

AEC EXHIBITION HALL EXPANSION

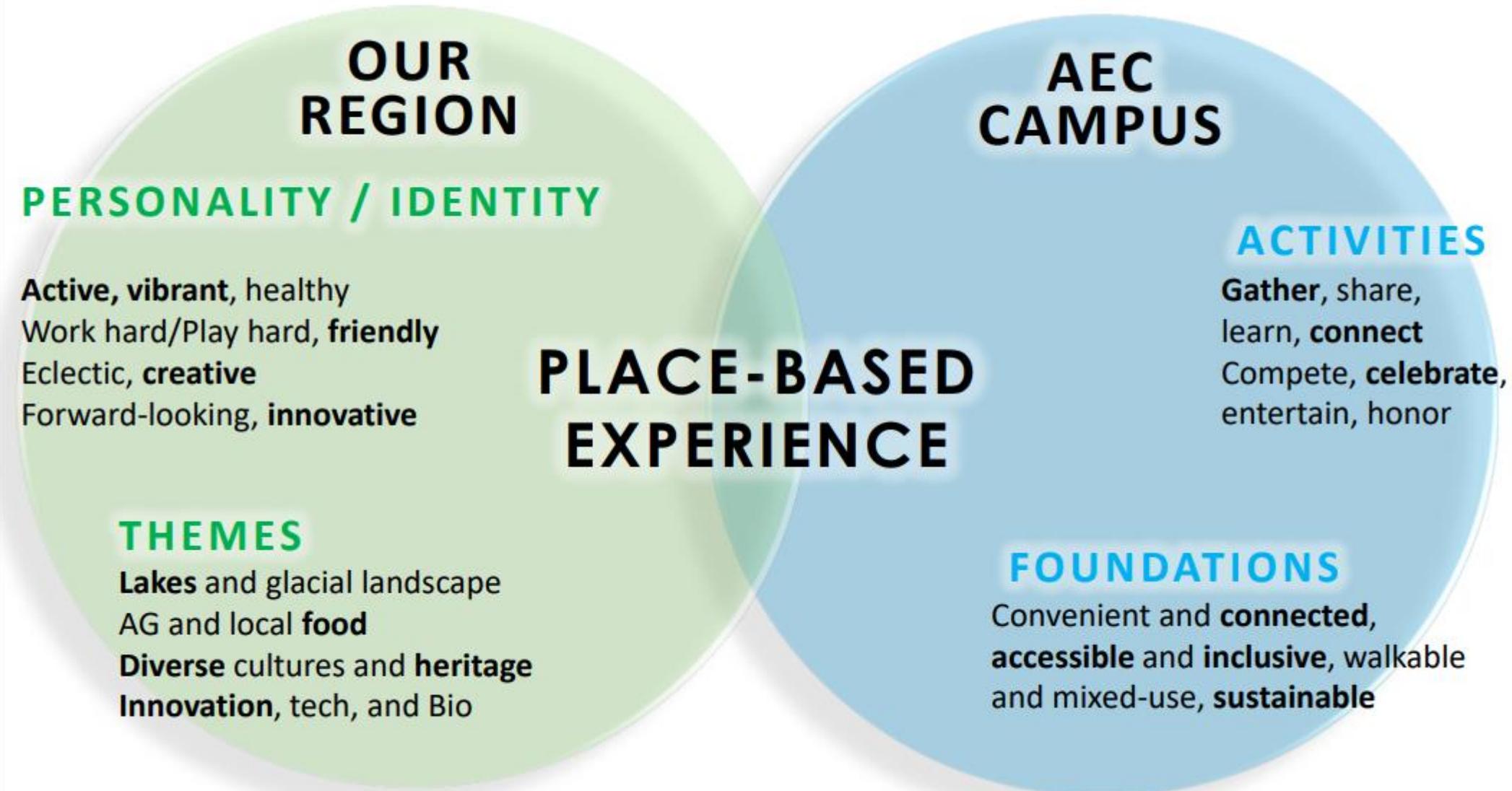
- 01 Campus and Community - Placemaking
- 02 AEC Exhibition Hall Expansion
- 03 Schedule Update
- 04 Next Steps

synchronicity

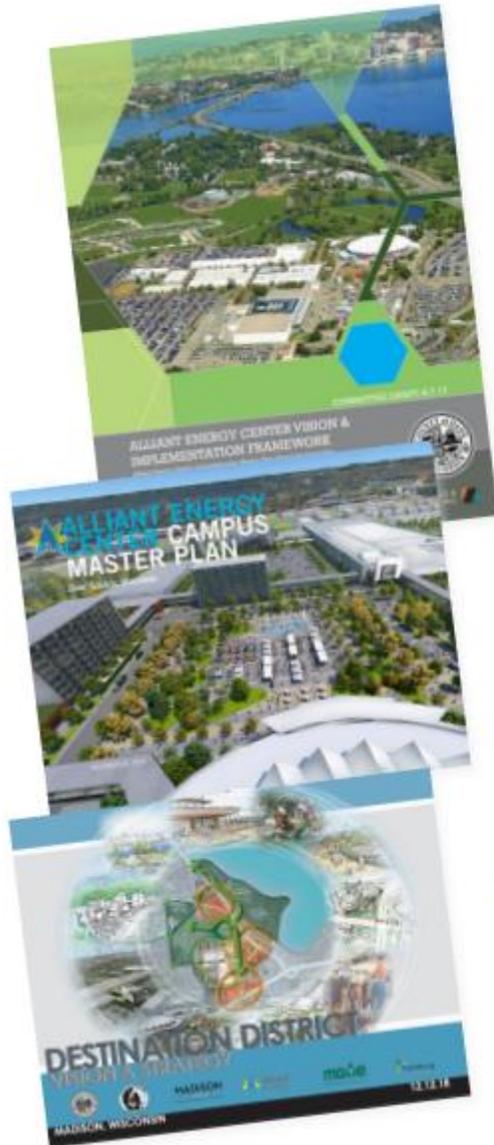
DESIGN

Campus and Community Placemaking

Creating a Place-Based Experience



Collaborative Inputs Toward a Unified Vision



Vision Document

Master Plan

**Destination
District Vision &
Strategy**

**Past Public and
Stakeholder Input**

**Regional Analysis
& Dialog**

**PLACE-BASED
EXPERIENCE
OVERLAY**



**VANDEWALLE &
ASSOCIATES INC.**
Shaping places, shaping change



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
+1 303.988.0200
www.perkinswill.com

Traffic and Stormwater Master Planning's Contribution

Traffic:

- Regional & Community Connectivity
- Campus & Region Identify Reinforced on Edges
- Welcoming Campus Entryways and Arrival Sequences
- Internal Linkages to Defined Experiences
- Safe and Efficient Traffic Flow Throughout
- Multi-Modal Access (Bus, Bike, Walk, Drive)
- Unifying Themes, Messaging, and Wayfinding
- Convenient and Sufficient Parking

Stormwater:

- Integrated Water Features
- Consistent Native Plantings and Landscape
- Connections to Nature and Regional Influences
- Outdoor Gathering and Event Spaces
- Reinforce Cultural Heritage, Innovation, and Brand



Source: Base map from AEC Campus Master Plan



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80202
P: 303.399.0200
www.perkinswill.com

synchronicity

DESIGN

AEC Exhibition Hall Expansion Project Update

Current Master Plan and AEC Exhibition Hall Expansion's Contribution

AEC Exhibition Hall:

- First major project to advance the ideals of a unified campus identity.
- An opportunity to tell the story of local and regional culture, heritage, and brand through intentional experiential design.
- A place to gather, connect, celebrate, entertain, and learn.
- Integration of creativity, art, innovation, and technology with design influences from nature, agriculture, and our lakes.



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

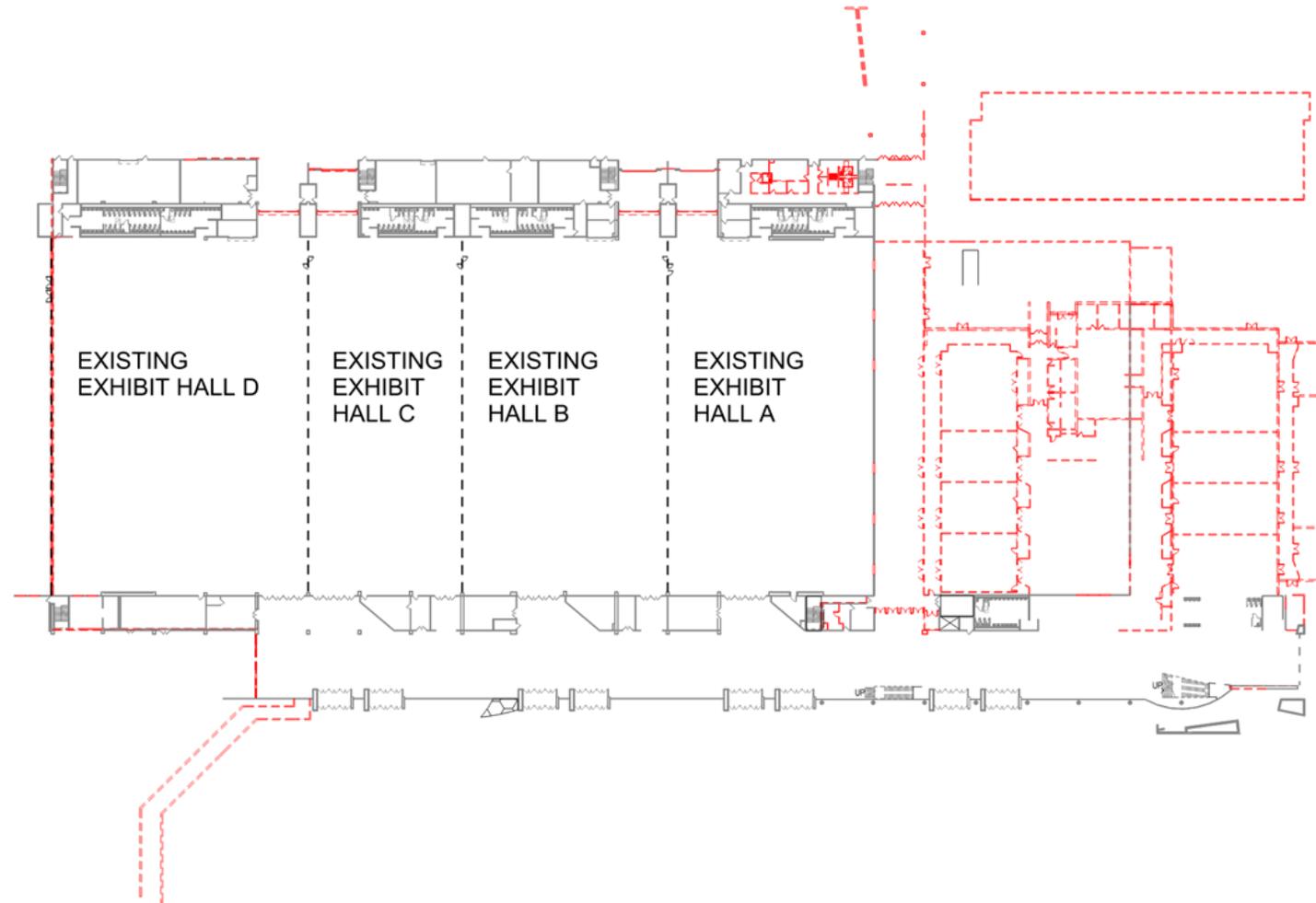
Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80202
+1 303.399.0200
www.perkinswill.com

Existing Exhibition Hall - Aerial View



Existing Exhibition Hall Floor Plan - Proposed Demo



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

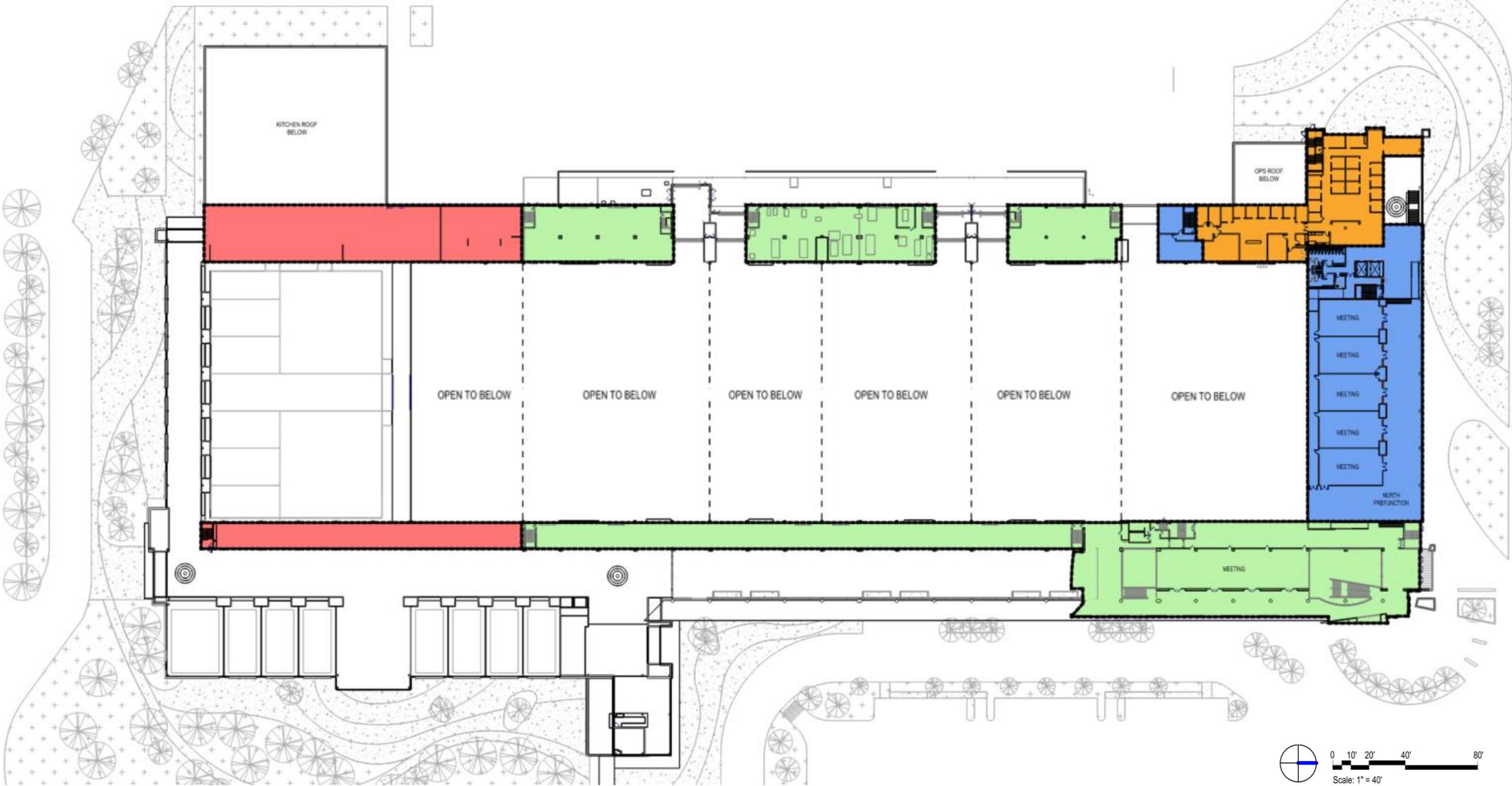
475 Lincoln Street, Suite 100
Denver, CO 80203
+1 303.398.0200
www.perkinswill.com

60% Design Development - Overall First Floor Plan



01 SOUTH EXHIBITION CENTER ADDITION	= 144,204 S.F.
02 HOTEL CONNECTOR	= 1,343 S.F.
03 NORTH EXHIBITION CENTER ADDITION	= 64,245 S.F.
04 RELOCATED ADMIN / OPS	= 5,625 S.F.
EXISTING - MODIFIED FIRST FLOOR	= 41,667 S.F.
EXISTING - UNMODIFIED FIRST FLOOR	= 121,576 S.F.
TOTAL	= 378,660 S.F.
EXHIBIT HALL A	= 26,417 S.F.

60% Design Development - Overall Second Floor & Mechanical Mezzanines



OVERALL FLOOR PLAN - SECOND LEVEL - SCOPE OF WORK

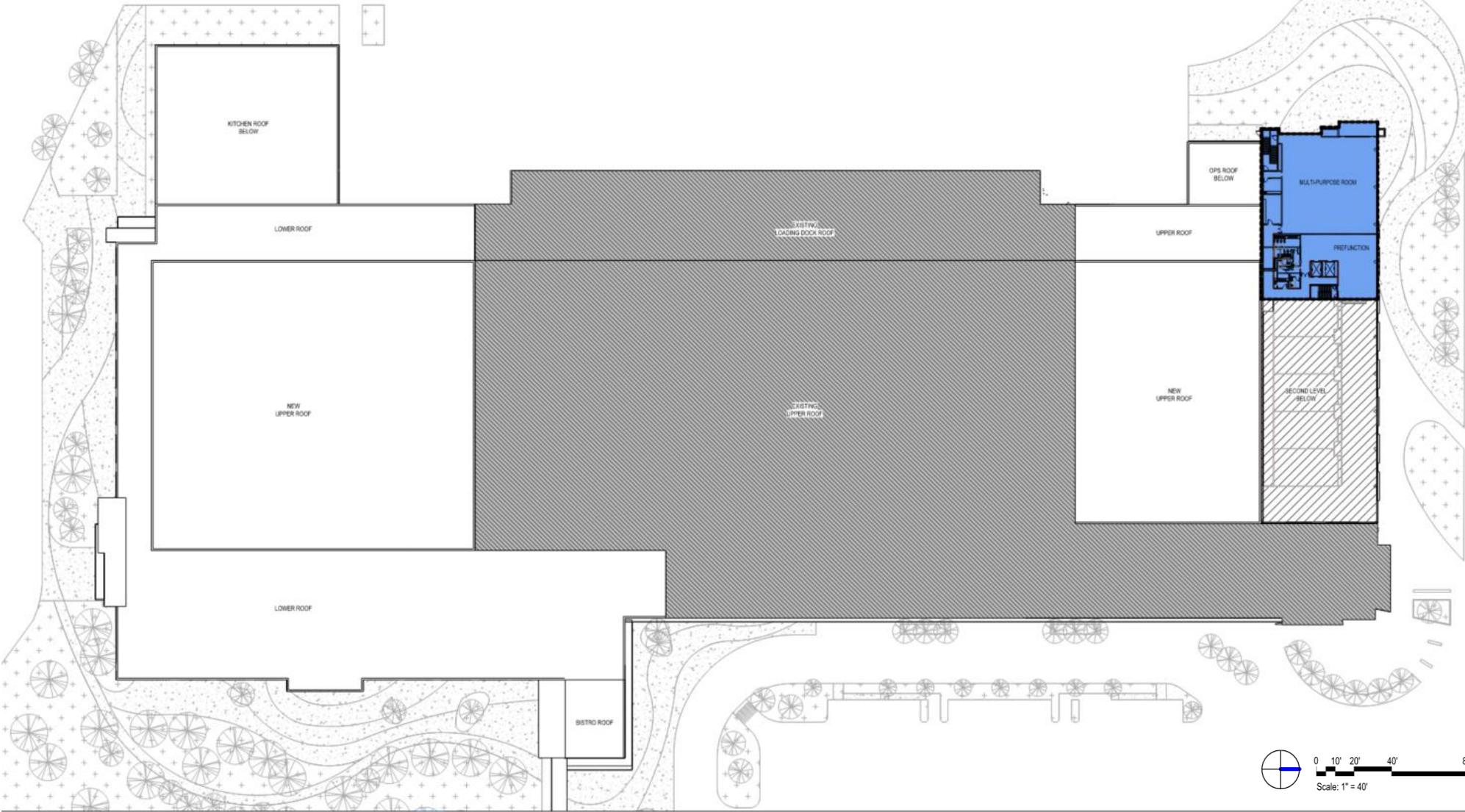


ARCHITECTURE
ENGINEERING
INTERIOR DESIGN
MADISON, WI | WALKESHA, WI



475 Lincoln Street, Suite 100
Denver, CO 80203
1.303.398.0200
www.perkinswill.com

60% Design Development - Third Floor



OVERALL FLOOR PLAN - THIRD LEVEL - SCOPE OF WORK



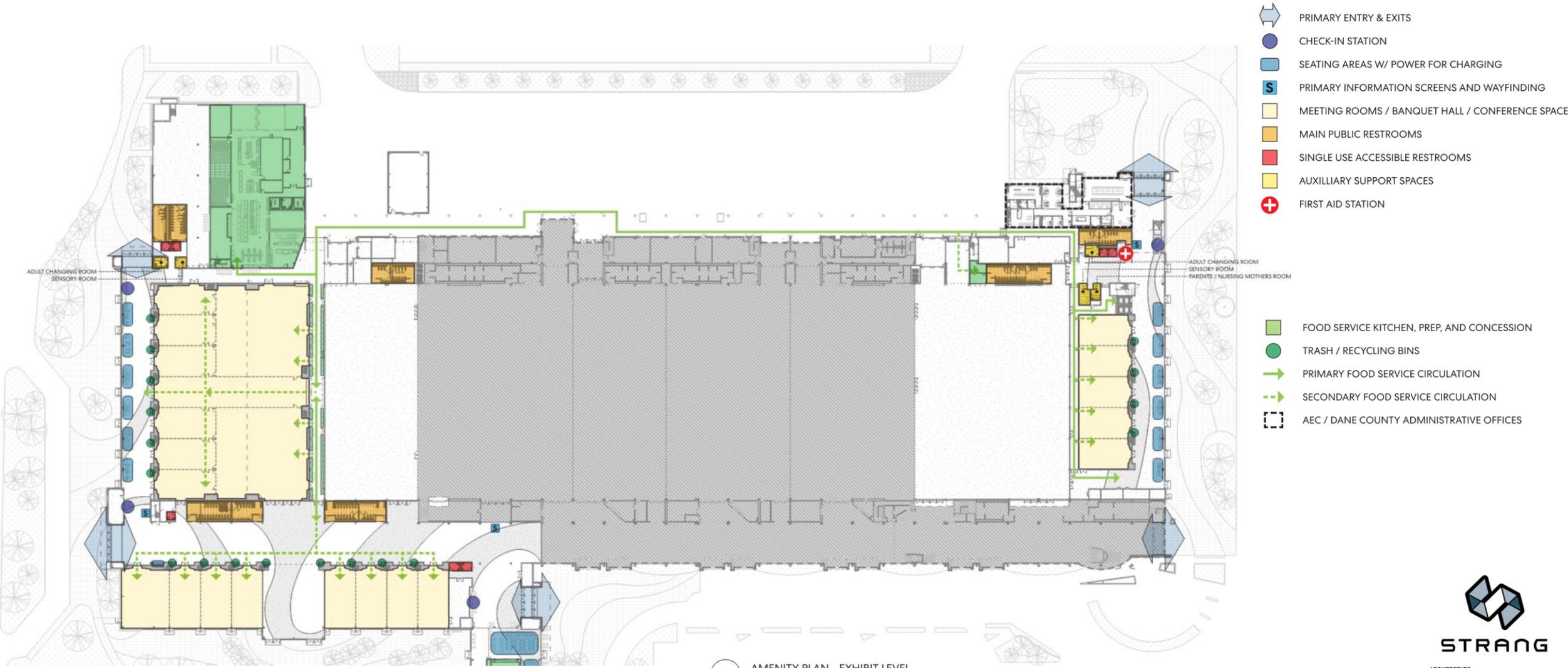
ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WALKESHA, WI



475 Lincoln Street, Suite 100
Denver, CO 80203
1.303.398.0200
www.perkinswill.com

First Floor Amenities



1 AMENITY PLAN - EXHIBIT LEVEL
SCALE 1" = 40'-0"

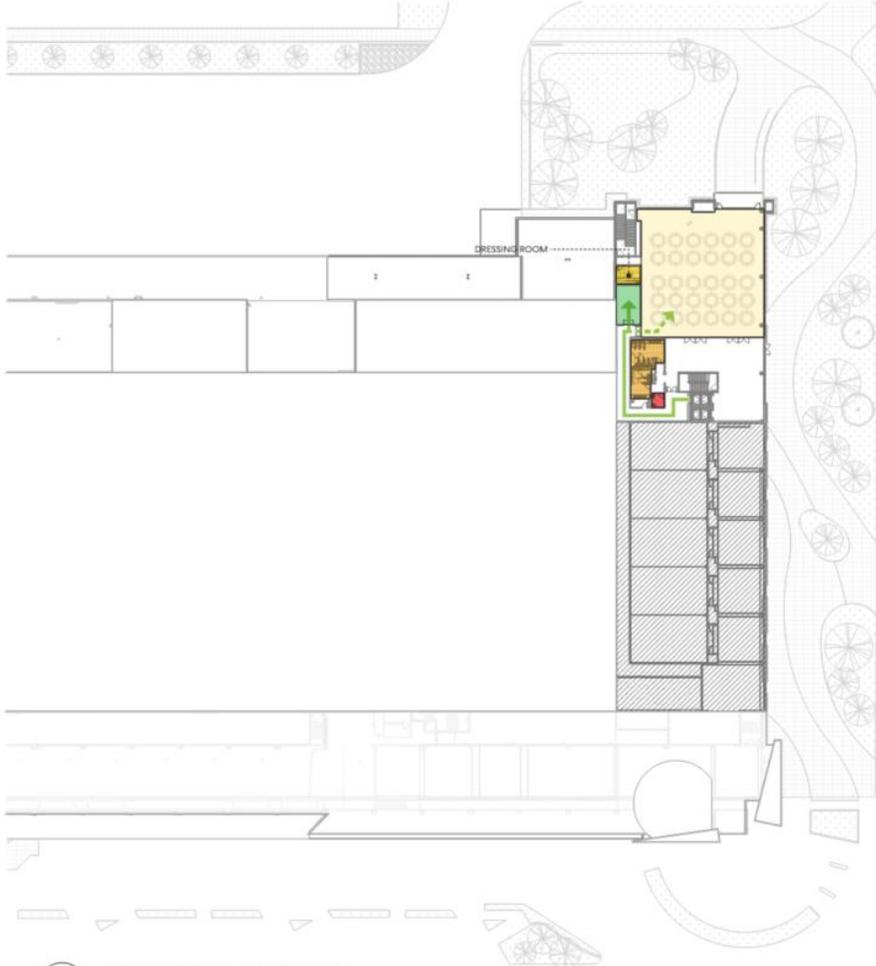


ARCHITECTURE
ENGINEERING
INTERIOR DESIGN
MADISON, WI | WAUKESHA, WI

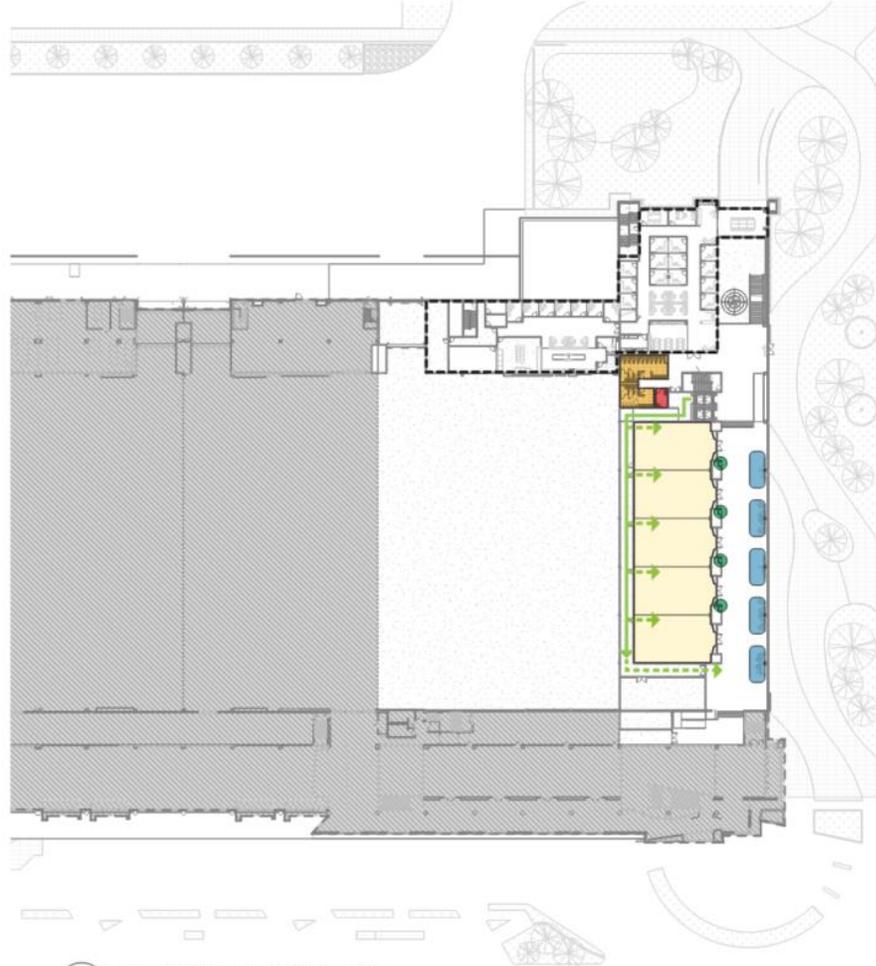


475 Lincoln Street, Suite 100
Denver, CO 80202
+1 303.398.0200
www.perkinswill.com

Second and Third Floor Amenities



3 AMENITY PLAN - THIRD LEVEL
SCALE 1" = 40'-0"



2 AMENITY PLAN - SECOND LEVEL
SCALE 1" = 40'-0"

- SEATING AREAS W/ POWER FOR CHARGING
- S PRIMARY INFORMATION SCREENS AND WAYFINDING
- MEETING ROOMS / BANQUET HALL / CONFERENCE SPACE
- MAIN PUBLIC RESTROOMS
- SINGLE USE ACCESSIBLE RESTROOMS
- PRIMARY FOOD SERVICE CIRCULATION
- SECONDARY FOOD SERVICE CIRCULATION
- AEC / DANE COUNTY ADMINISTRATIVE OFFICES



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
+1 303.398.0200
www.perkinswill.com

Northwest Corner Entry



New North Concourse

Northwest Entry & Stair Interior rendering



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80202
P: 303.398.0200
www.perkinswill.com

New North Concourse

Stair & Check-In looking northwest



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.998.0200
www.perkinswill.com

New North Concourse

North Meeting Rooms - Exhibit Level looking east towards meeting rooms



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.399.0200
www.perkinswill.com

New North Concourse

North Meeting Rooms - Second Level looking east towards meeting rooms



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

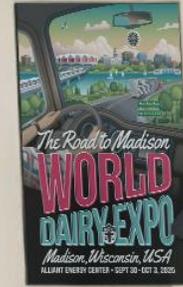
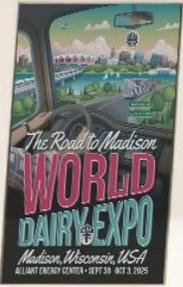
MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.733.0200
www.perkinswill.com

North Meeting Rooms - Entry

MENDOTA 4



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.398.0200
www.perkinswill.com

North Meeting Rooms - Fully Open



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.398.0200
www.perkinswill.com

North Meeting Rooms - Subdivided into Individual Rooms



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
+1 303.399.0200
www.perkinswill.com

North Skyview Room on Third Floor



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.398.0200
www.perkinswill.com

Northeast Corner Entry



Bistro Entrance / Hotel Connector



Bistro - 3d view from entry looking NE



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.733.0200
www.perkinswill.com

Bistro - 3d view looking SW



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.399.0200
www.perkinswill.com

New East Concourse Expansion

East Concourse Expansion Crossing at bistro, from existing towards new concourse



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.399.0200
www.perkinswill.com

New East Concourse Expansion

East Concourse Expansion Banquet Hall entry looking south to new entrance



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

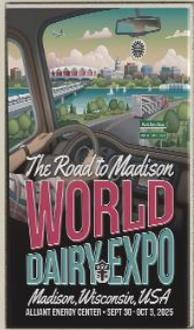
MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.398.0200
www.perkinswill.com

East Meeting Rooms - Entry

Syrphid



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
+1 303.399.0200
www.perkinswill.com

East Meeting Rooms - Fully Open



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.998.0200
www.perkinswill.com

East Meeting Rooms – Subdivided Into Individual Rooms



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.398.0200
www.perkinswill.com

Southeast Corner Entry



New South Concourse

South Concourse looking west



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P 303.733.0200
www.perkinswill.com

Banquet Hall - Fully Open



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.399.0200
www.perkinswill.com

Banquet Hall - Subdivided Meeting Rooms



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

MADISON, WI | WAUKESHA, WI

Perkins&Will

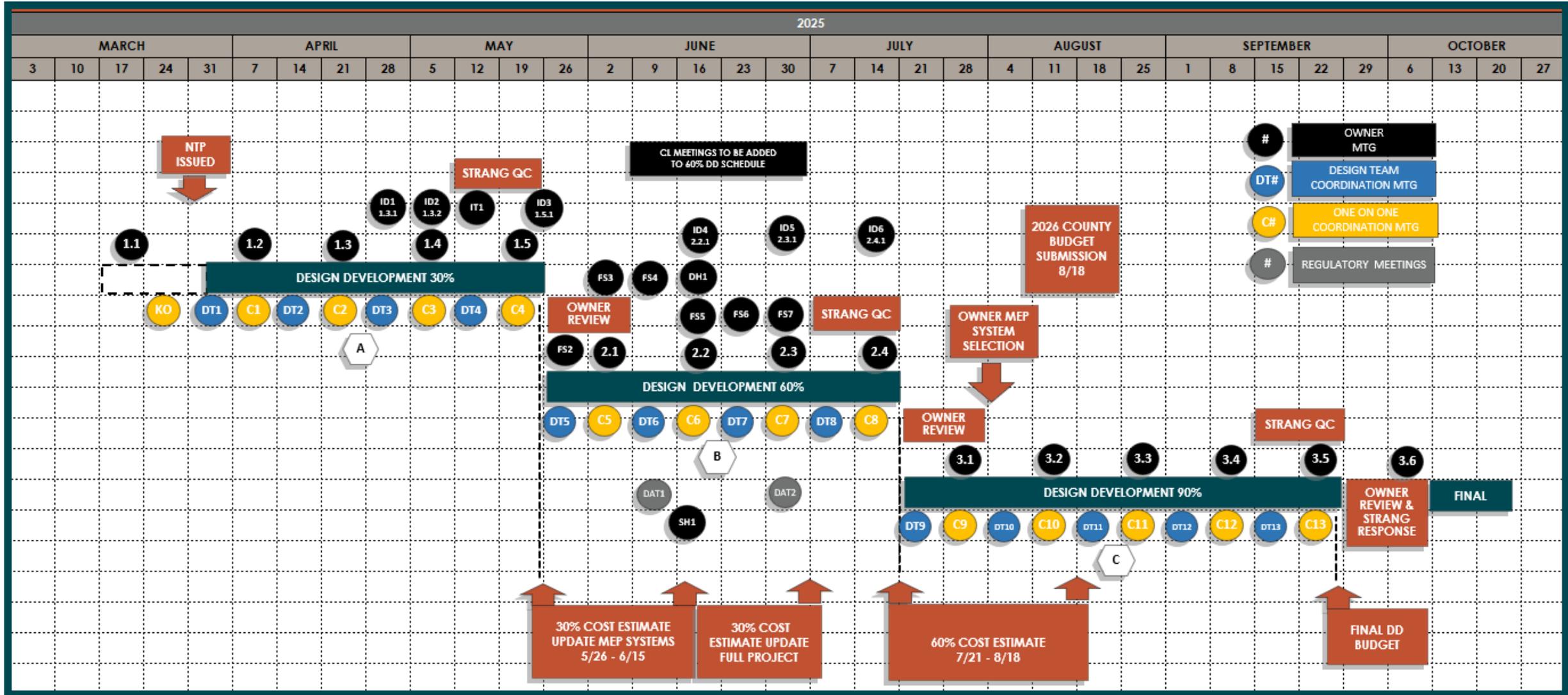
475 Lincoln Street, Suite 100
Denver, CO 80203
P: 303.398.0200
www.perkinswill.com

synchronicity

DESIGN

Schedule

Design Development Schedule



Next Steps

Full Project Schedule

