



SWANSON RUSSELL

Swanson Russell, a well-known national marketing communications agency, partnered with The Clark Enersen Partners for a \$3 million, 12,000-square-foot renovation and addition to its Downtown Lincoln office. The addition included a new design for a two-story building construction project above their existing parking lot just north of the revitalized **P Street District** and streetscape project which was also completed by The Clark Enersen Partners. This new building addition connects to the northwest corner of the agency's current building via a second-floor walkway.

Currently employing 100+ staff members, the addition adds space for up to 30 new hires in addition to meeting rooms, employee lounges and a presentation room with an exterior patio. Swanson Russell's agency model requires face-to-face, daily collaboration between the different disciplines in their business, therefore the new space was designed to promote a more team-oriented, collaborative environment where interactive, creative, media, public relations, account service and other departments can more effectively share ideas and work together.

Interior renovation plans were also completed for the existing building as the new addition plans were finalized. The design concept focused on unifying the two spaces so that the building would not be separated as 'new' and 'old' but distinctly branded as Swanson Russell in its entirety. Careful consideration was taken throughout the design process—from selection of carpet tile colors and paint scheme, down to the structure of open office workstations. The overall strong cohesive design is attributed to a holistic approach between the two structures by means of aesthetics and function which also helps set the tone for a collaborative and adaptable work environment in a high-energy downtown district.

LOCATION: Lincoln, Nebraska

PROJECT TYPE:

Corporate + Commercial

SERVICES:

Architecture

Mechanical Engineering

Electrical Engineering

Structural Engineering

Landscape Architecture/Site

Planning

Civil Engineering

Interior Design

The Clark Enersen Partners thoughtfully designed the addition to suit the agency's business goals and culture. "Downtown Lincoln is a big part of Swanson Russell's culture and what makes our employees excited to work here and live here," said Brian Boesche, partner and chief creative officer. "Our business is committed to the downtown community and we look forward to sharing this exciting development with our neighbors and clients."

Additional Photography



