

Case Study | Client: *University of Georgia (Architect: Square Feet Studio)*

GEORGIA TECH – RAMBLIN' RECK CLUB GARAGE

PROJECT OVERVIEW:

The Garage was envisioned as a space where innovation meets craftsmanship—a place for students to design, build, and experiment with automobiles in a modern, flexible environment. The architectural team at **Square Feet Studio**, led by **John Benzik**, sought a solution that could merge functionality with architectural expression.



THE CHALLENGE:

Designing a garage that would serve both as a **hands-on workspace** for automotive students and as a **showcase environment** presented a unique challenge. The team needed a **turntable system** that could adapt to a variety of uses—display, repair, collaboration, and education—while maintaining the building's clean, gallery-like aesthetic.

SOLUTION:

Partnering with **Carousel-USA**, the team developed a **custom problem-solution turntable** that became the centerpiece of the garage. The system offered:

- **Precision engineering** for safe, smooth operation in an educational environment.
- **Design flexibility**, allowing cars to be rotated and positioned for viewing, instruction, or work.
- **Aesthetically integrated design**, aligning seamlessly with the architect's vision of a modern, museum-quality facility.

Carousel-USA's engineering team collaborated closely with Square Feet Studio from early concept through installation, ensuring the mechanical system complemented both the visual design and the functional needs of the space.



RESULT:

The Carousel-USA system transformed how students and visitors experience the Rainbow & Rec Club Garage. It became both a **functional centerpiece** and a **symbol of innovation**, embodying the university's commitment to learning through design and technology.

Architect John Benzik praised the collaboration, noting that *"Carousel-USA's attention to detail, technical expertise, and partnership significantly expanded the project's possibilities."* The result is a space that feels as much like a **museum of movement** as it does a working garage—where form, function, and education coexist in motion.

WATCH THE VIDEO HERE
