

the alliance

always aligned with clients in mind

4.2017
VOLUME TWO
ISSUE TWO

BUILDING SPACES FOR WELLNESS

WELL Building Standards are leading a movement to make the built environment healthier and happier for the people who occupy the space.

ALSO IN THIS ISSUE:

Strang's Paul Wagner recalls his life at Taliesin and Taliesin West.

The many ways we love Madison and the many things we're doing about it.



THE VIEW FROM HERE

Hello and welcome back to **the alliance**.

For decades, Strang has practiced the environmentally balanced tenets within *Leadership in Energy and Environmental Design*, or LEED. We continue our sustainable practices by using energy modeling software, exacting control systems designs and a continually updated database of bio-based materials. Now, let's take this stewardship mindset one step further.

While buildings which protect our environment are imperative, designs which safeguard and nurture the occupants are every bit as important. Therefore, Strang subscribes to the WELL Building Standards™ whose mission is to improve human health and well-being in buildings and communities across the world. Strang president, Larry Barton, is one of a small group of WELL-certified architects in Wisconsin. In our cover story, Larry explains why LEED and WELL-Built together are critical to project success.

ALSO IN THIS ISSUE



- Our colleague Paul Wagner celebrates 35 years in architecture, a journey he began as a student at Frank Lloyd Wright's School of Architecture in the desert foothills of Scottsdale, Arizona. Enjoy his account of life lived, the Wright way.

THE MADIsCene: What do we love most about this city? Our neighbors!



- Can pizza save the world? Not Likely. But one local chef believes a Neapolitan tradition can help save the day. Salvatore Di Scala of Naples 15 serves his incomparable Pizza Margherita with abundant toppings of love, generosity and care for those less fortunate.



- Curt Norton of Strang and his family volunteer countless hours for Logan's Heart and Smiles. This caring group helps families of children with disabilities by making modifications to their homes, such as ramps, fences and interior spaces. Learn more inside.

IN THIS ISSUE

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BUILDING SPACES FOR WELLNESS

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LIVING THE WRIGHT LIFE

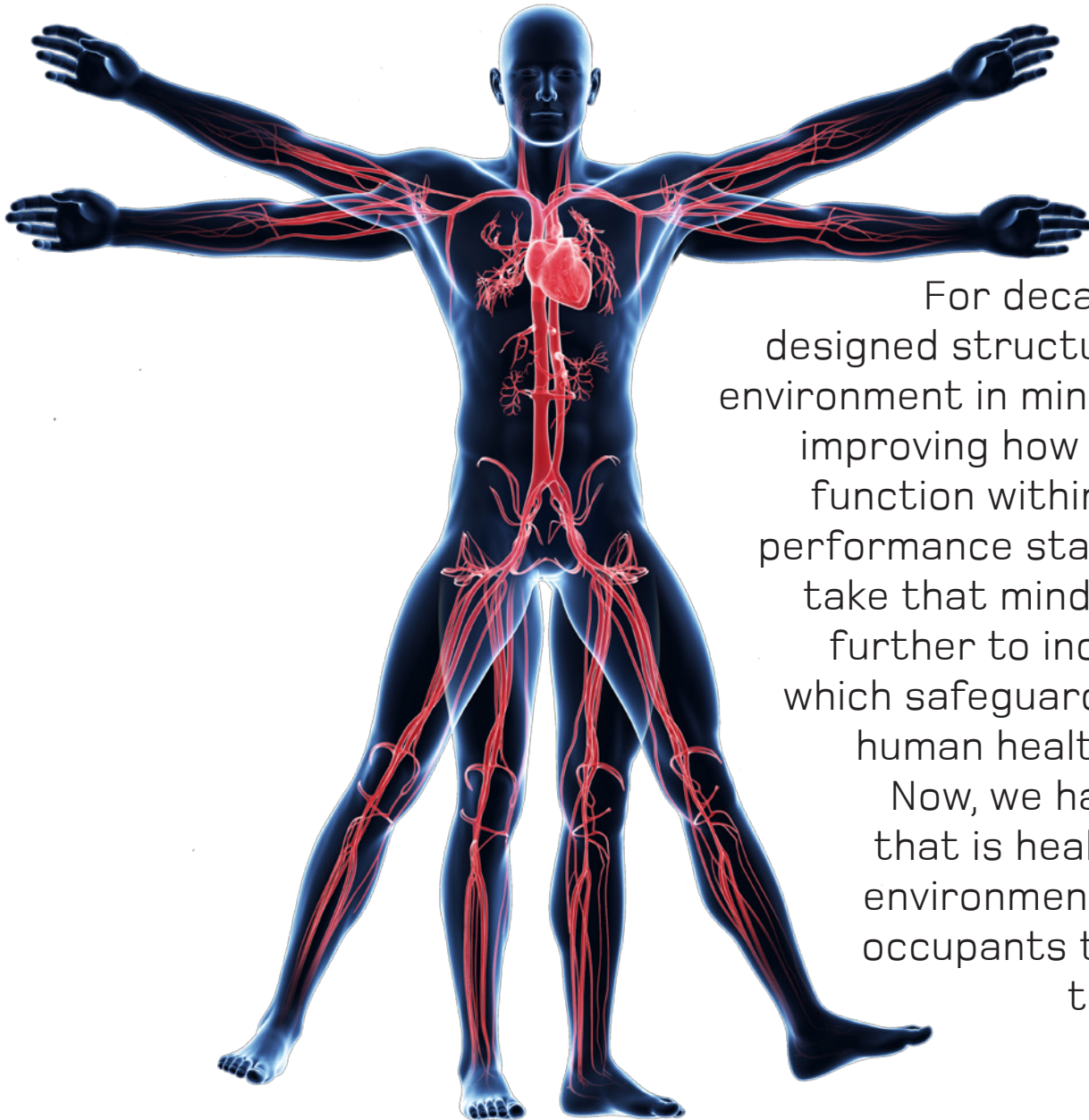
Paul Wagner of Strang recalls his life at Taliesin and Taliesin West, the Frank Lloyd Wright School of Architecture in Arizona and Wisconsin.



THINGS WE LOVE ABOUT MADISON

Volunteerism, collaboration and restaurants that serve more than just paying customers. What do you love about this great city?

DESIGNING A HEALTHIER BUILT ENVIRONMENT



For decades, we have designed structures with the environment in mind, continually improving how our buildings function within sustainable performance standards. Let's take that mindset one step further to include designs which safeguard and elevate human health standards.

Now, we have a building that is healthier for the environment and for the occupants too. Welcome to WELL Built.

Author Larry Barton, Strang President & CEO, is one of a handful of WELL-accredited professionals in Wisconsin.





Even corporate America is getting involved. Companies are using wellness programs to attract talent, reduce absenteeism and even lower healthcare costs. They are offering employees wellness programs and asking architects to create spaces with more natural light, fresh air, and room to exercise.

WELL Building designs may include outdoor patios (Agora, Fitchburg) and office treadmills (WiscNet, Madison).



With these design elements in mind, it's no surprise to see a set of building standards addressing wellness. The International WELL Building Institute (IWBI) created the WELL Building Standard in 2014 to certify building designs which ensure occupants' comfort and health.

WELL, the world's first building standard focused exclusively on human health and wellness, is the result of seven years of research involving scientists, doctors and architects. It is third-party certified by the Green Business Certification, Inc., which also administers the LEED (Leadership in Energy and Environmental Design) program.

While the parameters are set up in similar fashion, LEED standards focus on the relationship between buildings and the environment and WELL addresses the relationship between buildings and occupants.

Architects have long considered people's wellness in their designs. Even before WELL standards, many buildings included wellness elements such as living walls, intentional staircases and relaxation rooms. Strang, in fact, has included natural daylighting, living walls, standing desks

Access to healthy food choices (above) and outdoor walking paths (opposite page) are just two of the many elements in WELL Building designs.



and office treadmills in its designs. Still, it's a very positive development seeing the design industry getting actively involved in making these improvements.

accumulated by meeting preconditions, just as LEED awards points for environmental sustainability. A final scorecard is the aggregate of all the WELL scores for each.

The standards measure how much building designs improve occupants' nutrition, fitness, mood, sleep patterns and performance. In a 235-page document, the IWBI outlines seven concepts: air, water, nourishment, light, fitness, comfort and mind. Each of these concepts has subsets for quantifying the standard. For instance, air standards are met by ventilation effectiveness, microbe and mold control, pesticide management and more.



Certification is awarded on three levels: Silver, Gold and Platinum.

The program certifies projects

meeting the standards and recognizes professionals who pass rigorous testing. It's not only architects who can earn the credential. Katie Lowery, Strang's Director of Integrated Control Systems, recently became WELL-accredited.

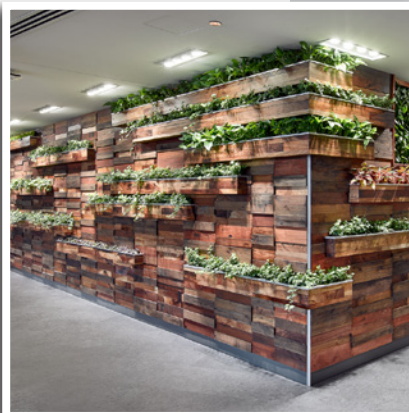
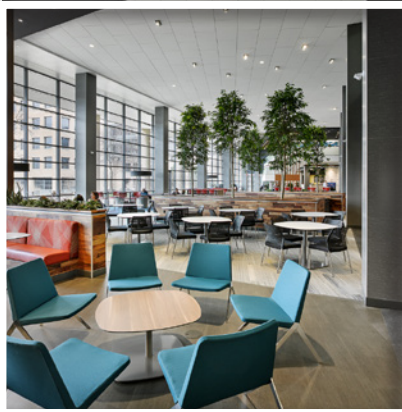
It's important we go through the process of becoming accredited professionals. While wellness is a part of the culture at Strang and is often incorporated into our

Within each category, points are

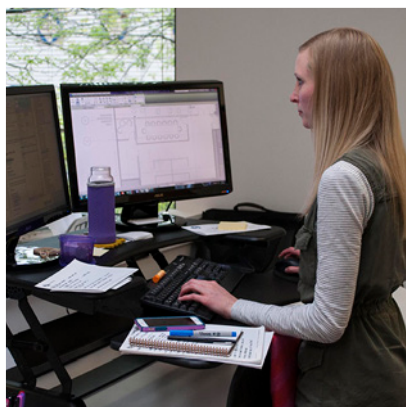


7 WELL Concepts

The International WELL Building Institute outlines seven concepts addressing the design and operation of a building: Water; Light; Air; Mind; Nutrition; Fitness; and Comfort. Points are accumulated



by meeting preconditions. A final scorecard is the aggregate of all the WELL scores. Certification is awarded on three levels: Silver, Gold and Platinum.



designs, we're learning from our clients that wellness is an increasingly important workplace issue for them as well.

The IWBI reports the physical workforce is one of the top three factors affecting performance and job satisfaction. The organization states that when a company invests in people, one of its most significant assets, it could see a meaningful long-term return on investment.

Wellness also has an impact on staff recruitment and retention. When a company requests WELL standards for its built environment, it signals to employees, clients

and the community that health is a priority.

The next WELL project in Wisconsin is already on the horizon. Strang is designing the Cosmos office building on East Washington Avenue in Madison and has registered it as a WELL-certified project.

But even without certification, building with people's health and well-being in mind is something that should always be considered. There's a sense of satisfaction knowing we are creating spaces that foster healthier working environments for people.

It affects all of us.

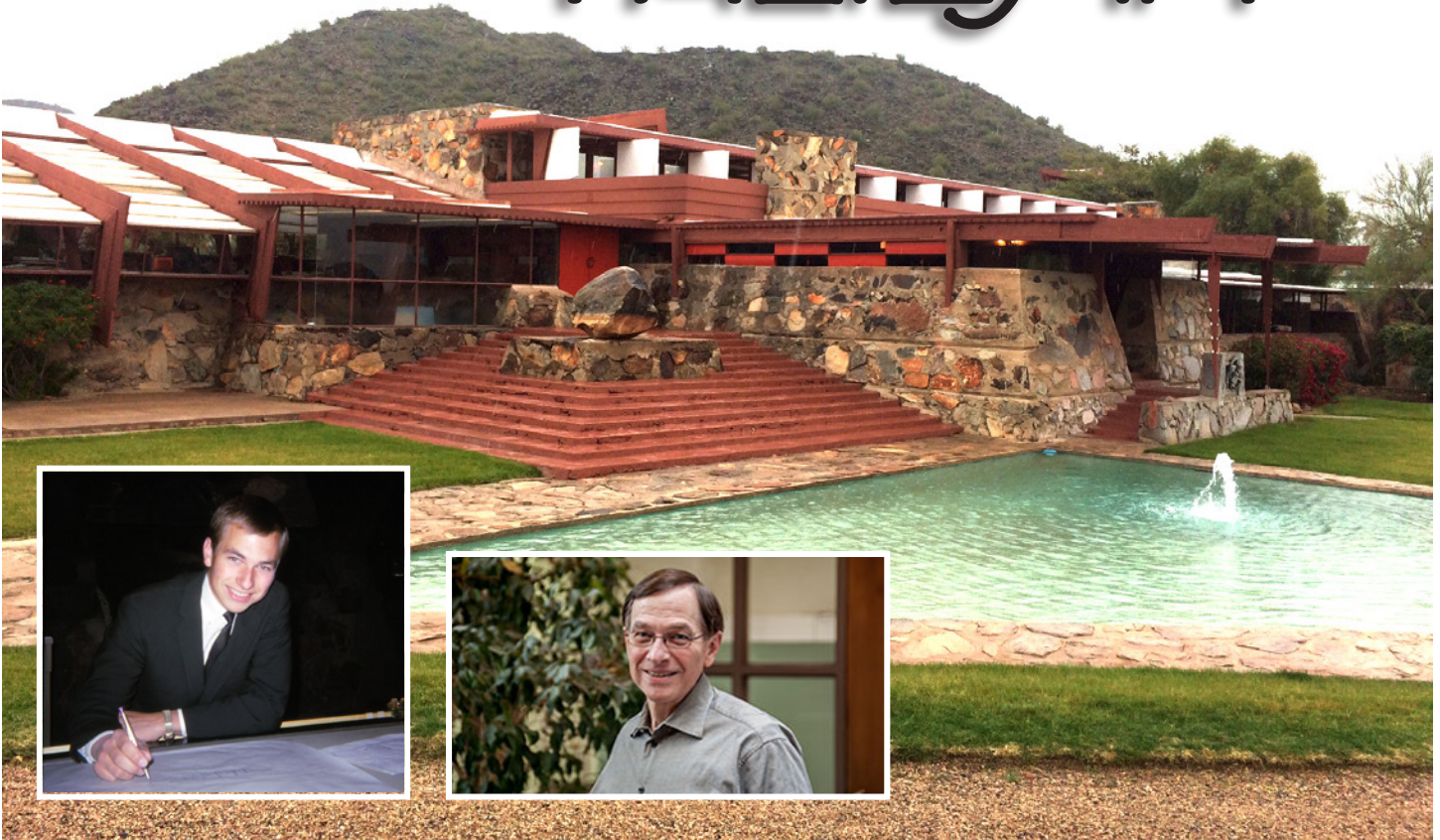


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A Life At TALIESIN



As a child, Paul Wagner remembers being amazed by images of Frank Lloyd Wright's Johnson Wax building in Racine, Wisconsin and the Guggenheim Museum in New York. The designs seemed futuristic.

By the time he reached his senior year at Sheboygan North High School, he had decided to pursue a career in architecture and became intrigued by the school founded by the architect, who had died six years earlier. He applied to study at Taliesin and was accepted after a personal interview with Wright's widow, Olgivanna.

Paul was entering the world of Frank Lloyd Wright – a world that remains a part of him today. In October 1965 Paul left Sheboygan and moved to Taliesin West near Phoenix, Arizona. It became his home for eight months out of the year. During the summer (this being a full-year program), students migrated back to live at Taliesin in Spring Green, Wisconsin.

Then, like today, students at Taliesin were taught through participation, group activities and community living. For Paul, it would be quite different from his traditional upbringing. He would live a communal life,



Paul Wagner poses by his first residence in Arizona - a homemade tent in the desert near Taliesin West.

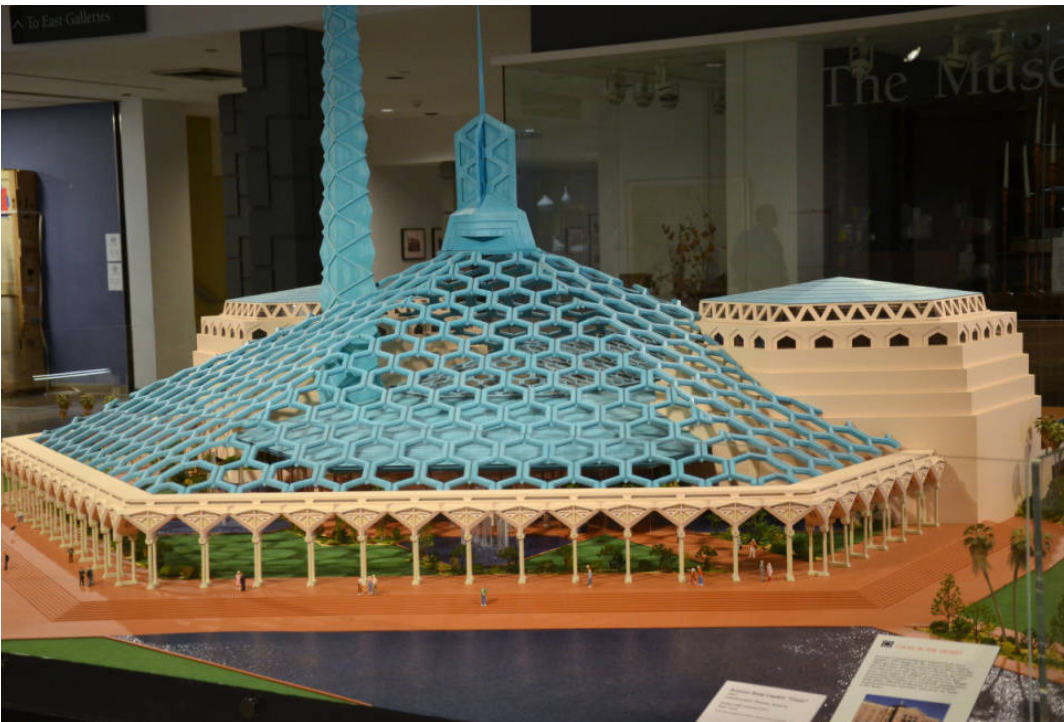
where work was shared and assignments were rotated.

“I didn’t know what to expect in many aspects,” Paul said. “But it didn’t take long to adjust due to the welcoming attitude of the community.”

The Taliesin pedagogy blended creativity with self-discipline and experiential education. It could be physically demanding. “I realize now I didn’t discipline myself as much as I should have,” Paul said. Due to Taliesin West having been started as a winter camp, students built their own desert shelters, sleeping in them each night (and checking their shoes for scorpions each morning).

Despite the unusual lifestyle, it was a rich life in many aspects. Besides education in engineering and architecture, classes were offered in related arts and designs, including ceramics, sculpture and even dance movements. He also sang in the Taliesin choir and played trombone in the Taliesin chamber orchestra.

“From architecture to furniture to paintings and sculptures. So much was inspiring,” Paul said.



Paul Wagner drew the plans to create a model of Frank Lloyd Wright’s never-built design for the Arizona Statehouse. This image, “View from the South-West of Oasis,” is part of the Arizona Memory Project. Photo provided by the Arizona Capitol Museum/Copyright 2017 Frank Lloyd Wright Foundation.

At Taliesin, teaching and learning were combined. After a few years, Paul's role evolved from student to mentor. He became an electrician and electrical designer through on-the-job training. He eventually designed the re-wiring of the Taliesin campus in Spring Green. He also taught a class in construction materials and methods, and continued to practice architecture with Frank Lloyd Wright's successor firm, Taliesin Architects.



"Throughout those many years, even on days which were frustrating for one reason or another, I could not think of any place in the world I would rather be. The experience was rewarding in so many ways."

His years learning Wright's philosophy of organic architecture brought him experiences he couldn't have found anywhere else. In the 1980s, Paul worked closely with Frank Lloyd Wright's protégé, W. Wesley Peters, on the design of a model home in Scottsdale and a church in Spring Green.

"I learned many things from him, but the one thing that stood out was the importance of attention to detail. Mr. Peters was a stickler for details, and during these projects, I realized why he was that way. It made a tremendous impact on me, both personally and professionally."

In 1987, he interpreted Frank Lloyd Wright's conceptual drawings of a new Arizona State Capitol so a model builder could construct a table-top replica. The

Above: Paul Wagner and his father work on construction of Paul's house outside of Taliesin West.

Below: Paul speaks about the model home he helped design in Scottsdale in the mid-1980s. Sitting behind him, to the left, is Frank Lloyd Wright protege W. Wesley Peters, who worked closely with Paul on designing the house.



model, made for a traveling exhibit, is the closest Wright's concept has come to reality.

The last Wright design Paul worked on was Madison's Monona Terrace. While he would leave Taliesin just as the project was starting,

he coincidentally landed with a Madison architecture firm handling the project's construction documents, giving Paul the opportunity to see work on that project through to completion.

When Paul left Taliesin, he didn't go without his share of souvenirs. About a decade after Wright died, Olgivanna began giving her late husband's belongings to staff at Taliesin. She gave Paul a happi (a traditional Japanese coat) which he still wears on special occasions. He also has a collection of photos, magazine stories and drawings to recall those many years.

This year, Paul marked his 35th year as a licensed architect. He maintains his connections to Wright's legacy. He has served on the Board of Directors of the Seth Peterson Cottage Conservancy, a group dedicated to preserving the last home Wright designed in Wisconsin for the past 20 years. The designs of Frank Lloyd Wright continue to captivate and inspire him.



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Volunteering With Heart And Smiles



When it comes to good causes in the Madison area, few are greater than helping the families of disabled children. That's why we're proud of our colleague Curt Norton and his family who volunteer for a local non-profit organization called Logan's Heart and Smiles.

The group builds wheel chair ramps, specialized beds, basic fencing and other home modifications to help anyone with a disabled child make their daily struggles a little bit easier. The program is named after Logan Herr, a Madison boy who died years ago from complications of cerebral palsy.

Volunteers provide free labor and fundraisers pay for materials to help ease the burdens these families face. Curt's wife, Dawn, has managed donations for the raffle and silent auction and his two daughters help build the ramps.

Logan's Heart and Smiles will host its 15th Annual Golf Outing and Fundraiser on Saturday, May 20 at the Oaks Golf Course in Cottage Grove. For information, contact Joe Herr at 608-712-5960 or email joe@logansheartandsmiles.org.



Giving Back The Strang Way

During the week, we design buildings, interior spaces and engineered systems. On the weekends, we coach soccer, lead scouts, plan music events, help at food pantries and teach literacy. Our colleagues love the Madison community and they show it by helping at more than 30 area non-profit groups. We're proud to be part of these and other organizations.

- Cottage Food Pantry
- Boy Scout Troop 122
- Madison Patriots Hockey
- Habitat for Humanity
- Wisconsin DNR Natural Areas
- Hillcrest Bible Church
- Northeast Branch YMCA
- Boy Scout Troop 140
- Alley Stage
- Madison Blues Society
- Wisconsin Dialysis, Inc.
- Waunakee's Live from the Park Music Series
- Setu Cottage Conservancy Advisory Board
- Madison College Foundation
- Brooklyn Mighty Mites 4-H
- West Madison Senior Coalition
- Leadership Greater Madison
- Ronald McDonald House



The MADIsCene

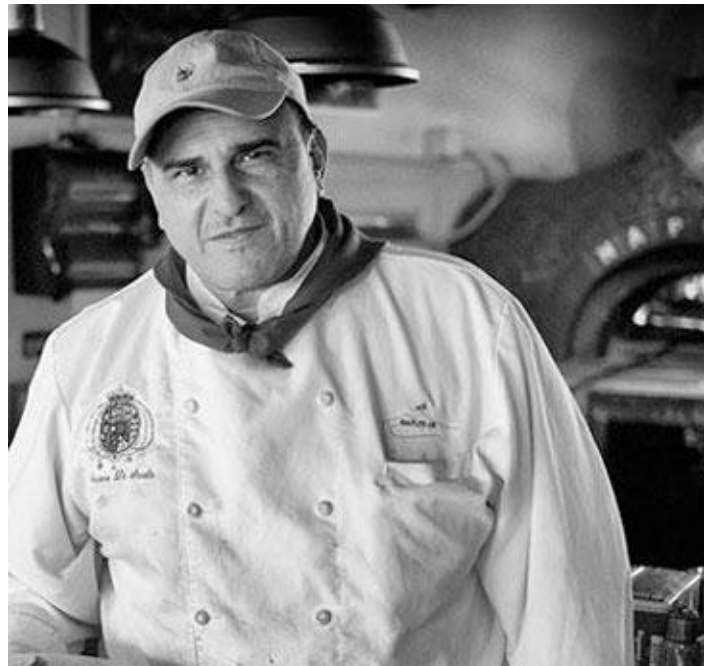
Restaurant Carries On A Tradition Of Generosity

We heard Naples 15 Restaurant offers “Suspended” coffee and pizza. Owner Salvatore Di Scala (right) took time out during his recent trip to Italy to fill us in on the story.

In the states, we call it Paying It Forward. In Naples, Italy, the term is “caffè sospeso,” or suspended coffee. Customers order one cup of coffee and pay for two, reserving one for someone less fortunate.

Salvatore Di Scala, owner of Naples 15 restaurant in Madison, offers this concept of Neapolitan solidarity, not only for “caffè sospeso,” but also Pizza Margherita suspended. “It makes the heart feel better when you can do something for someone you don’t know and receive nothing in return,” he said.

Di Scala said he has simply perpetuated the custom he noticed in Naples years ago. Now, most every day there is a paid pizza waiting for those less fortunate. Consider Suspended Pizza the next time you visit Naples 15. It’ll be sure to warm your heart as it fills your stomach.



Visit www.Naples15.com



Pictured: Big Brother Jose Alvarado and Little Brother David



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NOTEBOOK

> Alice Shares Her SXSW Experience

After attending the South By Southwest Conference in Austin Texas in March, Strang's Alice Clark brought her Texas experience back to Wisconsin. The annual conference celebrates creativity in the convergence of many industries and Alice's report inspired a staff discussion about creativity in design.



> Strang Engineers Lead IES Chapter

Two Strang engineers have helped to reignite the long-dormant Madison chapter of the Illuminating Engineering Society of North America. Scott Wheaton, Strang's Director of Electrical Engineering, is now chapter president and Mike Libby, Strang's Director of Lighting Design, is vice president. The group began meeting this winter and is gradually growing its membership.



IES Madison leadership L-R: Scott Wheaton and Mike Libby





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

From Best Practices To Next Practices
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Written, designed and produced by Strang's Creative Collaboratory

Questions or comments, please contact Randy Banks at RBanks@strang-inc.com

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