



STRANG

ARCHITECTURE ENGINEERING INTERIOR DESIGN // PERFORMANCE SPACE©

DESIGN & TECHNOLOGY

INCUBATING IDEAS AT THE UNIVERSITY RESEARCH PARK

The MG&E Innovation Center supports high-tech companies in their infancy stages.

An expansion doubled the size of the MG&E Innovation Center at Madison's University Research Park.



The MGE Innovation Center overlooks a prairie in the University Research Park

The MG&E Innovation Center, which provides basic laboratory and office space for new scientific companies at the University of Wisconsin-Madison Research Park, proves the movie line, "if you build it – they will come." In this case, it's not a ballpark, but a research park's scientific incubator, and it's not ballplayers, but companies transferring technology from the University to the private sector.


According to Mark Bugher, Director of the University Research Park, "the Innovation Center is the centerpiece of the park." Originally constructed in 1999, this facility was expanded to more than 110,000 square feet. New tenants are occupying the space quickly.

Tenants include small- and medium-sized companies specializing in research and development activities,

gene therapy, software development, cancer/AIDS research and drug development. The University Research Park's primary facility design objective was to provide a low-cost and flexible facility equipped with professional resources that will support these companies in their infancy stages. Additional goals included providing affordable rent, flexible and expandable space, shared amenities, and collaborative areas for the exchange of ideas. The incorporation of sustainable materials was another priority.

The expanded facility has more than 40 laboratory modules and 40 office suites ranging in size from 500 square feet to 10,000 square feet. The modular suites enable space to be rearranged easily to meet tenants' needs. The space also is flexible to support the tenants' evolving operational requirements.

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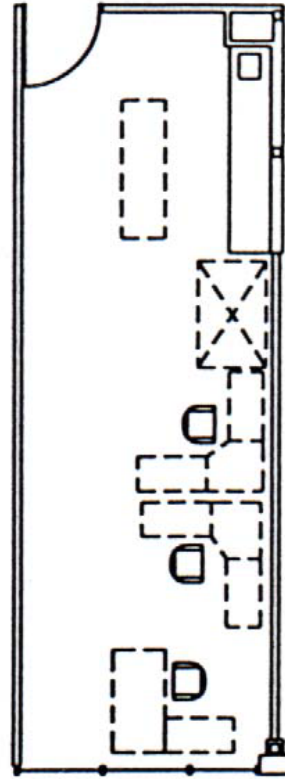
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Conference Room



Laboratory



SMALL LAB - TYPICAL
SUITES L02-L04, L09-L12
800 RSF

The tenants' technical needs are as diverse as their businesses. Therefore, the building contains a vivarium suite, clean rooms for pharmaceutical production, cell culture rooms, chemistry laboratories, a dark room and an electronics laboratory, among other specialized spaces. Centralized mechanical utilities are brought to each laboratory and provide specialized power, plumbing and ventilation services, which may be unique to each lab. Every suite is connected to the University's fiber optics Internet backbone, and has an automated building communication system.

Facility amenities include a glass wash/autoclave, shared laboratory with fume hood, receiving dock, machine shop, mail sorting area, and conference rooms ranging in size from an eight-person meeting room to a 100-seat conferencing auditorium outfitted with state-of-the-art electronic capabilities. Additional amenities include an employee lounge and shower and locker facility, and offers direct access to the University Research Park's jogging/running path. The Innovation Center also provides clerical support to the tenants.

The design incorporates readily available materials to control costs, and the latest proven building technology. The building design also features recyclable materials and embraced energy conservation measures, such as high-performance glazing, light control devices, reflective building fenestration, on-site storm water retention, thermomassing materials and natural cool daylighting.

Land around the building is planted and maintained in a natural prairie state. The MG&E Innovation Center helps to propel many high-tech start-ups into flourishing businesses. Several of the incubator's first tenants, such as Novagen, Tetrionics, Panvera, Tomotherapy and Alfalight, grew to the point of needing their own buildings. Today, other communities that are considering a scientific incubator use the MG&E Innovation Center as a model.

FOR MORE INFORMATION ABOUT LABORATORY PLANNING, CONTACT STRANG AT (608) 276-9200 OR BY E-MAIL AT INFORMATION@STRANG-INC.COM.