

**BRICK
ASSOCIATION
OF THE
CAROLINAS**

History Museum
of Upcountry
South Carolina
Greenville, SC

Architect:
Pazdan-Smith Group
Greenville, SC

General Contractor:
The Harper Corporation
Greenville, SC

Masonry Contractor:
The Harper Corporation
Greenville, SC

BRICK *works*



Greenville, SC Community Icon Ten Years In The Making

It takes a village to create a project that represents the true character of a community. The History Museum of Upcountry South Carolina is such a project, telling the story of the region’s history as “Textile Capitol of the World” while celebrating its modern status as home to major international businesses like BMW and Michelin. A large team of dedicated and talented professionals, generous patrons, government agencies, and community visionaries devoted 10 years to the museum’s planning and construction.

Resting on what was once the site of a 1930s Coca-Cola bottling plant in downtown Greenville,

“Brick has a certain tolerance and predictability other materials don’t have. Detailing is modular, giving masons the opportunity to showcase their talents.”

Earle Hungerford, AIA, Pazdan-Smith Group





the 45,000 square-foot, three-story museum is part of a new master-planned city block that features a new county library and a future art museum. This group of buildings expands the existing Heritage Green cultural complex, which sits on the former campus of Greenville Women's College and includes a Little Theater, County Art Museum, and a newly planned Children's Museum.

The museum was built on a grand scale to become a well known stop in the region. The exterior features brick and composite panels. "We chose locally made brick because of its durability, economy, and flexibility," says Earle Hungerford, AIA of Pazdan-Smith Group. "We were able to adjust the scale of the large building with decorative detailing, and brick gives the building a feeling of permanence that was appropriate for a history museum."

A sand-finished red clay brick with crisp edges was used. The textured face of the brick recalls older building techniques, while the brick's defined shape showcases corbelling, recesses, patterns,

and shadows that are often missing in modern construction. Visitors are led to the entry of the museum by an antique granite cobblestone street that was recovered from one of Greenville's oldest streets.

Unique shapes dominate the museum's exterior, from curving lines of the brick exhibit halls to the mixture of rounded and rectangular forms of the windows and louvers.

The grand entrance features oversized doors and transoms and contrasting patterned composite metal skin. The vaulted standing seam roofs of the exhibit halls are inspired by the old Textile Hall building which was once located down the street. The large scale of this project gives the museum floor-to-floor heights of 18 feet, with some ceilings reaching 30 feet.

Numerous brick details not only add drama and scale to the museum's visionary design; they also resolved the team's biggest design challenge, which was to recall true load-bearing thick masonry walls while using only a single wythe. Enormous shadowboxes on the sides of the building

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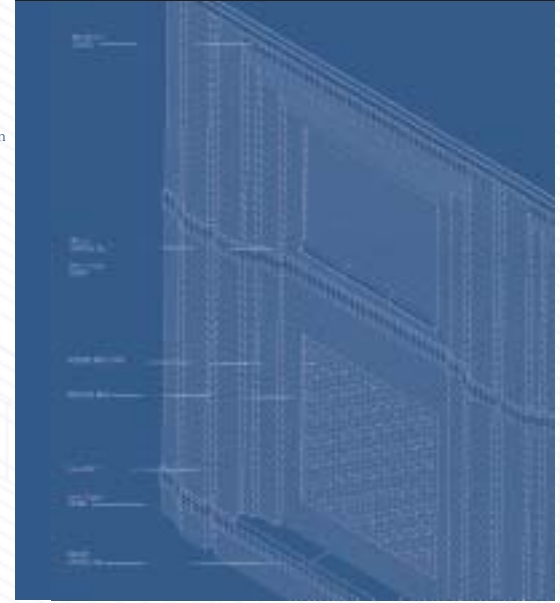
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THE DETAIL FILE

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.



contain corbelled argyle patterns. Horizontal banding bisects the building's enormous height, allowing the eye to pause and focus on the masonry details. "I'm most proud of the quality of the mason work on this project," Hungerford says. "The team approach to discussing details early allowed the masons to execute the challenging work with confidence."

The signature element of the museum is its impressive, 85-foot-tall tower, designed to resemble a turn-of-the-century mill or college campus to signal its presence in town. This brick tower is also exposed inside the museum, where visitors can see it as they move about the exhibit area.

Featuring interactive exhibits, genealogical resources, reproduced facades of historical buildings in the area, and even simulated displays complete with the sounds of the past, the History Museum of Upcountry South Carolina has already firmly established itself as an icon for the Greenville community.

