

# BUILD WITH STRENGTH

CASE STUDY: FLEXIBILITY

## TECHNOLOGY SQUARE

Atlanta, Georgia

Opened: 2003

Square Footage: 1.4 million sq ft

Development area: 8 city blocks

Project Cost: \$380 million

Architect: Thompson, Ventulett,  
Stainback & Associates



## WELCOME TO THE NEW MAIN STREET.

Atlanta's Innovation district, Technology Square, is setting the standard for urban development. Previously eight blocks worth of deteriorating and abandoned buildings, Technology Square connects Georgia Tech and Midtown Atlanta to create one of the nation's top high-tech business neighborhoods. With five multi-use structures for academia, residential, office and retail, designing and building this massive project was no easy feat. One thing made its construction easier (and more economical): concrete.

### 01. One material, myriad uses.

Reinforced concrete allowed builders to use one material to meet each structure's unique needs. The College of Management, Global Learning Center and Economic Development Institute were all built using modular pan-slab construction with post-tensioned beams.

### 02. Flexibility for the future.

The hotel was built with inserts cast into the slab and beams for future tie-in, allowing for easier expansion in the future.

### 03. The changing face of concrete.

Precast reinforced concrete blocks were finished with a limestone appearance, helping the building blend in with the more traditional brick campus buildings that make up most of the campus.

### 04. Environmentally-friendly.

The Dupree College of Management received LEED® 2.0 Silver Certification, making it Georgia Tech's first LEED-certified building.