



## COMPANY PARTNERS BRING GLOBAL INNOVATION TO THE NEW WORLD OF COCA-COLA

### Fact Sheet

#### **Overview:**

The Coca-Cola Company assembled a team of top designers, architects, developers and engineers from Atlanta and around the globe to bring the New World of Coca-Cola to life. The New World of Coca-Cola is a model of innovation, from the working bottling line or the 4D Theater, to the attraction's distinctive architectural design elements.

#### **Key Partners:**

##### **Master Planner/World of Coca-Cola Architect: Jerde Partnership, Venice, CA**

The Jerde Partnership is a visionary architecture and urban planning firm that designs unique places that deliver memorable experiences. Seminal projects include: Olympics, Los Angeles (1984); Namba Parks, Osaka (2003); Roppongi Hills, Tokyo (2003); Zlote Tarasy, Warsaw (2007); Dentsu Headquarters at Shiodome, Tokyo (2002); Kanyon, Istanbul (2006).

- **Contributions to the Project:** As master planner, Jerde worked closely with the leaders of The Coca-Cola Company to translate the values of the company into alternative conceptual ideas for the property. As design architect for the New World of Coca-Cola, Jerde designed the building that houses the exhibits and showcases the history of The Coca-Cola Company, its products and reflects its core values.

##### **Architect of Record (building): Rosser International, Atlanta, GA**

Now celebrating its 60th year, Rosser International, Inc., an architecture, engineering and program management firm, has been an important voice in the design community, contributing significantly to the skyline of Atlanta.

- **Contributions to the Project:** Rosser was responsible for assembling and leading the large team of design professionals that produced all aspects of this highly complex project. Rosser helped The Coca-Cola Company achieve its objectives of designing an environmentally-friendly building and creating an inclusive team with 32 percent participation by women-owned and minority businesses.

##### **Exhibit Designer: Jack Rouse Associates, Cincinnati, OH**

Jack Rouse & Associates specializes in the planning, design, and management of theme parks and museum exhibits.

- **Contributions to the Project:** Through the designing eye of Jack Rouse, The New World of Coca-Cola's exhibits each tell a part of the Coca-Cola story. Rouse helped to create a "surprise around every corner" at the new attraction by designing exhibits, including the 4D theater, advertising theater, and tasting lounge.

##### **Construction Manager: Holder, Manhattan and Moody, Atlanta, GA**

The Coca-Cola Company hired a consortium of three builders to provide construction services. Holder Manhattan and Moody is a collaboration between Manhattan Construction and two Atlanta-based firms, Holder Construction and C.D. Moody Construction Companies.

-more-

---

- **Contributions to the Project: *Holder Construction Company***, a national commercial construction services firm, served as the managing partner, project director, on-site general superintendent, preconstruction manager, field supervisor and project management support.
- ***Manhattan Construction Company***, based in New York, served as the on-site project managers, project management support, and preconstruction support.
- ***C.D. Moody Construction Company***, headquartered in Atlanta, served as the parking deck general contractor, preconstruction support, project management and field supervision support.

**Development Manager: Jones Lang LaSalle, Atlanta, GA**

Jones Lang LaSalle is the world's leading real estate services and money management firm, delivering fully-integrated services for property owners, investors and occupiers. An industry leader in property and corporate facility management, the firm has contributed to Atlanta projects including the Technology Square mixed-use expansion of Georgia Institute of Technology's campus and the expansion of the High Museum of Art, completed in 2005.

- **Contributions to the Project:** Jones Lang LaSalle served as program manager of the New World of Coca-Cola development, representing the company in every phase of design and construction of the building and show components. In this role, Jones Lang LaSalle worked with all architects, contractors, show designers, specialty consultants and city officials to ensure that The Coca-Cola Company's vision was realized.

**Architect of Record (landscape): Roy Ashley Associates**

Roy Ashley & Associates is an integral member of the design professional team for its clients. Through an acute awareness that spaces are not static elements, but constantly change in perception and experience, the firm develops an integrated environment that meets the needs of clients.

- **Contributions to the Project:** Roy Ashley & Associates served as the landscape architects for Pemberton Place and the New World of Coca-Cola. The team provided the detailed landscape and hardscape design, including the border features, special paving and planting.

**Architect of Record (parking): R.L. Brown & Associates, Inc.**

The team at R. L. Brown & Associates is flexible in its approach to project teaming and design, and is experienced in virtually every type of project delivery method.

- **Contributions to the Project:** R.L Brown & Associates served as the architect of record for the parking building and surrounding area at the New World of Coca-Cola attraction.

**MWBE Selection and Compliance: MHR International; Griffin & Strong, Atlanta, GA**

Combining the highest levels of technical competence with professional understanding and strong management style, Atlanta-based MHR International is recognized as a leader in program management and management consulting. Griffin & Strong, P.C., represents Atlanta's top attorneys and leaders in professional services.

- **Contributions to the Project:** Griffin & Strong, P.C., along with MHR International, developed and managed the process for the procurement, evaluation and execution of contracts for minority and female business enterprises (MWBE).

**Automation Engineers: GE Fanuc Automation Corporation, Charlottesville, VA**

GE Fanuc Automation Corporation, a joint venture between GE and FANUC LTD of Japan, delivers automation hardware and software designed to help users reduce costs, increase efficiency and enhance profitability with solutions and services for virtually every industrial segment.

- **Contributions to the Project:** The company provided software and services to support a comprehensive Plant Intelligence solution for Bottle Works – the fully-operational bottling line – including functional elements found in Coca-Cola's most advanced bottling plants around the world.

**Processing Partner - GE Water & Process Technologies, Trevose, PA**

GE Water & Process Technologies, a unit of General Electric Company, is solving some of the world's most pressing water challenges by providing industrial, agricultural, potable water, and wastewater

-more-

---

solutions that lessen the overall dependence on our world's fresh water sources.

- **Contributions to the Project:** Through a fully integrated offering of filtration and separation equipment, GE Water & Process Technologies serves The Coca-Cola Company's global needs across a broad spectrum, from critical production processes and wastewater systems to product safety assurance, environmental and regulatory compliance, and in-plant utility performance. At the New World of Coca-Cola, a GE BEV Series ingredient water system was chosen to produce safe, reliable, high-quality water for use in actual production at the facility. GE Water & Process Technologies also works with The Coca-Cola Company to effectively reduce its overall environmental footprint, water use and energy consumption.

**Bottling Line Engineering Consultants - Krones AG, Franklin, Wis.**

Krones - a global force for filling and packaging technology - develops and manufactures innovative packaging equipment and systems and provides extensive service support. Founded in 1966, Krones, Inc., a subsidiary of Krones AG, serves the United States, Canada, Central America and the Caribbean. The company provides customers with customized engineering, parts manufacturing, and after-sales support.

- **Contributions to the Project:** Krones managed mechanical and electrical engineering for the New World of Coca-Cola's bottling facility. The company developed equipment to fill bottles, blend the ingredients, and transport the bottles of Coca-Cola through the facility.

###

---