

Case Study

The Merchandise Mart

Start Dates/End Dates

Installed June 2014

Sq. Footage

4.2 million gross square feet

Advocate Model Used/Product Quantity

Two Triple-Unit Bradley Advocate AV-Series Lavatory Systems

Type of Project (New Construction vs. Retrofit)

Retrofit



About the Project

Located in Chicago's River North, the Merchandise Mart was once the largest commercial structure in the world in terms of square footage. Established in 1930, the landmark serves as a monument to early 20th-century merchandising and architecture. Today the Mart is an epicenter of high design and luxury goods. It welcomes more than 38,000 people each business day and nearly 10 million people each year.

In November 2007, the Mart was awarded LEED certification by the U.S. Green Building Council, making it the largest LEED-EB-certified building in the world.

When a fourth floor modernization project began earlier this year, the Mart asked Bradley Corporation to help enhance one of its well-trafficked washrooms with sleek and sustainable fixtures that could accommodate its wide range of visitors.

Initial Challenges

Kristin Pabst, Property Manager, wanted to achieve a contemporary look and feel for the Mart's renovated fourth floor ladies' restroom. Additionally, it was vital for the washroom's fixtures to accommodate the needs of all visitors – with respect to age and physical ability. Sustainability was also top of mind during the renovations and Bullard wanted to make sure the new washrooms would be environmentally friendly.

Solution

The Merchandise Mart installed two triple-unit Bradley Advocate AV-Series Lavatory Systems to conserve water, eliminate paper towel waste, and reinforce the building's commitment to modern, sustainable design.

An all-in-one touchless sink, the Advocate combines an ultra-low-flow faucet, soap dispenser and high-efficiency hand dryer in a single unit. The product is the only commercial washroom solution that enables users to wash their hands without touching any public fixtures.

The Advocate's design is uniquely suited for high-traffic locations like the Mart because it helps make washrooms cleaner, safer and more sustainable. The unit ensures that water goes down the drain instead of spilling on floors, which keeps washrooms fresh and decreases the likelihood of slippery floors and potential injuries.

The Advocate offers a variety of sustainability features, which made it a natural fit for the building. The Advocate's basin is made of recycled solid surface material, its faucet reduces water use by 24 percent and its high-efficiency, dual-sided hand dryer can completely eliminate the need for paper towels.

The Advocate is ADA-compliant and its all-in-one design provides an easy handwashing experience for all of the building's tenants and visitors.

End Result

"By placing a more efficient, completely touchless soap dispenser, sink and hand dryer side by side, we've provided visitors with a convenient and hygienic handwashing experience." – Kristin Pabst, Property Manager, Merchandise Mart