

BRICK
SOUTH EAST
a Brick Industry
Association

Automated
Trading Desk
Technology Campus
Mt. Pleasant, SC

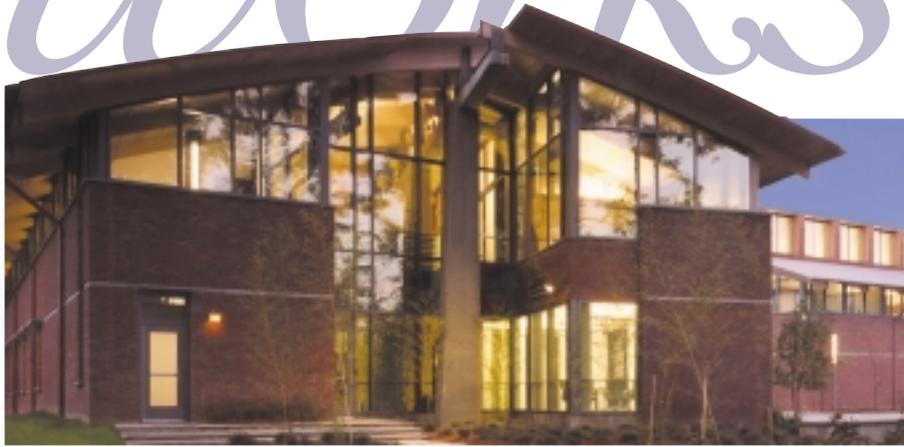
Architects:
The Design Team of
McKellar & Associates Architects, Inc.
Mt. Pleasant, SC
and
Helfand Architecture pc
New York, NY

General Contractor:
Gulf Stream Construction
North Charleston, SC

Masonry Contractor:
Gulf Stream Construction
North Charleston, SC

BRICK

works



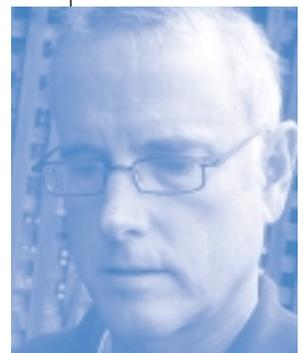
New Corporate Headquarters Marries High-Tech With Lowcountry

The South Carolina lowcountry conjures images of tidal marshes, grand plantation homes, sweet-grass baskets, and live oaks dripping with Spanish moss. It is an area that is, in many ways, untouched by time. So when Automated Trading Desk, a high-tech, automated securities trading company, decided to plant its headquarters in the heart of the lowcountry, the challenge to marry old and new had begun.

The design team, led by Alan Jackson of McKellar & Associates Architects and Margaret Helfand of Helfand Architecture, wanted to create an environment that maximizes the

“The use of brick was essential to the successful blending of the distinctly contemporary design of the building into the rich architectural heritage of the lowcountry.”

Alan Jackson, AIA, McKellar & Associates Architects, Inc.





interaction among staff members, especially between the traders and software developers. "A company that averages 80 million shares traded per day on the NASDAQ requires a huge amount of collaboration on a constant basis," says Jackson. "The design team created an architectural solution that allows staff members to be as interactive or as private as they need at any given time."

The building is configured in three trapezoidal wings that enclose a series of atrium spaces and informal gathering places for group work. Each employee has an individual perimeter office separated from the public spaces by a translucent glass wall with a rolling panel door. The offices and conference rooms are clustered on long single-loaded "bars" which are pulled apart to create triangular atria. Small group work areas with power and network capability are distributed along circulation pathways within and overhanging the atria gardens.

The headquarters' highly contemporary design was carried out using

a palette of materials typical to the region's vernacular architecture. Deep overhangs of the copper-clad roof reach out to shelter the three wings of the building. Continuous ribbon windows of impact-rated glazing at the second floor separate the brick base from the roof, which helps delineate the building's four major elements: brick, granite, glass, and copper.

A local, burgundy-toned brick encloses the first floor and complements granite sills and lintels, which shade the deeply recessed office windows. At the main entry, the brick base and a freestanding brick wing wall pass through the glass wall into the lobby, which blends with the rich materials of the interior spaces.

The site design by Seamon Whiteside and Associates and Nelson Byrd Woltz was critical to integrating the building's interior and exterior spaces into the lush landscape that surrounds it.

"The varied color and handmade appearance of the brick is characteristic of many plantation buildings in the area

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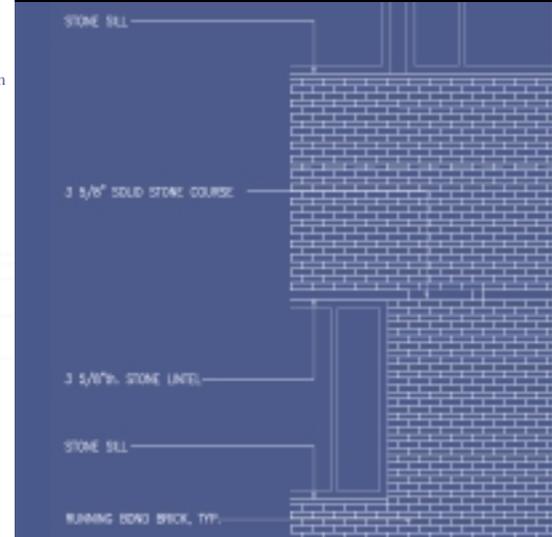
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Take a closer look at how the Architect detailed this section.

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

THE DETAIL FILE



and is sympathetic to the natural beauty of the campus setting," says Jackson. "I am very pleased that we engaged the garden settings, both beyond the building and in the atria. The integrated architectural and landscape design provides employees a restful prospect to counteract the often stressful work they perform each day inside the building."

The new home for Automated Trading Desk offers both privacy and interaction in a setting that celebrates the great architectural tradition of the lowcountry. The Mt. Pleasant Design Review Board was so impressed that it said it raises the standards for new architecture in the community.

