

Case Study

Thirty75 Tech in Santa Clara Valley, California



Architects

Verse Design Los Angeles

PPG Certified Applicators

Bonnell Aluminum
Hydro Extrusion USA

Segments

Extrusion coatings

Coating Technology

Liquid

Construction

Truebeck Construction

Metal Installers

AGA/AGS
Viking Steel

PPG Product

PPG DURANAR™
fluoropolymer coatings



After completion in August of 2022, Thirty75 Tech in California's Santa Clara Valley has been racking up accolades and major architectural awards for its design and animated façade that blends beauty, high performance and energy efficiency.

The site, designed by architects Paul Tang and Courtenay Bauer of Verse Design Los Angeles, is situated along a busy freeway against a backdrop of Silicon Valley office buildings. The six-story building with nearly 246,000 square feet of office space has been described as radiant, shimmering, animated and spiritual.

For the Verse team, Thirty75 is particularly meaningful since it was the boutique firm's first project since relocating back to the U.S. from Shanghai. From the start, Paul and Courtenay focused on a comprehensive approach to design that addressed aesthetic, functional performance, cost efficiency and market value.



A primary focus during design was on energy efficiency, with thoughtfully designed features that reduced sun glare and heat gain.

Since more than half of the building's envelope has southern and western solar exposure, a sunshade system with vertical louvers that are strategically rotated to fixed angles was devised. The louver system was designed with parametric software to reach maximum energy efficiency (validated by interactive energy modeling), to elevate the façade's aesthetics and artfully conceal a maintenance catwalk.

There are 24 unitized panel variations strategically repeated to achieve a randomized aesthetic and energy performance efficiency. Each panel contains seven different louver units (with some exceptions at the corners), held together by a 4" x 6" x 3/8" aluminum angle frame which is then attached to the catwalk. The complete louver system uses 46,331 linear feet of extruded aluminum with 17,133 linear feet of aluminum angle framing.

Initially, terracotta was considered for the airfoil-shaped louvers, but extruded aluminum was ultimately chosen due to substantial weight reduction, durability, ease of transport and installation, and future maintenance, making it the more sustainable option. The availability of a wider array of finishes and colors to enhance the design narrative also played a significant role in the decision.

Intense color selection process

After an intense color selection process that involved the entire design team, Verse chose a metallic champagne in PPG DURANAR® liquid coating, which meets FGIA/AAMA 2605 performance specifications. The color features mica flakes that shift color with changing light, viewing angles and louver rotation.

The team also specified the same champagne color for the curtain wall to marry the two systems for an integrated design approach, a metallic gray for the interior curtain wall and a charcoal/zombie black for the maintenance catwalk. The palette blends both cool and warm colors, something that appealed to the Verse design team.

"While the exterior features only one color, the iridescent effect of the mica pigments looks like multiple hues for a cohesive, yet dynamic and dramatic look," explained Courtenay.

For the champagne color, Bonnell Aluminum was the applicator for the louvers while Hydro Extrusions was

the coatings applicator for the curtain wall. Both are members of PPG's CERTIFIED APPLICATOR™ Program, an exclusive group of extrusion coaters whose processes are audited by PPG to ensure the highest quality and technical expertise.

PPG demonstrates precision color matching

While the animated metallic color that Paul describes as silvery in daylight and golden in the late afternoon played an integral role in the overall design and the awards that the building has amassed, it did come with some technical challenges.

Paul explained that initially, samples from the applicators looked so dissimilar that the Verse team thought that they were using two different formulas.

With metallic pigments, colors with the same formulations can look quite different depending on the application process, method and equipment. This was the case with Thirty75.



VikingSteel fabricated and installed the catwalk that connected the louvers to the curtain wall, an integral part of the facade assembly. R&B Protective Coatings finished it with the non-metallic zombie black coating.



PPG's technical team immediately stepped in to coordinate with the metal installers to ensure a uniform look on all the finished parts. The technical team tweaked the pigments and formulations to get a precision match, illustrating PPG's expertise in creating colors that work with any applicator's equipment.

At the time, the Verse team was unaware of the steps involved behind the scenes to get an exact match, but the end result was precise and perfect color.

While the shimmering color is key to the overall design of the façade, it is not the sole factor.

"Each louver has a smooth arc that gives a nice gradient effect across the surface when the sunlight hits it, plus the louvers rotate at different angles," explained Courtenay. "The metallic pigments, coupled with a very thoughtful louver design, helped to add some mystery to the exterior."

Thirty75 Tech globally recognized

To date, Thirty75 Tech has amassed more than 20 architectural awards from organizations located across the U.S., England, Switzerland, Poland, Canada, UAE and China.

"We are truly blown away by the response from the architectural community," said Courtenay. "The

recognition from countries known for big design and a holistic approach to architecture is such an honor."

One of the awards includes the Best Overall Winner in the Metal Construction Association's 2023 Design Awards competition. PPG is a member of the association. In a unanimous decision, the judges named Thirty75 as Best Overall Project due to its sleek and modern aesthetic, energy efficiency, impact on the surrounding community and innovative use of metal.

PPG partnership with Verse

While the partnership with PPG goes back many years, this was Verse's first high-profile project specifying their coatings. The impetus was a lunch and learn with a PPG representative in their Los Angeles office.

"That discussion was so informative; it's where we really took notice of PPG's durability and color matching capabilities," explained Paul. "Color matching is particularly difficult with metallics, which was a big concern for us previously, particularly with field touchups and shop repairs. The rep put our minds at ease, so when it came time to specify for Thirty75, we knew we wanted PPG coatings."

Case Study: Thirty75 Tech in Santa Clara Valley, California



Awards to date:

4 Future Awards

Architectural Design Gold Award

Good Design Award 2023

Environments Category Award

DSM 2023 Architecture Award

Winner of Public Building Category

Larson Architecture 2023 Awards

Completed Project of the Year

2A Continental Architectural Awards 2023

First Place – Commercial Project

TAC World Design Awards 2023

Commercial Built Category

2023 SCFD Design Award

Citation Award

2023 BLT Built Design Award

Design – Commercial Project

Design – Sustainable
and Energy-Saving Project

Architecture – Honorable Mention

2023 Metal Construction Association Design Award

Best Overall Project

Best Custom/Ornamental
Design Project

Best Sustainable Project

2023 Silicon Valley Business Journal STRUCTURES Award

Medium Office Project

LOOP Design Award 2023

People's Choice Award

Architecture | Office – Citation Award

International Architecture & Design Award 2023

Gold Winner

2023 A+D Museum Design Award

Bigger than a Street,
Smaller than a City (Large Scale)

2023 Metal Construction News (MCN) Project Excellence Awards

Best Overall Project

2023 CACP (Chinese American Construction Professional) Award

Professional Excellence in Architecture
Award

PPG *Duranar* coil and extrusion coatings are formulated with PPG proprietary fluoropolymer resins and cutting-edge pigment chemistries, along with Kynar® PVDF resins by Arkema. These high-performance resins have been protecting buildings against weathering, aging and pollution for over 60 years.

To learn more about PPG *Duranar* liquid fluoropolymer coatings, visit ppgmetalcoatings.com

Photography by Tim Griffith. Visit timgriffith.com.

This document contains general information only and should not be construed as creating any warranties, express or implied. Please contact a PPG representative for additional information.

The PPG Logo and *We protect and beautify the world* are registered trademarks, *Duranar* is a trademark and *Certified Applicator* is a service mark of PPG Industries Ohio, Inc. The *IN* Logo is a registered trademark of LinkedIn Corporation. The *YouTube* Icon is a registered trademark of Google, LLC. ©2024 PPG Industries, Inc. All rights reserved. 03/24

