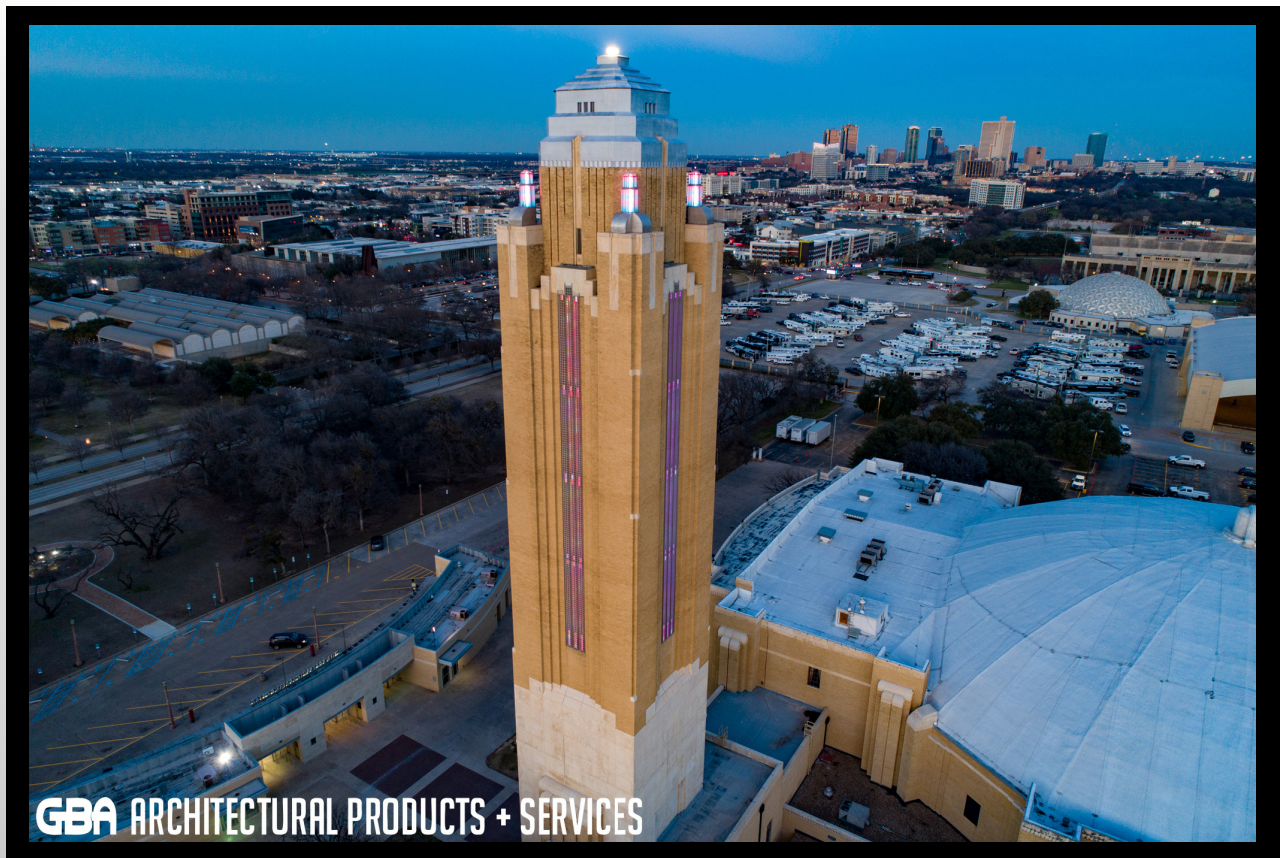


**SEVES  
GLASS  
BLOCK**

## **Pioneer Tower, Fort Worth, Texas**

*Seves Glass Block plays a key role in the refurbishment of an American National Register of Historic Places site.*

Pioneer Tower, the 209-foot pinnacle of Fort Worth's Will Rogers Memorial Complex, stands as a landmark example of the Art Deco architectural style popular in Texas from the end of WWI to the beginning of WWII. Designed by renowned Fort Worth architect Wyatt C. Hedrick and built in 1936 as part of the Texas Centennial celebrations, Seves Glass Block was an integral part of the Tower's \$4.7 million rehabilitation – manufacturing this unique glass block so essential to preserving the building's historic beauty and character.



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## Art Deco Architecture in Texas

Originating in France in the 1920s, Art Deco architecture broke from the past and heralded in a modern, industrial age. Characterized by smooth lines and surfaces, stepped outlines, and angular geometric elements, the iconic style came to Texas as many of its largest cities were growing from local hubs into major American metropolises. This exciting time in Texas history is now memorialized by prominent examples of the style like Dallas' Fair park – the largest collection of Art Deco buildings in America – and Pioneer Tower at the Will Rogers Memorial Complex, which is listed in the National Register of Historic Places.



## The Rehabilitation Project

Panels of glass block on each of the four sides, secured within aluminum frames, climb 15 stories from the 13th floor to the roof's crowning embellishments. Interior strip fluorescent lighting, part of the original design, turned the building into what Fort Worth City Councilmember Dennis Shingleton called “a beacon”. The original lighting consisted of 6,000 individual bulbs, changed by hand as needed. Around 1980, the panels were covered with aluminum louvers to protect the deteriorating original glass block – the tower went dark, and remained dark for decades.



Elements of Architecture, the firm leading the rehabilitation project, describe their commitment to detail as “fanatical”. With Seves Glass Block, they found an equally attentive partner who they commissioned to recreate the original block’s 6x6x4 Argus pattern. The installation experts at GBA Architectural Products were brought on to install the 6,210 pieces of glass block, an ambitious and logistically complex task which they accomplished in four weeks. Fluorescent lighting was replaced by computer-controlled, colour-changing LEDs, allowing for unlimited creativity in lighting design, whether that be red and green for Christmas or purple for a Horned Frogs victory.





## Relighting Ceremony

Reflecting on the project, Director of Public Events Richard Zavala called the investment “our way of saying this is important”, and added a word of advice – “keep it up for the future and you’ll see the benefits”. Restored to its former glory, the Tower was relit in a spectacular ceremony on November 6, 2019. Pioneer Tower illuminated the entire west side, reclaiming its rightful place as a symbol of life and progress for the cultural district of Fort Worth. Seves

Glass Block is grateful for this opportunity to contribute to the preservation of American history for future generations, and takes tremendous pride in the stunning results.

***To find out how Seves Glass Block can help make your project stand out, contact our design team today!***

**Making  Architecture Possible**