



CASE STUDY: McCAFFERY INTERESTS

CLIENT

McCaffery Interests

PROJECT

Twelve01West

LOCATION

1201 W. Lake St.
Chicago, IL 60607

INDUSTRY

Commercial

SCOPE

New office and tenant amenity
buildout

PROJECT DESCRIPTION

Twelve01West was a flagship buildout for McCaffery Interests and serves as their new corporate headquarters. This project required the installation of 5 Conference rooms ranging in size from Large C-Suite to Small Huddle Space. Each conference room required a Bring Your Own Device (“B.Y.O.D.”) experience for presentations, SIP/VoIP for Audio Calling, and Skype for Business Video Calling capabilities. The building also benefits from significant tenant amenities such as an audio enhanced lobby, rooftop lounge, and health club with in-equipment televisions – all of which are part of a centrally managed and distributed audio and video system.

UNIQUE CHALLENGES

This project was designed and executed on a highly abbreviated schedule with only 4 weeks from engagement to turnover. The highly visible nature of the project required special accommodations for aesthetics and acoustics. And the End User experience for conference rooms needed to be identical regardless of room size.

OUR SOLUTION

Our team created a staggered shift schedule to provide 80 hour work weeks in order to meet the design, programming and installation requirements. As a union project, we worked closely with our union partners to make sure the field teams could install without obstruction or delay. We coordinated with the project architect to select equipment that specifically met the aesthetic requirements of the space including assorted colors, shapes and sizes of equipment. We used a Crestron Mercury solution to meet the needs of the smaller

rooms and created a custom User Interface for the large boardroom which was identical in appearance and function to the Crestron Mercury in order to provide a seamless experience from room to room.

KEY EQUIPMENT USED

- Key equipment used:
- LG Displays
- Crestron Mercury Endpoints
- QSC Q-SYS Core110f
- QSC Speakers and Amplifiers
- Frequency AV Custom Build DirecTV Head End System with 28 Standard Definition and 4 High Definition Channels.