

BRANIFF PLACE WORLD HEADQUARTERS DFW - Celebrating 40 Years. This week we will honor the 40th Anniversary of the magnificent Braniff Place World Headquarters located on the northwest corner of DFW Airport.

Braniff Place was a groundbreaking facility when it was opened on December 1 thru 4, 1978. The modern Mediterranean villa styled complex, designed by Welton Beckett and Associates Architects, as the first corporate headquarters where employees could work, play and stay.

A special event will honor the opening of the building this coming Tuesday, December 4, 2018. A private luncheon will be held in the Braniff Place Cafe, which has operated continuously since December 4, 1978, except for one month in January 1984 after Braniff's departure from the building and the arrival of GTE, its new tenant.

Also, the Braniff flag that flew over the complex for the Second Braniff History and Architecture Conference in September 2016, will again fly at the Braniff House Hotel, now Thryv Hotel and Conference Center, all day on December 4, 2018, in honor of the 40th Anniversary of the complex, which was the founding model for unique work, play and stay themed campuses such as Google, Microsoft and Apple headquarters.

Photo: An aerial view of the striking Braniff Place World Headquarters looking northwest features the poles in front of the Administration Building on the far south end of the complex that flew the flags of the countries that Braniff served on March 23, 1979. Braniff Place enabled Braniff to consolidate all of its key functions, except aircraft maintenance, into one central location and eliminated the many office locations in Dallas that it had grown into because of its growth since 1965. Today, Braniff Place is lovingly cared for by our great friends at Dex/YP. The cafeteria serves fantastic food every day.

Braniff Airways Foundation  
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