



THE ROLEX BUILDING

DALLAS, TEXAS

To own a Rolex is a symbol of reaching the pinnacle of success. Rolex stands as a benchmark for excellence; with watches crafted from the finest materials and assembled with scrupulous attention to detail. The same is true for their newest facility in Dallas, Texas.

For a company of such prestige, the new Rolex facility located just north of Downtown Dallas in the Uptown District, had to live up to this lofty reputation. Award-winning Japanese architect Kengo Kuma created an innovative design with a series of stacked floor plates that stagger and give the appearance of a twisting tower. It's truly a one-of-a-kind shape in the ever growing Uptown skyline.

Dedicated to reaching the bar of quality Dedicated to reaching the bar of quality Rolex had set, the design team was focused on providing the staff with the best possible working conditions, including providing the best possible light levels. The seven-story glass structure provides abundant daylight, which also brought a number of environmental challenges—including solar heat gain and glare. Keeping the space cool during the intense Texas summers was a must for the comfort of the Rolex team. These challenges had to be addressed while also keeping Rolex' goal of sustainability in mind.

That's where Kenmark Interiors came in.



As Kenmark Interiors began to troubleshoot the practical challenge proposed by the staggered floor plates and glass façade the answer became clear: Design a daylighting system to take maximum advantage of the floor-to-ceiling glass, making use of the abundant daylight to light the open work areas, and create a bright, inviting, workplace while reducing glare and solar heat gain.

Working with Lutron engineers, the Kenmark Interiors technicians created a custom programmed automated shading system that seamlessly adjusts the shades throughout the day based on the sun's position as well as exterior conditions, maximizing the natural daylight, reducing glare, increasing occupant comfort, productivity, and energy savings.

The Kenmark Interiors project team used a proprietary software to generate the entire specification for the project, creating a submittal package including load schedules, bill of materials, wiring diagrams, one-lines and a sequence of operations. Best of all, as the design process continued to evolve, we were able to respond to proposed changes from both the architect and general contractor with complete transparency and speed. The expertise of Kenmark Interiors designing and installing Lutron shading systems and controls meant realizing the perfect solution at the greatest value to the Rolex Building.

Some say perfection is the enemy of profit, but for Kenmark Interiors we know it also ensures a satisfied customer. Kenmark Interiors guarantees your satisfaction, period.