SC Johnson
A Family Company

Fact Sheet

SC Johnson's Fortaleza Hall a New Architectural Landmark in Wisconsin

SC Johnson's innovative, new Fortaleza Hall, named for the city in northeast Brazil that was at the heart of two life-changing expeditions by the Johnson family, represents a commitment to the company's legacy of visionary thinking.

Architecture Destination
With the opening of this facility at its international headquarters in Racine, Wis., SC Johnson continues its tradition as an architectural destination. Currently, more than 4,500 Frank Lloyd Wright enthusiasts visit the headquarters each year to see Wright's renowned designs. The Administration Building opened in 1939 and the Research Tower opened in 1950.

Designed by world-renowned architect Norman Foster and his firm, London-based Foster + Partners, SC Johnson's new Fortaleza Hall is a contemporary partner to the innovative buildings of Frank Lloyd Wright.

Foster + Partners represents the ideal architectural partner as it espouses a similar philosophy to SC Johnson's relating to the importance of one's surroundings on their perceptions and behaviors. According to Foster + Partners, "The quality of our surroundings has a direct influence on the quality of our lives – whether in the workplace, at home or in the public realm."

Foster + Partners is also responsible for such notable projects as:

- The Museum of Fine Arts in Boston
- The restored Reichstag in Berlin
- Wembley Stadium
- 30 Street Mary Avenue (better known as The Gherkin) in London

Form and Function
The spherical-shaped 60,000 square foot facility, which broke ground in September 2007, has two distinct sections: Fortaleza Hall, which provides a historical context for the company and the advances that continue to take place there through displays/memorabilia including the replica twin-engine S-38 amphibious plane that Sam Johnson flew to Fortaleza, Brazil in 1998, and includes the Frank Lloyd Wright Library and Reading Room and Legacy gallery; and The Commons, which offers employee dining, concierge services, company store, bank and fitness center in a comfortable environment.

The two facilities are linked by a mostly-glass connecting atrium. Facility facts:

Fortaleza Hall

- Legacy gallery tells a number of stories about Sam Johnson, the Carnaúba expeditions and the rich history of the company.
- Acid-etched mural of photos taken on H.F. Johnson Jr.'s 1935 expedition and depict a Carnaúba palm grove in Fortaleza
- Polyconic mosaic wood floor of the Western hemisphere made of four kinds of end-grain certified Forest Stewardship Council wood; wood that is harvested on a sustainable basis

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On-Site Frank Lloyd Wright Library and Reading Room

- One of the largest collections in the country that's focused on Wright's unique contributions to a single community
- At opening, more than 300 books about Wright and his career – historians, chroniclers and biographers asses his life, work and his impact on today's architecture
- Features well-known video programs that tell Wright's story and show many of his projects
- 250 original drawings and blueprints
- 125 interior, exterior and construction Wright photos
- 140 Wright letters
- An original Wright-designed desk and three-legged chair from SC Johnson's Administration Building

Vertical Garden

- Provides a soil-free, self-supporting system light enough to hang on the wall
- Designed by Patrick Blanc, artist, botanist with the Centre National de la Recherche Scientifique (National Center for Scientific Research, France) and holder of two doctorates from the Université Pierre et Marie Curie in Paris
- Nearly 2,500 plants and 79 species largely native to Central and South America

Waterfall and Reflecting Pool

- Water falls 14 feet into a reflecting pool 28 feet long
- System circulates and stores 750 gallons of water
- Framed by a monumental 24-step glass tread staircase

Grand Staircases

- Two grand staircases, on the north and south sides of the building, are dedicated to H.F. Johnson Jr. and Sam Johnson
- Quotes that demonstrate their commitment to the company's core values are etched in the walls

Soundscape

- A 3-D veil of sound; computer-generated and linked to National Oceanic Atmospheric Administration (NOAA) to compliment the weather and the time of day in Racine with sounds of Brazil
- The sounds do not run on a loop so no two days will sound alike

Compass

- Three curved, sustainably harvested U.S. black walnut benches depict the expedition stops of both H.F. Johnson Jr. and Sam Johnson
- The benches begin in the north part of the building and run south, consistent with their journeys

Glass Panels

- Fortaleza Hall is made of curved, low-iron one-inch thick glass panels
- The glass was installed by Gartner Steel and Glass GmbH, a German-American company specializing in steel and glass structures
- Each panel is 7.5 square feet tall and 16 feet wide
- 85 glass panels make up Fortaleza Hall

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Employee Amenities in The Commons

- 4,400 square foot fitness center for employees
- Employee dining area called Alimento (Portuguese for "food")
- Full-service employee bank with an ATM
- Concierge service to assist with employee requests
- Company store sells the company's newest and trusted brands at a discounted price

Visit Fortaleza Hall

Fortaleza Hall is open to the public and invites visitors to tour the building. Tours of Fortaleza Hall will run on Fridays and Saturdays throughout the year.

- Fridays, beginning Feb. 12 – April 30: 10 a.m., 2 p.m., 5:30 p.m. and 6:30 p.m.
- Fridays, May 7 – Oct. 29: 9:30 a.m., 10 a.m., 2 p.m. and 3 p.m.
- Fridays, Nov. 5 – March 25, 2011: 9:30 a.m., 1:45 p.m. and 2 p.m.
- Saturdays, beginning Feb. 13 – May 1: 11 a.m., 1 p.m.
- Saturdays, May 8 – Oct. 30: 10 a.m., and 1:15 p.m.

Tours are free of charge. Visitors are also welcome to tour the Frank Lloyd Wright buildings on campus on Fridays. Reservations for both tours are required.

The Frank Lloyd Wright Library and Reading Room will also be available to visitors 11 a.m. – 2 p.m., with reservations and based upon availability.

To make a reservation, call 262-260-2154 or email Rondelle@scj.com

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