

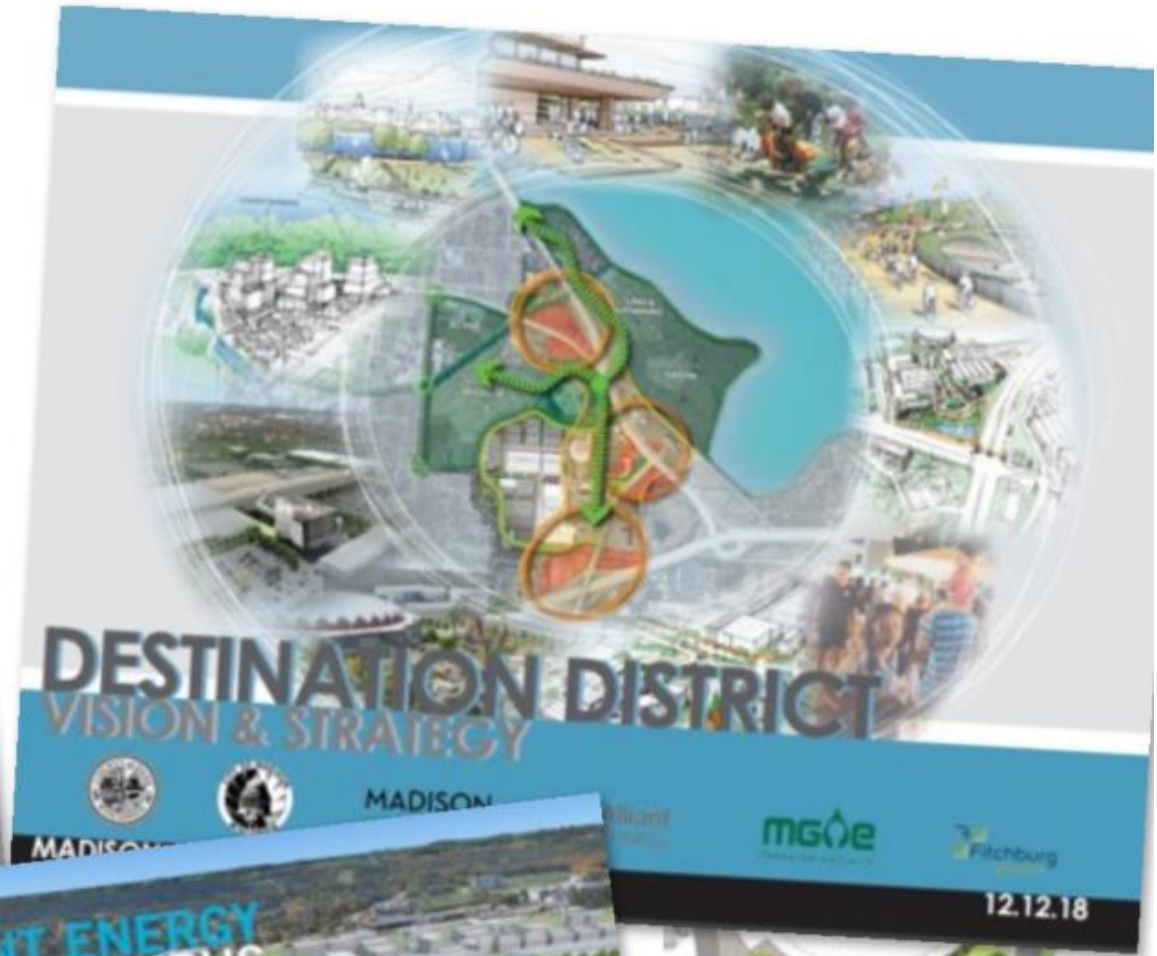
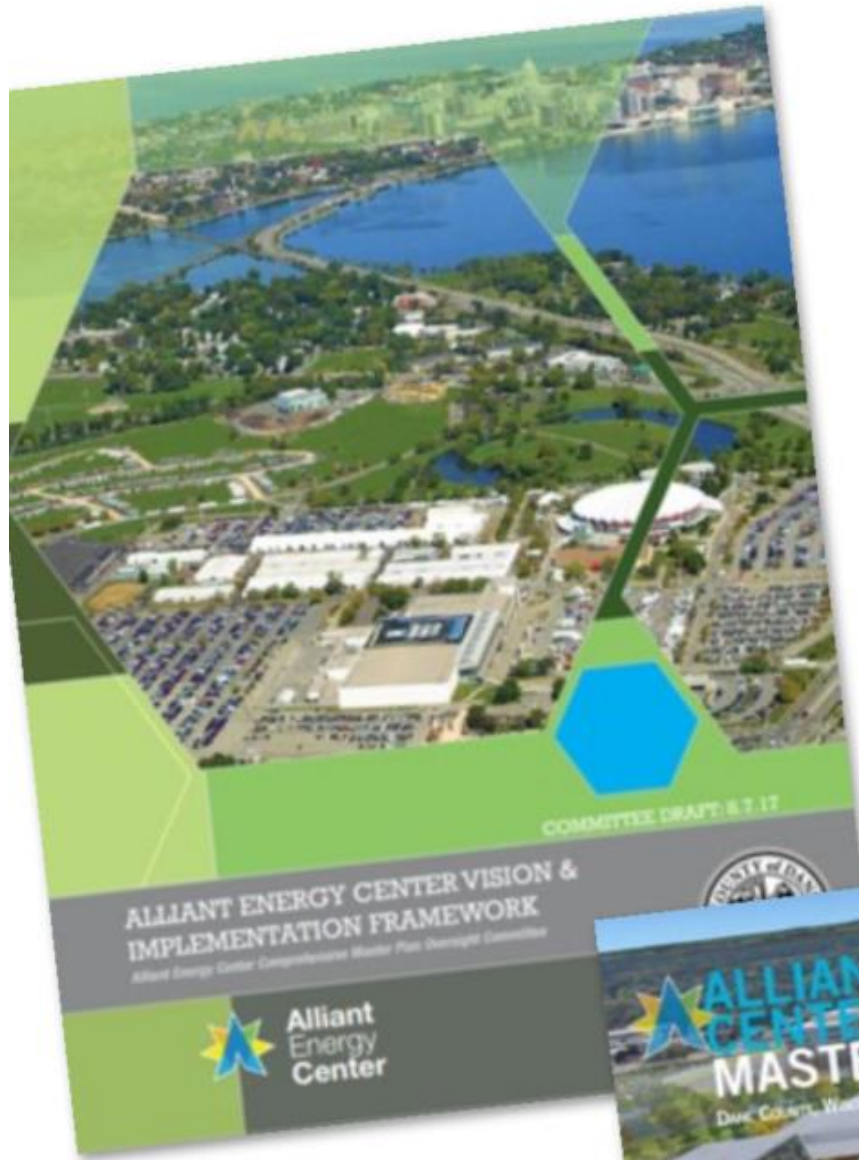
A sunset scene over a city skyline. The sun is low on the left, casting a bright orange glow across the sky. The city skyline is visible in the distance, with a prominent domed building. The foreground shows a body of water with ripples, reflecting the colors of the sunset.

Alliant Energy Center Expo Expansion

Madison, WI

Schematic Design Development Update
April 20, 2020

FOUNDATIONAL INPUTS



VISION

Vision Statement

The Alliant Energy Center is a key regional asset that serves as a dynamic convening campus providing an exceptional and **authentic experience** for the community and visitors alike. The seamlessly integrated campus serves as a catalyst for a vibrant destination district driving tax base growth and increased access to economic opportunity for area residents.



te a mix of uses
lay attractions

5

enhance access &
connection to
surrounding area

6

Deliver an authentic
regional experience

Authentic!

EXPO SITE & BUILDING DESIGN OBJECTIVES

1. AUTHENTIC

SITE
DISTRICT/NEIGHBORHOODS
CITY
COUNTY
STATE

NATURAL LANDSCAPE
CULTURE

2. SUSTAINABLE

3. EQUITABLY ACCESSIBLE

4. IMPRESSIONABLE & EXPERIENTIAL

5. RICH IN UNIFIED THEMES

UNIQUE
AUTHENTIC

EXPO SITE & BUILDING REGIONAL THEMES

- LAKES and WATER
- REGIONAL LANDSCAPE and AGRICULTURE
- ACTIVE and HEALTHY CITY (biking & recreation)
- TECHNOLOGY
- WISCONSIN'S CENTER (education & government)
- LEGACY (landscape, ecology, and culture)



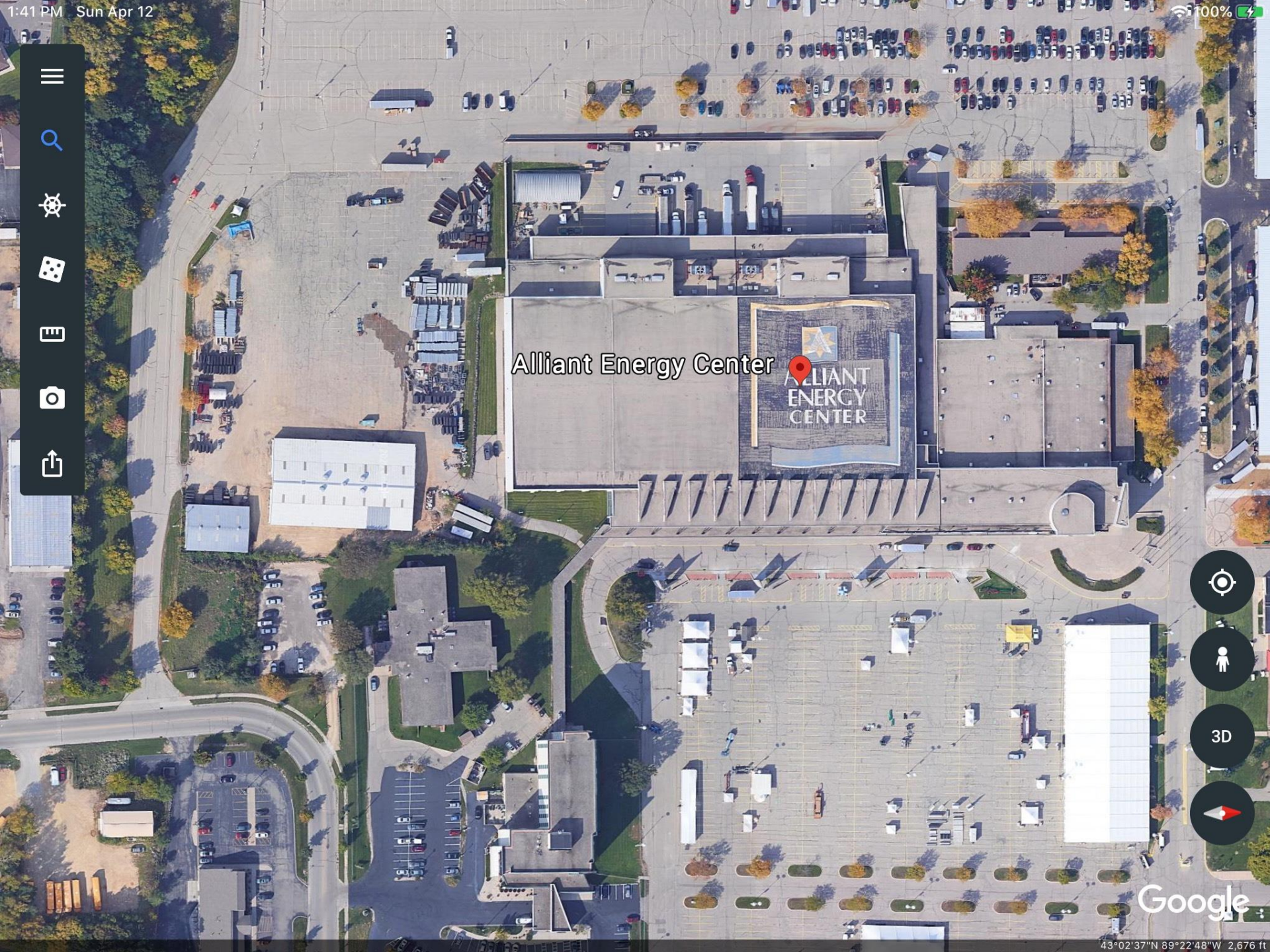
Alliant Energy Center 

New Holland Pavilions 

Veterans Memorial Coliseum 



Google



Alliant Energy Center



ALLIANT ENERGY CENTER



Google



Google

22°48'W 2,676 ft

Existing Building Statistics:

Total Leasable	120,000 s.f.
Exhibit Halls	100,000 s.f.
Meeting Rooms	20,000 s.f.
Ballroom	none

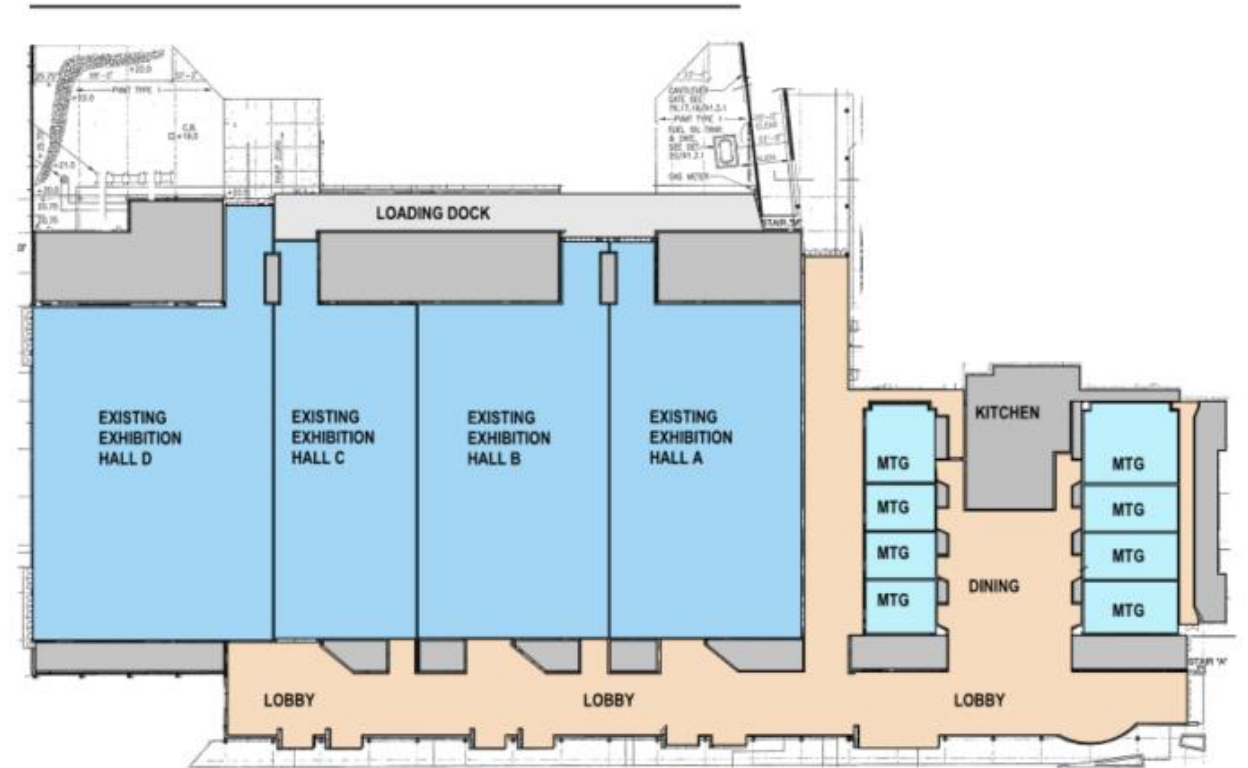
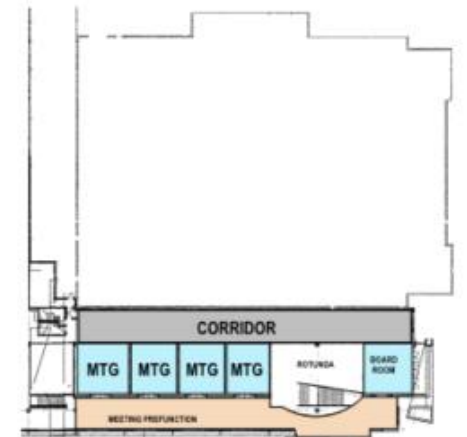


EXHIBIT LEVEL EXISTING FLOOR PLAN



MEZZANINE LEVEL EXISTING FLOOR PLAN



Existing Building Statistics:

Total Leasable	120,000 s.f.
Exhibit Halls	100,000 s.f.
Meeting Rooms	20,000 s.f.
Ballroom	none

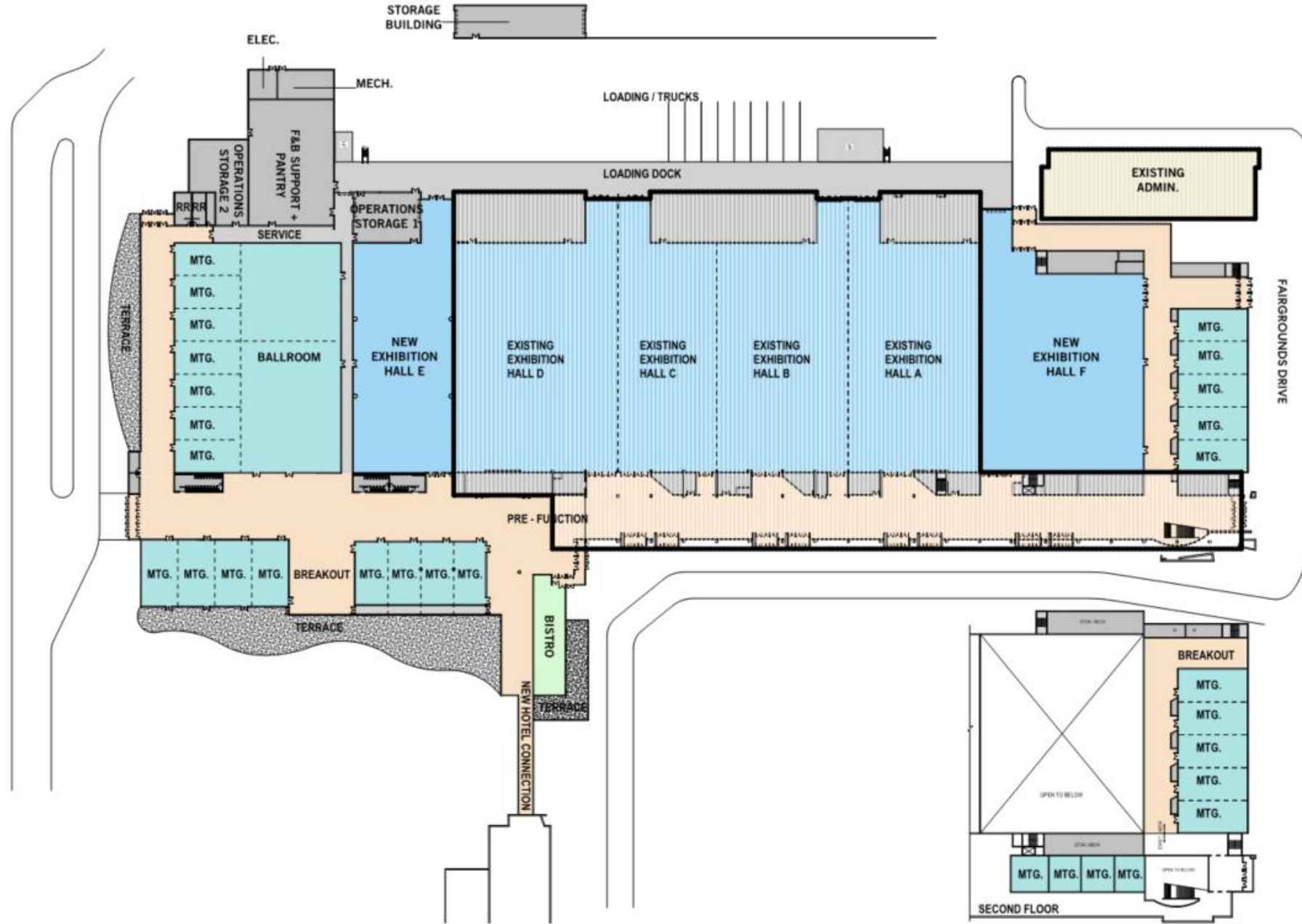
Expanded Building Statistics:

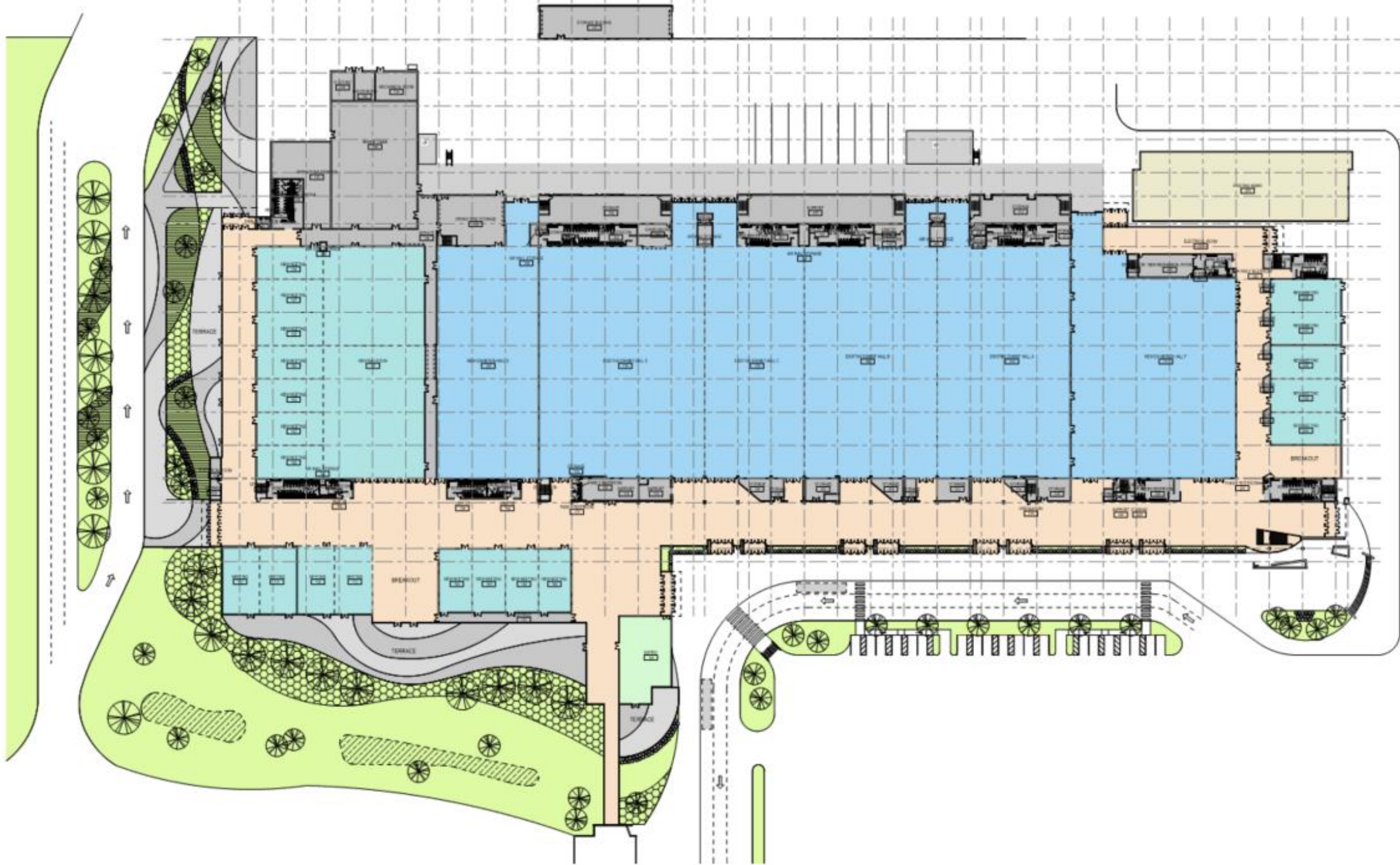
Total Leasable	216,000 s.f.
Exhibit Halls	150,000 s.f.
Meeting Rooms	36,000 s.f.
Ballroom	30,000 s.f.

Note: Improved distribution of and flexibility of meeting space

Project Budget:

\$80,000,000





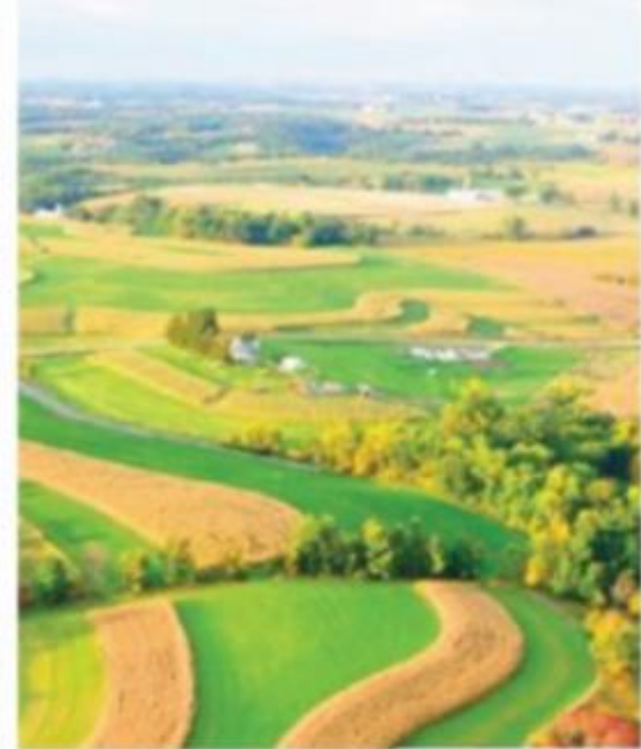


PAVING PATTERN INSPIRED BY CONTOUR FARMING

SLOPED WALKWAY

MOUNDED PLANTING AREAS WITH RETAINING WALLS AND SEATING BENCHES

PRESERVED OAK TREES





Albert Center
EXHIBITION HALL



EXHIBITION HALL



EXPO

Multi-Color
Banner Lighting
Systems



Programmable
Color Changing
Accent Lighting

AEC Chandelier?



Landscape
Lighting

Changeable
Hardscape
Projection
Lighting



Soft Glow
Integrated
Walkway
Lighting



A sunset over the Madison, Wisconsin skyline. The sun is low on the left, casting a bright orange glow across the sky. The city skyline is visible in the distance, including the Wisconsin State Capitol building. The foreground shows a body of water with a rocky shoreline.

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Questions

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