

1906 - 1915

# Coca-Cola founder's legacy includes iconic Candler Building

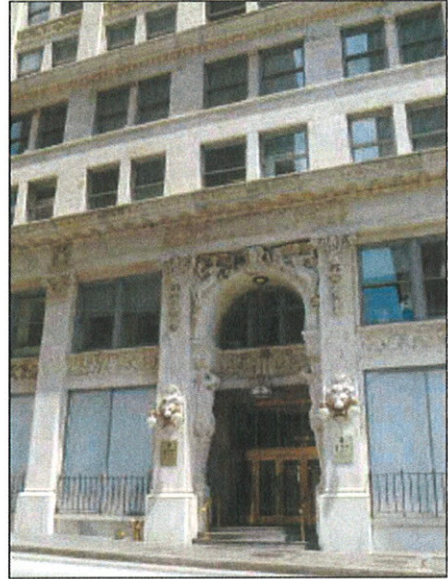
Opened in 1906 in the heart of downtown Atlanta at 127 Peachtree St. N.E., the Candler Building is a 17-story, 220,000-square-foot office building that is one of the earliest manifestations of the success of **The Coca-Cola Co.** founder Asa Griggs Candler and his marketing of what was known at the time as a “sparkling headache remedy.”

Candler took a great personal interest in construction of the Candler Building, working closely with architect George E. Murphy in the structure's design and materials.

Built in the Beaux-Arts architectural style, the Candler Building has some of the best ornamentation of any office building in Atlanta, with beautifully detailed friezes and an elegant lobby.

The building's marble exterior is decorated with elaborately carved panels depicting historical personages. The interior, meanwhile, is decorated with busts of a number of figures from Georgia's history, as well as busts of Candler's parents. This stonework was carved from snow-white Amicalola marble, selected personally by Candler and Murphy, from the North Georgia quarries of the **Atlanta Marble Co.**

The Candler Building blazed new trails when it came to high-end amenities for its office tenants. The property's original marketing brochure listed perks that included a barber shop with baths that



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“had no peer in the Rome of Nero”; and an “electric light plunge,” a 10-foot-by-5-foot cabinet lined with light bulbs, where those suffering from “lumbago, rheumatism or other uric acid problems” could climb in and enjoy incandescent heat.

The Candler Building was designated a National Historic Landmark in 1977.

“The Candler Building is the most luxurious, prestigious historic office building in Atlanta,” said Melody Harclerode, associate principal at **Hyer Creative**. “They just don't make office buildings with that kind of grandeur anymore.”