

Company Profile

OWNERSHIP

Iconica is a family business owned by brothers Tom and Jim Pientka. Early on, Tom focused on engineering and Jim on construction. In the years since, they both have gained invaluable experience in design, supervision, contracting and running a business, all of which serves our customers because of their overall understanding of what makes a space functional, affordable and most of all enjoyable.



HISTORY AND EXPERIENCE

Iconica's roots date back to 1973 with the founding of a small architectural firm. In later years, we added construction services. Both aspects of the business were successful, but it wasn't until we tried to truly combine the two that we found an entirely better way of doing business. We added engineers, interior designers and quality control managers and now all disciplines work together, under one roof, from start to finish. We spent countless hours perfecting our processes to take the headaches out of the building process: the delays, the finger-pointing, and the cost overruns. Now, whether we're tasked with a project piece or the whole thing, on time and on budget live in harmony.

Iconica has a diverse and expert staff including architects, interior designers, engineers (mechanical, electrical, plumbing and structural), estimators and construction personnel. We are experienced in many building types including office, bioscience, housing, healthcare, retail and hospitality. Adding it up, we have over 300 projects and 7 million square feet designed and built since 1994.

Everybody claims they have the right way. Few deliver. Who are we to make such claims? Put us to the task. See if we won't sit down and listen to your concerns, demonstrate our expertise, and hold ourselves accountable. We will, because we don't work any other way.



CONTACTING ICONICA

Headquarters:
901 Deming Way
Madison, WI 53717
608.664.3500
www.iconicacreates.com

ICONICA OFFERS REMARKABLE BENEFITS TO OUR CLIENTS:

We make it easy

- Single source responsibility – Iconica leaps past the finger-pointing by managing all aspects of your project from planning and design through construction, so you can take care of YOUR business
- Early and accurate cost estimates – our knowledge of both design and construction means you'll know your project cost before spending significant dollars

We make it fast

- Choosing our True Design-BuildSM option means design & construction activities occur concurrently and collaboratively yielding the shortest schedules
- Regardless of whether Iconica provides all services, we consistently meet challenging project schedules because we hold ourselves accountable

We make it affordable

- We win the battle of the budget by controlling first cost and optimizing operating costs
- Project costs are best controlled by starting with design. Thoughtful, efficient, detailed designs result in accurate, aggressive bids from subcontractors – driving out unnecessary costs and change orders
- Each and every division of work is competitively bid to at least 3 qualified subcontractors – and generally many more – giving you great pricing

SUSTAINABLE DESIGN BUILD QUALIFICATIONS

Going green. It's more than just using recycled and renewable materials. It's about long-term operational savings — in terms of cost savings, environmental savings and employee retention and productivity. We leverage our sustainable design and construction knowledge to create spaces that exceed indoor environmental quality standards while reducing the burden on the earth's natural resources. Whether office, retail, clinic or industrial, we find a way to soften the impact.



Iconica believed in incorporating cost-effective, sustainable and energy efficient features in our projects long before the advent of the United States Green Building Council (USGBC). We are members of USGBC and WGBA and have six LEED-accredited professionals in the architectural, engineering and construction disciplines. Having stakeholders at the design table ensures sustainable goals are met and dollars are spent wisely. The result is an integrated approach to sustainable design and construction that achieves results difficult to beat.

AWARDS AND HONORS

Iconica has been recognized for our creative designs both inside and out, for the value our successful design-build projects bring to our clients, and for our business practices including leadership and philanthropy.

AGC Build Wisconsin Award
AGC Environmental Excellence Award
ABC Wisconsin – Project of Distinction – Electrical Engineering
Salon of the Year – Salon Today Magazine
Best of Wisconsin Business Award- Corporate Report Magazine
Best in Business Award - In Business Magazine
ASHRAE Technology Award

LEED RECOGNITION



LEED Green Building Rating System™ is a nationally accepted benchmark for the design, construction and operation of high performance green buildings.

LEED EB Silver: Athena Building, Madison, WI
LEED NC Silver: UW Credit Union Monroe St,
 Madison, WI
LEED Gold: WPPI Energy, Sun Prairie, WI

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

We are leaders. With that comes a strong commitment to continuing education and employee development. We know what it takes to stay in front of the curve and to keep our clients and their buildings there, too. We follow industry trends through trade publications, seminars, study, and participation in professional organizations. As a company, or as individuals, we are affiliated with nearly two dozen professional organizations.

COMMUNITY INVOLVEMENT

Iconica believes in the power and benefit of community involvement. We support a number of organizations, most notably Second Harvest of Dane County and Big Brothers Big Sisters of Dane County. We also encourage our employees to donate their time and resources for the betterment of the world in which we live.