

NORTHWESTERN MUTUAL TOWER AND COMMONS

Exhibit Displays
Milwaukee, Wisconsin, USA

PFZ-53



The Northwestern Mutual Tower and Commons, located in Milwaukee, Wisconsin was recently completed in the late summer of 2017. Standing at 32 floors and 550 feet, the second tallest building in the state of Wisconsin houses 1.1 million-square-feet of office space. The first floor Commons area contains an expansive public atrium, tables, seating areas, a Starbucks, and the "Northwestern Mutual Experience" – a museum and financial-planning information center.

To create segmentation without construction solid walls, Downstream, the designer, incorporated Banker Wire's PFZ-53 woven wire mesh in stainless steel. "We liked the idea of having a sense of transparency but also dividing the exhibit area to create partitions to support the interactive display systems," explained Tim Moraitis, a UX Strategist at Downstream. "This mesh was a wonderful success as it served both a functional and thematic purpose. The material empowered us to take our story theme and make it tangible within the space, as seen in the way it helps focus people on both the digital and physical exhibit content."

PFZ-53 is a wire mesh pattern created by Banker Wire, distinguished by its changes in wire frequency to create a striped pattern. These stripes create unique high and low transparency areas in the design.

Banker Wire wove the mesh panels in the specified orientation and then formed them on a press brake before presenting the material to Xibitz who devised a custom way of mounting the panels to the structure.

