

## Design Profile

### S.C. Johnson Fortaleza Hall

RACINE, WISCONSIN

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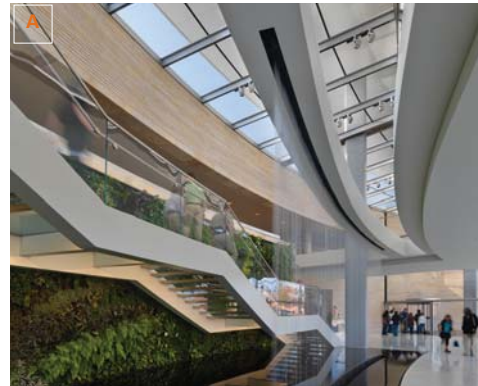


Architecture  
Interiors  
Engineering  
Construction

Creative Solutions for a Sustainable Future

## S.C. Johnson Fortaleza Hall

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Epstein was the architect of record, as well as interior designer of record and civil engineer, for the development of S.C. Johnson & Son's Fortaleza Hall aka 'Project Honor.' Epstein worked in conjunction with Foster + Partners, a London-based design firm, which is led by the world-renowned architect Lord Norman Foster who said "this project celebrates a pioneering family, a remarkable company and as historic journey:

This new 68,000 square foot 'social heart' of the campus is comprised of two main structures (Fortaleza Hall and the Community Building). Fortaleza Hall is a 20,000 square foot highly transparent glass ellipse providing a 360 degree view

of the suspended airplane (Carnaúba) over a palm forest etched into white precast and a wood mosaic floor of the trip providing a gathering space for the employees as well as museum and exhibition functions. The 48,000 square foot Community building is a solid Kasota stone visual counterpart to Fortaleza Hall housing the amenity functions of the campus including a 750-employee dining facility, a bank, company store, concierge service, cafe, and fitness center. The two buildings are linked by the Central Atrium which serves as the entrance to the facility as well as light filled atrium with a vertical garden \ green wall by Patrick Blanc, a vertical water feature and a reflecting pool underneath a curving monumental glass tread stair.

Fortaleza Hall commemorates and celebrates the 1935 expedition to Fortaleza, Brazil taken by H.F. Johnson (third generation Johnson family) to find a sustainable source of carnauba wax which is harvesting from the leaves of the Carnauba palm and is the basis for Johnson's Wax. Project Honor displays memorabilia of the expedition and a replica 1930's-era Sikorsky airplane, flown by the late Chairman Emeritus Sam Johnson, the son of H.F. Johnson, and his two sons, Curt and Fisk, in 1998 from Racine to Fortaleza in commemoration of H.F. Johnson's original expedition. This project seeks to articulate the extraordinary story of the Carnaúba adventure, and offer an educational, informative experience for the community and visitors.

As part of 'Project Honor' there is an 8,000 square foot 'Legacy Gallery' that displays S.C. Johnson photos, artifacts, and electronic media. Epstein was responsible for coordinating the design of humidity/temperature requirements for this space, as well as ensuring that supplemental coil units were designed / installed for use with individual displays requiring additional preservation requirements above and beyond the provisions provided within the Gallery.

Epstein's civil engineers were also responsible for the development of a Utility and Roadway Master Plan for the SC Johnson campus that would consider phased construction for implementation of the campus capital improvement plan over a period of 10 years. In addition, Epstein's engineers coordinated with a land planner and SC Johnson personnel to develop a phased plan for future development and growth.

'Project Honor' which is pursuing LEED-NC Silver certification is located within the Racine, Wisconsin global headquarters campus of S.C. Johnson & Son designed by Frank Lloyd Wright from 1936 through 1944.



S.C. Johnson Fortaleza Hall  
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A: Central Atrium showing Water Feature, Greenwall, Monumental Stair & Reflecting Pool  
B: Day Exterior of Fortaleza Hall from the Great Lawn  
C: South Entrance from the Central Promenade



D: Night Exterior of Fortaleza Hall from the Great Lawn  
 E: Alimento "Dining" Seating- Balcony overlooking Fortaleza Hall  
 F: Fortaleza Hall- showing Carnuaba plane; Compass benches; Map; & Precast "Palm Forest" Mural  
 G: Green Wall & Water Fountain

#### Sustainable Features

Fortaleza Hall has several sustainable design elements that are featured in its pursuit of LEED-NC Silver certification. These elements include a Heat recovery loop, a Unique airfloor system, Daylight and occupancy sensors, a rain Cistern, Recycled/renewable materials; including Bamboo flooring, Bottom Ash for fill and 40% recycled content cement mix.

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## About the *Design Profile*



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Epstein's *Design Profile* is a brief in-house publication addressing our recent design and construction projects and discussing today's industry challenges.

Since 1958, the *Design Profile* has covered our project history, from warehouse and distribution facilities to award-winning architecture and interior design projects.

Now in our fifth decade of publishing the *Design Profile* has now transformed into a completely electronic publication. In an effort to be as sustainable an organization as possible we no longer print and distribute the *Design Profile* via traditional mail. Each issue is now "published" to our readers through a e-mail message that is linked to our website. We hope that this little step in sustainability inspires you to find opportunities to become "green" with your publications/communications.