

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Interior Design Program: Faculty Scholarly and
Creative Activity

Interior Design Program

11-2005

A Perfect Union

Katherine S. Ankerson

University of Nebraska - Lincoln, ankerson@ksu.edu

Mark Hinchman

University of Nebraska - Lincoln, mhinchman2@unl.edu

Follow this and additional works at: https://digitalcommons.unl.edu/arch_id_facultyschol



Part of the [Interior Architecture Commons](#)

Ankerson, Katherine S. and Hinchman, Mark, "A Perfect Union" (2005). *Interior Design Program: Faculty Scholarly and Creative Activity*. 2.

https://digitalcommons.unl.edu/arch_id_facultyschol/2

This Article is brought to you for free and open access by the Interior Design Program at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Interior Design Program: Faculty Scholarly and Creative Activity by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

TYPE OFFICE.

CLIENT UNION PACIFIC RAILROAD, OMAHA.

GRAND JUNCTION

This rail-freight giant consolidated nine locations at a 1.3 million-square-foot headquarters.

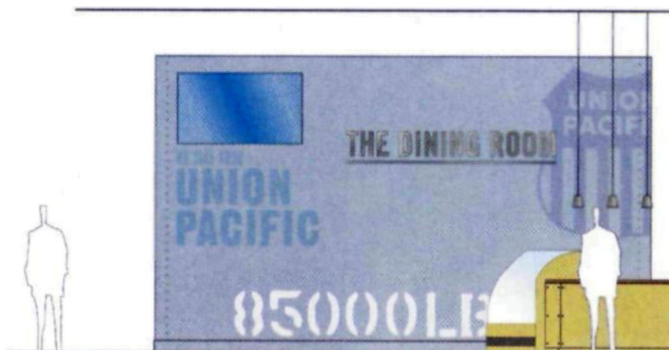
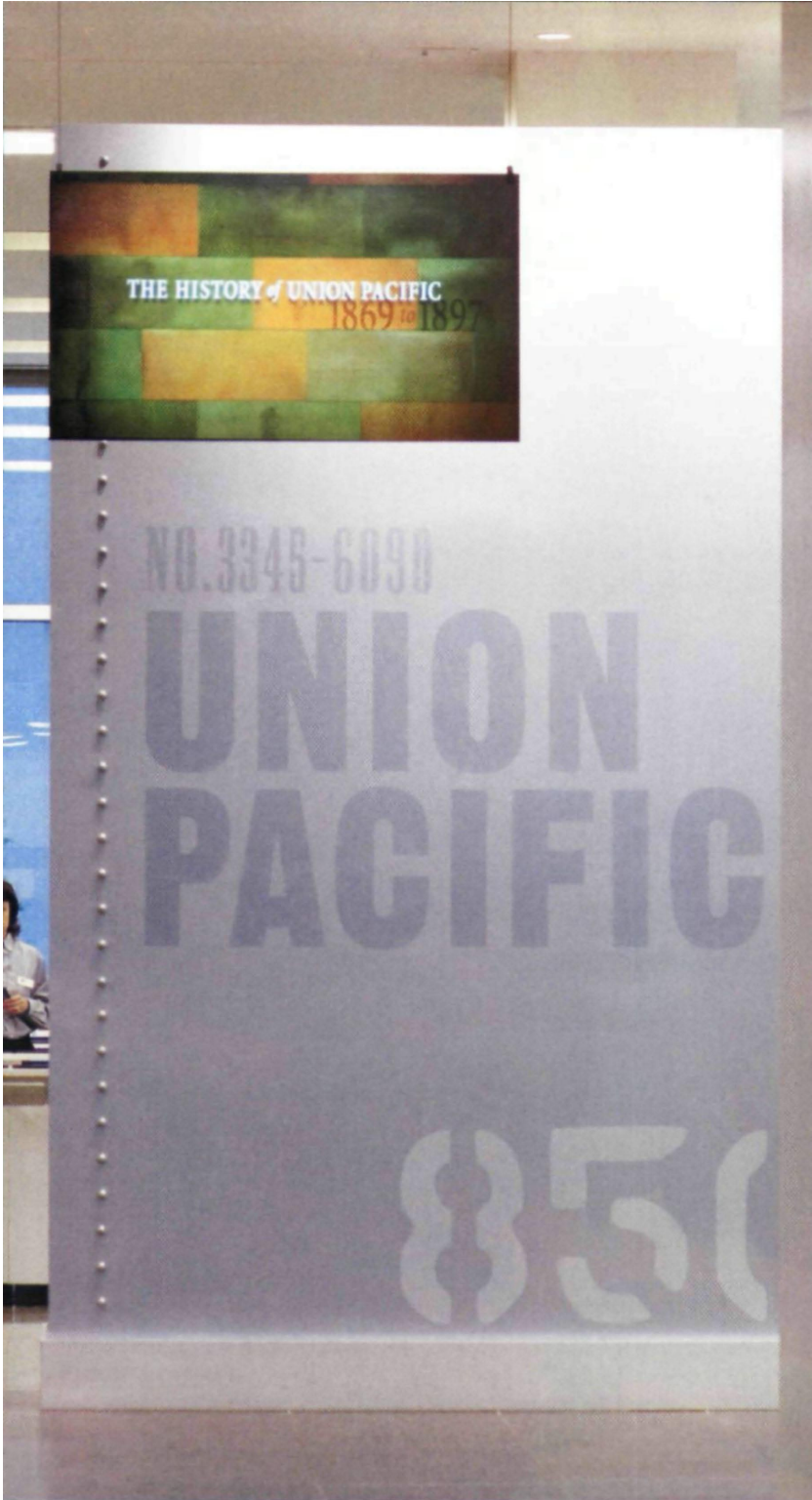
DESIGN ENGINE

Images of locomotives and boxcars add a dose of excitement for train buffs.

a perfect union

HARNESSING THE RAW POWER OF THE DIESEL LOCOMOTIVE and translating it into a design concept, the Union Pacific Railroad's new headquarters in downtown Omaha alludes to the history and present of this freight giant in ways both large and small. Principal Bill Hartman designed the 1.3 million-square-foot building to make architectural reference to rail travel. Note, for instance, how the rows of interior office windows offer glimpses into private worlds, reminiscent of passing train cars. And the extensive use of variegated metallic tones, as on a 160-foot-high copper panel, in the 19-story atrium, appears simultaneously contemporary and industrial.

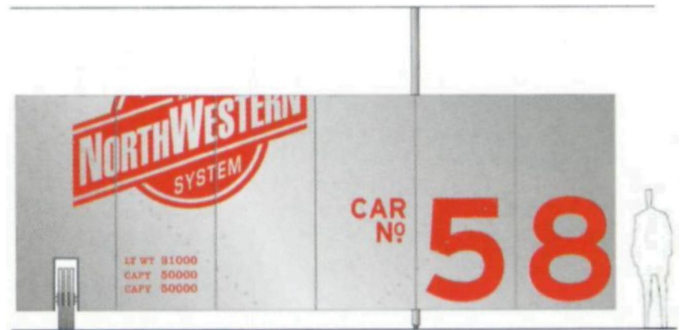
That initial, spatial expression is supported in public areas by a high level of more literal detail developed with John Bricker, a principal in the firm's graphics-and-branding arm, Studio 585. The design emerged "from the inside out," says Hartman. In the 500-seat staff dining area, full-scale painted-aluminum "boxcar" sides pivot on wheels to reconfigure the space for different events—and evoke a sense of motion. (A similar boxcar side is installed near the food station in the dining area.) As part of a deep pro-





Opposite, from left: Simulated stencils and faux rivets enhance a wall just outside the dining area's food station. The gift shop's cash-wrap desk is emblazoned with the emblem of the company.

From left: A 21-foot-high video wall, composed of 28 rear-projection screens, stands in the 300-foot-high central atrium. Nearby, a monumental installation of copper panels emphasizes technology and the future.





gram of integrated graphics and art, corporate jargon appears in vinyl film on walls and on the glass front of the broadcast studio. ("UPLINC" stands for Union Pacific Learning Information and Communication.) Activating the atrium, a 40-foot-long, 21-foot-high video wall, is composed of 28 rear-projection screens playing constantly changing programs, from customer presentations to real-time footage of moving trains. "The media experience is a powerful tool," Bricker says, "demonstrating the spirit that built America."

Katherine S. Ankerson and Mark Hinchman

PROJECT DIRECTOR: **BETH NOVITSKY.**

GRAPHIC FILM (DINING AREA): **3M COMPANY.** VIDEO WALL (ATRIUM): **GRAYBOW COMMUNICATIONS GROUP.** PENDANT, RECESSED CEILING FIXTURES: **COOPER INDUSTRIES.** TURNSTILES: **PATHMINDER.** CUSTOM SEATING: **MARTIN BRATTRUD.** RUG: **P.W.V. STUDIOS.** GLASS (MULTIMEDIA ROOM): **VIRACON.** CHAIRS: **HERMAN MILLER.** CUSTOM SIGNAGE: **DOUGLAS GROUP.** LIGHTING CONSULTANT: **QUENTIN THOMAS ASSOCIATES.** ENGINEERS: **WALTER P. MOORE ENGINEERS + CONSULTANTS (STRUCTURAL); ALVINE AND ASSOCIATES (MEP); EHRHART GRIFFIN AND ASSOCIATES (CIVIL).** ARCHITECT OF RECORD: **KENDALL/HEATON ASSOCIATES.** GENERAL CONTRACTOR: **HOLDER CONSTRUCTION COMPANY.**

From left: This moving image of one of Union Pacific's 7,500 locomotives brings dynamism to the atrium. Vinyl graphics applied to the window of the broadcast studio refer to Union Pacific Learning Information and Communication.