

FRESHDIRTT



This business owner instantly understood DIRTT was the right fit for the aesthetics and performance of his car dealership, particularly on his extremely short timeline. He saw ICE Software®, and the next day brought in his general contractor who immediately agreed DIRTT would let them meet their schedule and capture their vision of a modern, welcoming, customer-oriented dealership. The “ICEing” on the cake for the owner was being able to lease all the DIRTT elements.

Products: Combination Walls, Sliding Doors with 4” Stiles, Modular Power

Retail

Beckley, West Virginia

Finishes: Anodized Aluminum, Chromacoat, Clear Tempered Glass, Back Painted Glass, Tackable Tile, Write Away



Design: Gensler/Dan Hart Associates

Distribution Partner: Contemporary Galleries

General Contractor: Norco Construction