

CASE STUDY



Revving Up an Automotive Group's Headquarters

Serra Automotive is a tenant in the FUNchitecture-designed Horizon Building in Fenton. The corporate headquarters for one of the nation's largest automotive groups occupies one floor of a stunning new three story building. The space supports human comfort and is smart, efficient and contemporary in design – inspired by the most innovative companies, like Elon Musk's Tesla.

The exterior blends traditional and timeless limestone, juxtaposed with brand new rainscreen technology with wood-look Trespa paneled wall construction. The Serra Automotive interior space echoes those



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same elements via energy efficient contemporary lighting, playful yet sophisticated ceiling clouds, and a stunning wood “portal” that showcases the automotive group’s numerous awards, with and an interactive touch-screen monitor that transports visitors on a virtual tour of the 80+ Serra dealerships worldwide.

Selected furnishings support human comfort for long work days, as does a kitchen with sleek, modern and efficient hidden undercounter appliances.

Outward-looking floor-to-ceiling glass features Intui-tint Glazing with modern technology that self adjusts the tint of the glass required to reduce solar heat gain. The resulting third-floor penthouse provides a bird’s eye view of the growing and exciting downtown Fenton landscape. FUNchitecture had an extraordinarily FUN time working with the Serra executive team on this gorgeous “cherry on top” interior within the Horizon Building.