



Case Study

Madison Children's Museum – Wisconsin

Museum Showcases Real-World Local Sustainability

Challenge

In August 2010, Madison welcomed what will likely become the first LEED-certified museum in the state of Wisconsin, the Madison Children's Museum (MCM). Built with the intention of inspiring families to pursue green practices in their own lives, the museum took on the challenge to "go beyond green" in its building design, construction and programming. The result: an 80-year-old department store – encompassing an entire city block – was transformed into an impressive green showcase of local and sustainable materials and exhibits.



To support its "Only Local Initiative," MCM worked with contractors to obtain local reclaimed or locally manufactured products as much as possible. The museum's eight restrooms were no exception and, in fact, quickly became prominent exhibits of sustainable design.

Choosing green restroom fixtures was a team effort for the museum's administrative staff and the lead architect, Mark Lefebvre of The Kubala Washatko Architects, Cedarburg, Wis. "The backdrop to the museum's design was kid-friendly, fun, colorful and green in nature," Lefebvre says. "So we looked for local, innovative and stylish products with recycled and repurposed materials, and Bradley floated to the top."

Solution

A variety of Bradley's restroom fixtures, which conserve water, energy and natural resources, proved to be a perfect choice for the restrooms, says Ruth Shelly, Executive Director, MCM. For example, five of the museum's restrooms feature Bradley's Express® MG Lavatory Systems made of Terreon®RE, a solid surface material comprised of a bio-based resin, pre-consumer recycled granule fillers and other natural materials. "The surface of these sinks is extremely durable and beautiful, and since it's made from recycled materials, it perfectly reinforces the museum's mission and messaging."

"In addition to their attractive style and sustainability features, Bradley's products are extremely durable – they've got the total package."

– Ruth Shelly
Executive Director, MCM

The Express lavatories are powered with ndite® technology, which uses photovoltaic cells integrated into the top of the lavatory to capture and store natural light or normal room-level lighting. ndite converts restroom lighting to energy, which powers the sensors controlling the flow

of water. "I like the fact that ndite eliminates batteries and requires no electricity," Shelly says. "ndite also provides the kids an up-close demonstration of photovoltaics. They visually connect the cells on the lavs with the room lighting and water activation."

The restrooms also include Bradley's Bradmar® partitions made from recycled milk jugs. "We encourage kids to recycle every day, but it's rare that they see the tangible, end result of their efforts," Shelly says. "Being able to see and touch these plastic partitions gives them a real-life lesson about the material's origin."

Restrooms Become a Museum Destination

MCM actively involves its visitors in learning more about its sustainable elements with a "Green Tour" scavenger hunt. "The restrooms have become one of our key 'must-see' areas during the tour," Shelly explains.

Each restroom is designed around a different kid-chosen theme, such as vehicles, fruits and vegetables, and the night sky, which are conveyed by colorful ceramic tiles hand-crafted by students. Between the themes and the fixtures, Shelly says the restrooms have taken center stage among MCM's exhibits.

"With their sleek and contemporary design, Bradley's restroom fixtures are a perfect complement to the museum's style," she says. "The partitions and sinks are not only aesthetically pleasing, but also a core part of our overall sustainability strategy, and have helped make our restrooms a true destination."



The museum conducts Green Tours to give the public and design professionals an up-close look at select green products, such as ndite technology that powers the water-efficient Express Lavatory.



The museum's restrooms feature durable Bradmar partitions made from recycled milk jugs, in addition to Express Lavatories made of TerreonRE, which is a recycled solid surface material.



The washfountain – Bradley's flagship product – complements the "retro" look and feel of the museum's art studios, while being a hard-wearing and water-efficient fixture.