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## **Traction Factory Builds Momentum with Walker's Point Move** Firm's Workmanlike Creative Style Reflected in PRA, Scathain Renovation

Milwaukee, Wis. (February 20, 2017) --Traction Factory, an award-winning global business development and communications firm, has moved its headquarters to Walker's Point, transforming a dormant factory into a completely renovated office space at 247 S. Water St. along the Milwaukee River.

Plunkett Raysich Architects, LLP, (PRA) designed the firm's two-level office, incorporating some original structural elements from the building that housed the Pittsburgh Plate Glass Company in 1921. Scathain, a local designer and manufacturer of well-crafted and timeless custom furnishings, played off that history to create more than 60 original pieces made from reclaimed wood and sculpted metal along with 16 one-of-a-kind hand-silvered mirror art installations. The first floor lounge includes a 1950s restored Brunswick billiards table and a touch-screen interactive display promoting client work. The second-floor offers a café and spacious outdoor deck for employees.

The teams partnered to create an 'authenticity-centered' design that mixes old world craftsmanship with modern amenities that reflect the firm's personality. "The space uniquely signals Traction Factory's commitment to its core values – hard-working, straight-forward, built capably reflecting a true passion for their craft," said John McWilliam, owner of Scathain.

Traction Factory's 26-person team, which moved in January from 735 W. Wisconsin in Westtown, has doubled its office space at 10,000 square feet providing room for the firm to grow.

"Traction Factory's headquarters is a metaphor for our work - reminding us of where we set the bar for everything we do." "It means a lot that we were able to partner with two outstanding Milwaukee businesses to make it happen," said Scott Bucher, the firm's president. He adds that the new space is an investment in the firm's future and its ability to continue recruiting the best talent to serve their clients.

“On rare occasions, a place and a shared vision intersect to create the perfect solution. Traction Factory set out to turn this 1920’s era manufacturing space into an environment that reflects their commitment to timeless quality and innovation,” said Michael P. Brush, partner, Plunkett Raysich Architects LLP. “The resulting space captures these values and, most important, meets the agency’s ‘but does it *really* kick-ass?’ test.”

Traction Factory has signed a long-term lease as the sole tenant in the building, which is situated in vibrant Walker’s Point, a recent hotbed of artistic and entrepreneurial growth as evidenced by neighbors such as PRA, Scathain and software firm PKWARE.

Traction Factory is a fully integrated business development firm providing momentum to client partners through strategic thought leadership and award-winning creative. It’s a direction that is praised by clients including Snap-on Tools – Kenosha, Wis., Snap-on Diagnostics – Lincolnshire, Ill, Lakefront Brewery – Milwaukee, Wis., Toyota Material Handling, USA – Columbus, Ind., Hofmann–Conway, Ark., John Bean–Conway Ark., Delta Diner – Delta, Wis., ALS Association, WI Chapter – Milwaukee, Wis., Northwestern Mutual – Milwaukee, Wis., Milwaukee Fire Department – Milwaukee, Wis.

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