



TD Industries' Timely Work On Fossil Headquarters

RICHARDSON, TEXAS

Takes Building from Cube to Cool

■ When Fossil leased its new headquarters location, a 535,000 square-foot building that had housed Blue Cross Blue Shield—the space was hardly hip. But the manufacturer of watches, handbags, wallets, and clothing saw a potential for the place to showcase what the company is all about: creativity, style—cool.

TD Industries also saw that potential. TD Senior Superintendent **Greg Joiner** was excited to strip the dated building, once filled with office cubes, to its bare essentials and leave exposed—loft-style—TD's sheetmetal, piping, and other mechanical components.

From the May 2011 get-go, the team faced challenges, the main one being the schedule: Joiner had just six months to complete a project that would normally take 12 to 18 months. Falling short wasn't an option: Fossil employees had to move in by late September. "The building design was simple," Joiner said, "but maintaining the schedule was not."

Time-Saving Steps

■ Joiner used TD's Building Information Modeling (BIM) process to speed the Fossil renovation. And he worked closely with architect Corgan Associates to develop the building systems while the interior was designed.

Phil Claybrooke, Vice President at TD, credits Joiner and his team—including TD Superintendents **Terry Baker** and **Jaycee Curry**—for meeting the accelerated deadline. Everyone worked seven days a week—and nights and holidays—to keep up the pace.

The team's "all-hands-on-deck" ethic allowed Joiner to complete aspects of the renovation concurrently. "We developed building systems while the design was ongoing," he said, including components to run off the existing dual-duct system. "This wasn't easy given that the building relied on some equipment that was more than 30 years old."



TD Partners Step Up

■ Joiner relied on Partners from across TD to help with the Fossil schedule. The Business Systems Integration (BSI) group replaced a pneumatic control system with a direct digital control (DDC) system. And TD's Service group helped repair the aging systems.

Throughout, special steps were taken to transform vents, ducts, and pipes into finished materials that complemented the classic design. "Eighty percent of the project was exposed spiral sheetmetal," Joiner said. "We took extra precautions since our materials would be on display."

Function and Form Unite

■ These efforts paid off—Fossil employees moved in on time and can now convene in a building that works in function and form.

In the finished space, reclaimed wood wall cladding comes together with TD's exposed metals to produce that vintage 1960s—era look that is so reflective of—and integral to—the Fossil brand.

"The building represents Fossil's style and design philosophy," Claybrooke said, "and displays the firm's creative talents to clients who visit from around the world."