

32BJ SEIU Headquarters

Location: New York City

Architect: Gerner Kronick + Valcarcel, Architects ■ NYC 10016

Scope of Work: 516 Linear Feet, (38) Swing doors + (138) Fixed Panels

Custom Solution: A Custom Glazing System with Integrated Security and Segmented Curved Glass Design

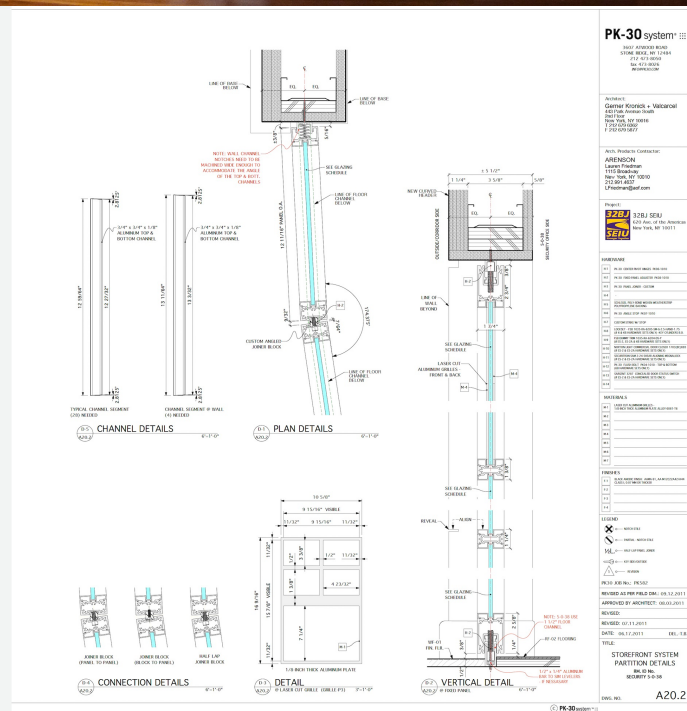
Photographer: Laura Moss

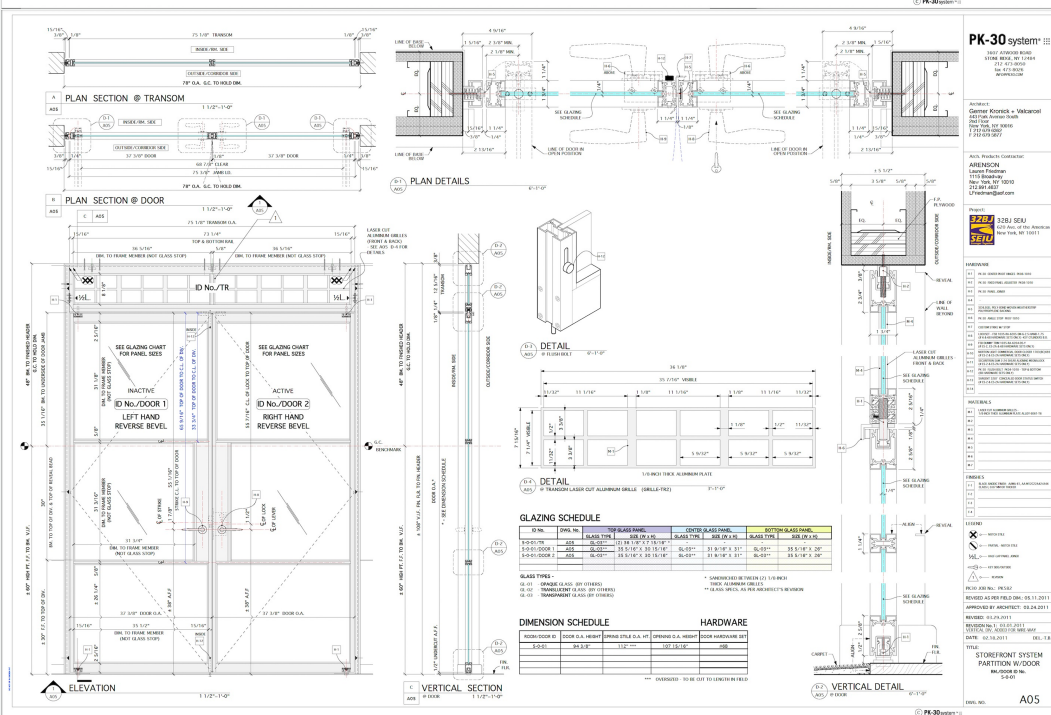
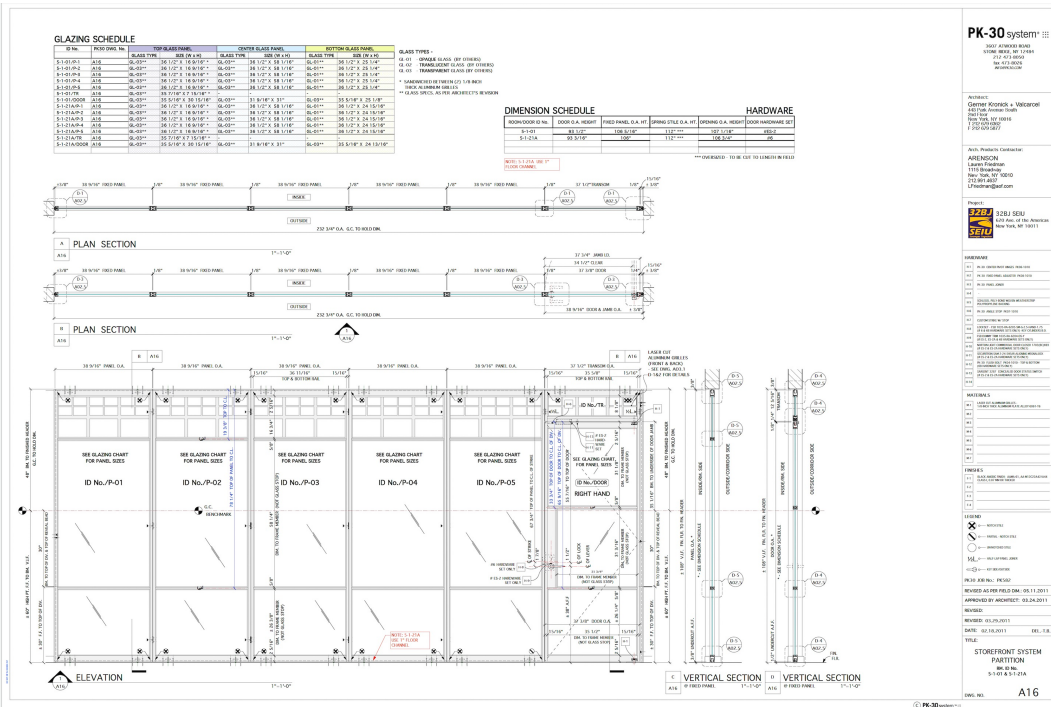


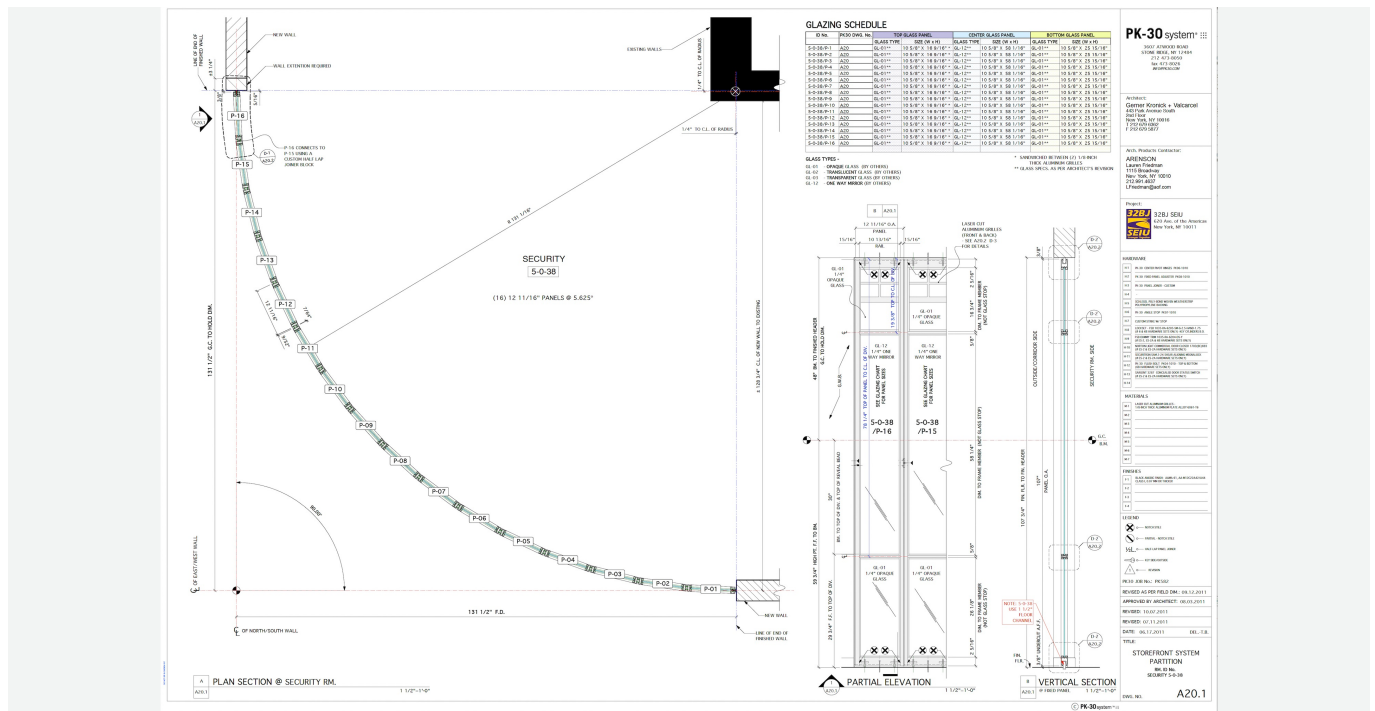












Project Overview

When 32BJ SEIU—the largest property service workers’ union in the U.S.—set out to reimagine its Manhattan headquarters, it aimed to create a space that was not only more functional for its 70,000 members but also inspiring and representative of its values. Working with GernerKronick + Valcarcel, Architects, the union fully gutted the space, located in a massive city-block-sized building, to establish a new environment that encourages ease of navigation, transparency, and member engagement.

To address the floor plate’s vast scale, the architects envisioned a system of “neighborhoods” inspired by Manhattan’s layout and designed a diagonal main corridor reminiscent of Broadway. The design emphasized visual connectivity, access to services, and an industrial-inspired aesthetic that conveyed strength and unity.

[PK-30](#) System was selected to help realize this vision—delivering a custom architectural wall and door system that balanced old-factory styling with modern functionality, adaptability, and performance.

Design Challenge

Create a custom solution that emulates the look of historic steel factory windows while meeting the demands of a modern office:

- Accept commercial-grade door hardware
- Incorporate electromagnetic locking
- Support a high volume of daily use
- Maintain the desired aesthetic without relying on true steel fabrication
- Integrate curved glass walls and layered visibility where needed, such as in security areas

Custom Solutions

To achieve the desired “old factory steel window” aesthetic with modern capabilities, [PK-30](#) System engineered a fully customized solution. Key elements included:

- **Satin Black Anodized Frames:** Delivered the industrial look of steel with the weight, precision, and clean edges of aluminum, allowing for faster fabrication and easier installation.
- **Integrated Hardware Support:** Engineered frames that accommodate electromagnetic locks and ANSI Grade 1 Full Mortise Locks while maintaining slim profiles. The system accepts standard North American lock cylinders, making service and future upgrades seamless.
- **Mini Divided Lites:** Instead of using true divided lights, [PK-30](#) fabricated laser-cut aluminum overlays applied to both sides of the glass. This method created the visual rhythm of traditional factory glazing without compromising thermal or acoustic performance.
- **Custom Curved Security Office Wall:** Designed and fabricated a segmented, curved glass wall using laminated one-way mirrored glass. To execute this with precision, [PK-30](#) developed a bespoke joiner block to transition the segmented panels along the curve while keeping all profiles aligned.

- **Specialized Office Fronts:** Delivered glazed fronts that combined transparent and opaque laminated glass with tailored height lockboxes, meeting a mix of privacy and access control needs throughout the headquarters.

Results

The result is a dynamic, multi-layered office environment that looks timeless and operates with state-of-the-art functionality. [PK-30's](#) work allowed the architectural vision to come to life without compromise, combining beauty, resilience, and custom detailing at scale.

- The satin black system visually anchors the space, reinforcing the brand's identity while delivering durable, maintainable systems.
- The integration of modern hardware and locking components enables both security and accessibility.
- The curved glass security wall became a focal point of the space, exemplifying the union's forward-thinking approach to member services.

Conclusion

[PK-30](#) System's role in the 32BJ SEIU headquarters project highlights its unmatched ability to deliver custom-engineered architectural solutions with precision and artistry. From concept to installation, [PK-30](#) supported the design team with deep technical knowledge and creative fabrication techniques—ensuring that the final space not only met operational demands but also reflected the strength and unity of the 32BJ community.

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