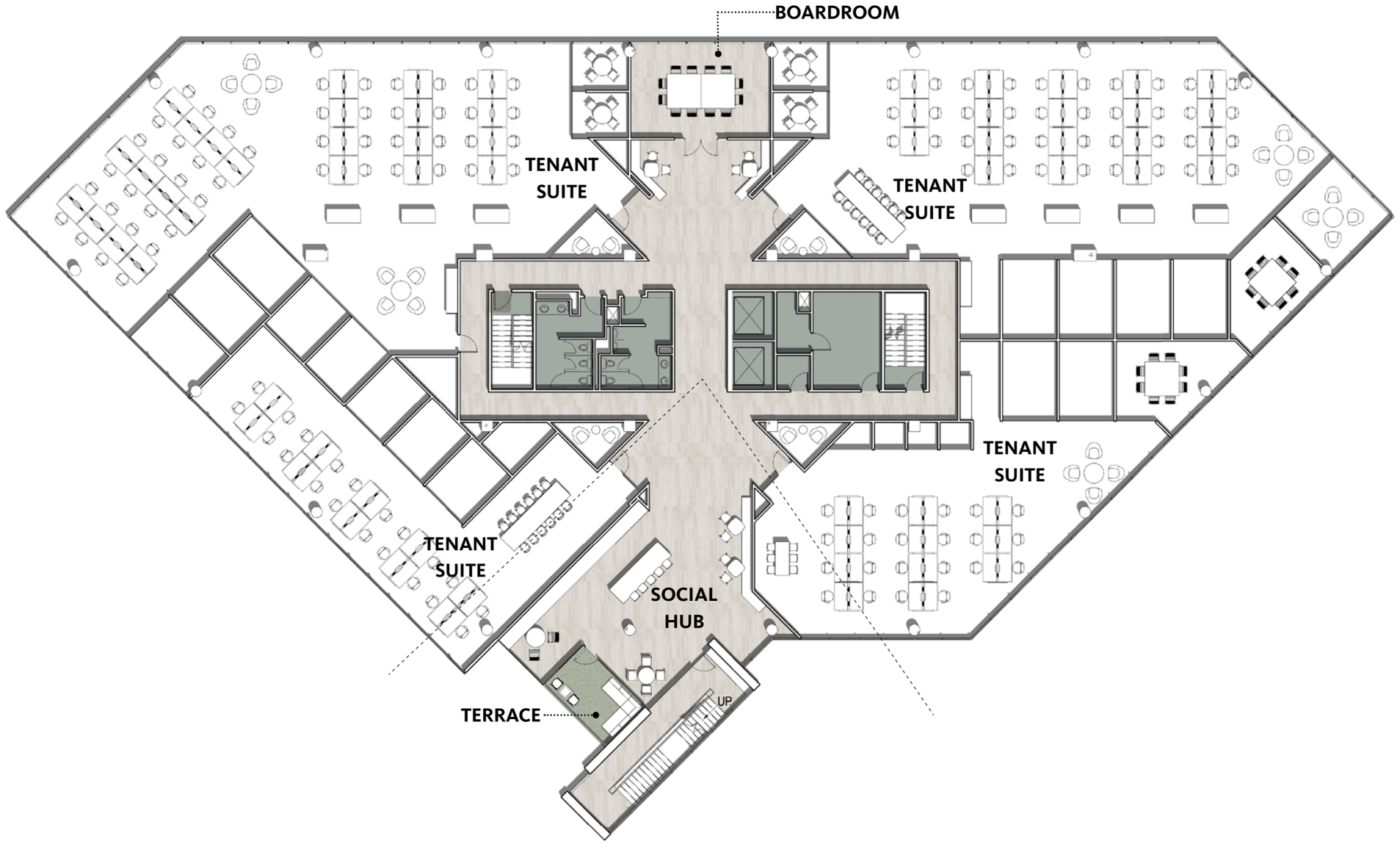


YOUR PROJECT

Expansion Opportunities

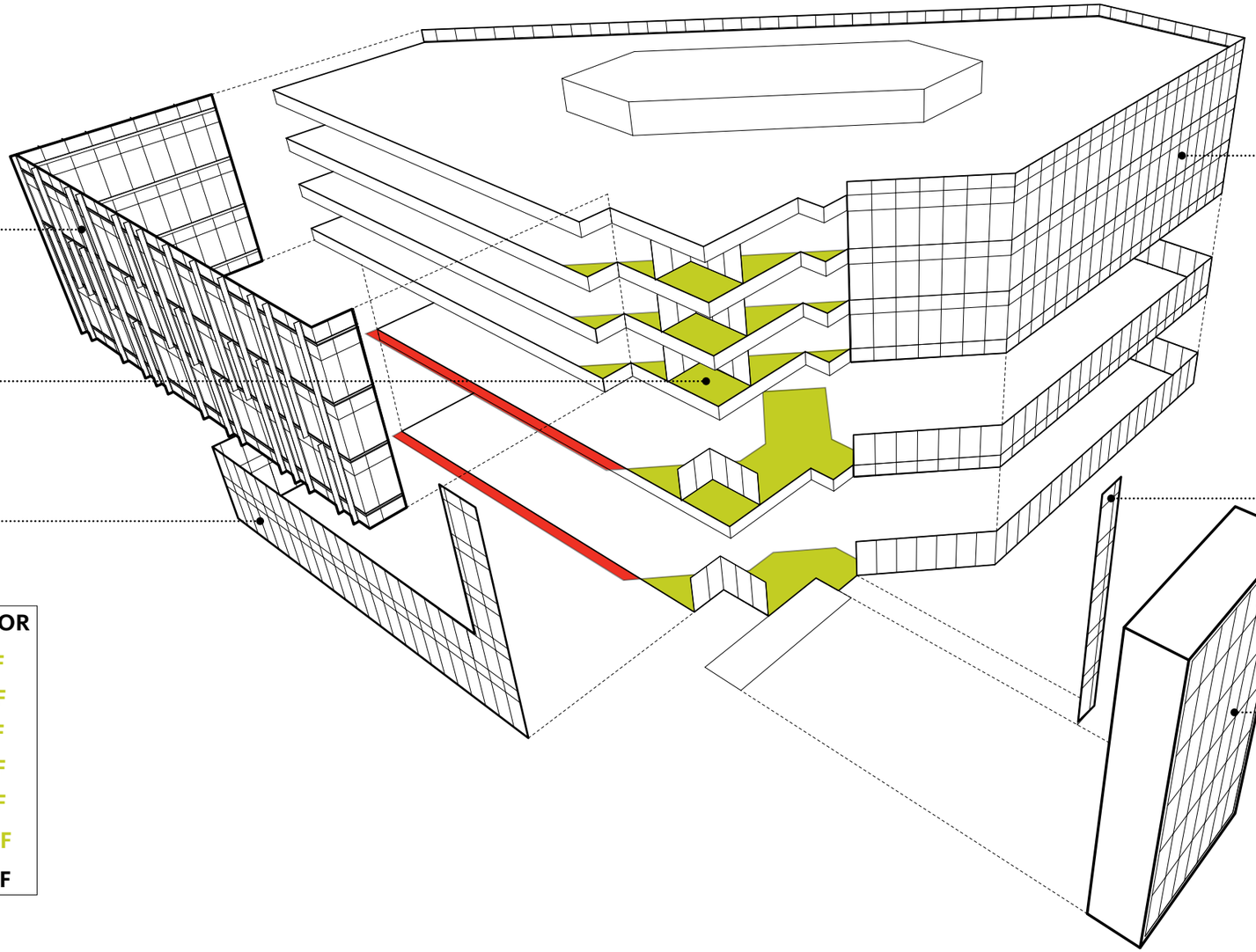


YOUR PROJECT
Typical Work Floor Plan



YOUR PROJECT
Perspective

YOUR PROJECT
Components



NEW FACADE
GLAZING + SPANDREL + FINS
ALT. USE EXISTING GLASS

TERRACES AND
STOREFRONT GLAZING

NEW CURTAIN WALL

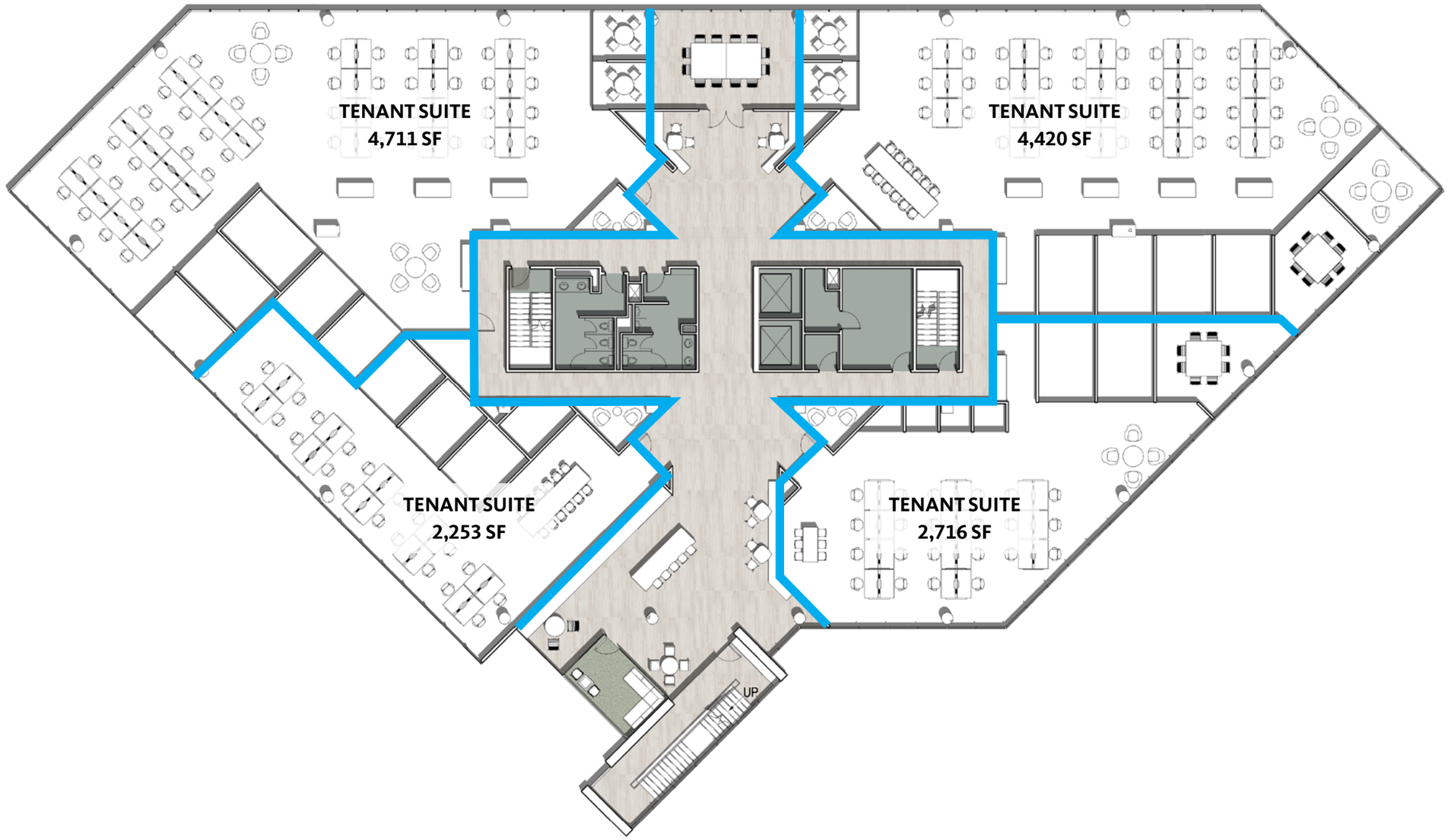
MAINTAIN EXISITING GLAZING
REPLACE GRANITE SPANDREL

NEW CURTAIN WALL

STAIR TOWER
GLAZING +
TRANSLUCENT PANEL SYSTEM

LEVEL	DEMO	ADD	OUTDOOR
05	0 SF	250 SF	150 SF
04	0 SF	250 SF	150 SF
03	0 SF	250 SF	150 SF
02	250 SF	1000 SF	150 SF
01	250 SF	650 SF	800 SF
	500 SF	2400 SF	1400 SF
TOTAL GAIN		1900 SF	1400 SF

YOUR PROJECT
Tenant Suites

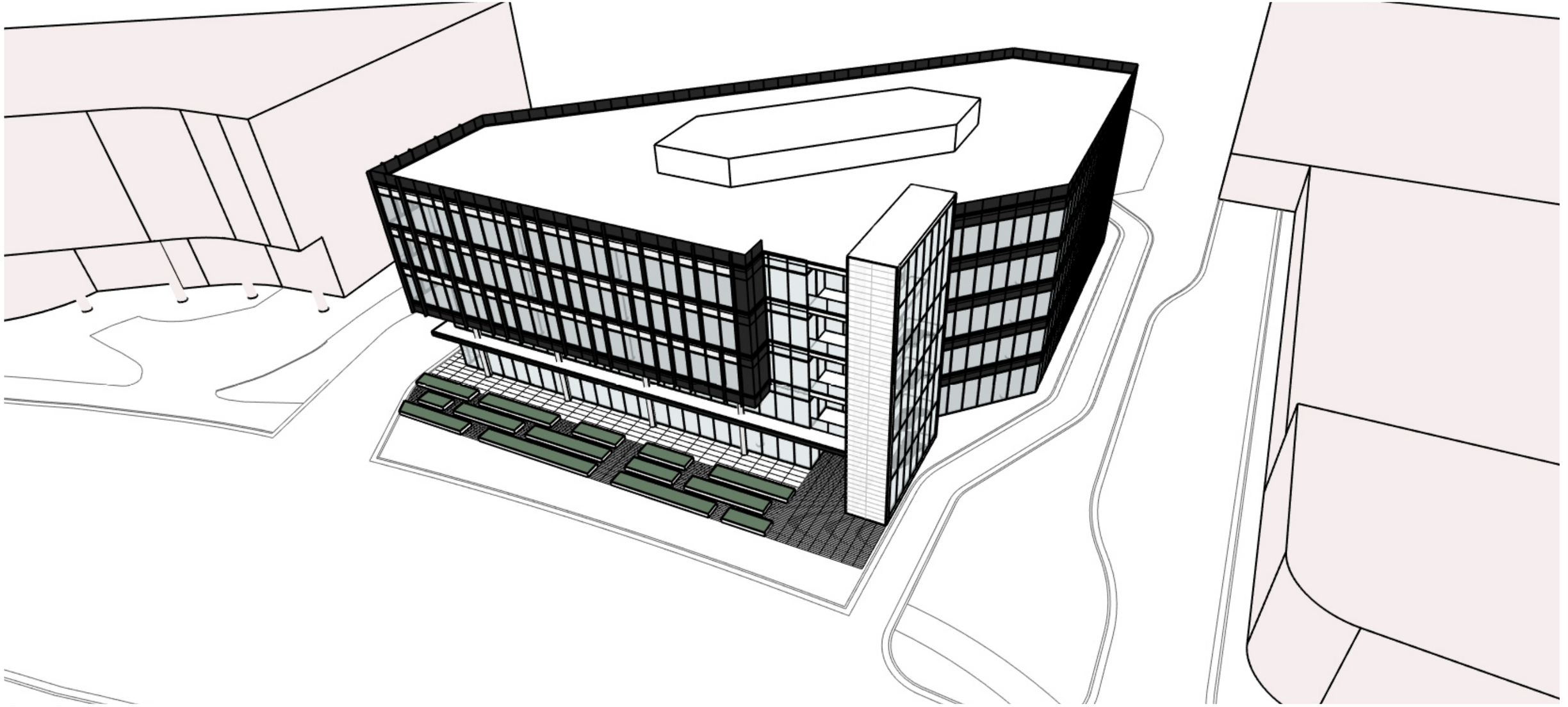


YOUR PROJECT
Interplay of Dark and Light

YOUR PROJECT
Alternate Materiality

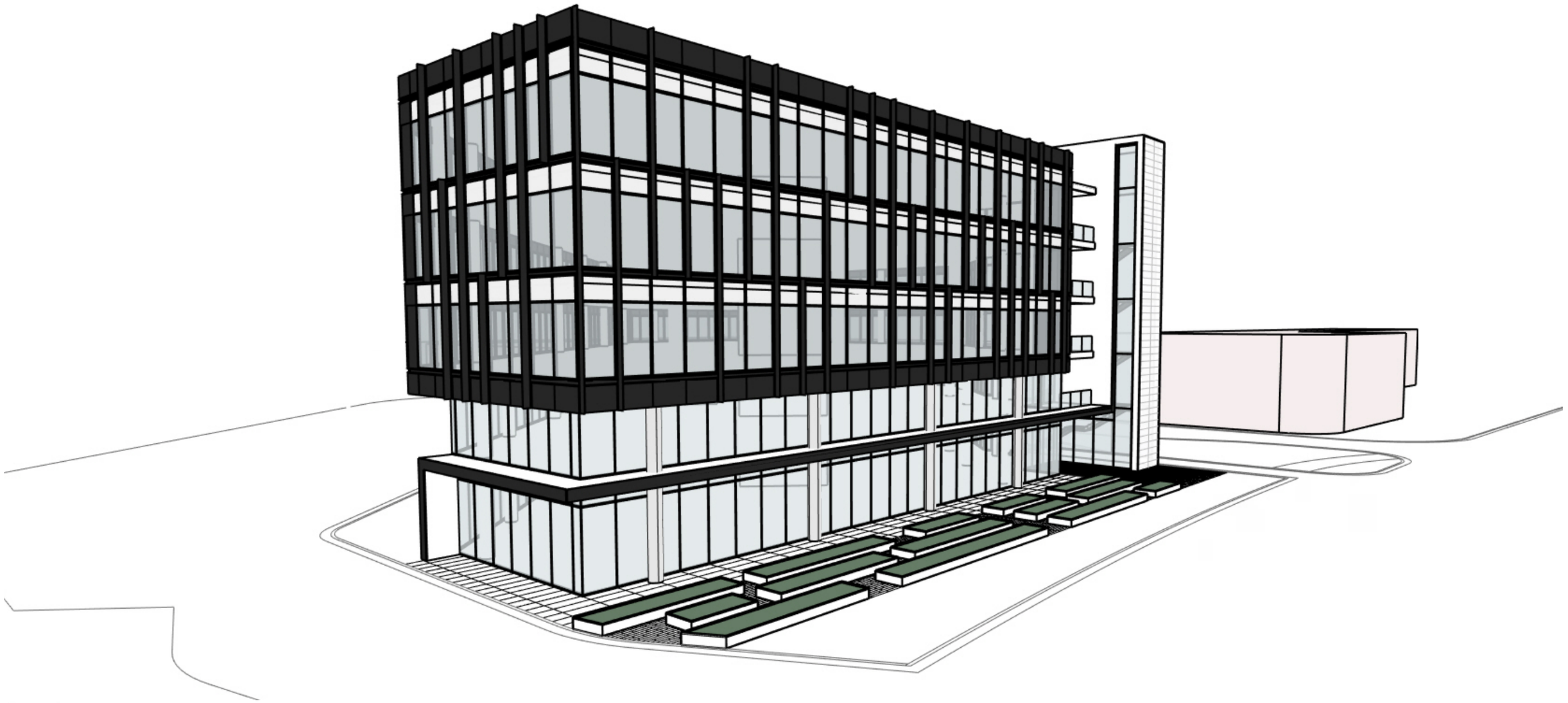
YOUR PROJECT

Supplemental View - Aerial



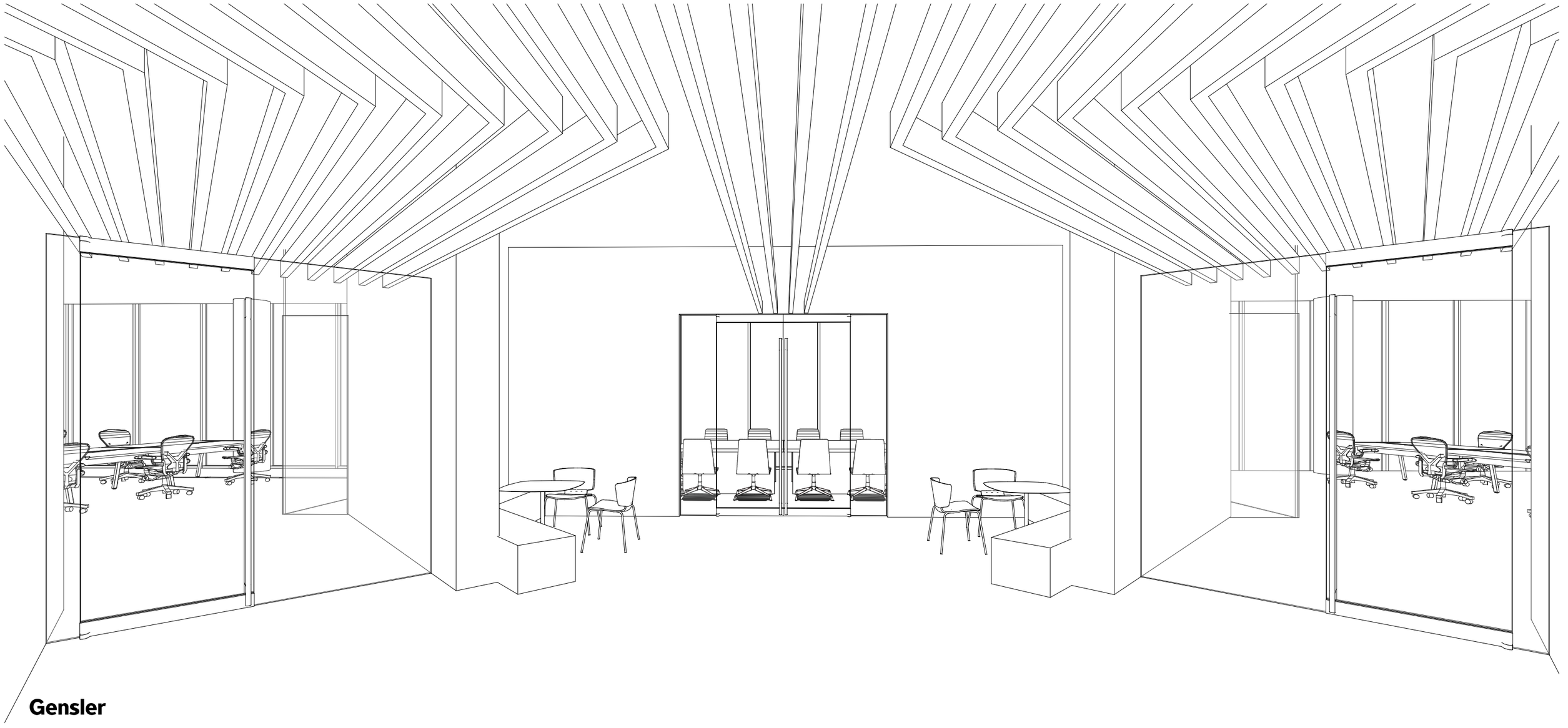
YOUR PROJECT

Supplemental View - From North



YOUR PROJECT

Supplemental View - Interior Boardroom



Thank You.