

Automotive Facility and Specialty Retail Design Studio

praxis³ firm profile

- 1: the application of ideas
- 2: the use of knowledge
- 3: the practice of skills

Founded in 1997, Praxis3 is an innovative, Atlanta-based architectural and design firm whose mission is to foster design excellence while providing client-driven solutions. Deploying the talents of multi-disciplinary studio teams, Praxis3 tackles each project as an exploration of ideas in the creative process, producing unique, site-specific designs for even the most challenging building sites and programs.

The firm specializes in mixed use, automotive and specialty retail, residential, and cultural-institutional project designs throughout the United States. Praxis3's comprehensive approach to designing and building projects includes extensive research, in which its designers engage in hands-on sessions, asking tough questions and listening carefully to client input. Ultimately, the Praxis3 process ensures that projects will meet client's creative and financial goals.

With its experienced team of professionals in architecture, urban design and planning, as well as web design and graphics, Praxis3 is a leader in navigating the personal, technical, and political dynamics that designing, building and marketing complex urban and campus projects demand. The firm's state of the art technologies include the Revit Building Information Modeling CADD Software (BIM) and the in-house developed Tangentworks project management system.



BMW of Chattanooga

Chattanooga, Tennessee

Architects: 32,025 sq ft
Praxis3 Completed in December 2006

Client:
Sonic Automotive Group



Nalley Lexus

Smyrna, Georgia

Architect: 131,000 sq ft
Praxis3 opened in June, 2004

Collaborators:
R. Sway and Associates
Ken Walker

Client:
Nalley Lexus

First Place Automotive Retail
The Institute of Store Planners / Visual Merchandising and Store Design (ISP/VMSD) Awards 2005

2005 Award of Excellence
American Concrete Institute



the Gunther Volkswagen Experience

Buford, GA

Architects:
Praxis3
in association with
EView 360

Client:
Gunther Volkswagen

Praxis3 was recently selected by Eview 360 of Farmington Hills, MI to assist them with design and serve as the Architect-of-Record for the new Gunther Volkswagen dealership near the Mall of Georgia in Buford. As the number one selling VW dealer in the United States, Gunther VW desires a unique, contemporary design that includes not only new vehicles, but also some of the Gunther family's extensive collection of vintage VWs. The two-story, 35,000 square-foot facility will include display areas for vintage and new VW vehicles, a retail boutique, customer lounge and café, and a 22-bay service center. The "Woodstock Lawn" in front of the building features a large peace sign and "flower power" automotive displays. Special events will also be held on the lawn, including concerts and "customer appreciation" gatherings of VW owners. Completion is targeted for July 2010.



BMW of Ft. Myers

Ft. Myers, Florida

Architects: 54,000 sq ft
Praxis3 Completed in March 2008

Client:
Sonic Automotive Group



Mercedes-Benz



Mercedes-Benz of Oxnard Smart Center of Oxnard

Oxnard, CA

Architects:
Praxis3

Client:
AutoNation

Completed:
June 2009

Gross Area:
43,300 SF

The combined Mercedes-Benz and Smart dealership and service center involved the complete retrofit of an existing 34,300 square-foot dealership, and the construction of a 9,000 square-foot addition, into a new 43,300 square-foot facility. The newly completed dealership employs Mercedes-Benz's current Autohaus image.



Ferrari of Atlanta

Roswell, Georgia

Architect: 31,000 sq ft
Praxis3 completed in March, 2001

Client:
Ferrari of Atlanta



Gray Daniels Toyota

Brandon, MS

Client: Gray Daniels Auto Family
48,503 sq ft
opened 2006



Gray Daniels Nissan

Brandon, MS

Client: 36,906 sq ft
Gray Daniels Auto Family opened 2006



Gray Daniels Lincoln Mercury

Brandon, MS

Client: Gray Daniels Auto Family
8,000 sq ft
opened 2006



Herrin-Gear BMW

Brandon, MS

Client: Gray Daniels Auto Family
27,100 sq ft Renovation
opened 2006



Jackson Acura

Roswell, Georgia

Architects: 52,000 sq ft
Praxis3 Completed December 2006

Client:
Jackson Acura



Honda Mall of Georgia

Buford, Georgia

Client: Lanier Honda, LLC
56,000 sq ft
opened January, 2001



Mercedes Benz of Fort Lauderdale

Fort Lauderdale, Florida

Architects: 79,000 sq ft
Praxis3 completed in 2002

Client:
Mercedes Benz of Fort Lauderdale



Porsche of North Orlando

Orlando, Florida

Architects: 19,500 sq ft
Praxis3 opened in late 2002

Client:
AutoNation, Inc.



Nalley Truck Center Motor Truck and Bus Maintenance and Sales Facility

Norcross, GA

Architects:
Praxis3

Client:
Asbury Automotive Group

The project was a major renovation and complete overhaul of the Nalley Group's Truck and Bus Facility in Metro Atlanta. The project included 77,000sf of shop area with 41 truck and bus bays, 3 large vehicle wash bays, a 27,300sf parts facility and a 17,500sf truck sales center. In addition to major truck repairs the facility does maintenance for the entire Gwinnett County Public School System bus fleet.



Automotive and Truck Maintenance Facilities

Nationwide

Praxis3 has completed hundreds of automotive and truck maintenance, parts and car wash facilities across the country. The firm has worked at all scales, from dealerships with a few service stations to large regional facilities with over 100 service bays. Praxis has a comprehensive knowledge of the needs of modern mechanics and the increasingly sophisticated shop environments that they require.

Architects:
Praxis3

Client:
Various



TopGolf Dallas

Dallas, Texas

Architects: 11,000 sf Pavilion
Praxis3 32,000 sf Tee-line

Client: Golf Entertainment International
opened September 2007