

# SYNCHRONICITY

# DESIGN

## CORPORATE | COMMERCIAL

Where The Built Environment Empowers  
Those Within To Perform At Their  
Professional Best.





## OVERVIEW

At Strang, the pathway to successful projects begins with our integrated, in-house protocol. Why? The fact remains, there are plenty of moving project parts even in modest-scaled renovations which too often spin-off with little regard for project consequences. When our architects, engineers and interior designers collaborate, the results can be spectacular. We implement intelligent, jaw-dropping designs that align with your brand, business, budgets and schedules.

With collaboration, everyone on the team is collectively dialed-into your project, evaluating – in real-time – how each decision impacts your project. For example, we keep everything in sync by understanding how decisions on fabric and light fixtures impact the built environment. Client feedback routinely ranks our vertical integration model as “highly valued” for delivering optimal project outcomes. 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.*

Strang strives for 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 Strang team. When melded with Strang's insights, resourcefulness and expertise, together we create action towards optimal outcomes.

Since 1935, Strang has provided design and planning services for public and private organizations throughout the Midwest and North America. We take pride in creating spaces that foster interactions between business-to-business and business-to-consumer clients. At Strang we provide refined, customized solutions that cater to the mission, values and culture of our clients.



# SYNCHRONICITY

## DESIGN



We are privileged to design facilities that foster growth and opportunity. From corporate headquarters to financial institutions, clients use Strang designed facilities to help reach their vision and priorities. Much like our designs, our designers celebrate imagination, nurture creativity, empower development and facilitate growth in the built environment.

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

→ *A Groundbreaking Is Not The End Of Our Work, But A Transition From Design  
To The Built Environment.*





## THE RIGHT TEAM FOR YOUR GROWTH

Aptitude, Attitude And Approach – You can't select two, you need all three. The reason is, 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 a mindset as much as a project management protocol. It's equal parts tenacity, confidence, servant leadership and a genuine drive to excel together, well beyond expectations.

Future focused, inspired growth and consistent communication help businesses succeed. Your facilities will be designed in the same manner. Our designs build upon your vision with a forward-thinking approach. They tackle current facility needs while anticipating tomorrow's. With our clients, we are a consortium of skill sets, powerful on their own, unassailable as one. Join us.

# SYNCHRONICITY

## DESIGN

### NATIONAL GUARDIAN LIFE HEADQUARTERS MADISON, WISCONSIN

Strang's recent partnership with National Guardian Life Insurance (NGL), encapsulates our forward-thinking design approach. Recognizing early on that a post-COVID workplace would look very different from their current workplace, NGL began working with Strang to start reimagining their workplace.

NGL sought to create a workplace that would foster collaboration and connection for both clients and team members. The goal was to expand work options and offer a balance between in-office and off-site connectivity, mobility, and collaboration. This resulted in a master plan that offered an optimized and flexible work environment that is accommodating of current operations while remaining laser-focused on the future.

The final master plan considered the feedback of both employees and departmental stakeholders. The resulting aesthetic of the building was a





professional modern design with clean and simple details. Spaces were well-defined; often using ceiling elements as visual separation cues. Color tones and finishes were warm in nature. Our initial, careful observations led to the design of increased collaboration spaces and an optimized floor plan. With NGL's collaborative spirit and Strang's forward-focused approach, this project was representative of the future standard of workplace design.





## D-LAB AT ASCENT INNOVATION CAMPUS RAPID CITY, SOUTH DAKOTA

Strang was commissioned by the Rapid City Economic Development Foundation (Elevate Rapid City) to design a feasibility study and master plan for the Ascent Innovation District. Based on the master plan and Strang's experience in business incubators and innovation centers, Elevate Rapid City continued working with Strang to design the Ascent Innovation Center, a 40,000 SF business incubator that includes flexible tenant and office space.





# DESIGN SYNCHRONICITY

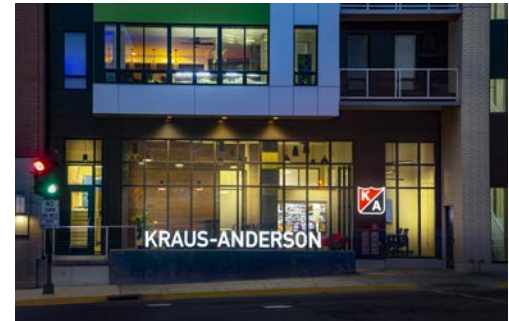


The project was designed to serve as a stimulant for the development of the Ascent Innovation District, while strategically connecting the School of Mines with downtown Rapid City. It also plays an important role in workforce development and the retention of talent for the Rapid City community. The goal of the Ascent Innovation Center was to design more than just a space to work. It was to create an invitation to join a community of small business owners, entrepreneurs, students, freelancers, and city residents dedicated to bringing their ideas to life in Rapid City. Rapid City is on the cusp of a major renaissance, and Ascent Innovation Center is more than just a building, it's an engine for economic development and a catalyst for transformation.

## KRAUS ANDERSON OFFICE MADISON, WISCONSIN



Kraus Anderson's vision for the relocation of their Madison office to the 8,000 sf downtown location is to create a collaborative, comfortable work environment that doubles as a showcase for the abilities of the organization, while meshing with the industrial style of the building and complimenting corporate standards. With a tremendous view of Lake Monona, it was natural to locate the office and the gathering space towards the lake. The biggest challenge was the split floors. To prevent the spaces from feeling isolated the space program location was essential. Locating majority of the collaborative meeting spaces on the lower entry floor provided the necessary usage and activities on the lower floor to blend with the main office floor that steps up 5 ft. From the welcoming warmth of the wood on entry floor to the glass conference rooms and branding, the transparency really gives the Kraus Anderson brand a street presence.



## VENTURE INVESTORS OFFICE MADISON, WISCONSIN

Venture Investors' goal was to “wow” investors, clients, and other users of the space. Additionally, the office desired a professional, modern, and clean working environment. With Strang's help, the existing tenant space was reworked and refreshed to include tasteful and deliberate design details that leave a lasting impact.

A primary example of the interplay between form and function is the L-shaped form that wraps from the office walls to above the reception desk. While offering an aesthetic visual, it also serves functionally as the doorways into the offices. This required our design team to custom design both the doors and door frames so that they appeared to be a seamless part of the L-shape. We continued this feature throughout the office creating a visual rhythm as you move deeper into the space.



*This project won a silver award of excellence for office space under 5,000 SF in the 2021 Wisconsin IIDA awards*



## AMERICAN FAMILY BL2 MADISON, WISCONSIN

Before the renovation, the BL2 level of the “B” building was best known as a corridor connecting the A and C buildings. Outside of lunchtime, the space was under-utilized. The main design challenge was to activate the space throughout the day. The large, two-story volume was broken down to accommodate a variety of functions and improve the use of extra floor space.



*The space has been changed from a cafeteria corridor to a comfortable respite from the office at all times. If that's not enough, a living wall and large potted trees bring nature inside.*



# DESIGN SYNCHRONICITY



Designers combined casual dining areas, meeting rooms, micro-kitchens, flexible recreational and quiet spaces, multiplying the reasons for wanting to spend time there.

This flexibility allows people to occupy the space as needed and change throughout the day. Featuring floor-to-ceiling windows, the work café offers a great view of the patio and walking paths just outside.



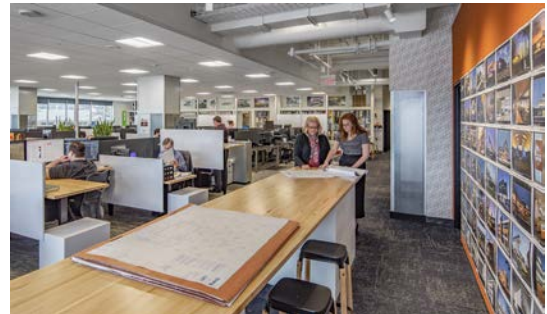
## STRANG OFFICES

## MADISON AND WAUKESHA, WISCONSIN



Our Madison office is located on the second floor of the Gebhardt Building. Our integrated services include master planning, architecture, engineering and interior design. We call these integrated services “Design Synchronicity.” Design Synchronicity reduces design time, system clashes, and overall costs because our professionals collaborate with each other in real time as we produce your design. For more than 85 years Strang has been perfecting this process, resulting in recognition by the readers of InBusiness Magazine as the #1 Commercial Architectural Firm for the past nine consecutive years.

Our Madison Office is the first WELL Gold Certified project in the state of Wisconsin. Strang has been a leading practitioner of WELL™ designed facilities, continually seeking out ways in which we can transform our buildings and communities to empower us and our clients to live healthier, safer, and more productive lives. It is our great honor to be recognized for our efforts within our own Madison offices and demonstrate how Strang provides thoughtful design centered around health and wellness in the built environment. The Madison Office has also received LEED Gold Certification.



When designing Strang's first regional office, designers created a space that resembled the company's history, values and sense of community. A major part of the design influence focused upon the material finishes we use with clients everyday: metal, wood, concrete, glass, custom designs and creations. Our team strived to keep costs in-line and accommodate the ever changing needs of a growing staff. Designers identified furnishings that were easy to reconfigure and adaptable. To maximize versatility, permanent walls were limited to encourage collaboration throughout the space.

With the open concept there is almost an unlimited number of configurations for the staff to work with. There is an engaging entry sequence leading directly into the workspace, eliminating the need for a formal reception area. Intuitive wayfinding directs visitors to the open spaces and eventually leads them into the kitchen, workroom, and conference room. Areas are defined by differing finish materials, floor patterns and ceiling grid layout.



*This project won a bronze award of excellence for office space under 9,999 SF in the 2019*

*Wisconsin IIDA awards*



## WISCNET WORLD HEADQUARTERS MADISON, WISCONSIN



WiscNet wanted a space to help recruit and retain their workforce, so Strang surveyed those workers and determined their preferences. Then designers worked closely with WiscNet leadership to create a fresh, contemporary space that draws people into a social working environment. They created a floor plan that optimizes natural daylight, with a 20-foot living wall in the main entry. Designers strategically placed meeting spaces, open collaborative areas and enclaves to encourage team interaction. Engineers developed a highly technical office offering numerous network controls and a variety of lighting elements, both natural and electrical.



## ELECTRONIC THEATRE CONTROLS MIDDLETON, WISCONSIN

Electronic Theatre Controls (ETC), a world leader in lighting equipment, commissioned Strang to design a 266,000-SF corporate headquarters to consolidate its operations, improve efficiency and encourage interaction.

The building reflects ETC's corporate culture and vision, and emphasizes its connection to theatre and the lighting industry. The main entrance doubles as a stage and opens onto a sloped, grassy amphitheater area. The entrance lobby and central area are themed as



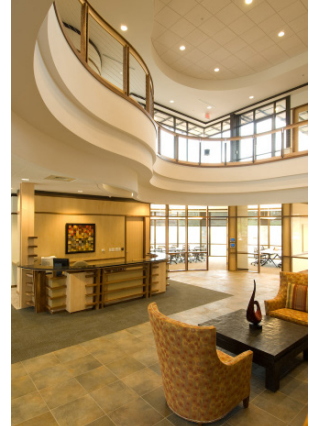
an urban main street movie set with an Edward Hopper Nighthawks-style corner café. A theatre with a classic marquee houses the product demonstration area. Offices

flanking the town square have themed storefronts. To meet budget needs, ordinary, off-the-shelf materials were used in creative ways.



## THE AGORA AT FITCHBURG CENTER FITCHBURG, WISCONSIN

This 84,000-SF mixed-used development was designed to create a series of spaces – courtyards, amphitheaters and terraces – all coming together to enhance human interaction with the prairie swale. The project's architecture exudes permanence and transparency simultaneously, allowing space to flow freely between the interior and the landscape. The design achieves this balance by maximizing glazing while maintaining the mass of the stone.



*A variety of breakout spaces, rooftop patios and landscaped patios provide unique and pleasant places to maximize the harmony between building and land.*

## GEBHARDT BUILDING MADISON, WISCONSIN



This building is a unique design, housing both office space and a music performance venue for Frank Productions. We worked closely with the clients to bring out the best of the entertainment space without impacting the quality of the offices. The north side of the eight-story high-rise will include 125,000 SF of retail and commercial office space, including Strang's new Madison home. The building's south side will feature "The Sylvie," Frank Productions' new 2,500-person music venue. The 45,000-SF space will feature VIP suites and will be a great addition to the exciting and dynamic music culture of Madison. This mixed-use urban redevelopment is a part of the resurgence of the Capitol East District corridor, long in need of economic progress.



## SUMMIT CREDIT UNION

### MULTIPLE LOCATIONS – WISCONSIN



Mount Horeb Branch



Monona Branch

Strang's work with this client ranges for more than three decades and is representative of one of the many long-term relationships we have developed with clients. Strang has provided integrated design services for Summit at multiple sites throughout South Central and South Eastern Wisconsin. Summit projects have consistently been recognized for their excellence in design award competitions.

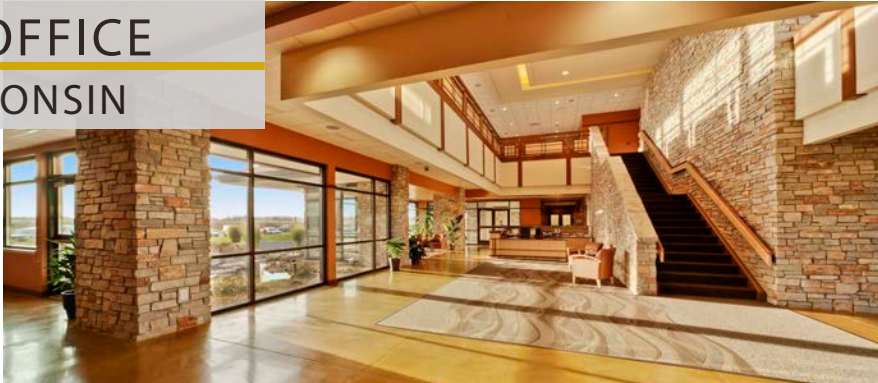


## CULVER'S HOME OFFICE PRAIRIE DU SAC, WISCONSIN

Culver's office and training center is a two-story prairie-style building drawing inspiration from the landscape with the prairie's classic horizontal lines.

The design also draws from Culver's roots as a family-owned organization with Midwestern values.

A strong connection has been established between the interior and exterior spaces of the building with materials that transition seamlessly and flow into each other.



The 46,000-SF facility consists of a reception area, private offices, cubicle/work group areas, library/resource areas, conference rooms and a large meeting space for 150 people. It also has a training center, full commercial kitchen and storage, lunch and break rooms, physical fitness area with lockers and shower rooms, computer server area, delivery dock and document storage.

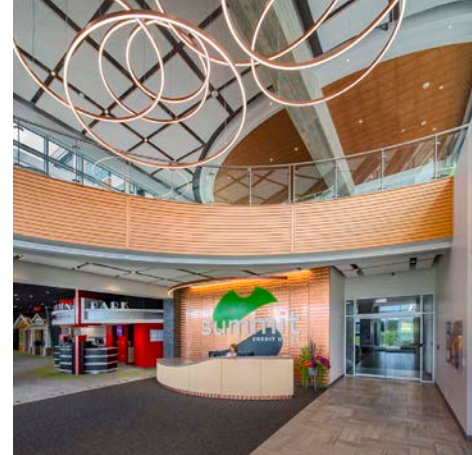
## M3 INSURANCE MADISON, WISCONSIN



Set on the shore of Lake Monona in Madison, this corporate headquarters building showcases the company's philosophy, vision and service. M3 Insurance succeeds by putting their employees in a position to do their best work. The office design provides a unique setting for a culture of mobility and flexibility which, in turn, empowers employees to provide high-quality customer service. This design reflects the forward-looking culture and vision of M3 Insurance.



## SUMMIT CREDIT UNION HEADQUARTERS COTTAGE GROVE, WISCONSIN



This six-story, 157,700-SF building is a signature development located at a prominent gateway to the Cottage Grove Community and adjacent to the interstate highway between Madison and Milwaukee. Building amenities include administrative offices, a credit union branch with drive-up tellers, training rooms and wellness facilities. Site amenities feature walking paths and outdoor active recreation areas including an exterior dining area.



# SYNCHRONICITY

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Existing glass panels were reused in the main conference area, creating a striking entrance and allowing natural light into the hallways.



## INTERVARSITY CHRISTIAN FELLOWSHIP MADISON, WISCONSIN

The design team transformed a typical office building into a vibrant and welcoming home for the National Service Center of this organization. Designers used a limited budget in creative ways to carve out impressive spaces, creating maximum effect at minimal expense. Strategic demolition maximized daylighting, allowing the integration of formal and informal collaboration areas. The 32,000-SF, four-story building offers work stations for 150 employees, prayer rooms, conference rooms and a library.



## SARA INVESTMENT REAL ESTATE MADISON, WISCONSIN



Sara Investment's renovation is far from typical. The project celebrates a unique historically significant Atwood Neighborhood landmark. A strategic use of color and texture optimizes employee productivity. Additionally, strategically located third-places encourage increased collaboration and community.

## AMERICAN FAMILY EAST REGIONAL BUILDING (ERB) MADISON, WISCONSIN

Strang's work on American Family Insurance's East Regional Building (ERB) was part of a four-year project based on a 20-year infrastructure improvement plan and 285,000 SF renovation. The largest obstacle in this project was the rigorous schedule which resulted in continuous use of the facility and nearly zero downtime of departments as the renovation progressed. The building accounts for around 850 people with anticipated growth to 1000 people and was seeking to update and renovate its systems to prepare for this expansion.



## GENERAL HEATING & AIR CONDITIONING HEADQUARTERS MADISON, WISCONSIN



This three-story, 33,000-SF corporate headquarters defines the company's brand while fostering a productive working environment.

The lobby has exposed ductwork painted red with a blue ribbed metal panel. A custom staircase showcases the stainless steel craftsmanship of the client's metal shop.



The building features durable materials, frosted glass and sliding doors.

Private offices provide ample room for collaboration. Transom windows provide natural daylight, and visual and sound privacy from the hallway.



# SYNCHRONICITY

## DESIGN

### PROJECT DEVELOPMENT LISTEN | DISCOVER | DESIGN

Our team collaborates to identify client input, explore opportunities and address challenges, and only then, considers design direction. Strang's project development is highly collaborative and inclusive. Stakeholder participation is conducted in open communication and we implement a proven interdisciplinary system. Decisions are viewed in a holistic manner and Strang develops trusted solutions reflecting your goals and budgets. Strang's proprietary protocol, Listen | Discover | Design ensures stakeholders actively participate in conceptualization of 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 commercial facilities are as diverse as their locations and each has a 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.

*Budgets, Deadlines And Forward Thinking Are All Daily Business Considerations. Your facility's Design Will Include The Same Passion For Continued Progress.*



## 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 surface.



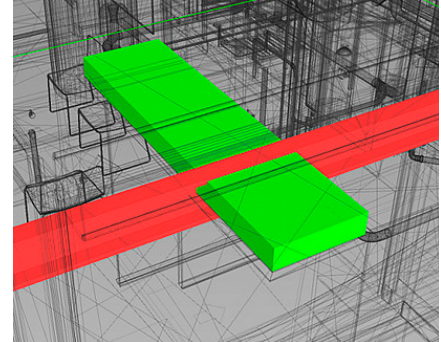
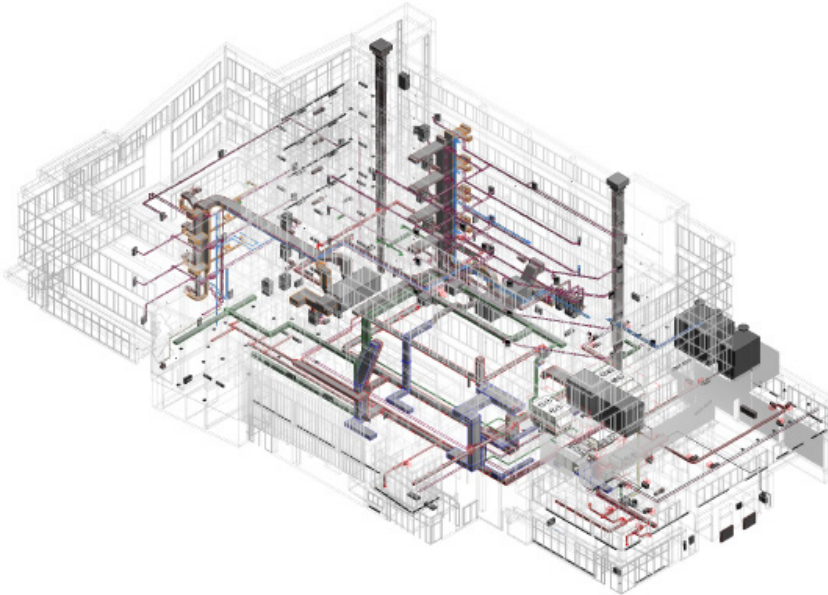
## DESIGN

In our design phase, we communicate the ideas and insights that clients, architects, engineers and designers are all able to contribute to a unified plan of action. As we steward your vision and culture, you are engaged as co-creators, resulting in a design that perfectly fits your budget, schedule and mission.

## 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 resolved in BIM prior to construction avoiding costly change orders and schedule delays.



## DESIGN VISUALIZATION



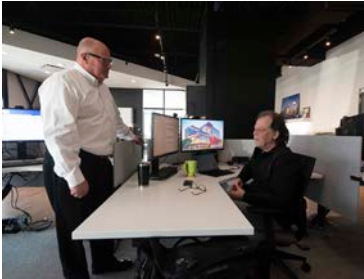
Virtual reality is more than a cool new way to see architectural renderings in 3-D. At Strang, we don't use technology for technology's sake, but rather as another means to bring our client's perspective into the design process. By directing their own view from room to room,

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.

*In the end, VR 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.





## INTEGRATED DESIGN SERVICE

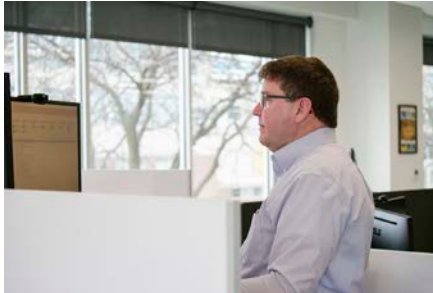
At Strang, we have a simple credo: architecture must inspire and enable the human spirit; it places you in a built environment that is both a pleasure to view and occupy. Also, our designs account for respectful use of financial, natural, and human resources.

From corporate offices to banks, we consider the needs of all types of buildings. We use the tools at our disposal to make the perfect space 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, letting you decide 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

- » 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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