case study:
a closer look at
The Henri and Pike & Rose

Napa Valley Brick

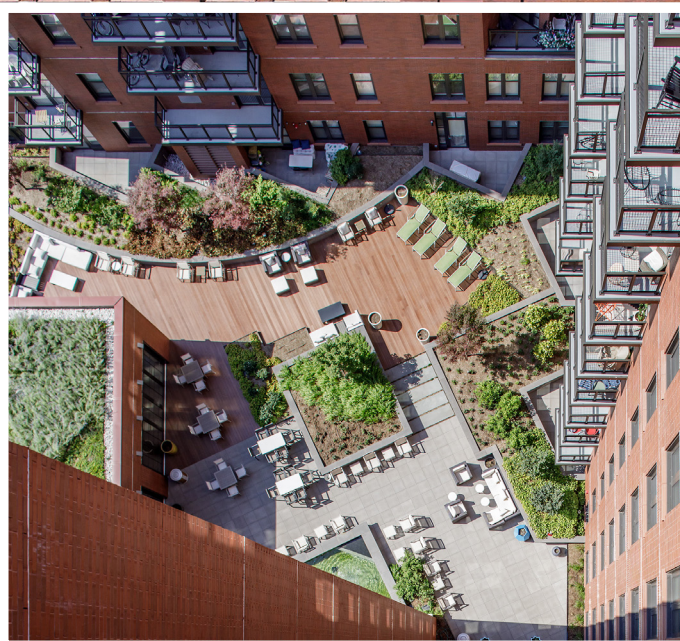## Pike & Rose • North Bethesda, MD

The Henri apartment building occupies Block 6 of Federal Realty Investment Trust's Pike & Rose development, a multi-phase mixed-use master plan within walking distance of the White Flint Metro Station in North Bethesda, Maryland. Prominently located along the neighborhood's evolving main street near a central park, the design team was tasked with creating a building that would enhance the public realm and establish a standard of design for ongoing nearby development, while accommodating extensive residential and retail programmatic needs.

the brick breakdown:

301,875 Napa Valley Bricks

key players:

Architect • Lee Rubestein
Distributor • Belair Road Supply

The architect Lee Rubenstein's, goal was to deliver a masonry cavity wall facade that was at once richly detailed, constructible, and reasonably affordable. The idea of brick masonry was selected as the primary exterior material for the 12-story building, which offers a warm and approachable character with opportunities for ornament and detail.

A blend of hues from the Napa Valley brick were ultimately selected for depth and texture, in norman and modular sizes. These were paired with a host of 34 special shapes, which were used in a variety of configurations to give the facade it's defining ornamental character. The resulting exterior expression successfully pairs detail-rich brickwork with a large format and inscribed panels, imbuing the building with

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an elevated level of ornamental interest, appreciable from a variety of perspectives and distances.

The Henri contains over 800 apartments and condos, numerous restaurants, a beer garden, many well-known retailers and a 30,000 square-foot sport and health center. This building focuses on a design that enhances both public and residential amenity. On the ground level are landscaped gathering areas where people want to stay longer after running an errand.

Glen-Gery