

Case Study:

Porsche Design Tower



Reynobond™



Billionaire car enthusiasts are wild about their residences in the Reynobond® clad Porsche Design Tower on Miami's Sunny Isles Beach. The residential skyscraper— the Porsche brand's first foray into residential real estate—comes fully loaded with auto-centric amenities and design elements that reflect the sinuous curves and rich appointments of a Porsche automobile.

Designed to embody the principles and spirit of the Porsche brand and capture the interest of billionaire auto enthusiasts, the ultra-luxurious, 60-story residential tower features a refined functional design, smart functions and an impressive level of technical innovation including first-of-its-kind robotic parking system with three car elevators that whisk the residents and their luxury automobiles from the ground to their own private, in-unit sky garages; glass wall between the garage and living quarters allow the owners to view their exotic autos in gallery-like settings from inside their homes.

Like the streamlined body of a Porsche automobile, the simplicity of the tower's cylindrical form belies the complexity of the engineering within. Reynobond® 4mm FR Composite Material was used to clad canopies, a featured entrance wall, three ground-to-roof shear walls, that run the full height of the building; and column covers, which are nine feet in diameter and 76 feet tall. According to the panel fabricator, metal panels were specified for the building envelope to express the automotive origin of the brand. The Reynobond® Composite Material—specified in lieu of solid aluminum plate—deliver perfect flatness from the ground looking 60 stories up, and match the caliber of the luxurious, European finishes spec'd for the interior.

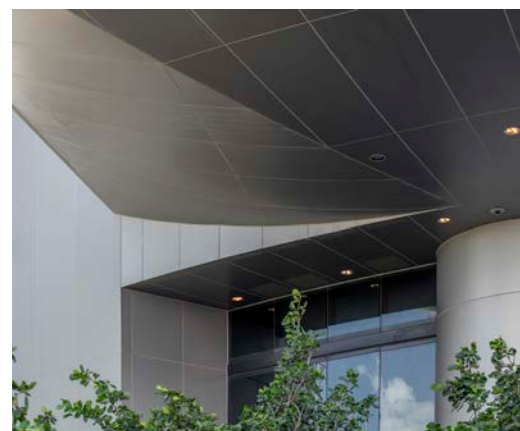
In a further nod to the Porsche automotive brand, the Reynobond® sheets were finished in two custom Colorweld® 500 paint coatings; advanced coil-coated technology engineered to present a good resistance to corrosion, UV, and aging. The fabricator worked with Hoover Architectural Solutions to secure a special 30-year finish warranty for the Reynobond® sheets on this project.

Set back from the street on 2.2 miles of beachfront property just north of Miami Beach, the tony enclave houses 132-luxurious condominium units, a private movie theater, spa, fitness center, restaurants and an onsite Car Concierge. The sleek Reynobond® Composite Material clad tower fully embodies the Porsche brand's driving design philosophy: Engineered luxury meets real estate.

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Porsche Design Group: [http://press.porsche-design.com/index.php?id=152&L=1&tx_ttnews\[tt_ews\]=45&cHash=f62fa3b256083ec4065763814bc4276b](http://press.porsche-design.com/index.php?id=152&L=1&tx_ttnews[tt_ews]=45&cHash=f62fa3b256083ec4065763814bc4276b)



Architect	Sieger Suarez Partnership, Miami, Florida
Designer	Porsche Design Group, Ludwigsburg, Germany
General contractor	Coastal Construction Group of South Florida, Miami, Florida
Fabricator	MillerClapperton, Austell, Georgia
Product	52,941 square feet of Reynobond® 4mm FR Composite Material
Color	Colorweld® 500 finished in two custom coatings—3-coat Steel City Silver and Graphite Gray
Application	Wet-seal system