

MILWAUKEE  
BUSINESS JOURNAL

# 2020 REAL ESTATE AWARD NOMINATIONS

## LUBAR ENTREPRENEURSHIP CENTER UNIVERSITY OF WISCONSIN-MILWAUKEE



PHOTO CREDIT: PETE AMLAND

### NOMINATOR INFORMATION

Continuum Architects + Planners  
751 N. Jefferson Rd., Suites 200  
Milwaukee, Wisconsin 53202  
Lybra Loest, Director of Marketing  
414-220-9640  
lybra.loest@continuumarchitects.com

### PROJECT NAME

Lubar Entrepreneurship Center  
2100 E. Kenwood Blvd.  
Milwaukee, Wisconsin 53211

### NOMINATION CATEGORY

Best New Development



**continuum**  
ARCHITECTS + PLANNERS

## ABOUT THE PROJECT

In 2014, the University of Wisconsin-Milwaukee (UWM) identified two specific but disparate needs for the campus – the need for a consolidated space for innovative entrepreneurship, and a need for an updated campus welcome center. The university acknowledged student-based programs that foster research, discovery, innovation, and entrepreneurship were critical for the continued economic health of southeastern Wisconsin. While there were several entrepreneurship activities and programs occurring at UWM, there was no single location that served as a central resource for those endeavors. To remain competitive in the academic realm, they needed a dedicated facility on campus that would support entrepreneurial discovery and partnerships.

The university also recognized that their existing outdated welcome center – housed in a former classroom building – had outgrown the space and could not meet current demands or future welcome center goals.

The newly constructed facility was designed to accommodate these two needs in one highly visible and activated home within the Lubar Entrepreneurship Center. The result is the synergistic pairing of two dynamic functions – the new UWM Welcome Center and Lubar Entrepreneurship Center. The two-story facility is sited with exceptional visibility at the gateway to UWM, squarely at the crossroads between the Humanities and Science quads along the campus' main east-west path.



PHOTO CREDIT: TRICIA SHAY

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***“Milwaukee has a growing entrepreneurial ecosystem...  
We believe our students will be better prepared if we give  
them skills in innovation, creativity, and entrepreneurship”***

Brian Thompson, Director of the Lubar Entrepreneurship Center

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**The Welcome Center's** goal is to increase the number of campus tours and special events to nearly 25,000 prospective student visits annually – a nearly 3-fold increase from 2014. These student tours are directly tied to the enrollment goals of the institution, thus playing an integral role in the growth and success of UWM. To that end, the Welcome Center was designed to address the specific programmatic staff needs that support their annual visitor goals. This included clear wayfinding to the Welcome Center, warm, inviting, and engaging waiting areas with visible and accessible reception areas, workspace for full-time staff and 30+ student campus ambassadors (tour guides), and large-group presentation rooms.

**The Lubar Entrepreneurship Center** provides a vibrant, consolidated home for collaborative, interdisciplinary innovation and entrepreneurship programs that were previously scattered across campus. The center is anchored by the Ideas Challenge Programming that supports education and entrepreneurship. Spaces within the center include innovation labs where students develop new products, prototype and software, project-based rooms, active learning environments, traditional classrooms, and large group gathering spaces for speaking and networking events.

Additionally, the center doubles as incubator space for early-stage start-up companies through gener8ter's gBeta program, Scale Up Milwaukee's Growth Accelerator program, an initiative of the Greater Milwaukee Committee, and other research, academic, and business institutions committed to innovative idea sharing.

The architects for the facility took care to ensure that all spaces within the Lubar Entrepreneurship Center were designed to accommodate a range of user groups with flexibility and adaptability into the future. The center features key amenities, such as an in-house outpost of The Grind coffee shop – a much needed amenity to fuel creative minds at work. Indoor and outdoor gathering spaces are wired with ample WI-FI to allow for seamless collaboration both inside and outside the building.

The Lubar Entrepreneurship Center now serves to showcase the energy, innovation, and creative momentum that occurs within the center. The combined facility fosters collaborative partnerships from within campus and throughout the community, helping to inspire and attract new students to the University of Wisconsin-Milwaukee.



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Lybra Loest, Director of Marketing  
751 N. Jefferson Rd., Suites 200  
Milwaukee, Wisconsin 53202  
414-220-9640  
lybra.loest@continuumarchitects.com

#### **GENERAL CONTRACTOR**

SMA Construction Services, Inc.  
Stephanie Abhold  
201 West Walnut Street, Suite 301  
Green Bay, WI 54303  
(920) 438-3833  
mike@aconstructionservices.com

#### **DESIGN ARCHITECT / MANAGING ARCHITECT**

Continuum Architects & Planners  
Robert Barr  
751 North Jefferson Street, Suite 200  
Milwaukee, WI 53202  
(414) 220-9640  
bob.barr@continuumarchitects.com

#### **STRUCTURAL ENGINEER**

OTIE  
Paul Karow  
5100 Eastpark Boulevard, Suite 300  
Madison WI, 53718  
(608) 241-6723  
pkarow@otie.com

#### **CIVIL ENGINEER**

Bloom Companies, LLC  
Matthew Tharaniyl  
10501 West Research Drive, Suite 100  
Milwaukee, WI 53226  
(414) 771-3390  
mtharaniyl@bloomcos.com

#### **MEP & FIRE PROTECTION ENGINEERING**

Ring & DuChateau  
Edward Gill  
17400 West Capitol Drive  
Brookfield, WI 53045  
(414) 778-2360  
egill@ringdu.com

#### **AUDIO VISUAL CONSULTANTS**

Professional Audio Designs  
Nathan Castillo  
11707 West Dearbourn Avenue  
Milwaukee WI, 53226  
(414) 476-1011  
nathan@proaudiodesigns.com

#### **LANDSCAPE ARCHITECT**

Ken Saiki Design  
Ken Saiki  
303 South Paterson Street, Number 1  
Madison, WI 53703  
(608) 251-2330  
ksaiki@ksd-la.com

#### **PROJECT OWNER**

State of Wisconsin, Department of State  
Facilities  
David Hoffman  
101 East Wilson Street, 7th Floor  
Madison, WI 53707-7866  
(608) 266-2608  
david.hoffman@wisconsin.gov



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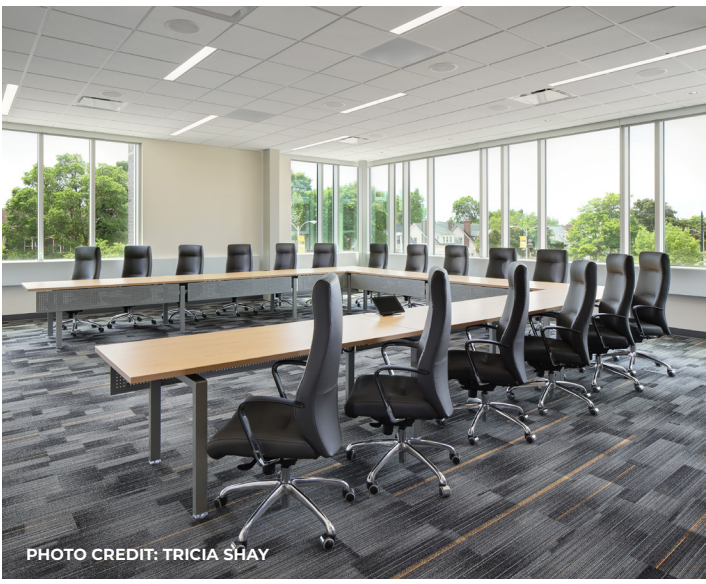


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