

the alliance

always aligned with clients in mind

09.2016
Volume ONE
Issue EIGHT

in this issue

Amazing Reactions
To This New Space

Performing Arts
Across The Region

plus...

Zach Zooms
'Round The Track



STRANG



|The View From Here



Last month, we shared Strang's inaugural STEAM Camp, a week-long program attended by 40 middle school youth who learned about educational pathways towards careers in Science, Technology, Engineering, Arts and Math.

Afterwards, we received more than 60 emails and telephone calls expressing appreciation for this program. Many more of you approached us in the community with words of support and encouragement. And now, we have a number of business and educational leaders inquiring about participating in next year's program. I think we might be on to something. Here are two key takeaways from this experience:

1. Our campers' enthusiasm, inquisitiveness and amazement were beyond description - you should have seen this! Every one of these young people were engaged and excited about the experience. New friendships were forged. Eyes opened wide. Discoveries came through teamwork, relentless curiosity and a genuine desire to learn. Gotta love that.

2. This was a true private / public initiative with volunteers, donations and host locations coming from across business, higher education and nonprofit organizations. It was genuinely gratifying to witness so many people stepping up and stating, "This is great. How can we help?"

Once again, our sincere appreciation to everyone who helped with STEAM Camp - we cannot thank you enough. Now, the planning for next year's camp begins.



INSIDE

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FORM STRENGTHENS FUNCTION

4. WiscNet's newly renovated office was designed to be both attractive and functional.

TAKING CENTER STAGE

10. Strang has taken on the role of a conductor in the development of several performing arts centers.

THE NEED FOR SPEED

16. One of our engineers has developed an avocation that puts him on the fast track - literally.

IB EXECUTIVE
CHOICE AWARD

2015 WINNER

InBusiness Magazine readers
named Strang the top commercial
architectural firm in Madison.





WELCOME

WiscNet is a membership organization that **connects people and strategies** to solve common technology challenges. Its previous office space grew cramped and ultimately, counter-productive. In collaboration with Strang, WiscNet staffers honed a shared vision of their ideal work space. Let's take a look.



RESPONSIVE



project profile

GROWING





605 science drive

The moment a construction worker drove a skid steer loader through the front door into 605 Science Drive, Shaun Abshire felt the excitement of a dream come true.

It was January 2016 when the skid steer's dramatic entrance began the renovation of a new home for WiscNet, a membership association providing research and education networking services for Wisconsin.

For more than five years, several WiscNet staff tried to find a way to spruce up a 4,200-square-foot space in downtown Madison. Their goal was to create an improved work environment as a tangible

benefit for 25 colleagues in hopes of improving retention, recruitment and productivity.

In the end, moving to a new location turned out to be the better solution. So in April 2016, just four months after the renovation project started, WiscNet was at home in University Research Park on Madison's west side.

The turning point in a long process came when



WiscNet hired Strang to do an employee survey and pre-design study.

“That was critical,” said Shaun (WiscNet’s Deputy CEO). “Strang took the process in a serious, deliberate way. We had no clear and agreed statements of what we needed and what we wanted, and that’s what the study gave us. The subsequent designs Strang produced for the space in the Research Park brilliantly implemented the study’s findings.

FLEXIBLE

“This place exceeds our expectations,” he said. “It’s elegant, attractive, functional space for both employees and members.”

Today, the 10,000-square-foot office has daylight filling every corner, from glass enclaves and conference rooms to a multi-use work café. The idea was to make the space feel as open and bright as possible. The project did all that and more. Before the renovation, the space had low ceilings and lots of interior walls aligned with the exterior walls. Much of the interior was sheltered from sunlight.

“*It was a fundamental design tenet that we give WiscNet staff choice and control over where they work while at the office.*

Shaun Abshire
WiscNet Deputy CEO



SUPPORTIVE



form strengthens function

Designers shifted the interior grid to align with the north-south diagonal that bisects the square-shaped space and removed walls to improve daylighting. This not only opened up views to the outside but also made the space more interesting and dynamic. The ceiling is open to the structure roof-deck and painted white. Skylights allow daylight to filter in naturally from the ceiling. A living wall (vertical garden) and vertical trim panels in the lobby provide visitors with an interesting and enticing first impression. Amenities, such as a shower, lockers and a patio offer options not available in WiscNet's previous office.

"It was a fundamental design tenet that we give WiscNet staff choice and control over where they work while at the office," Shaun said.

Various-sized rooms with different types of seating and desking are offered – standard desk height chairs, stool-height chairs, soft seating. There is a single-person quiet room, large conference rooms and small collaborative zones for three or four people to meet. One of the enclaves includes a treadmill for those who want not only to stand but to be active while they work.



A popular amenity is the work café, with a full kitchen, wide views of green space and a variety of seating. The patio, just outside the café door, includes a grill and three tables with sun umbrellas. It was important to have access to technology everywhere in the office. The state-of-the-art audio-visual systems, wireless and wired networking, lighting and a sound-masking system make for a fairly sophisticated electronics system throughout the space. To keep noise distraction to a minimum, soundboards hang below the ceiling. This also gives the appearance of a multi-layered ceiling.

TRUSTED

WiscNet's the new building in the University Research Park is quite different than its old home in downtown Madison, but the location is very appropriate. The Park is an infrasture that supports science, technology and research and WiscNet is an essential infrastructure for research and education in Wisconsin.

"The businesses in the Research Park are our sort of businesses," Shaun said. "Besides, it's sweet to have an address for WiscNet that says Science Drive."



PERFORMING ARTS WISCONSIN

MADISON ■ SPRING GREEN ■ EAU CLAIRE ■ FISH CREEK

Backstage with FOUR very different
performing arts venues currently
partnering with Strang

audience experience
dynamic spaces
community connections
sight lines
timeless materials
operational excellence
unique artistic experience
sustainable
scenography
town & gown hospitality
joy and wonderment
client input
creative expression
clarity of sound, moderate
reverberance and flexibility
cost | value | benefit
running liveliness
design
functionality
audio systems
education
flexible



STRANG

This is where Strang's
Listen ■ Discover ■ Design

protocol really shines. Our proprietary process allows us to collect, prioritize and analyze client input and data to discover the unique opportunities with each performing arts project

At Strang, we serve as a sort of director or conductor in performing arts projects. Our role is to engage with partners, making sure the acoustics, lighting and creature comforts back stage all fit what the client is trying to accomplish.

"Performing arts centers are not a one-size-fits-all," said Strang Vice President and Senior Project Director Mark Bastian. "There are equal amounts of client feedback, theatrical equipment, auditory aspects that all come together. It's our experience and ability to listen to clients and help fulfill their technical and aesthetic needs."

Strang's current performance projects include the Hamel Music Center on the University of Wisconsin campus, Northern Sky Theater in Door County, American Player's Theatre in Spring Green, and the Confluence Arts Center in Eau Claire.

They are as diverse as their locations – some are indoor, others are outdoor. Some have rural settings; others sit on or near college campuses. Some are large buildings with multiple stages; others have only a single stage.

But each has a specific purpose unique to the performance styles and the type of audience. Strang must be sure to design a proper fit, based on the client's needs. There must be a true understanding of the technical needs as well as the aesthetic needs before creating the shape of the venue.

Even after that, designers must consider the needs of both the audience and the performers. For the audience, hospitality amenities are important as are great acoustics and a quality performance. The performers need technical functions, quality acoustics and comfortable back-of-house amenities.

"We use all the tools we have to make the perfect venue depending on the client's needs," said Senior Project Designer Ivo Rozendaal. "But at the end of the day, it's about how we effect people."





PERFORMING ARTS WISCONSIN

MADISON ■ SPRING GREEN ■ EAU CLAIRE ■ FISH CREEK



The Hamel Music Center will include a 315-seat recital hall, large rehearsal room and spacious lobby while anchoring a highly visible corner at the University of Wisconsin's East Campus Gateway.

The center will also feature a glass-walled lobby, clerestory windows in the recital hall, along with a dramatic glassed-in corner of the rehearsal hall that will allow passersby to see the on-going rehearsals. Such extended transparency will help create educational and social connections between working musicians and the public, a key priority for the Mead Witter School of Music.

Hamel Music Center



PERFORMING ARTS WISCONSIN

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FISH CREEK



Northern Sky Theater

The new creative campus for Northern Sky Theater will feature two buildings on a 39-acre parcel. Designed to give the organization a fall and winter home, it will also serve to centralize its support operations.

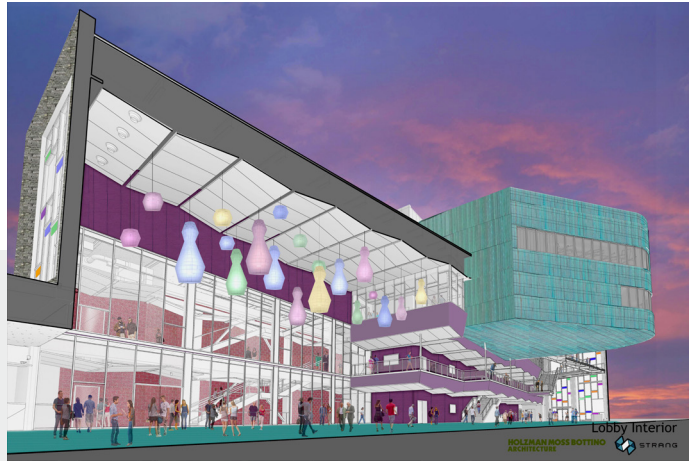
A professionally equipped theater will convert from rehearsal space to an intimate 200-seat performance space, giving Northern Sky an indoor venue for fall and winter shows. The multi-functional center will also include pre-production facilities and administrative offices. The project will increase efficiencies, expand its creative capacity and, most importantly, ensure the future of Northern Sky Theater.





PERFORMING ARTS WISCONSIN

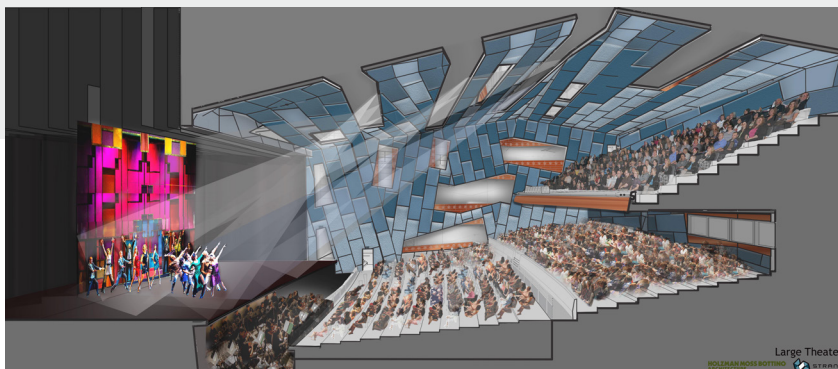
MADISON ■ SPRING GREEN ■ EAU CLAIRE ■ FISH CREEK



Designed by Holzman Moss Bottino in conjunction with Strang, the 130,000-square-foot center will offer the community an expansive performance space for actors, musicians and artists of all ages and talent levels.

The Confluence Arts 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 will be flexible enough to host a variety of performances.

Confluence Arts Center



PERFORMING

ARTS WISCONSIN

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American Players Theatre

The Hill Theatre at American Players Theatre in Spring Green, Wisconsin, is getting a makeover that few may notice. That's the beauty of this project: make the improvements without losing its quaint ambiance.

While the venue is already loved by audiences and players, the APT staff knows it can make the experience even better. The objectives include: rebuilding the stage and its capabilities; improving audience sightlines and upgrading acoustics; making the lobby areas more accessible; and expanding and improving backstage areas.





“If you have everything
under control, **you’re**
not moving fast enough”

MEET NATHAN



name: Nathan Zach

occupation: Senior Mechanical Engineer | Commissioning

avocation: The need for speed

quote: “I get it near 120 mph at Road America”

Nathan Admits It - He Enjoys Driving Fast.

He loves to downshift, diving into a hairpin curve, throttle back up to speed and let it unwind down the straightaway. Of course, that’s on the racetrack during the weekend. The rest of the time, he is a speed-limit-obeying engineer on the Strang team. >>>>



■ FATHER & SON

Nathan and his father, Pete, both of Madison, are weekend racers and members of the Madison Sports Car Club. On select weekends, the father-son duo will haul their 2003 Ford Focus in a trailer to the Madison International Raceway, Road American at Elkhart Lake, or any of number of area racetracks.

■ TRICKED OUT

Of course, his Ford is slightly modified. Along with upgraded cams, a full-length exhaust header and a free-flowing intake system, he added coil-over suspension so he could lower his springs and shocks. Minor adjustments are made in an enclosed trailer on race day.

■ CAREER & FUN

This is nothing like Nathan's day job as a Senior Mechanical Engineer at Strang. But his understanding and background of engineering certainly helps. As much as he loves his job, there's nothing quite like the feeling of buckling in, putting the pedal to the floor and hitting top speed.



A literacy based nonprofit focused on providing books and programming for vulnerable children and families. Find out how you can help at: madisonreadingproject.org





NOTEBOOK

> United Way Days Of Caring



During the United Way of Dane County's Day of Caring Kickoff in August, more than 3,500 people volunteered for a variety of projects including helping the elderly, cleaning up parks and playgrounds and supporting children's programs. For their part, a group of Strang employees volunteered to help a Verona woman with yard work. Pictured (from front to back) are Katie Lowery, Marcelle de Cassia Costa, Jill Ruffridge and Larry Barton.



> Strang Picnic: A Day Of Fun In The Sun



Special Olympics
Wisconsin



LET'S NOT WAIT FOR HALF-TIME TO MAKE A CHANGE.

For every Special Olympics Wisconsin champion, there are 7 more who are waiting to play. Help us get more athletes on the playing field. Support Special Olympics Wisconsin by taking the Polar Plunge, volunteering your time or donating dollars.
SpecialOlympicsWisconsin.org



STRANG

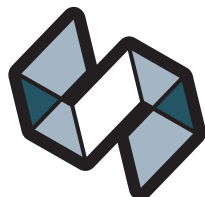
From Best Practices To Next Practices
www.strang-inc.com

WiscNet photos by Mike Rebholz | Race driver photos by Mary Sweeney

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