Prudential Plaza straddles a series of intersecting conditions: between the corporate occupation of the Loop and the social face of the park; between the first wave of Chicago’s historic skyscrapers and the city’s Modernist origins; between reality and anticipation.

This proposal transforms a series of floors emblematic of the office tower condition: ground floor retail, ordinary office space, mechanical rooms and rooftop amenity space. These individual spaces become points along a sequence, a “building within a building,” connected by new vertical circulation.

The sequence creates opportunities for interaction and intersection, overlapping the activities of business – tech incubators, studios, presentation spaces – with amenities of the public realm like food courts, lounges, entertainment venues.
In 2005, Syracuse University purchased a disused car ware-house and proposed an ambitious program: two floors of public and semi-public galleries, cafés, lecture halls and impromptu exhibition space surmounted by five floors of studios for different design disciplines.

Dubbed “The Warehouse,” the building is designed to reveal the activity within, enticing the city’s inhabitants to engage in its hive of activity. True to its intent, in the years since the building’s completion it has become a hub of cultural development in the city’s west side, surrounded by theaters, cafés and boutiques. It has also been a magnet for regular outdoor public programming.