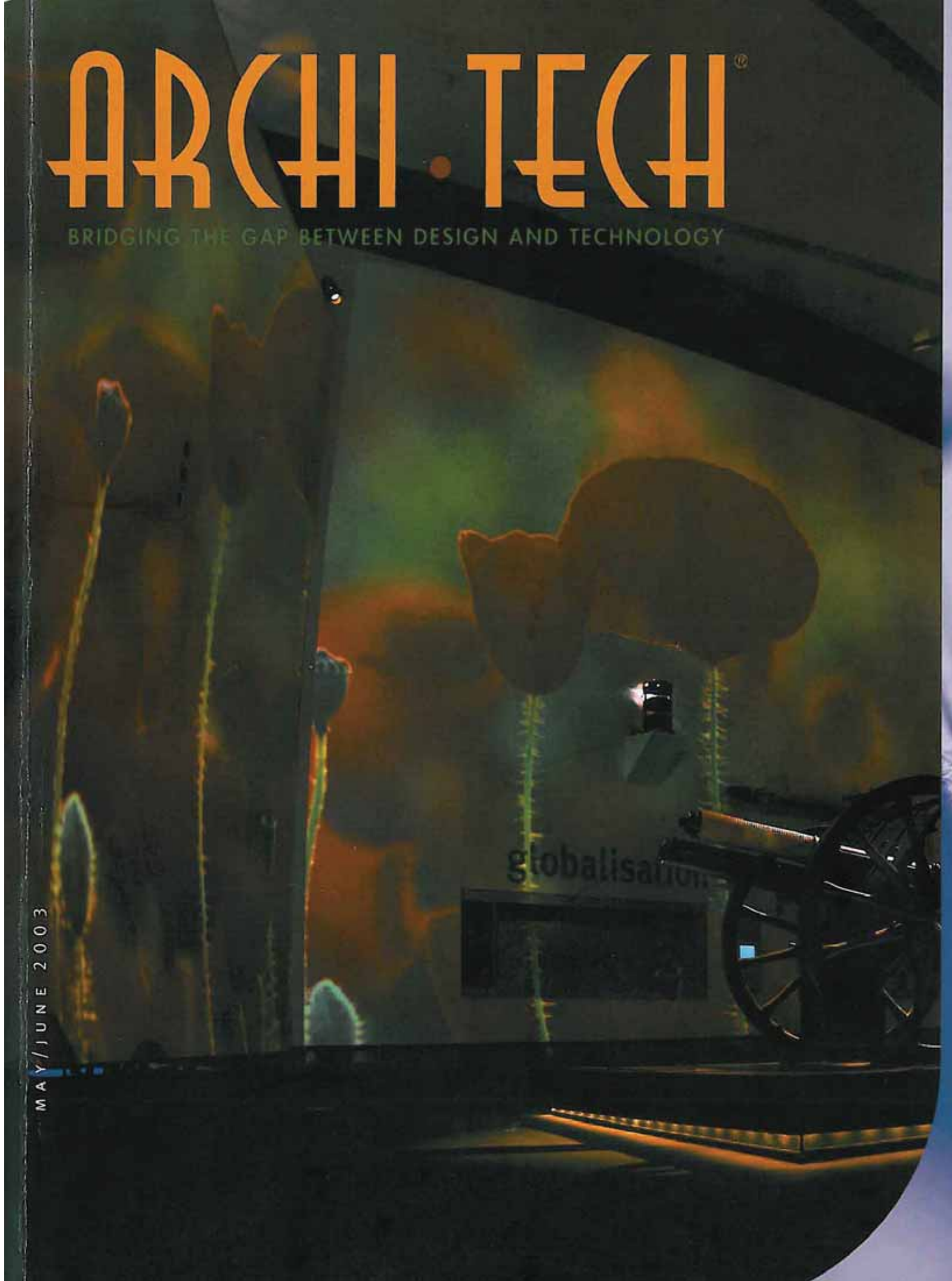
ARCHI TECH®

BRIDGING THE GAP BETWEEN DESIGN AND TECHNOLOGY



MAY/JUNE 2003

Congratulations To All 2003 ARCHI-TECH AV Award Winners!

Special Thanks To Those Who Chose To Use Middle Atlantic Products In Their Award Winning Projects

USA Today/Gannett Headquarters
Architect: Lehman-Smith & McLeish, PLLC
Integrator: CMS, Inc

WilTel Communications Technology Center
Architect: Hellmuth, Obata & Kassabaum, Inc (HOK)
A/V Consultant: Atkins Bellwether Design
Integrator: MCSi

SPECIFY MIDDLE ATLANTIC PRODUCTS WITH CONFIDENCE

Space saving designs maximize costly floor space
Advanced thermal engineering extends equipment life
Labor saving features reduce installation and maintenance costs
Aesthetically pleasing design integrates into any environment
UL Listings and Seismic Ratings facilitate compliant installations

Middle Atlantic Products, Inc.
an ISO 9001:2000 Registered Company
www.middleatlantic.com

ENGINEERED MOUNTING SOLUTIONS FOR LOW VOLTAGE APPLICATIONS

CMS

Innovative Consultants

Audiovisual Consulting

New York
631.425.3000

London
0208 987 9222

www.cmsav.com

Winner of

First Annual ARCHI•TECH AV AWARDS 2003

CMS is proud to be part of this project.
Our special thanks to:

- GANNETT USA TODAY
- LEHMAN-SMITH + MCLEISH (Interior Architects)
- Kohn Pedersen Fox Associates (Exterior Architects) & Hines Interests Ltd (International Developer)
- Professional Products Inc, SLYE Electronics & The Whitlock Group (AV Integrators)

READER SERVICE #14

Thank You to the 2003 ARCHI-TECH AV Award Winners Who Chose to Use

SONY®

AWARD WINNERS

Lehman-Smith & McLeish, PLLC
Costello Maione Schuch Inc. (CMS)

Gannett/USA Today Headquarters

HOK (Hellmuth, Obata, Kassabaum)
Atkins Bellwether
MCSi
Pelton Marsh Kinsella

WilTel Communications Technology Center

Sony Business Solutions & Systems Company ■ www.sony.com/professional

© 2003 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony is a trademark of Sony.

Media Organization

Gannett/USA Today

[First Annual ARCHI-TECH AV Awards 2003]

ARCHITECT LEHMAN-SMITH & MCLEISH, PLLC

A/V CONSULTANT COSTELLO MAIONE SCHUCH INC. (CMS)

DESIGNING THE NEW 850,000-SQ.-FT. GANNETT/USA TODAY HEADQUARTERS IN MCLEAN, VA., SO THAT IT COULD OPERATE AROUND THE CLOCK, OFFER VERSATILE OFFICE SPACE, AND BE TECHNOLOGICALLY "FUTURE-PROOF" REQUIRED TEAMWORK AND A WELL-ORGANIZED PLAN. "THE DESIGN WAS DRIVEN FROM A BUSINESS USE RATHER THAN A CORPORATE IMAGE," SAID INTERIOR ARCHITECT JAMES BLACK MCLEISH III, A PRINCIPAL WITH LEHMAN-SMITH & MCLEISH IN WASHINGTON, D.C. "WE TRIED TO INTEGRATE THE TECHNOLOGY INTO THE ARCHITECTURE IN A THOUGHTFUL WAY."

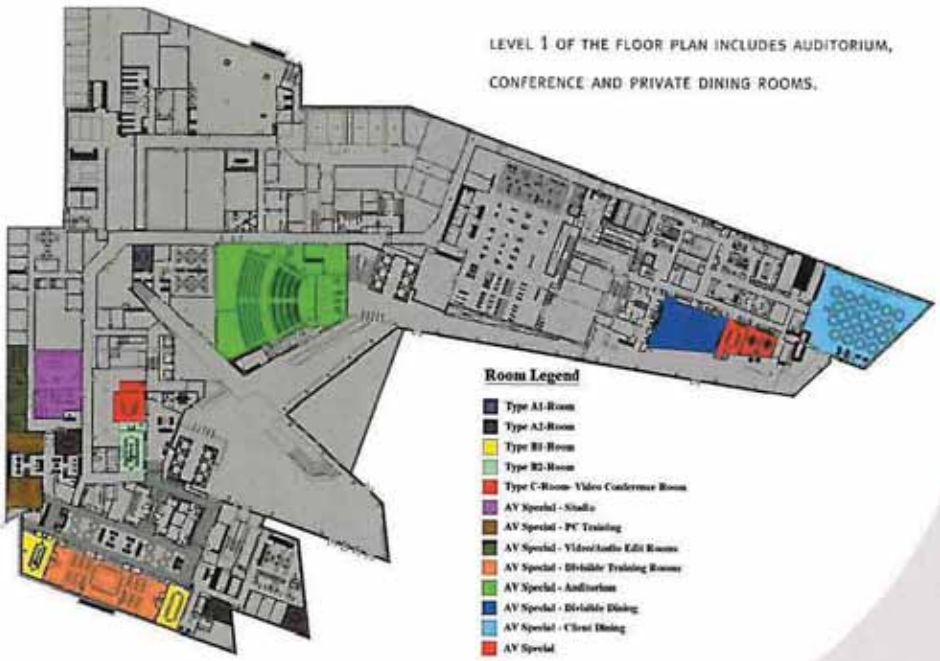
MORE THAN A HUNDRED ROOMS OF THE $5.7 MILLION PROJECT CONTAIN AUDIO/VIDEO SYSTEMS, INCLUDING A TELEVISION STUDIO AND PRODUCTION AREA, A LARGE DINING ROOM AND BANQUET AREA, AND A 300-SEAT CONFERENCE CENTER. KNOWING ADVANCED TECHNOLOGY WOULD PLAY A KEY ROLE IN THE OFFICE COMPLEX, THE ARCHITECTS COMMISSIONED COSTELLO MAIONE SCHUCH INC.(CMS) IN MELVILLE, N.Y., TO DESIGN AND INTEGRATE THE A/V SYSTEMS AS SOON AS THE PROJECT BEGAN IN 1997. "WE BROUGHT THEM IN RIGHT FROM THE SCHEMATIC DESIGN PHASE," SAID MCLEISH.

PHOTO ©TIM HURSLEY

PHOTO BY HEDRICH-BLESSING

PHOTO BY JIM MILLER / HEDRICH-BLESSING

(PHOTO OPPOSITE PAGE) NEON ART ON DISPLAY AT GANNETT/USA TODAY HEADQUARTERS IS BY JOSEPH KOSSUTH. THE BILLBOARD ART (LEFT) BY ED RUSCHA IS ALSO VISIBLE THROUGH THE WINDOWS AT NIGHT (PHOTO ABOVE).



LEVEL 1 OF THE FLOOR PLAN INCLUDES AUDITORIUM, CONFERENCE AND PRIVATE DINING ROOMS.

"The first thing we did," says CMS partner Michael A. Schuch, "was program with the architect each department's A/V requirements, then present what the rooms would look like, what they would contain and how much each would cost." The greatest challenge during the programming and budgeting phase, which took eighteen months, was incorporating the diverse needs of individual departments into a comprehensive system.

A key element of the design process, Schuch said, was designing the rooms "with the idea that technology would be a tool for the occupants, not an overwhelming, intimidating presence." CMS worked with the architect to "hide" much of the technology, while still allowing easy access for use.

"Some firms like their technology statement to say 'here we are and we have all this technology,'" he said. "Others want to hide that technology and present a different image. Gannett/USA Today has a nice mix of that. In some spaces, the technology is visible and you're aware of it. In the majority of spaces, it's very seamless, hidden and concealed, which works very well."

In order to organize a project of this magnitude, CMS designated six "standard" types of rooms, labeled Types A through F, based on the level of technology, function, and the number of people the rooms would accommodate. "For instance," Schuch illustrated, "a type A room would be a standard conference room with minimal A/V requirements that may have future capabilities with the infrastructure to add them at a later date. A type B room would have a plasma screen and A/V connection capabilities for eight to ten people. Type B-plus rooms were larger rooms that had rear projection, larger screen technology, and different functions than a straight B room. Type C was a dual monitor video conference room. Type E and F rooms were larger rooms that divided up into multiple configurations of spaces."

PHOTO BY ©TIM HURSLEY

PHOTO BY JIM MILLER / HEDRICH-BLESSING

One-of-a-kind rooms, such as the dining room and banquet center, were assigned to a category labeled "special" and designed individually. "When we started layering the needs of different groups, we found that flexible rooms worked better," added McLeish. For example, the architect designed a conference room that can seat three hundred or be split into sections to accommodate seventy-five people at a time.

As A/V project manager, CMS assigned groups of rooms to four systems integrators, including themselves. For efficiency, they designed several types of rooms, based on the A-F standard, which also provided better post-occupancy management and use. To stay on schedule, CMS required that all systems by each integrator be "staged" and tested well before the installation date. "This reduced the installation time significantly," Schuch said, "and gave us an opportunity to review each system with the client before it was installed."

Working with the client and architect, CMS developed an A/V bid specification, which included all system flows, control panel design, and equipment list. "This included reviewing all available equipment at trade shows plus some personal 'shoot-outs' for certain components," Schuch noted. "The specification was then sent out for bidding."

"In addition to the challenge of project magnitude," Schuch continued, "we were also presented with the unique challenge of a two-tower project. This meant that our design and approach would have to minimize A/V staff support." Because the two towers are joined only up to the fourth floor, he explained, "it could take a technician 15-20 minutes to react to an A/V issue when coming from the opposite tower." In addition, Gannett/USA Today only employs a handful of technicians to serve the entire building.

"Standardizing each control system, creating control panels that looked and operated easily for the client, and creating one centralized position where A/V staff can monitor room functions was the answer." The central point for control of all rooms is intended to facilitate client management, as well as future expansion via a building cable riser.

"We had to design something for Gannett that can satisfy each department's need — that basic A/V functionality — but we also have to design for the fact that they are managing this enormous space with an incredible jump in the volume of rooms," Schuch added.

Looking to the future, the technology plan insured that new equipment could be installed following completion of the building without requiring new construction.

"We designed many rooms for 'future' A/V," Schuch said, "which enables them to easily migrate to A/V in rooms that did not currently show a demand." In the example of a room designed for a future PDP screen and conference system, all conduit and power are already installed with junction boxes and structural support for each screen hidden behind the drywall.

"The other future capabilities are routing expansion of all signals and fiber to almost every space that has a conference room. If the client ever wanted to have a fiber-based system to route all A/V systems to every room, the cabling structure is there to do that," said Schuch. Although hardware may be out of date in five to ten years, he concluded, the infrastructure should be able to support the advent of new technology for many years.

Despite the building being the home of a media conglomerate, both McLeish and Schuch agreed the technology was comparable to most other projects of its size. The client, said McLeish, was looking for a practical, effective work space that offered a maximum of flexibility. McLeish credited CMS's expertise and organization for making the design so successful. "Michael's organization helped us organize the client," he said.

Schuch attributes the success of the collaboration to the architect's appreciation for technology, and to having been brought into the project early on. "Architecturally, they are one of those interior architects that pushed the envelope of integration of A/V. They are one of very few interior architects sensitive to A/V technology and how the space works with that technology.

"They were incredible in both understanding our requirements from the A/V perspective and doing everything they could to accommodate them."

—Collette Sosnowy

PHOTO BY JIM MILLER / HEDRICH-BLESSING

PHOTO BY HEDRICH-BLESSING

ELECTRONIC EQUIPMENT

ATLAS SOUND	SPEAKERS
BEYERDYNAMIC	MICROPHONES, ETC.
BIAMP	SWITCHER/PREAMP
CANON	CAMERA
CLEARCOM	INTERCOM
COMMUNICATIONS SPECIALTIES	SCAN CONVERTER
CRESTRON	CONTROLS
CROWN	AMPLIFIERS
DECO	CHARACTER GENERATOR
ECOLABS	VIDEO SWITCHER
ELMO	CAMERA
EXTRON	AMPLIFIERS, ETC.
FIBER OPTIONS	INTERFACE, ETC.
FSR	POWER SEQUENCER
GENTNER	CONFERENCE SYSTEM, ETC.
HITACHI/FUJINON	CAMERA SYSTEM
JBL	SPEAKERS, ETC.
LEXICON	PROCESSOR
MIDDLE ATLANTIC	RACKS, ETC.
MITSUBISHI	MONITORS
NEC	PROJECTOR, ETC.
NTI	CABLES
OXMOOR	BUFFER AMPLIFIER
PANASONIC	VCR, ETC.
PINNACLE	CHROMERKEYER
POLYCOM	CONFERENCING
RDL	AMPLIFIERS
SABINE	EQUALIZER
SHARP	MONITOR
SHURE	MICROPHONE, ETC.
SIGMA	AMPLIFIER
SONY	MONITORS, ETC.
SOUNDCRAFT	MIXING CONSOLE, ETC.
STEWART FILMSCREEN	SCREENS
SYNELEC	VIDEOWALL PROCESSOR
TANDBERG	CODEC
TASCAM	CASSETTE RECORDER
TEKTRONIX	WAVEFORM MONITOR
TOA	AMPLIFIERS, ETC.
VANSAN	LECTERN
VIEWSONIC	MONITORS
WHARTON ELECTRONICS	TIME ZONE DISPLAYS

Thank You to the 2003 ARCHI-TECH AV Award Winners Who Chose to Use

NEC

Empowered by Innovation

AWARD WINNERS

Nicholas Grimshaw & Partners
Electrosonic Limited
Brenan & Whalley Ltd.
Richard Fowler Associates
MET Studio
Land Design Studio
Kevan Shaw Lighting
Thinktank

HOK (Hellmuth, Obata, Kassabaum)
Atkins Bellwether
MCSi, Inc.
Pelton Marsh Kinsella
WilTel Communications Technology Center

Lehman-Smith & McLeish, PLLC
Costello Maione Schuch Inc. (CMS)
Gannett/USA Today Headquarters

See us at InfoComm Booth #2100

Thank You to the 2003
ARCHI-TECH AV Award
Winners Who Chose to Use

beyerdynamic

Microphones · Headphones · Conference Systems · PA · Wireless Systems

AWARD WINNERS

Lehman-Smith & McLeish, PLLC
Costello Maione Schuch Inc. (CMS)

Gannett/USA Today Headquarters

www.beyerdynamic.com

READER SERVICE #27

Thank You to the 2003
ARCHI-TECH AV Award
Winners Who Chose to Use

ClearOne
Communications

AWARD WINNERS

Lehman-Smith & McLeish, PLLC
Costello Maione Schuch Inc. (CMS)

Gannett/USA Today Headquarters

HOK (Hellmuth, Obata & Kassabaum)
Atkins Bellwether
MCSi
Pelton Marsh Kinsella

WilTel Communications Technology Center

www.clear one.com ■ (801) 975-7200