



# MONONA TERRACE

A PUBLIC PLACE BY FRANK LLOYD WRIGHT





*"The future is now.  
All that we can conceive  
of the future is now  
so that tomorrow  
is really today."*

**FRANK LLOYD WRIGHT**

Geo F. Steele

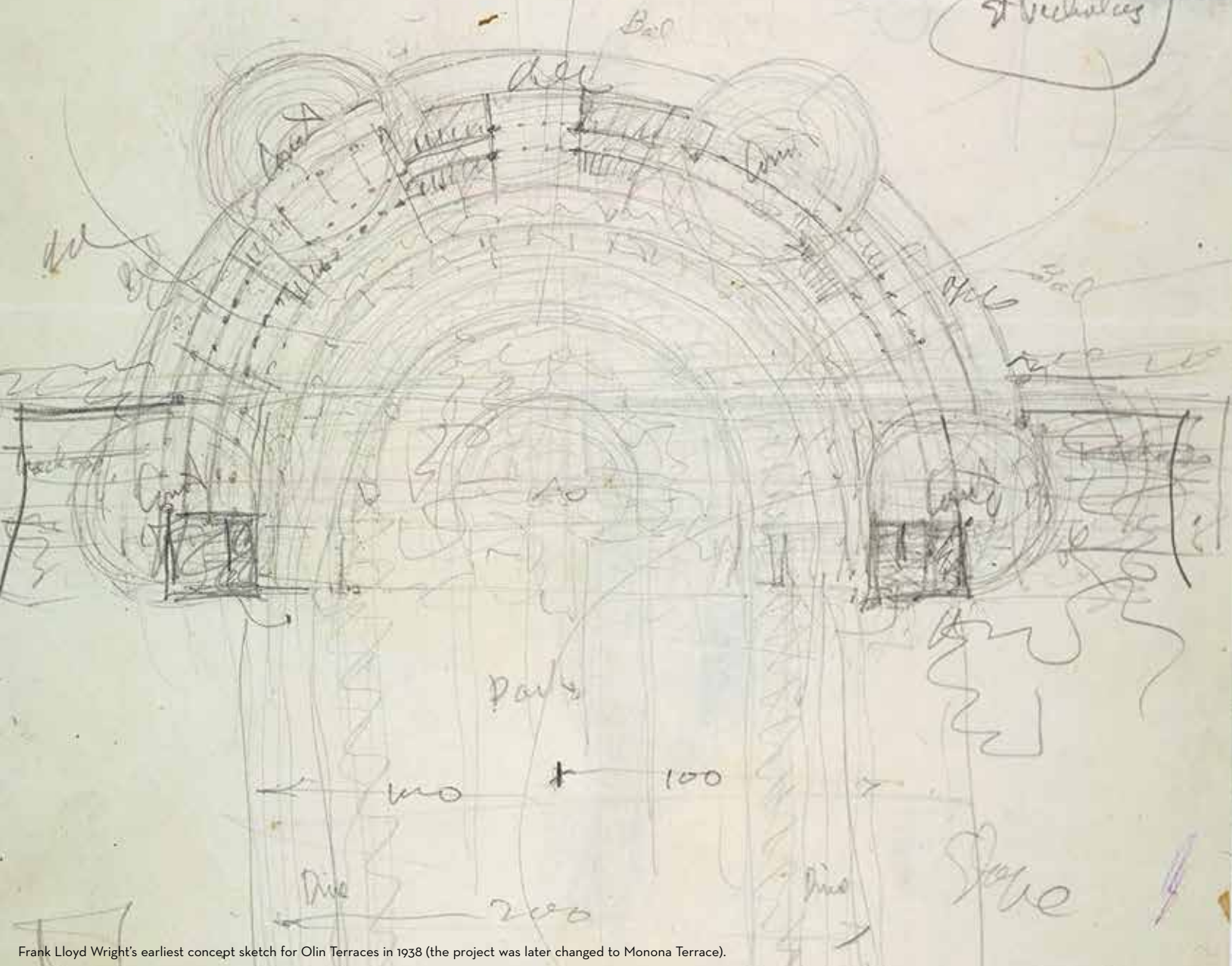
Don Anderson  
Bill Fague  
Louis Hanks.

(Preliminary as Ed Stark  
Law Land and Patter.)

Badger 1817.

12 oct.

St. Nicholas



Frank Lloyd Wright's earliest concept sketch for Olin Terraces in 1938 (the project was later changed to Monona Terrace).

Frank Lloyd Wright





## THE VISION

Frank Lloyd Wright originally proposed a design for Monona Terrace Community and Convention Center in 1938. The sketch—shown on the facing page—depicts Frank Lloyd Wright's earliest concept for Olin Terraces (the project was later changed to Monona Terrace). While the design was revised many times over the years, the curvilinear form of the building remained consistent.

His architectural vision for the City of Madison—a curvilinear gathering place that would link the shore of Lake Monona to the State Capitol—has now been realized. With interiors reconfigured by Taliesin Architects, Wright's successor firm, Monona Terrace spans 90 feet out over shimmering waters, incorporating thoroughly modern technology and amenities with the architect's signature organic design.

*Monona Terrace is an environment*

*that encourages a sense of well-being...*

*an atmosphere that promotes the exchange*

*of ideas and retention of information.*

## FRANK LLOYD WRIGHT

Frank Lloyd Wright briefly attended the University of Wisconsin in the 1890s, then went on to change forever the way we think about buildings and the space within them. "My father came here from the East," he told NBC in 1956. "He was a preacher and a teacher. My mother was a teacher. They met and I was the consequence and for some reason—which I've never been able to fathom—my mother wanted an architect for a son. And being sure that she was going to have a son, I was to be that architect."

Frank Lloyd Wright never joined the American Institute of Architects, believing that the "architectural profession is all that's the matter with architecture." He eschewed the conventions of the day—Victorian ornamentation, classical design—and embraced what he thought were more pure, geometric forms. He went on to found his own school of architectural thought at Taliesin, situated on his family's land in the Wyoming Valley west of Madison, Wisconsin.

Monona Terrace continues the legacy of this internationally acclaimed architect—the creator of the Guggenheim Museum in New York, the Imperial Hotel in Tokyo, and revolutionary homes that were the first to embrace open floor plans, recessed lighting, and low-hipped roofs that made a horizontal connection to the land.





*Imagine a 250,000-square-foot, multilevel convention center surrounded by curving, geometric forms that converge with the breathtaking beauty of the natural environment. Spectacular glass vistas accent flexible meeting and exhibition space.*





## THE FACILITY

Monona Terrace is a convention center like no other, rising from the blue expanse of Lake Monona. Designed by one of the world's premier architects, and located just two blocks from the State Capitol and streets full of shops and restaurants, this meeting facility celebrates form and function in one of America's most celebrated cities—Madison, Wisconsin.



Imagine a 250,000-square-foot, multilevel convention center surrounded by curving, geometric forms that converge with the breathtaking beauty of the natural environment. Spectacular glass vistas accent flexible meeting and exhibition space, such as the:

**BALLROOM** 14,000 square feet designed to accommodate more than 1,000 diners beneath Wright-inspired chandeliers;

**MULTIMEDIA LECTURE HALL** which amply seats 300 theater style, with technology connecting Monona Terrace to the world;

**MEETING SPACES** offering over 28,000 square feet of flexible spaces ranging in size from 460 to 7,000 square feet;

**EXHIBIT HALL** featuring 40,000 square feet of essential convention amenities, including show manager offices, concession areas, seven loading bays, and a truck wash bay;

**PRE-FUNCTION SPACE** some 16,000 square feet for registration, receptions or breaks. In fact, most of the interior and upper floors of Monona Terrace are devoted to public space, including the mezzanine and its two executive board rooms.

Monona Terrace is not only designed to meet the high-tech demands of today's convention, trade show and meeting planners, it is also designed for complete accessibility and civic enjoyment. And crowning this jewel is a 68,000-square-foot rooftop garden that celebrates the cityscape.

Look out over Lake Monona, the downtown skyline, and the State Capitol dome. You have found the backdrop you need for memorable and effective meetings.



## ROOM CAPACITIES

Whether you're planning a gathering for 40 or for 4,000, Monona Terrace offers the best space to meet in the nation's number one city, as well as a chance for you to seat—and steep—yourself in modern history.

### LEVEL ONE

| Room Space       | Sq. Ft. | Banquet | Classroom | Theater |
|------------------|---------|---------|-----------|---------|
| Exhibition Hall  | 37,200  | 2,000   | 1,656     | 3,300   |
| Hall A & B each  | 18,600  | 1,000   | 852       | 1,600   |
| Lakeside Commons | 3,500   | 224     | NA        | NA      |

### LEVEL TWO

| Room Space        | Sq. Ft.   | Banquet | Classroom | Theater |
|-------------------|---|---------|-----------|---------|
| Community Terrace | 5,500   | 312     | NA        | NA      |
| Hall of Fame Room | 600   | 24      | 35        | 48      |
| Wisconsin Room    | A 493 sq. ft. executive boardroom for 15 People |         |           |         |
| Dane Room         | A 493 sq. ft. executive boardroom for 15 People |         |           |         |

### LEVEL THREE

Level Three consists of administrative offices only.

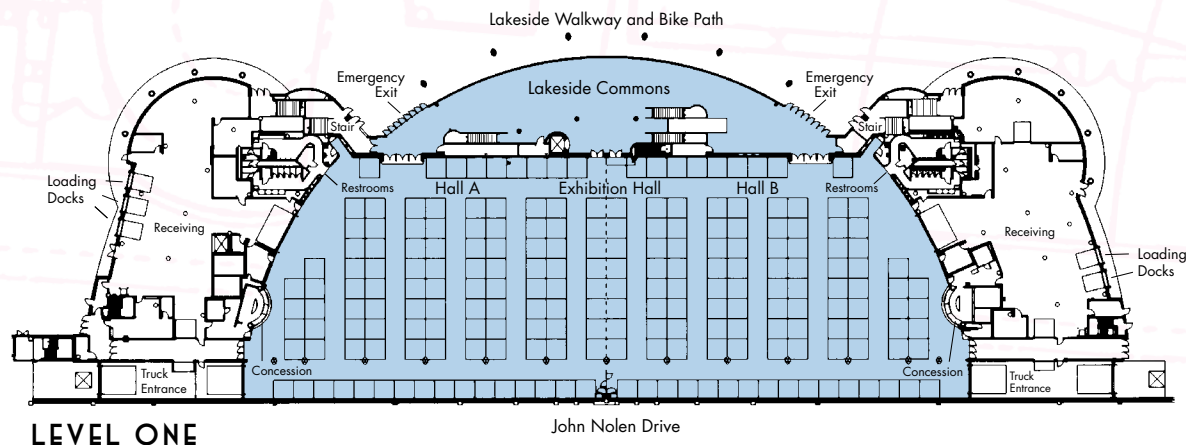
### LEVEL FOUR

| Room Space            | Sq. Ft. | Banquet | Classroom | Theater |
|-----------------------|---------|---------|-----------|---------|
| Madison Ballroom      | 13,524  | 808     | 864       | 1,400   |
| Ballroom A & B each   | 3,822   | 208     | 208       | 384     |
| Ballroom C & D each   | 2,940   | 168     | 128       | 275     |
| Hall of Ideas         | 6,840   | 400     | 408       | 700     |
| Halls E-J each        | 1,140   | 64      | 72        | 112     |
| Meeting Rms. K-R each | 460     | 24      | 24        | 40      |
| Combined Rms. K-R     | 3,680   | 200     | 240       | 380     |
| Grand Terrace         | 7,000   | 360     | NA        | NA      |
| Lecture Hall          | 5,540   | NA      | NA        | 315     |

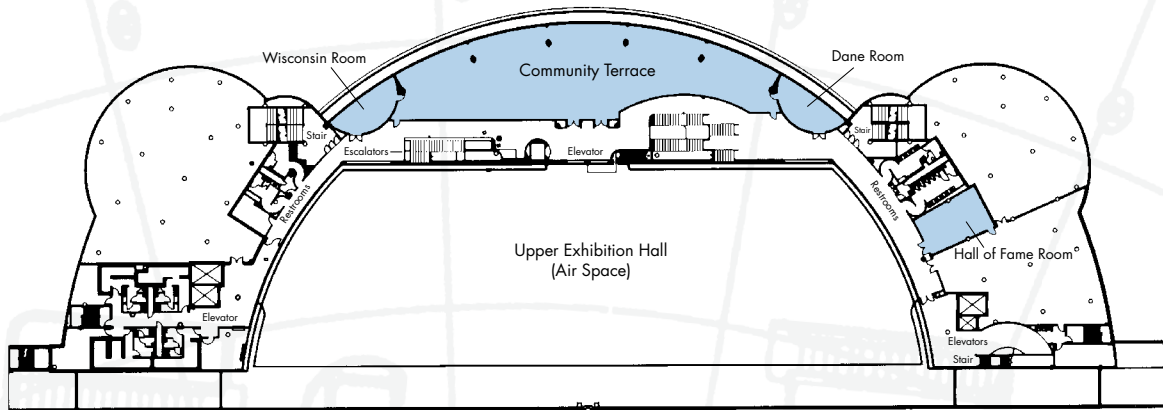
### LEVEL FIVE

| Room Space            | Sq. Ft. | Banquet | Theater |
|-----------------------|---------|---------|---------|
| East or West Circle   | 5,430   | 200     | 200     |
| Center                | 34,730  | 928     | 2,600*  |
| Center and One Circle | 40,160  | 1,128   | 2,800*  |
| Olin Terrace          | 5,000   | 96      | 104     |

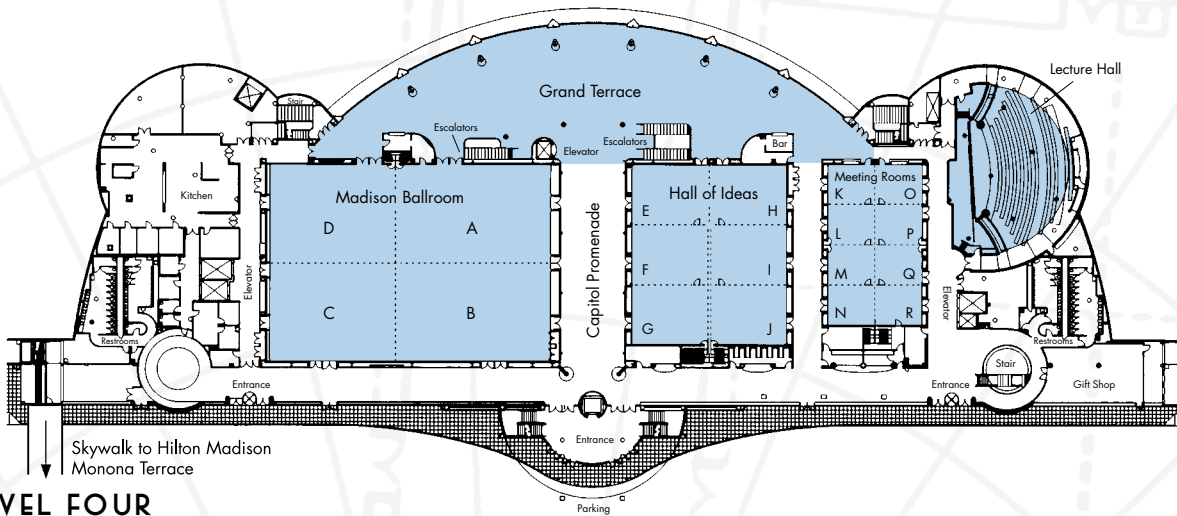
\*Events on rooftop with anticipated attendance of more than 1,866 people require additional Monona Terrace staffing and egress planning. Please contact your sales manager or event coordinator for more information.



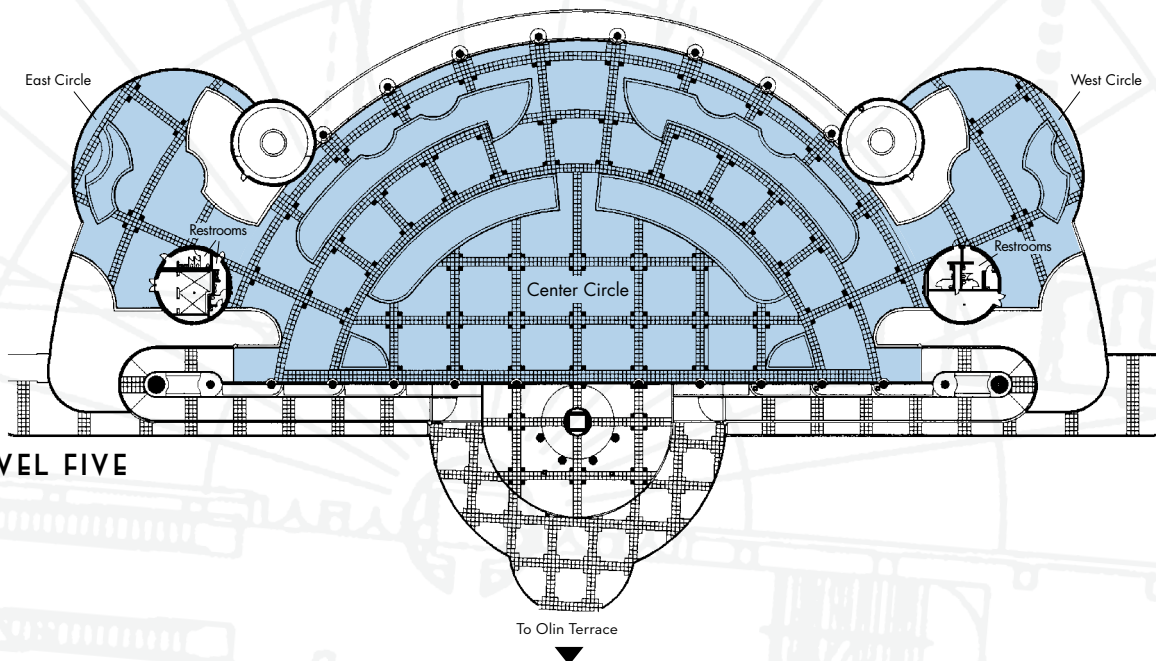




**LEVEL TWO**



**LEVEL FOUR**



**LEVEL FIVE**



*Whether you wish to view live images of Mars or discuss business with colleagues in Asia, Monona Terrace's technology can connect you. The 315-seat Lecture Hall is the perfect setting for breakout sessions, research presentations, corporate training... the sky's the limit.*





## CATERING

When it comes to matters of taste, architect Frank Lloyd Wright is world renown. His design for Monona Terrace absorbs the full flavor of America's number one city, and Monona Catering provides more than just the icing on the cake.

Whether you're planning an executive meeting for four dozen, or a community-wide celebration for 4,000, award-winning Monona Catering will provide you with menu options you'll savor long beyond the sunset: pheasant ravioli set on a bed of baby lettuce; Southwestern grills; scallop brochettes and smoked salmon. From continental breakfasts to elegant corporate receptions and every variety of banquet in between, you'll find a combination of flavors to suit your taste and style.



## EQUIPMENT AND TECHNOLOGY

Monona Terrace is equipped with the kind of technology that even its revolutionary visionary—Frank Lloyd Wright—could scarcely have imagined. A dedicated infrastructure of optical fiber cables combined with gigabit bandwidth and satellite access make it easy for presenters to share what they know with thousands of others. What's more, Monona Terrace offers the related technologies needed to deliver messages around the globe.

**TELECOMMUNICATIONS:** The facility features redundant Internet and telephone service from multiple providers. Internet access is provided through redundant gigabit Ethernet connections. The building infrastructure consists of category 5 and 6 cabling with single and multimode fiber optic run throughout the building. Enterprise wireless internet access is available everywhere in the building and rooftop gardens.

**LIGHTING:** Custom presets can be recorded in any meeting space in the building. The Exhibition Hall features LED lighting plus adjustable incandescent lighting. Meeting rooms feature adjustable incandescent lighting. Individual controls are located in each section. Need to add drama to your event with theatrical lighting? Our in-house specialists will show you how.

**SOUND:** Public address system capabilities are available throughout the facility. A variety of mixers and a professional sound system with a sound board operator can help make any event sound as beautiful as the architecture that surrounds it.

**VIDEO:** Informational displays at TV kiosks and room entrances throughout the facility provide attendees and visitors with real-time event information. A separate system allows for video display in overflow rooms and for connection to satellite uplink trucks. Satellite downlinks can be provided to any room. We offer a variety of video projectors to accommodate computers with HD resolutions and an assortment of screen sizes to fit any of our meeting spaces.

**STAGING/PLATFORMS:** Portable stages and risers are available. The Lecture Hall features a speaker's platform/stage.

**EQUIPMENT:** In-house inventory includes microphones, portable sound and lighting, projection equipment, video cameras, LCD screens, DVDs, tables, chairs, skirting, dance floors, lecterns, pianos, ADA ramps and much, much more.





## THE CITY OF MADISON

Monona Terrace and the attached 240-room Hilton Madison Monona Terrace combine to offer a comfortable state-of-the-art venue to ponder professional interests and to celebrate civic pride. Monona Terrace and the Hilton also offer visitors an exciting base from which to explore Wisconsin's capital city.

Madison has caught the attention of the nation's news media for a solid half century. And lately its intellectual infrastructure and natural beauty have been gaining top honors, including *Money* magazine's Number One City in America ranking.

*"One of seven Dream Towns offering both cultural and economic opportunity in the midst of soaring landscapes."*

- Outside Magazine

*"One of the five best cities in the country for small business."*

- Entrepreneur Magazine

*"One of the Ten Hottest Cities in the country to live."*

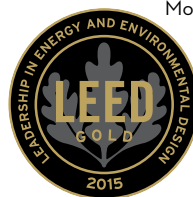
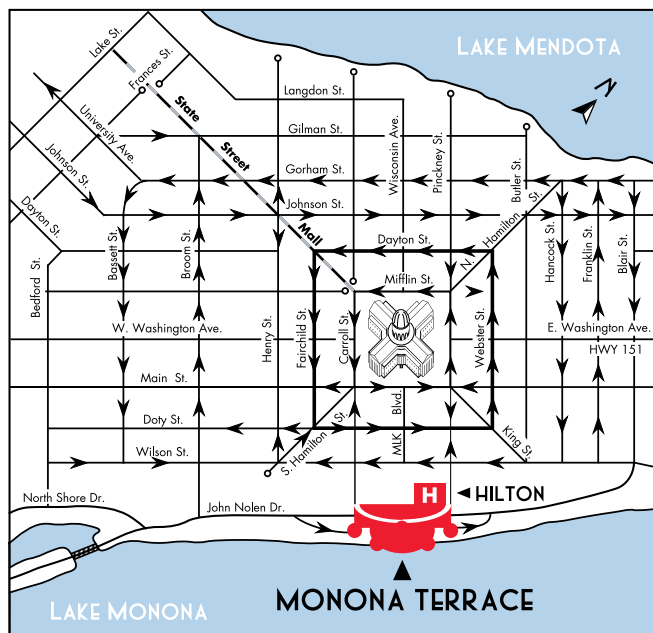
- U.S. News & World Report

*"There's always something to do... an almost constant parade of free events."*

- USA Today

*"Whether you drill down into our quality-of-life statistics or analyze the city's array of amenities, Madison stands out as Livability.com's 2015 Best Place to Live."*

- Livability.com



Monona Terrace Community & Convention Center has

been certified by the U.S. Green Building Council

as LEED-EB: O&M (Leadership in Energy and

Environmental Design - Existing Building Operations

and Maintenance) at the Gold level. The LEED rating

system, developed by the U.S. Green Building Council, is the foremost program for buildings, homes and communities that are designed, constructed, maintained and operated for improved environmental and human health performance.



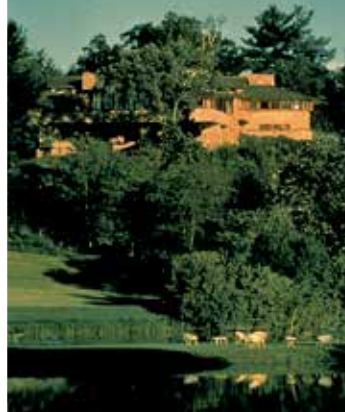
This brochure was printed on FSC-certified paper to promote environmentally appropriate, socially beneficial and economically viable management of the world's forests.





*Surrounded by lakes Monona and Mendota, Madison is the only major city in the U.S. built on an isthmus. It is the seat of Wisconsin's state government as well as home to one of the world's greatest research universities.*





## EXPLORE FRANK LLOYD WRIGHT'S WISCONSIN

The signature of the twentieth century's greatest architect is written dramatically in wood, glass and stone throughout southern Wisconsin.

Begin your exploration and enhance your conference experience by taking a guided tour of Monona Terrace. Docents will share the history of Wright's designs for the project and will identify key elements of organic architecture throughout the building. Contact the Tour Coordinator at (608) 261-4015 for information about drop-in public tours or a special tour for your group.

Go next to the architect's famous home, school and farm, called Taliesin, near Spring Green. "Shining Brow" in Welsh, this famous property exudes Wright's love of the natural landscape. Guided tours are available of the house and nearby Hillside School, an early Wright design created for his aunts.

Spend the night at the Seth Peterson Cottage, a popular rental property in Lake Delton. The cottage features many Wright trademarks including a huge sandstone hearth and glass walls that frame scenic views.

Go east to Racine where you'll find the landmark S.C. Johnson Wax Administration Building known as much for its cylindrical towers as for its geometric office furniture. Company president Herbert Johnson, Jr. commissioned Wright for a residence nearby. "Wingspread" is a unique pinwheel plan that houses dining and living room spaces in its three-story center and family and guest bedrooms in its wings.

Return to Madison where you can view the Unitarian Meeting House, featuring a double triangle floor plan and a copper roof that rises to a prow.

For more tour information about these open-to-the-public Wright sites, contact the Frank Lloyd Wright Wisconsin® organization at (608) 287-0339.

## WHY MADISON IS NUMBER ONE

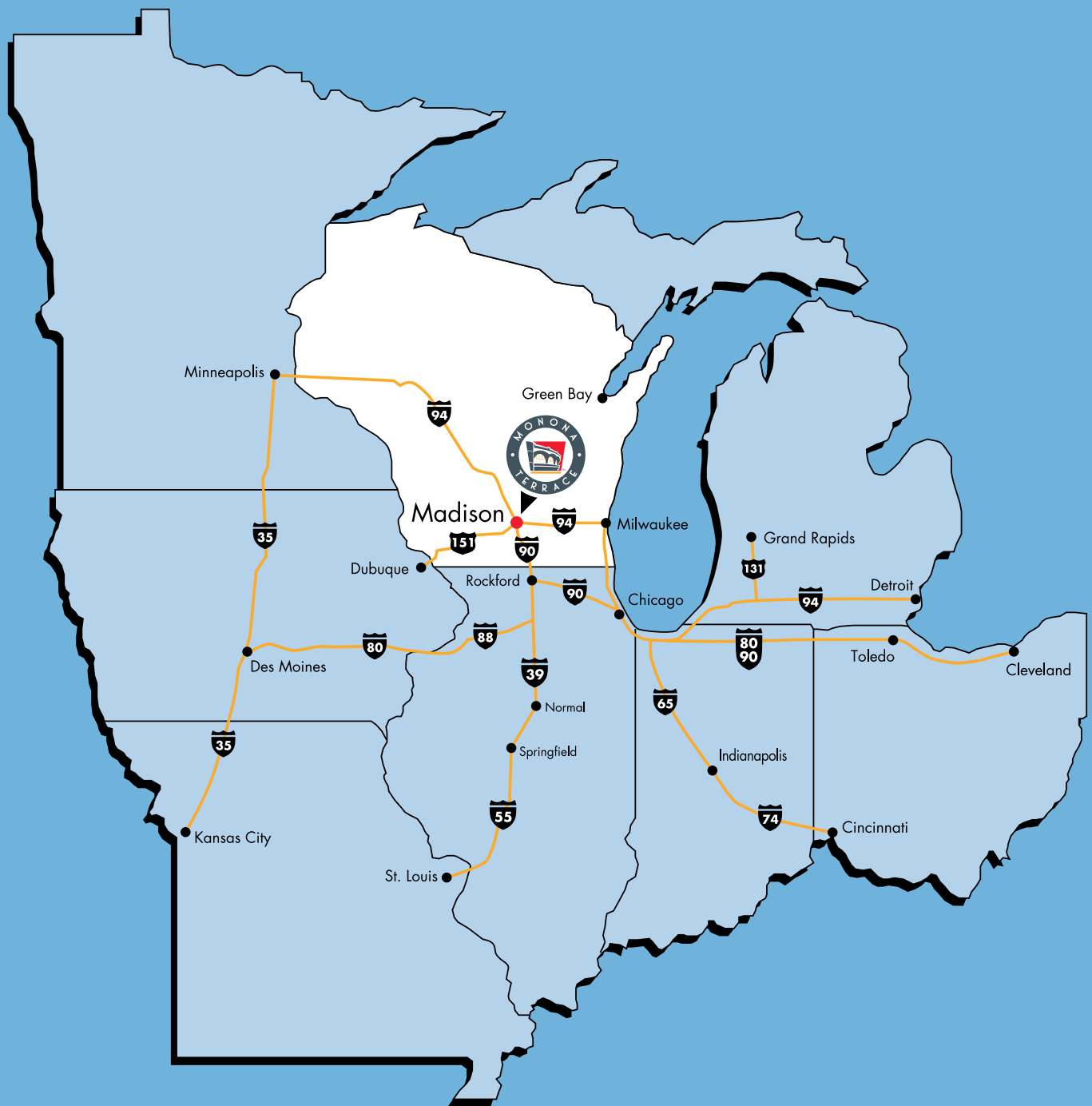
A vibrant capital city and cultured university town, the heart of Madison lies on an isthmus between Lakes Mendota and Monona—literally surrounded by natural beauty. With hundreds of miles of bike paths, top-notch cultural arts, fine dining, thrilling sports events, renowned research opportunities, and countless family-friendly attractions, Madison is a city that promises to enrich you both intellectually and emotionally.

- Over 8,000 first-class hotel rooms, and known for more restaurants per person than any other city in the nation. The restaurant scene in Madison is quite diverse, featuring dishes prepared with fresh, organic produce, to ethnic fare inspired by places from around the globe, to steaks, burgers or bratwurst.
- "Museum Mile" features the Elvehjem Museum of Art, Madison Art Center, Wisconsin Veterans Museum, Wisconsin Historical Museum, Madison Children's Museum, and the UW-Madison Geology Museum.
- National, regional and local performing arts, clubs, and specialty theater venues.
- Specialty shops and unique coffee houses along State Street, King Street and Monroe Street.
- Home to the nationally-ranked Wisconsin Badger football, basketball and hockey teams as well as world-class sporting events like the Ironman Wisconsin triathlon.



Monona Terrace is also certified as a Travel Green Wisconsin business, which recognises the commitment to continuously improve operations in order to reduce environmental impact. A program of the Wisconsin Department of Tourism, member organizations evaluate their operations, set goals and take specific actions toward environmental, social and economic sustainability.





*Madison and Monona Terrace are located in the center of America's heartland. The city is no more than a few hours by jet from every major metro area in the country. Newly expanded airport services complement*

*numerous airlines, including American Eagle, United, Delta and Frontier. Madison is conveniently located off interstate highways 90 & 94, providing easy access to Minneapolis, Chicago, Milwaukee and beyond.*



MONONA  
TERRACE

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ONE JOHN NOLEN DRIVE MADISON, WISCONSIN 53703  
TEL 608.261.4000 · FAX 608.261.4049 · TTY 608.261.4150

[www.mononaterrace.com](http://www.mononaterrace.com)

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Photo of Mr. Wright by John Engstead. Courtesy The Frank Lloyd Wright® Archives, Scottsdale, AZ.

Photo of 1938 sketch courtesy of The Frank Lloyd Wright Foundation Archives (The Museum of Modern Art—Avery Architectural & Fine Arts Library, Columbia University, New York)