



4 CUSTOM FINISHES.
45,000 SQUARE FEET.
45,000 BARRELS A YEAR.

When you make really good beer in the state of Wisconsin, word gets around.

THIS IS ALE ASYLUM — MADISON, WI

MADISON CRAFT BREWER ALE ASYLUM has been a fan favorite since opening its doors in 2007. Eventually their reputation caught up with their production capacity...and surpassed it. Their 7,500-barrel-a-year capacity paled when compared to public demand.

Working with Transcend Architects and Engineers and general contractors Construction Services, owners Otto Dilba and Dean Coffey unfurled a bold plan to build a 45,000 square-foot facility capable of rolling out 45,000 barrels a year.

Fabcon's load-bearing panels eliminated the need for perimeter columns and helped create more usable space and uninterrupted spaces for their brewery equipment layout. In addition, with panel R-values of R-24, heating and cooling costs are kept in check, and wide, potentially harmful temperature fluctuations are avoided.

- ▶ Fabcon's commitment to Functional Aesthetics allowed Ale Asylum to build an energy-efficient, environmentally-friendly facility without sacrificing the distinct look of their brand.



DILBA & COFFEY WERE PARTICULAR ABOUT THE **AESTHETICS** OF THEIR NEW FACILITY.

- ▼ Fabcon's early involvement ensured efficiency in both construction and design. Ale Asylum's building is more than just a warehouse—it also boasts an edgy taproom and areas for outdoor seating.

Dilba and Coffey are particular when it comes to making their beer. They were no less particular when it came to the aesthetics of the new facility. “We essentially developed four custom finishes for this project,” said Joe Dammann, a Fabcon Sales Engineer.

Custom blends of aggregates, sealers, tints and an unusual aggregate wash process were all used to achieve some very specific visual results. A local graffiti artist contributed an edgy uniqueness with a series of murals on the panel interiors of the taproom.



THE RESULT IS A BUILDING EVERY BIT AS **UNIQUE** AS THE BEERS THAT ARE PRODUCED WITHIN ITS WALLS.

“The philosophy of this brewery has always been about the beer and nothing else,” Coffey said. “Whenever we made decisions in the construction of this place, we always asked ourselves, which way is better for the beer? So to see the end result—a building that is all about the beer—it really is a true joy for us.”



QUICK SPECS

SQ. FOOTAGE | 45,000 square feet

ARCHITECT | Transcend Architects & Engineers

GENERAL CONTRACTOR | Construction Services

FINISH | Exposed Aggregate (Custom Blend, Custom Tint)