

SYNCHRONICITY

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CULTURAL AND PERFORMING ARTS

Embracing Designs That Celebrate
Imagination, Nurture Creativity And Empower
The Arts In Support Of Your Vision.



STRANG

SYNCHRONICITY

DESIGN

OVERVIEW

We believe (more than ever) that an integrated, in-house protocol is the pathway to successful performing arts projects. Why? The fact remains, even in modest-scaled renovations, there are plenty of moving parts, which often spin-off with negligible regard for project consequences.

When our architects, engineers and interior designers collaborate, the results can be spectacular. We implement intelligent, jaw-dropping designs that address artists and audiences alike. Everyone is collectively dialed-into your project, evaluating – in real-time – the impact of each decision. For example we understand how seating fabric/ configurations and light fixtures effect the built environment. Our long-term clients tell us vertical integration is a significant reason why they return to Strang.



*Our Proactive
Collaboration Begins
With Clients And
Fully Engages Our
Contractor(s) And
Trades Team.*

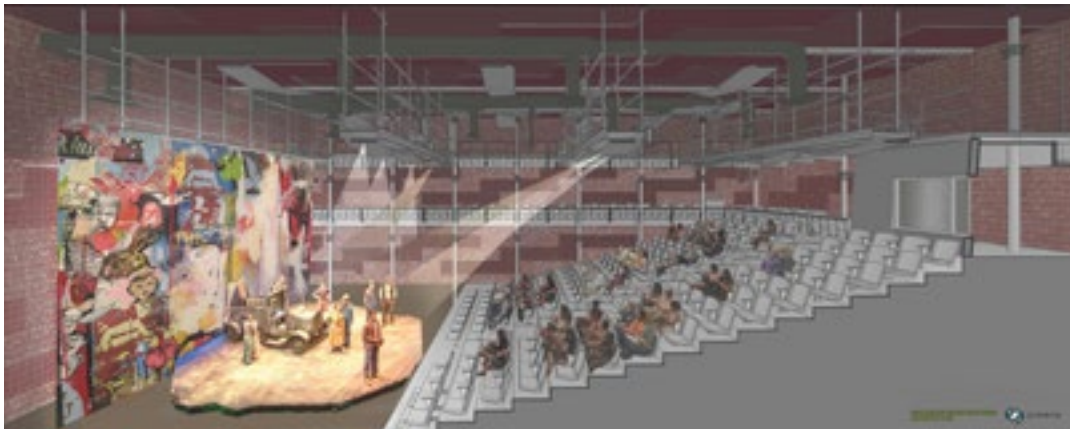
Within Strang Exists An Instinctive Respect For Client Collaboration. Together, we forge an authentic coalition as our informed business model. Our clients have well-thought viewpoints and project perspectives which help shape integrated thinking across the entire team. When melded with Strang's insights, resourcefulness and expertise, together we produce optimal outcomes.

“

Strang's efforts managing our acoustic and audio design efforts have been stellar. Their commitment to quality design and methods for staying on schedule and managing costs are very effective.”

← 1

Richard Talaske, FASA
President And Principal Acoustics Consultant, TALSKE, Inc.



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We are privileged to design venues that host a wide variety of works, from Beethoven to blue grass, Arthur Miller to Glenn Miller to Steve Miller, or Shakespeare to Sondheim. Much like our designs, our designers celebrate imagination, nurture creativity, empower the arts and help galvanize regional citizenry in support of your vision and built environment.

Budgets, Schedules And Data Must Coexist With Creativity, Resourcefulness And Ingenuity.

“

Our Strang partners consistently demonstrate their ability to hear and act upon our priorities and preferences.”

Michael Broh
American Players Theatre



THE RIGHT CREW TO TEAM WITH YOUR CAST

Aptitude, Attitude And Approach - You can't select two, you need all three. Because skill without perseverance is wasted talent. You can't do without "Can Do." And a viewpoint without a plan is simply bravado.

Design Synchronicity is as much a mindset as a project management protocol. It's tenacity, confidence, servant leadership and a common drive to excel beyond expectations.

Serendipity, improvisation and ad libs may occur on stage, but the design of your performing arts centre is a well-disciplined, precisely choreographed piece. With our clients, we are a consortium of aligned skill sets, powerful on their own, unassailable as one. Join us.

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AMERICAN PLAYERS THEATRE

UP THE HILL THEATRE, SPRING GREEN, WISCONSIN

A simple stage, tucked into a little bowl in the hillside and surrounded by groves of oak and pine trees is the ultimate setting for watching history's greatest plays. Designers worked closely with APT staff to make improvements without losing the venue's rustic sophistication. The outdoor amphitheater's upgrades improved acoustics and sight lines, handrails and a loop system to improve assistive listening. The lobby and backstage areas were also renovated to be more accessible and attractive.



TOUCHSTONE THEATRE SPRING GREEN, WISCONSIN



Strang created a world-class theater within a limited budget. It provided designers an opportunity to use ordinary off-the-shelf materials in innovative ways to create an experience capturing the essence and culture of APT's aesthetic. This award-winning design houses a 200-seat theater, lobby, concessions, will call, dressing rooms and a green room. The 14,000-SF production support building was designed to be economical, functional and efficient, matching the APT image.



The Theatre Has An Informal, Rustic And Comfortable Design That Transports Visitors To A "Theatre In The Woods."

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HAMEL MUSIC CENTER

UNIVERSITY OF WISCONSIN - MADISON

“

I've been nothing but pleased with Strang's meticulous attention to the details and mission of our complicated performing arts project.”

Susan C. Cook

Director, Pamela O. Hamel/Music Board of Advisors



The 63,300-SF Hamel Music Center on the UW-Madison campus, is designed to anchor the East Campus Arts Gateway and be a showcase for the Mead-Witter School of Music. The venue, by Strang in

conjunction with Holzman Moss Bottino, will host more than 350 events annually, from symphony and chamber orchestras to soloists and choral performers. The facility will include a 315-seat recital hall, large rehearsal

room and spacious lobby. The Mead-Witter School of Music is ranked in the top 5 percent of public schools of music in the U.S. and has earned international stature. Designed to spotlight the breadth, power and purpose of musical exploration, this new facility will allow the program to further elevate curriculum and pedagogy to the highest levels of collegiate music education.



The Facility Will Feature A Glass-Walled Lobby, Clerestory Windows In The Recital Hall, Along With A Dramatic Glassed-In Corner Of The Rehearsal Hall Allowing Passersby To See The On-Going Rehearsals.

PABLO CENTER AT THE CONFLUENCE

EAU CLAIRE, WISCONSIN



This project was made possible by a new economic development paradigm that recognizes the interdependence of creative industries resulting in improved regional attractiveness and positive business impacts. Availability

of cultural events and entertainment is just as important for the region's artists, citizens and visitors as it is for the venue. The project builds upon the distinctive nature of the Chippewa Valley. The Pablo Center will include a 1,129-seat main theater, a

397-seat mid-size theater and a gathering space that can be transformed for various types of performances. The space will not only showcase and embrace Eau Claire's diverse performing arts community, but be flexible enough to host a variety of community events.



HARVEY HALL THEATRE

UNIVERSITY OF WISCONSIN - STOUT

Constructed in 1916, Harvey Hall is listed on the National Register of Historic Places. The four-story building houses a 10,500-SF theatre. The Strang team restored and upgraded the theater spaces. Support spaces include the entry, box office, control booth, dressing room and scene shop. The project involves stage improvements, lighting replacement and aesthetic updates. Additional upgrades include HVAC, acoustics, accessibility and life safety.



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NORTHERN SKY THEATER

DOOR COUNTY, WISCONSIN

Begin with the new creative campus – a place in nature to nourish the creative spirit, a place where original musical theater comes to life, a place to call home. There will be two buildings as part of the new creative

campus providing everything in one place, before the theater company makes the annual summer move to the Amphitheater within Door County's Peninsula State Park. The centerpiece of the campus will be a professionally equipped,



intimate 248-seat theater to serve as home for fall and winter shows.

ALLIANT ENERGY CENTER, EXHIBITION HALL

MADISON, WISCONSIN



This world-class, award-winning 255,000-SF hall is part of a full-service, multi-building exposition facility comprised of a 10,000-seat coliseum, 21,000-SF arena and nine livestock buildings. The hall hosts more than

500 exhibits, conventions, concerts and sporting events annually. The design solution included a remodel, and a new exhibit hall and lobby. More than 218,000-SF was added to the 37,000-SF facility. The expansion complements

existing architectural details and incorporates shapes and materials similar to the Coliseum's design. The hall has been selected multiple times as winner of the "Prime Site Facility Award" by meeting and event planners.

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THE SYLVEE

MADISON, WISCONSIN



The Sylvee is owned by Frank Productions, a family business and a cornerstone of the Madison community for more than 50 years. Designers worked closely with the family to assure The Sylvee accurately reflects the legacy of Herb and Sylvia Frank as they lay the cornerstone for this incredible new facility. The venue, which will reside in the Gebhardt

Building, is a 40,000-SF 2,500-person music hall designed to meet the strong and lasting demand for world-class live music in Madison. The Sylvee will help to ensure that bands and artists of all types and all sizes will be able to entertain their fans right here in Madison for generations to come. This project will be seeking LEED certification.

DESIGN



*This Mixed-Use Urban Redevelopment
Is Part Of The Rebirth To Madison's
Capitol East District Corridor.*



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STOUGHTON OPERA HOUSE

STOUGHTON, WISCONSIN

The Stoughton Opera House, on the upper floor of the historic Stoughton City Hall, an early 1900's Richardsonian Romanesque building - is the most celebrated and symbolic structure in town. Strang was commissioned as the architect for a complete masonry restoration of the building's exterior including a multi-level elevator tower which needed to compliment the historic elegance of the original building while fulfilling functional needs. Improvements included electrical infrastructure supporting the theatrical systems, accessible restrooms, elevator access, stairway and existing improvements and remodeling of several support spaces.

The Project Received An Historic Restoration Award For The Stoughton Opera House Renovation.



MINERAL POINT OPERA HOUSE

MINERAL POINT, WISCONSIN

Built in 1915, the Opera House is located in the Mineral Point Municipal Building, the state's second auditorium. Improvements to the 17,000-SF building included heating and electrical systems upgrades, handicap accessibility improvements, and decorative plaster restoration. Upgrades were also made to theatrical rigging, lighting and audio systems. The project also included renovations to the green room, exterior masonry repairs and new seating, materials and finishes.



Our performing arts heritage spans the spectrum of venues – from achieving exacting details restoring several near-century-old opera houses to integrating 21st-century technologies and equipment into concert halls, recording studios, theatrical stages and galleries.

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PROJECT DEVELOPMENT

LISTEN | DISCOVER | DESIGN

Our team collaborated to identify client input, explore opportunities and address challenges, and only then, considers design direction. Strang's approach is highly collaborative and inclusive. Stakeholder participation is conducted with open communication, and through a proven interdisciplinary system. Decisions are made in unison and Strang develops trusted solutions reflecting your goals and budgets. Strang's proprietary protocol, Listen | Discover | Design ensures stakeholders actively participate in conceptualizing the project.



— — → *Within Strang
Exists An Instinctive
Respect For Client
Collaboration.*

Our role extends well beyond traditional planning, programming and designing. We become proactive catalysts for your growth, stewards of your business and champions of your brand. Our performing arts projects are as diverse as their locations – from a renovated stage in the woods to a new music building on a college campus, each with its own unique purpose.



LISTEN

Great design engages all your senses. At Strang, the sound of your voice is important as we listen for intensions to understand the thinking behind your words. Together, we will develop a concept matching your organization's unique objectives.



DISCOVER

When our designers work together to collect, review and analyze your input, we discover the many unique opportunities inherent in your project. This evaluative step challenges thinking and allows "Next Practices" to rise to the surface.



DESIGN

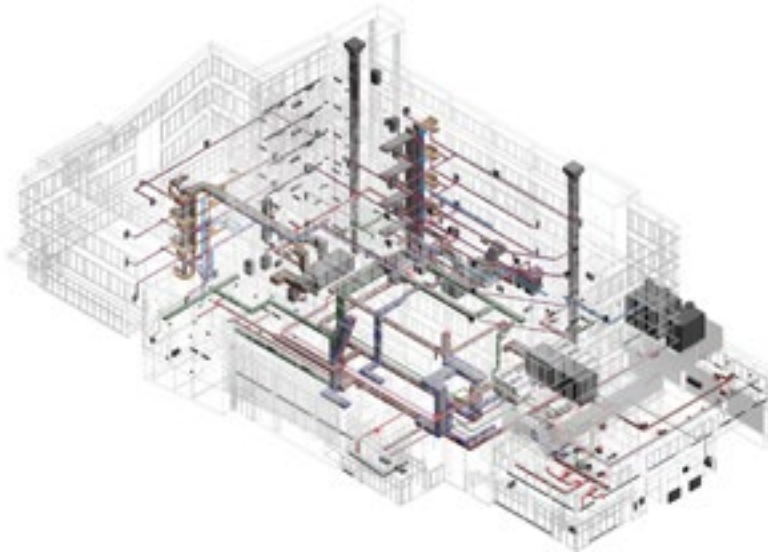
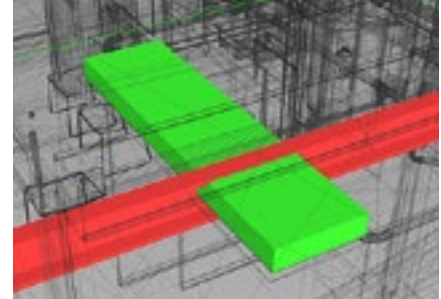
In our design phase, we uncover the ideas and insights that coalesce clients, architects, engineers and designers around a unified plan of action. As we steward your vision and culture, you are engaged as a co-creator, resulting in a design that perfectly fits your budget, schedule and mission.

Serendipity, Improvisation And Ad Libs May Occur On Stage, But The Design Of Your Performing Arts Centre Is A Well-Disciplined, Precisely Choreographed Piece.

ADVANCED COORDINATION

Strang has mastered the art and science of Building Information Modeling (BIM) integration. As our primary design tool, we perform BIM modeling at the start of every project. As your model

takes form, it is used as a visualization tool, allowing the team to view inside any room to get a sense for proportions, scale, and the visual impact of design options creating a synchronized client experience.



In later design phases, the model is used as a coordination tool between disciplines. We use Navisworks software to run “Clash Detection” tests. These conflicts are then resolved in the model prior to construction avoiding costly change orders and schedule delays.

DESIGN VISUALIZATION



Virtual reality is more than a cool new way to see architectural renderings in 3-D. At Strang, we don't use technology for technology's sake, but rather as another means to bring our client's perspective into the design process. By directing their own

view from room to room, clients use the VR headsets to find out if the space "feels" right. This helps assure designers and clients are on the same page so adjustments can be made earlier and more accurately. It saves time, money and ensures a successful project.

VR facilitates a coordinated design solution. Our designers use the tool to confirm the building design components "fit" together for a cohesive design solution.



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DESIGN



INTEGRATED DESIGN SERVICE

At Strang, we have a simple credo: architecture must inspire and enable the human spirit; it places you in a built environment that is both a pleasure to view and occupy. Also, our designs account for respectful use of financial, natural, and human resources.

From auditoriums to back-of-house spaces, we consider the needs of all occupants. We use the tools at our disposal to make the perfect venue based on client's needs. It's about how we affect people and support businesses. These three disciplines work in concert with one another – and with you – in defining a unified approach. All items combine to deliver a space which came from your heart, our hands and our collective thoughts.

→ **Strang architects are** adept at designing built environments that celebrate growth. We build upon your vision with a forward-thinking mentality anticipating tomorrow's needs.

Our interior design team aligns your productivity, culture and creative energy within beautifully functional space empowering building occupants to do their best, most creative work.

Our diverse team of engineers develop comprehensive analysis and innovative solutions for your energy needs. We give you choices; you decide on the value of the return-on-investments.



ARCHITECTURE

- » Master Planning
- » Site Evaluation/Selection
- » Architectural Design
- » Feasibility Study
- » Construction Administration
- » Existing Building Evaluation
- » Cost Estimating
- » Value Analysis
- » LEED Consulting
- » WELL Building Consulting
- » Virtual Reality (VR) Design
- » Branding

ENGINEERING

- » HVAC System Design
- » Plumbing Design
- » Electrical System Design
- » Lighting Design
- » Commissioning
- » Integrated Control Systems
- » Energy Performance Modeling
- » Safety and Fire Protection
- » Maintenance Programs
- » Site, Civil Engineering
- » Mechanical Systems Analysis
- » Cost Estimating
- » Start-Up Assistance
- » Long-Range Programming
- » Voice, Data, Security, AV Design
- » Structural Engineering

INTERIOR DESIGN

- » Back-of-House Planning
- » Furniture Selection/Procurement
- » Colors, Finishes Selection
- » Interior Architecture Detailing
- » Building, ADA Code Compliance
- » Selection of Art and Accessories
- » Renovation Planning, Budgeting
- » Development and Programming
- » Ergonomic Assessments
- » Branding

Our Designs Celebrate Imagination And Nurture Creativity In Support Of Your Vision And Built Environment.

That is why we strive to provide an exceptional client experience through mutual respect, resource preservation and inspired design.

After all, every project we touch is forever a part of our shared legacy.



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