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7.27.09 - Potter Lawson Selected To Design Worldwide Center of Excellence for the Wisconsin Energy Institute

Selected from a group of national design firms, Potter Lawson has been chosen to design the Wisconsin Energy Institute on the UW-Madison campus. This state of the art facility will put Wisconsin on the international map for bioenergy research.

“We are honored to be a part of such a forward-thinking project,” said Eric Lawson, President and CEO of Potter Lawson, “This is a project unlike any other on the campus and will set the standard for similar projects around the world. We are looking forward to designing a world class facility for Wisconsin!”

It is intended that the new WEI facility leverage every opportunity to be sustainable in its thinking from conception through construction. This facility will truly be a showplace for sustainability. The UW sees WEI as a project which will set the pace for future projects. As such, this project will pursue the highest USGBC LEED rating possible. Potter Lawson teamed with HOK on this project.

The Wisconsin Energy Institute (WEI) will serve as a focal point for UW-Madison research and outreach focused on providing economically viable and sustainable alternative energy sources. The occupants will include programs sponsored by the UW System Wisconsin Bioenergy Initiative (i.e. the newly funded Great Lakes Bioenergy Research Center (GLBRC) and others. GLBRC will conduct fundamental, genomics-based research to remove bottlenecks in the biofuel pipeline in order to increase the contribution of biofuels to the US energy portfolio. GLBRC and other related bioenergy teaching and research functions housed in the new facility will create a Worldwide Center of Excellence in this emerging field. Multi-disciplinary research programs within WEI will develop economically and environmentally sustainable bioenergy practices, and educate society, scientists and biomass producers about bioenergy issues.

Potter Lawson, Inc., founded in 1913, is Madison’s oldest architectural design firm. Potter Lawson provides top-quality award-winning architecture, planning, interior design, engineering, and construction administration services to a diverse group of clientele. With extensive experience in public and private architecture, Potter Lawson designs a diversity of facilities that span from corporate and civic establishments to K-12 schools, colleges and universities.

As a leader in Wisconsin for sustainable design, over 30% of Potter Lawson’s staff are LEED Accredited Professionals. Potter Lawson holds many firsts in regards to sustainability in Wisconsin: Potter Lawson designed the first LEED Certified residence hall in the State of Wisconsin (Dominican Hall at Edgewood College), the first LEED Gold Certified residence hall in the University of Wisconsin System (currently under construction on the UW-Whitewater campus), designed the largest green roof in the City of Madison (at University Square), and is on track to receive the first LEED Platinum Certification in the City of Madison with the design of the mixed use development at 800 University Bay Drive (currently under construction).