



**ZU**  
Saskatoon, Saskatchewan



zu is a fast growing interactive agency, delivering effective, award winning websites, mobile applications and social media implementation. They do it all from a heritage warehouse building in Saskatoon, Saskatchewan. "Our culture drives our business model," says Design and Development Lead and zu CEO Ryan Lejbak. "We have dedicated, hardworking people who like to have fun at work." COO Tony Zuck agrees. He feels their surroundings assist them in that, "The building helps makes sales. It shows clients we know what we're doing and draws the best employees from around the world. We want to be desirable to all our stakeholders."

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At first, their 1929 building came with 1929 infrastructure – unsuitable for a high-tech company. "We started with all the beautiful wood pillars and beams of the old shell," says Ryan. "And we added the raised floor system from Camino and plug & play power and data along with the DIRTT movable walls to make it flexible." The DIRTT Walls allowed them to keep the building's character and support 21st century business needs. "The way the walls hold everything off the floor really add to the modernity of the space," says Tony.

The design teams Stantec and Begrard-Fast took advantage of DIRTT's ICE® software, giving the zu team a chance to experience the space before building began. "We did the flythrough in 3D and made changes to colors, moved whiteboards around and got the price right away. We actually got everything we wanted on budget and we did it all in one afternoon."

The results for zu and the old downtown were instant. The company and their design teams won the 2009 Premier's Design Award of Excellence for Collaborative Design. The gala for the awards was held in the zu offices. And the once rough area of Saskatoon is rejuvenated as condos, restaurants and other creative agencies move in. "Everyone who's come through here is really blown away by the total effect," says Tony. "We've really shown people what can be done."