

FOR IMMEDIATE RELEASE

Contact: **Nicholas Heim**
 L.C. Williams & Associates
 615/678-2114 or nheim@lcwa.com



Staging Concepts Goes Beyond “the Boards” with Custom Architectural Elements

MINNEAPOLIS, December 17, 2020 – All the world may be a stage (according to William Shakespeare) but, when it comes to making an ovation-worthy structural statement, [Staging Concepts’](#) talents go far beyond treading the boards. In addition to being a leading provider of staging solutions for all types of venues, the Minneapolis-based division of Trex Commercial Products also specializes in designing and engineering [custom architectural elements](#) that combine function with art.

Whether a project’s vision comes in the form of detailed plans, a rough sketch or merely the seed of an idea, Staging Concepts’ in-house team of design and engineering experts can collaborate with clients to craft custom architectural approaches that deliver unparalleled function and visual impact – whether a project includes staging equipment or not.

“Our expert design engineers are capable of turning the impossible into the possible and transforming any vision into a reality, no matter the size or shape of a project,” said Cindy Albrecht, director of sales and marketing for Staging Concepts. “From signature features to architecturally sensitive structural elements, Staging Concepts is equipped with the engineering experience and architectural acumen to realize the most ambitious visions.”

Following are just a few examples of some of the company’s more notable custom creations:

11 Times Square – New York City

11 Times Square is a bustling mixed-use hub of offices, retail stores and residences in New York City’s trendy Midtown West neighborhood. With winter rapidly approaching, Staging Concepts was enlisted to construct a paddle tennis court on the 40th floor rooftop looking out onto some of the city’s most iconic buildings. On an accelerated four-month project schedule, Staging Concepts designed and assembled a 60’ x 30’ x 20’ high steel enclosure with glass infills, allowing guests to play paddle tennis surrounded by the stunning Manhattan skyline – year-round, rain or shine.



Omni La Costa – Carlsbad, CA

Nestled among the rolling hills of the Pacific Coast, [Omni La Costa's pool deck](#) enjoys sweeping views of the resort's golf course and neighboring community of Carlsbad, Calif. Realizing the pool deck's potential to double as an event space, Omni La Costa consulted with Staging Concepts to create custom pool covers to enhance the footprint and functionality of the space for the resort's ever-changing event needs. Designed by Staging Concepts to precisely fit the dimensions of the pool, the acrylic platforms and support structures are easy to set up and takedown as needed. The clear surfaces allow guests to "walk on water," while integrated lights create the ultimate dancefloor experience. To optimize the stunning surrounding views, custom glass railings were installed to ensure seamless sight lines.



Ecolab Headquarters – St. Paul, MN

For its corporate headquarters in St. Paul, MN, Ecolab wanted a warm, light-filled employee cafeteria that could also double as a meeting space. Staging Concepts collaborated with McGough Construction Company to engineer and fabricate a "[transformative wall](#)" solution. Thirteen doors made of lightweight, yet sturdy, aluminum with custom glass infills were installed around the dining area, creating a modern backdrop and allowing natural light to fill the space. Designed with an unexpected twist – the doors have the ability to rotate quickly and easily to convert the area into a presentation hall.



Audi Field – Washington, D.C.

Audi Field, home to the D.C. United soccer team, is a state-of-the-art sports arena located just a mile away from the National Mall. During construction, the venue sought a solution for masking the exterior structural beams. To provide a sleek covering, Staging Concepts custom fabricated a 60-foot-tall wall of metal panels. The panels are perforated to allow air to flow freely through the space and are supported by steel for added safety. Vertical aluminum tubes frame the panels, creating a clean, sleek design that attracts the eye and mirrors the arena's outward-facing windows. To complement the architectural curvature of the 20,000-seat arena, Staging Concepts also designed custom panels that flow seamlessly around the building's exoskeleton.



35W Bridge Memorial – Minneapolis, MN

After the collapse of the I-35W Mississippi River Bridge in 2007, the City of Minneapolis entrusted Staging Concepts to construct a [monument](#) to honor those whose lives were lost in the tragedy. The company's engineering team conceived and fabricated a series of 13 black steel pillars, each inscribed with the name of a lost life along with a note from their family and erected in the Remembrance Garden. Upon nightfall, brilliant blue LED lighting illuminates the pillars, complementing the lighting on the new Saint Anthony Falls Bridge, located a quarter mile east of the memorial. Staging Concepts' distinctive design honors the past while serving as a popular point of interest for walkers, bikers and passersby along the charming West River Parkway.



With a team of approximately 50 in-house engineers, Staging Concepts offers comprehensive fabrication services with design-to-deliver support. Offering a comprehensive portfolio of staging solutions for all types of venues, the company aims to elevate all people's abilities to safely access and enjoy amazing life experiences. For more information about the Staging Concepts projects, products and services, visit www.stagingconcepts.com.

###

About Staging Concepts

Since 1990, Staging Concepts has provided the most advanced, modular, custom portable staging solutions for all types of venues, including performing arts spaces and production companies, sports facilities, worship venues, convention centers, hospitality settings and special events. The Minneapolis-based company is a division of Trex Commercial Products, Inc., a subsidiary of Trex Company, Inc. For more information visit www.stagingconcepts.com.