

# WARE MALCOMB

ARCHITECTURE  
PLANNING  
INTERIORS

CIVIL ENGINEERING  
BRANDING  
BUILDING MEASUREMENT

## FOR IMMEDIATE RELEASE

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## **WARE MALCOMB ANNOUNCES CONSTRUCTION IS COMPLETE ON THE CHICAGO DIRTT EXPERIENCE CENTER**

**CHICAGO, ILL. (May 20, 2021)** – Ware Malcomb, an award-winning international design firm, today announced construction is complete on the Chicago [DIRTT](#) Experience Center (DXC), an immersive experience center located at 325 N Wells St. in Chicago. In collaboration with DIRTT, Ware Malcomb provided interior architecture and design for the project.

Located in the heart of Chicago, the DXC's 8,700 square foot remodel focused on creating a unique experience for each guest who walks through the doors. Inspired by the Chicago roadway grid, where the streets Lincoln, Clybourn, Milwaukee and Grand break the grid to provide efficient alternatives, the reimagined DIRTT Experience Center is intentionally designed to celebrate the framework DIRTT provides as they break barriers in building through off-site construction.

The project's vision was solidified after an in-depth envision session with key DIRTT stakeholders. From concept development to construction and digital content strategy, the Ware Malcomb team worked in collaboration with DIRTT to design a space which delivers a strong narrative, helping guests understand a spectrum of possibilities.

The design goals for the project included creating visual continuity throughout the space and adding vignettes. These goals were achieved with the installation of a dynamic mezzanine to hosting areas and the innovation lab. The mezzanine was designed in an angular outline to tie back to the local city grid and to draw attention to the two-story volume when entering the space. Each space showcased problem-solving, human-centered approaches. The healthcare vignette is open and bright, and purposefully submerges guests into the patient journey including a virtual reality gathering space featuring a 170-inch nanolumens screen and entertainment zone.

DIRTT featured cutting-edge frameless glass solutions in office and huddle settings and highlighted the high acoustical quality in strategically placed phone booths. The immersive space elevates the guest experience by sharing how DIRTT enables design freedom, and delivers total certainty in cost, schedule and outcomes.

"The reinvented DXC features architecture and experiential elements showcasing DIRTT's industrialized construction approach which enables total design freedom and life-cycle adaptability," said Dawn Riegel, Director, Interior Architecture & Design of Ware Malcomb's Chicago and Oak Brook offices. "We teamed with DIRTT throughout the entire project process to define a dynamic concept to engage with visitors and employees alike."

Jennifer Warawa, Chief Commercial Officer at DIRTT said "Our Chicago space demonstrates the freedom and possibilities of designing with DIRTT. We look forward to welcoming clients into this space and engaging the design community in new conversations about the future of industrialized construction and how it helps achieve their goals. The continued investment in our facilities demonstrates DIRTT's confidence in the market."

The Chicago DXC was completed during the pandemic and showcases exactly how spaces can be built for ultimate resiliency and relevance. It is open now for client tours. DIRTT will be hosting its annual Connex event between 3-5 October, to coincide with North America's largest commercial interiors show.

The general contractor for the project was [Clune Construction](#).

**About DIRTT** ([www.dirtt.com](http://www.dirtt.com))

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DIRTT is a building process powered by technology. The Company uses its proprietary ICE® software to design, manufacture and install fully customized interior environments. The technology drives DIRTT's advanced manufacturing and provides certainty on cost, schedule and the final result. Complete interior spaces are constructed faster, cleaner and more sustainably. DIRTT has manufacturing facilities in Phoenix, AZ, Savannah, GA, Rock Hill, SC, and Calgary, AB. The Company works with distribution partners throughout North America. DIRTT trades on the Nasdaq under the symbol "DRTT" and on the Toronto Stock Exchange under the symbol "DRT".

## **About Ware Malcomb ([waremalcomb.com](http://waremalcomb.com))**

Established in 1972, Ware Malcomb is a contemporary and expanding full service design firm providing professional architecture, planning, interior design, civil engineering, branding and building measurement services to corporate, commercial/residential developer and public/institutional clients throughout the world. With office locations throughout the United States, Canada and Mexico, the firm specializes in the design of commercial office, corporate, industrial, science & technology, healthcare, retail, auto, public/institutional facilities and renovation projects. Ware Malcomb is recognized as an Inc. 5000 fastest-growing private company and a Hot Firm by Zweig Group. The firm is also ranked among the top 15 architecture/engineering firms in Engineering News-Record's Top 500 Design Firms and the top 25 interior design firms in Interior Design magazine's Top 100 Giants. For more information, visit <http://www.waremalcomb.com/news> and view Ware Malcomb's [Brand Video](http://youtube.com/waremalcomb) at [youtube.com/waremalcomb](http://youtube.com/waremalcomb).

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