

**BRICK
ASSOCIATION
OF THE
CAROLINAS**

Parkdale Mills
Corporate Headquarters
Gastonia, NC

Architect:
LS3P Associates LTD.
Charlotte, NC

General Contractor:
Bovis Lend Lease
Charlotte, NC

Masonry Contractor:
Pyramid Masonry
Contractors Inc.

BRICK

works



**‘Less Is More’
For Gastonia
Corporate
Headquarters**

The Piedmont of North Carolina has long been known as the Textile Capitol of the World. The architecture of the area reminds visitors and residents of the vital role the industry continues to play in the area’s economy.



Parkdale Mills is one of the most technologically advanced cotton yarn spinners in the country. Before its headquarters was built in Gastonia, Parkdale Mills was a collection of small offices spread throughout the country. Therefore, creating an open environment to consolidate ideas was critical to the success of the project. “To reflect Parkdale’s dominance in

“The modularity of the brick was very important to the design of the building.”



Patterson Campbell, Associate Principle, LS3P Associates LTD.



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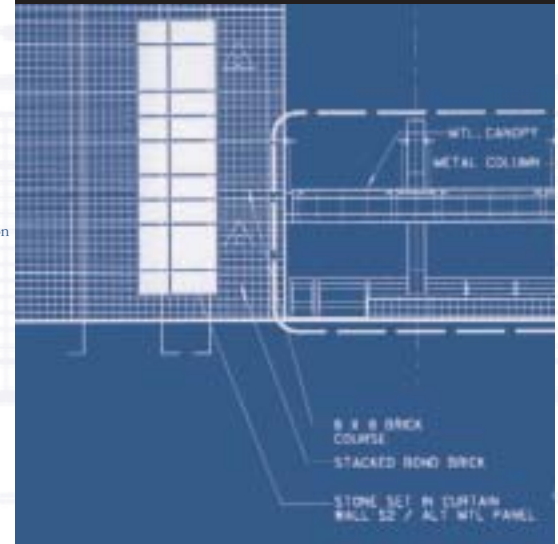
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THE DETAIL FILE

Take a closer look at how the Architect detailed this section.

Of course, this depiction is not to be construed as an exact detailing recommendation by the Brick Association of the Carolinas.



the industry, we wanted to provide a highly efficient collegiate open office environment for the headquarters staff, as well as project a modern, forward-looking image emblematic of the company's dominance in the textile industry," says Patterson Campbell, the headquarters' Senior Project Designer.

The primary design objective for the headquarters was to create an environment to facilitate efficient relationships between departments and a forum for the free exchange of ideas. At 45,000 square feet, the building is an imposing presence on its 25-acre wooded site that is adjacent to a major thoroughfare. Unlike its neighbors, Parkdale Mills is set back from the street, creating a V-shaped view corridor that allows for additional buildings on the grounds in the future.

The part of the building is a two-story glass lobby, an abstraction of a cone of yarn, which soars vertically through the roof. The lobby houses an

exhibit on the history of cotton and connects the two main floors, providing a focus of life within the building.

The building's exterior façade is a visually interesting juxtaposition between the transparency of glass and the solidity of brick. In order to emphasize clean, modern lines, the designers chose a simple, 4" x 16" brick with a center score in a smooth face. The stack bond brick panels are grouped into larger planes that are articulated with horizontal and vertical raked joints, which also serve to disguise the brick control joints.

The monochromatic color range of the brick throughout the project reinforces the headquarters' minimalist, linear design. Horizontal banding, made with 8" x 8" wire-cut brick, add layered readings at multiple scales. Landscaping walls made of wire-cut structural brick with black brick caps lead employees and visitors through the grounds. "The brick was used to create a tight

skin to give the simplest appearance possible," Campbell says.

Low-E windows are carefully placed to allow as much north light as possible, and control natural light on the southern exposure. Inside, an asymmetrical series of elements portray activities within the building. The cone-shaped atrium, curtain wall, and brick wall with ribbon windows combine to build a horizontal composition. "This building was designed from the inside out, and brick was chosen for its simplicity," says Campbell. "Each material used is just as important as the other, and they all work together to create the composition in plan, scale, and elevation."

Parkdale Mills Corporate Headquarters succeeds in consolidating corporate functions into a single building while giving both employees and visitors a welcoming, open environment. Its transparent, modern design delivers precisely what its owners envisioned: an open atmosphere with simple, understated elegance.

