



COMMERCIAL DESIGN
AWARDS

10 CATEGORY WINNERS & RUNNERS-UP PLUS

PROJECT OF THE YEAR

SPONSORS





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GORMAN & COMPANY CORPORATE OFFICE

5200 NORTH MAIN STREET, OREGON, WI 53575

PROJECT CREDITS

OWNER:
Gorman & Company

GENERAL CONTRACTOR/ARCHITECT:
Gorman & Company

INTERIOR DESIGN ARCHITECT:
Brownhouse

ENGINEERS:
Hein Engineering
Rettler Corporation

FINANCE:
Village of Oregon; Wisconsin Trust; State Bank
of Cross Plains; M&I Bank; Alliant Energy

PHOTOGRAPHY:
Mike Rebholz

COMPLETION DATE:
Oct 2007

\$\$ Put in Right Place

"Knowing how to spend money is really key when the project is of this scale," the judges commented when they came together to consider this award. "This is obviously a creative allocation of limited resources."

The "Best Renovation of Office Space" category borrowed criteria assigned to best space for office — a design that could render quick adaptability for change in the space.

"We still consider an office space as basically a box," a judge reminded. "A good design for the interior has to authentically fit the existing occupant, and yet be easily adjustable and pliant to the next occupant's needs."

Gorman & Company's corporate office was respected for its "thoughtful pallet of materials, color and lighting to create very pleasant, workable environments."

"The builders and interior design firm allowed the design to do the work instead of the materials," a judge noted. "That's the definition of outstanding design — achieving form and function within the constraints of budget and the existing building."

Project Summary Statement

The 19,000 square foot building was built in 1921, for a budget of \$71,000.

In the early 1990's, the building was vacated and used primarily for storage. It was placed on the National Historic Register in 1998. Gorman & Co.

purchased the building in 2005, and was renovated into the corporate office of Gorman & Co., a development company that specializes in historic urban renovation projects.

The \$3 million renovation fully changed the interior spaces and brought all infrastructure up to modern codes. Many of the building's original fixtures were retained. Where original items, such as the windows could not be used, replicas were made.

Not only is the building restored with sensitivity to its historic charm, the building is very environmentally friendly with green products such as bamboo (further enhanced by the fact that the restoration is fundamentally an environmentally conscious move).

The building is able to communicate the innovative culture of the company, but also communicates the company's sense of humor and fun with a basketball court in the center of the space and a staff lunchroom that looks like a 1950's diner. The look was complete with wallettes mounted at each booth and a full-sized jukebox.

As a special perk (and retention tool!) a staff bar is located directly off the conference room.

The Oregon community is also benefiting greatly from the restoration of the building. Gorman & Co. has installed a trophy case holding school memorabilia and offers the space for community meetings, basketball games, and other celebrations. ■

BEST NEW DEVELOPMENT — OFFICE



PHOTOGRAPHY BY NELS AKERLUND

TRI-NORTH CORPORATE HEADQUARTERS

2625 RESEARCH PARK DRIVE, FITCHBURG, WI 53711

- Owner/Dev. & Gen. Contractor: Tri-North Builders, Inc.
- Completion Date: October 2006
- Architect/Interior Design Architect: Plunkett Raysich Architects
- Engineer: Arnold & O'Sheridan
- Legal Council: Michael Best & Friedrich
- Lead Finance: Park Bank

treatment of the huge public room. Tri-North's facility features an energy efficient mechanical system, cotton batt insulation (made from recycled blue jeans), a green roof, waterless urinals and low-flush toilets in the bathrooms, and pervious concrete in the parking lot. Additionally, the building's large windows and skylights allow for extensive use of natural lighting.

The judges noted that the interiors were "really impressive – it is a really cool space" and the interiors appeared richer because of the

During construction, the company recycled 76% of the project's waste, a total of 261.45 tons of debris. ■

BEST NEW DEVELOPMENT — RETAIL



PHOTOGRAPHY BY MIKE REBHOLZ

CORNBLOOMS

702 NORTH MIDVALE BOULEVARD #123, MADISON, WI 53705

- Owner: Jeannette Richers
- Completion Date: January 2007
- General Contractor: KSW Contractor
- Architect/Interior Design: Brownhouse
- Legal Counsel: Melli Walker Pease & Ruhly
- Lead Finance Company: Middleton Community Bank

"This was an exciting layout that doesn't overreach, and it's good use of lighting to highlight the products and the design does a good job of

bringing down the ceilings." The Cornblooms space reflects the spirit of the independently owned store within its upscale mall surroundings. The design incorporates a sophisticated sense of whimsy with a colorful palette of fabrics and unique textures. With easy traffic patterns and lighting sensitive to the retail environment, it highlights the fine details of the product lines and matches the care and attention taken a business wants to take in product offerings. ■

BEST RENOVATION — OFFICE



PHOTOGRAPHY BY MIKE REBHOLZ

JOHNSON BANK

159 MARTIN LUTHER KING, JR. BOULEVARD, MADISON, WI 53703

- Owner/Dev: Urban Land Interests
- Completion Date: October 2006
- Gen Contractor: Stevens Const.
- Architect/Interior Design: Valerio DeWalt Train (Chicago)

plaster wall details created in the early 1900's. Not wanting to disturb this piece of originality, the architect/owner chose to merge this historical detail with a very opposite design element in the finishes and furniture.

The judges described Johnson Bank as "a little more deterministic than the other buildings" considered, adding that it "created a powerful modern aesthetic to the office concept."

By juxtaposing the historical surroundings with a contemporary, functional working environment, Johnson Bank is offering the populations a place to achieve their financial goals — while experience a piece of downtown Madison history. An award winning combo! ■

"This building is architecturally very well crafted," judges added. The interior of the space boasts

BEST RENOVATION — RETAIL



PHOTOGRAPHY BY DON KERKHOFF

DON'S HOME FURNITURE

2121 WEST BELTLINE HIGHWAY, MADISON, WI 53713

- Owner: Westwind, LLC
- Completion Date: January 2007
- General Contractor: Ideal Building
- Architect: Zingg Design

"This is a powerful and arresting building when you see it," judges noted. The selling points? "Beltline architecture must be muscular," a judge declared. "This project captures attention because the architectural components are so arresting."

the black color of the high, open ceilings. "There is a uniqueness of layout here that is quite appealing." Converting the very large office space into productive and attractive retail showroom space was no small task. The developed plan called for the complete demolition of all interior or office finishes. A concerted effort was made to recycle or reuse over 58% of the waste.

And judges found the interior equally compelling, complimenting

The development was one of the first revitalizing efforts along Madison's "Miracle Mile" and a catalyst for other redevelopment. ■