



**2009 Excellence in Design  
AIA Montana Design Awards Program**

**Merit Award**



Photography by Derek Olsen

*Architects of Record:*

**Tad Tsukamoto, AIA**  
**Intrinsic Architecture, Inc.**  
**111 North Tracy Avenue**  
**Bozeman, MT 59715**  
**406-582-8988**  
**[ttsukamoto@intrinsicarchitecture.com](mailto:ttsukamoto@intrinsicarchitecture.com)**

## **Flying Horse Communication**

Bozeman, Montana

Designed for a full-service, integrated, brand communication agency, the Flying Horse Building seeks to create a flexible and collaborative working environment that can function as an 'idea foundry' - a creative work yard for raw ideas to coagulate. The owners wanted their office to function as more than just a place of employment—they desired to create a sense of the 'third place' - social surroundings other than home or work that have the buzz, aura and interactions typical of a coffee shop or café.

The design is not intended to simply make an office look 'industrial.' The materials, some light and some solid, are presented as-is—steel, bonderized metal, wood, concrete—to add to a sense of raw honesty in line with the company's innovative approach to advertising. The use of Homasote on the wall planes promotes the constant changing and sharing of creative ideas. Homasote is a cellulose based fiberboard, similar in composition to papier-mâché, made from 98 percent recycled materials that are compressed under high temperature and pressure and held together with glue. These forgiving tack-able 'healing walls' encourage every space, even hallways, to function as a collaborative area for creative exchanges. Cut into small one-foot wide strips, this material also allows the pod-like work spaces to be flexible to adjust things like wiring and shelving without the need for extensive remodeling or wall repair. With variations in lighting, the wall can take on the appearance of paper stone.

The interior spaces maximize natural light and coordinate with mountain horizon view sheds and useable outdoor patios and plazas. The use of aluminum roll up doors allow for air exchange and serve to capture space while blending the exterior and interior in line with the 'third place' concept.

With a lot that essentially has four frontages, the Flying Horse Building is designed to place a level of importance on all four sides — the common open space to the north, the plaza to the south, Ferguson Avenue to the east and the shared parking and open space to the west. The primary exterior materials include: vertical bonderized corrugated steel siding, horizontal bonderized panelized steel siding, red cedar screening elements, board formed concrete base, aluminum storefront glazing systems, aluminum roll up doors, a steel entry canopy, and brick landscaping walls to accentuate foundation plantings.

Raw, creative, and flexible while meeting a very frugal budget target, the Flying Horse Communication Building has intrigued and pleasantly surprised passerby, visitors and those that live and work there.