



PHOTO CREDIT: JENNY CRUBAUGH

## **UW Credit Union Corporate Headquarters**

Madison, Wisconsin

The design process for the new University of Wisconsin Credit Union (UWCU) corporate headquarters in Madison, Wis., was not just about creating a functional workspace but also about fostering a connection to the local community via design. The seamless collaboration between the design team and manufacturer reps led to an efficient and successful project.

“One of the standout aspects of the project was the collaboration with Integra,” said Cheryl Hytry, former director of facilities for UWCU. “The relationship between the project team, especially with Jenny Crubaugh of J Cru

Contract Furnishings, the Integra rep on the project, was built on years of trust and shared values, resulting in a beautifully tailored solution that embodied comfort and durability.”

For this project, the primary focus of the furniture design was lounge seating that balanced aesthetic appeal with functionality. The team selected pieces that were not only visually striking but also comfortable. The Summit Lounge Seating and Kallise Lounge Settees perfectly complemented the interior’s overall style while drawing in some residential comfort.





### Integra products specified:

- Kallise Lounge Seating
- Summit Lounge Seating
- Coffee House | Standard Back (not shown)

Vanilla and Pepper Wood Finish  
Onyx Powder Coat

“The Creative Business Interiors team and I worked closely with Cheryl to ensure that the chosen pieces were a good fit for the space’s specific needs and its occupants,” Crubaugh explained. “For example, we favored more residential-inspired seating that would feel welcoming and comfortable to all users, particularly those who might have challenges getting in and out of deeper chairs. This level of care and attention to user experience resulted in seating solutions that look great and perform well for various body types and abilities.”

A key consideration in the selection process was sustainability. Integra’s commitment to component-based designs meant that individual parts could be replaced without discarding entire pieces, aligning with the project’s values of longevity and reduced waste.

The partnership with Integra extended beyond one project. After seeing the positive reception of these pieces, the team decided to incorporate similar furniture into UWCU branches, further solidifying Integra’s role as the organization’s go-to supplier.

The entire design process—from the ongoing collaboration to the post-occupancy feedback—is a reminder of how meaningful and personal good design can be. This project represents more than just a functional headquarters; it celebrates local craftsmanship, sustainability, and the importance of thoughtful design in every detail.

