

WRITING SAMPLE – MARGARET SNAGG

Title Suggestions:

“Meet Us at 150 North Riverside, Chicago”

“Cooling It at 150 North Riverside, Chicago”

Subtitle: CenTrio’s journey with its partners to build a 54-story tower in Chicago that barely touches the ground.

Purpose

This narrative is a customer profile written with a storytelling angle, in the third person and incorporates project details, firsthand project accounts from CenTrio staff, suggests a QR code reference to digital media, and comments posted on social media.

In context, elements of the story are as follows:

- Characters – CenTrio, Chicago, Jim Rylowicz, optional: social media
- Character arcs – how challenges motivate and influence the character/s
- Theme – CenTrio is part of some of the greatest construction projects in the world
- Conflict – key challenges CenTrio had to overcome
- Resolution – how CenTrio resolved key challenges alongside the architects
- Plot – how CenTrio overcame challenges to meet requirements
- Dialogue – guided conversation (interview/s), social media comments (Best Of to be selected on draft reviews)
- Setting – Chicago River
- Point of view – first person experiences with third person summaries as characters

“Meet Us at 150 North Riverside, Chicago”

CenTrio’s journey to serve a 54-story tower that barely touches the ground.

The story of the building’s construction along the River Walk is co-authored by CenTrio, the company that designed, built and continues to provide cooling services to the structure. It is a story of triumph.

Chicago, Illinois

Imagine an upside-down peace sign, or the letter Y, and you have a cameo of the Chicago River where the North Branch, Main Stem and South Branch unite. This shape is most familiar as the city’s municipal device and seen all over the city, quiet and iconic—welded to bridges, stamped on manhole covers and printed on metro maps.



Chicago's municipal device inspires everything in the Windy City, including the design of 150 North Riverside. Built on a base about the length of a telephone pole, the architectural masterpiece is one of many projects in CenTrio's district energy portfolio.

At the confluence, on the west side of the South Branch, you will find an architectural masterpiece that is as beautiful as it is unusual.

Welcome to the West Loop. Here, you are at the feet of her majesty, 150 North Riverside. You are less than one block away from one of Chicago's busiest commuter train stations. If you get lost, ask anyone on the street to point you in the direction of The Pencil Building so that you sound like a local. Tenants of the building and people who work in the area just say 150.

There is no discussion about the building without mentioning how the 54-story building was built on a 30' x 35' base. In the Windy City. With no space for a crane. And without an ounce of disruption to the 881,400 daily commuters on bus, rail and river—excluding the tens of thousands of pedestrians and bikers in the West Loop alone. The square footage of the building design is 1.2 million square feet.

“..you have to have an interesting problem to have an interesting solution.”

—James Goettsch, Goettsch Partners, architecture designers of 150 Riverside North

The story of the building’s construction along the River Walk is shared by CenTrio, a contributing author that designed, built and continues to provide cooling services to the structure. It is a story of triumph.



The iconic 150 North Riverside building was designed by award-winning Goettsch Partners and developed by Riverside Investment & Development, Wanxiang America Real Estate Group.

“The site being the way it is, you're literally between the river and train tracks to the west, the El to the north. So, it was a complicated process on top of just being a challenging design. Relatively speaking, CenTrio provided the kind of interesting solution that James Goettsch referred to,” says Jim Rylowicz. Rylowicz is the vice president of business development at CenTrio.

In 2016, while Chicagoans watched the external construction of 150, there was an internal system being installed by CenTrio to support the critical infrastructure requirements for cooling. The district energy cooling system essentially freezes water overnight to cool downtown buildings during the day.

“We now cool over 50 million square feet of downtown Chicago.”

—Jim Rylowicz, CenTrio Vice President of Business Development

Rylowicz continues, “A new building like this obviously doesn't need cooling when it's a vertical skeleton...but as construction continues, the space must be cooled before they finish the building because you need to condition the space for things like drywall to hold and paint to dry. We must time our work to fit within the construction schedule and the work of other trades such as welding, for example.

“There are specific windows of time in each phase for us to bring in service where we're we can bring in equipment and access areas in the building is still open enough to do so, but early enough so that we can be providing cooling when they need it for those other trades that need air-conditioned space to complete their work.

“If you've ever had to do any kind of construction, you will appreciate the challenges of our portion of the construction project: installing pipes very close to train tracks on railroad property, meeting design criteria, obtaining reviews and approvals, access to the site, scheduling and other complexities. But we did it without injuries and without compromising the project schedule or interrupting the normal flow of transportation in the area.

“Future iterations of Riverside Development & Investment produced two additional structures in the immediate vicinity of 150 North Riverside. “One is almost directly across the river at 110 North Wacker, which we were a part of. And then a third high rise at 320 South Canal, of which we were also a part,” Rylowicz recounts. “We're confident in our work on all these projects and the way our district energy cooling system has provided value for money, so to speak. In that way, our legacy on this project continues in Chicago and we're proud to be part of it.”

DISCOVER THE CHICAGO DISTRICT ENERGY SYSTEM

“CenTrio Chicago District Overview”

<https://www.youtube.com/watch?v=mwT27yipBqs>

“The confidence of Riverside Investment & Development in our ability to deliver value is important... to provide solutions that blend in with aesthetic vision of the structure is key: unintrusive, unassuming and intuitive.”

—*Jim Ryłowicz, CenTrio Vice President of Business Development*

The CenTrio district energy cooling system won the EuroHeat & Power's Global District Energy Climate Award for its system in Chicago - the largest carbon-free ice battery chilled-water district cooling system in the United States.

Find out more about the architecture of 150 North Riverside:

“How This Tower Barely Touches the Ground”

https://www.youtube.com/watch?v=kNph_SxgcPg

Learn more about CenTrio at www.centrioenergy.com

OPTIONAL GRAPHICAL CONTENT ITEMS FOR PAGE LAYOUT

Human Ingenuity



@usa1mac 1 year ago

Last time I was in Chicago I got to see this building. I appreciated what they did to maximize the ground level space for walkers along the river. It is cool to hear the details on why this approach was needed. Keep up the outstanding work!



@ryanbone3537 1 year ago

In 20 years of watching skyscraper construction in Chicago, 150 N. Riverside was by far the most exciting to watch. The logistical mastery involved in putting a skyscraper on this site is nothing short of genius.

A Cultural Icon



@_thomas1031 1 year ago

That is incredible how the y shape compliment the river shape and peace sign theme in Chicago, never thought of it 😊👏

Awe-Inspiring



@wvlfboy 1 year ago (edited)

I need to say, your channel REALLY helps me in my current studies. Really opened my eyes towards possibilities in architecture.



@BrandonJXN2 1 year ago

I remember one Sunday I went wandering downtown right after this building opened and since it was Sunday, not a whole lot of people. I walked into the cool plaza at the base of the building and just kept marveling at the engineering. The building basically floats over you while the Metra is rumbling under you.



@kevinhornbuckle 1 year ago

My son attended DePaul University, and we admired this building when I went to visit him there.

Mastery



@dereklawr 1 year ago

this is so fascinating to see as an engineer; instantly i thought about the lateral forces and the extreme overturning that must be created at the base. also fascinating to hear about a 1000plf beam, which certainly makes sense in that truss!

Beauty in the Eye of the Beholder



@davidswanson5669 9 days ago

I love all the details that were pointed out. There was so much allowance for thought and care and beauty put into the already-innovative project. That's got to be an architect's dream job.



@ntatenarin 1 year ago (edited)

I love the bases of the skyscrapers in that area. One looks like the building is on stilts. Another has an oval shape taken out of the bottom and another curves with the river. This takes away from some of the monotony of just blue buildings all over the place.



@kevinbailey8827 1 year ago

I was in Chicago last week, and I noticed this building when we went to see if the river was still green. I pointed it out to my kids, but I didn't know anything about it. We thought it looked like a pencil.



@chooch1995 2 days ago

We call it the USB stick!! It's a bold design, for sure! Hopefully the engineers & computer models for wind resistance have all done their homework correctly. It looks great & looks sketchy at the same time. That's good architecture in a good architecture city.



@ajalferi-crispin9336 1 year ago

Yay! I'm glad you brought up the Rainier Building. It's one of my favorite buildings, though I'd really like to know who told you that some of us Seattleites call Rainier Tower the Beaver Building. I've been here 9 years, and never once have I heard that moniker. Also the F5 building in Seattle actually leans out over the Rainier Club, which I think owns or owned the land that the F5 building was built on. It's another interesting and attractive modern office tower. The chamfer taken out for the corner that leans over the Rainier Club is used as a design language for the whole building, so you get this weirdly trapezoidal rather than rectangular tower.

Legacy



@thomaswalsh4552 1 year ago (edited)

My uncle was the project manager while it was being built; same guy that did 120 N Wacker, 155 N Wacker, and a bunch of others.



@JohnFromAccounting 1 year ago

I love these kinds of projects. It's not an ego project. It's not a statement of a movement in architecture. It's the work of great engineers and architects that wanted to efficiently use unused space.



@81caspen 1 year ago

I work for MKA, the engineering firm on this project, and in Rainier Tower, one of the buildings you referenced (which an earlier iteration of our firm also engineered). Nice to see our stuff in the public culture ❤️



@jamesp5343 1 year ago

I went to college downtown when they were building this. We would walk by every day and admire the unique shape. My friends and I even started calling it the Pencil Building given the shape! Now I go here to eat lunch, absolutely amazing!!

Fast Facts

- Premier location offers convenient location to various mass transit systems
- Features large, open floor plates and cutting-edge building technology
- Lobby features '150 Media Stream', the largest digital art installation in Chicago
- Best-in-class amenities include conference facilities, indoor-outdoor tenant lounge, and 8,573 square foot fitness center
- Unprecedented 1.5-acre landscaped public park, including Riverwalk frontage
- Iconic building design has achieved LEED Gold certification and WIRED platinum certified
- 150 North Riverside has received multiple, notable awards including Office Development of the Year (NAIOP, 2016), Commercial Development of the Year Award (CCREA, 2017), Developer of the Year (CCREA, 2017), Award of Excellence-Best Tall Building (CTBUH 2018), and Distinguished Building/Honor Award (AIA, 2019)