**FOR IMMEDIATE RELEASE**

**Design and Construction Teams Share Vision Behind Repositioning of The Gild**

*Famed Gold Clad Office Towers Received Updated Workspaces and Modern Amenities*

**DALLAS (October 2, 2024)** – Gensler, a global architecture, design, and planning firm, along with general contractor Brasfield & Gorrie, are pleased to share the design vision and building transformation for The Gild – the iconic 900,000-square-foot, two-tower office complex along Central Expressway in North Dallas.

Built in the 1970s, the towers lost some luster over the decades, and repositioning the buildings modernized them with flexible, desirable amenities to attract new tenants. The dynamic effort updated the property to compete in the Class A market with features that integrate efficiency and comfort for a work/life environment.

“Gensler is proud to have provided the new design and transformation for The Gild,” said Steven Upchurch, Managing Director at Gensler Dallas. “We know that workplaces must be destinations, not obligations. They must have “experience multipliers,” where people can have unique encounters not available anywhere else. We believe The Gild provides these experiences and creates environments that foster meaningful connections.”

The goal for the redesign and repositioning was to encourage a more people-centric work culture with social spaces to foster human connection. This ethos is reinforced by reimagined lobbies that feature an elegant yet casual space that is both activated and leisure-oriented, while thoughtfully programmed work and social lounges infuse the area with a refined atmosphere for employees and visitors.

Gensler also reenvisioned the visitor arrival experience for both the North and South Towers, which now include lounges, coffee bars, and grab & go dining options. An in-house concierge in each tower also provides individualized services to tenants and their employees.

The two-story concourse Lofts now offer redesigned interiors with social corridors and tenant lounges with both active and quiet zones. These areas include a media room, shuffleboard, table tennis, conference rooms and arcade games.

A new entrance turned dissonant, utilitarian entry portals into sculptural, transparent openings drenched in sunlight. The gold glass facade is peeled upward to create sleek canopies that offer an inviting welcome for visitors.

Fenway Capital Advisors’ vision to bring new amenities and modern workplace environments at The Gild allow this iconic property to maintain its Class A significance in today’s competitive office market.

“These improvements and this project were especially meaningful to our team because The Gild houses our growing Dallas office,” said Brasfield & Gorrie Regional Vice President and Division Manager, Jason Weeks. “During the renovations, the general contractor’s office expanded to the full 10th floor and a portion of the ninth floor. “We bring considerable office space construction experience to these projects, but renovating a space we also occupy allows us to see things from the client point of view, too. We’re grateful to have the chance to sharpen this perspective, which will help us continue to provide our Dallas clients the best possible experience, and we're honored by the opportunity to continue building our partnerships with Gensler and Fenway Capital.”

**About Gensler**

At Gensler, the value of our work stems from its positive impact on the human experience. We are a dynamic and collaborative design firm uniting creativity, research, and innovation to solve complex problems for our clients. Our work challenges conventional ideas about architecture and the built environment. We aren’t just designing buildings — we are reimagining cities and places that make a difference in people’s lives. Founded in 1965, Gensler has built a team of 6,000 professionals who partner with clients in over 100 countries each year. Everything we do is guided by our mission: to create a better world through the power of design. Visit [www.gensler.com](http://www.gensler.com)

**About Brasfield & Gorrie**

Since Brasfield & Gorrie started in 1964, we’ve grown from a local contractor to a national construction company with 13 offices in eight states. We’ve helped clients complete projects that transform communities and power economies. In 2023, we had $5.8 billion in revenues and Engineering News-Record currently ranks us #22 on its Top 400 Contractors list. And during our growth, we’ve maintained the identity that sets us apart—true builders guided by the Golden Rule. Visit [www.brasfieldgorrie.com/](http://www.brasfieldgorrie.com/)