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APRIL 1985  
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APRIL 1985

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## Projects

Rexnord Corporate Headquarters	10
Nashota House Seminary Library	11
Milwaukee County Medical Complex	12
Inn Tower/Hotel Complex	13
American Exchange Bank	15
Lumberman's Service	18
River Place Park	19
Pizza Hut	21

## Reports

Introduction	4
Harry Wirth, AIA	
Editorial	5
Pamela Smith-Steffen, Ed. ASID	
An Interior For All Seasons	6
William M. Manly, FASID	
Computerized Interiors	16
Jerry Rubin, AIA, IBD	
Carpet: Building Material or Furnishing	22
Gary Smith	

## News

On The Boards	28
Society News	29
Marketplace	37



Photo Credit:  
Eric Oxendorf  
Nashota House  
Seminary Library  
By Kahler ·  
Slater · Torphy · Engberg

# Introduction

Representing the WSA Editorial Board, I welcome you to the April issue of our magazine. As we continually try to upgrade this magazine, we are pleased to present our new format. We also changed the name from **Wisconsin Architect** to **The Wisconsin Architect**. We do feel constructive changes are necessary in order to represent our profession in the most dignified and professional manner. We hope you like the new look, and we welcome your comments.

As with past April issues, we again are featuring Interior Design and Landscape Architecture. Along with several interesting projects we are presenting some views by our fellow professionals concerning the subject of interior design. This neighboring profession of interior design is expanding rapidly. As with other specialized disciplines within our professional scope, we as architects have to be aware of the

important role of the interior designer. In the future we will see more involvement of the interior designer as an important team member on the building project.

It is interesting to point out the fact that this magazine is considered to be Wisconsin's construction magazine. Our distribution is expanding and many people outside our practice are reading our publication. We hope we continue the success we attained through the previous years, and hope you continue to enjoy future issues.



Harry J. Wirth, AIA  
Editorial Board Member  
**The Wisconsin Architect**



# Editorial

Pamela Smith-Steffen, Ed. ASID  
Coordinator, Interior Design Program  
Mount Mary College, Milwaukee, Wisconsin

Interior designers and architects are steadily converging on a common professional arena. This does not denote a wall of competition and animosity between the two professions but instead a strong relationship of cooperation. This trend calls for a perceptibility of each other's expertise and I propose a need for such communication. In this light I offer a synopsis of the profession of interior design.

The scope of interior design is often misunderstood due to the lack of tradition and a foundation in interior decoration. Although the interior decorator has a place in the design community he or she is less able to compete in the interior designer's world since the demands of the profession are more stringent than two decades ago. One such demand is created by the interior design professional organizations ASID and IBD which continually place more emphasis on the education of its members as seen through membership requirements. The advent of the NCIDQ exam which evaluates the knowledge and performance of interior designers, and state licensing which assures a level of competence, join to establish a new level of credibility.

Educational institutions are sensitive to this trend and are rapidly responding to the perimeters established by ASID, IBD, IDEC, and FIDER (Foundation For Interior Design Education Research). FIDER, an independent interior design program accrediting organization, has a strong influence on the curriculum of interior design educators. It recommends the intertwining of the disciplines commonly associated with interior design education such as color, space planning, furniture and textiles with architecture and technology. Students gain knowledge in architectural drawing, rendering, life support systems, structure and codes which render a well rounded person prepared to work in conjunction with architects.

This does not imply interior designers intend to invade the brotherhood of architecture but instead join talents. The designer's working vocabulary in architecture will help bridge a gap between interiors and structures to create a better product which will strengthen the viability of both professions. ■



# An Interior For All Seasons

William M. Manly, FASID  
Interior Designer  
Wm. Manly Associates, Inc., Milwaukee, Wisconsin



**F**urnishing the interiors of saleable or leaseable property has long been regarded an effective promotional "tool". In resort or retirement communities, sophisticated models are erected and furnished at great expense long before ground is broken on the project to entice prospective buyers into spending at least a minimal down payment to reserve a unit.

Likewise, in many of the larger metropolitan areas such as New York, Washington, Dallas, and San Francisco, most developers of commercial properties apportion a considerable percentage of their budgets to designing and furnishing state-of-the-art office suites to

serve as examples of possible tenant use. This practice has proven to be so effective that more and more developers have turned to models as a constant "modus operandi".

To this end, a whole new discipline of interior design has developed. Rooted in the psychology of sales and theories basic to the analysis of color, texture, and proportion, a new breed of designers have imprinted the interior of models from Nashua to San Diego, Portland to Key West.

The conservative Midwest has lagged comparatively with the coasts in the extensive use of furnished installations, but the simple

The Wisconsin Architect 4/85



economics of an abundance of leaseable or saleable space, and competition for buyers and renters, has promoted increasing use of designers to provide significant interiors as an enticement to the prospective buyer in our area.

In direct contradiction to the personalization that most designers promote, commercial and residential models have to be de-personalized or made universal to attract the greatest number of potential users. This is not to say that the interiors should lack character. On the contrary, studies have shown that attention to detail promotes higher success rates. The potential user must be able to project him or herself into the surroundings, so it is necessary to build in universal appeal based on the demographic characteristics of that user.

Certainly a different set of values are used to produce an office interior in a suburban setting or industrial park where rents are below the \$10 level as compared to downtown space that might lease for \$15 to \$25 per square foot. Similarly, designing the interiors to attract buyers of a \$250,000.00 plus condominium demands a different set of criteria than a project planned to attract young marrieds or singles.

The photographs that accompany this article are of a model in a condominium project in Oconomowoc, Wisconsin. Designed to sell in the \$200,000.00 range, careful attention was paid by the entire design team to the market area designated. The team which consisted of the developers, the Oconomowoc Company; the ar-





chitect facilitators, Lambert, Peterman, Nairn, Nunnemacher, Dvorak, Inc. (the original design was by Brust-Heike/Design Associates); the landscape architects, Buettner & Associates; and our interior design firm, Wm. Manly Associates, Inc.; discussed at length the profile of the potential buyer. He/She was an "empty-nester", upper middle income level, well travelled, probably owning a primary or secondary home in another area of the country. The assumption was that the potential buyer would be from the general lake district area, though that assumption has been somewhat short sighted. Interest in the complex has been generated from metropolitan areas as far away as Chicago.

We sought, in the interiors, to provide a degree of sophistication not previously available in the area. As our prototype clients were travelled, we judged they had exposure to the more refined designs common to the culture capitals of the world. Our clients would also be well read, subscribing to such arbiters of taste as Architectural Digest and House Beautiful. The general nature of the complex was to be traditional, and we respected that choice with the use of traditional mouldings and hardware. The woodwork, however, would be painted instead of stained to make it blend with the adjacent surface rather than contrast so as to visually increase the space. Painted woodwork has generally greater appeal in other areas of the country.

Wallcoverings are used extensively for texture as well as pattern, and vertical textures are preferred to the horizontal giving emphasis to the condominium's lofty architecture.

Color is correlated throughout the unit. A theme of teal and burgundy was chosen as being both timely and dramatic, and these two colors are used in varied proportions

in every room. Continuity is evident but an element of surprise was encouraged. (The guest bedroom has dark burgundy walls in direct contrast to the light walls of all other rooms.)

Furnishings, too, mirror that same degree of refinement. Case pieces ranges from 18th Century mahogany to 20th Century brass and glass. Accessories vary from the modern compositions of successful artists to antique oriental screens and statuary. Our fictitious clients have collected classics over a period of time, and the surroundings must provide a suitable background for that blend.

In contrast to the transitional nature of the bedrooms and living areas, the kitchen and bathrooms reflect an up-to-date awareness of space age technology. The kitchen displays European cabinetry - clean and simple - and the master bath sports an elegant whirlpool tub and generous separate shower.

Following are some "rules" gleaned from my twenty-eight years in the field. Since I try to approach each new assignment with optimism and excitement, these are "do's" instead of "don'ts".

1. Make the most of the space. Take advantage of architectural details such as skylights, fireplaces, or unusual angles.
2. If the installation has a relationship with the outside, respect it. A patio or view can make a considerable difference of a model. A good landscape architect is an interior designer's best ally.
3. Use the best quality available for the budget. Buyers are discernible. Shoddy craftsmanship of furnishings bespeaks careless workmanship of the entire project.
4. Furnish completely but with restraint. The "KISS" theory (Keep it

simple, stupid!) should prevail. Let the client picture himself in the environment with a minimum of clutter.

5. Use flowers and live plants when possible and appropriate. Nothing makes a house become a "home" more than a few well placed plants.
6. Involve a qualified interior designer early in the project if not at inception. He/She can bring to the design team a wealth of creativity and experience. ■



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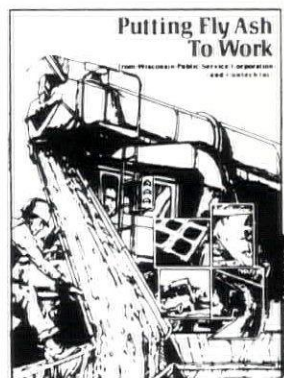
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# Interior Design

Project: Rexnord Corporate Headquarters, Milwaukee  
Designer: Kahler · Slater · Torphy · Engberg, Milwaukee  
Owner: Rexnord Corporation



Eric Oxendorf

The Rexnord Corporate Headquarters is located in the prestigious Bishops Woods area in Brookfield, a suburb of Milwaukee. The building was occupied last Spring. Design rework was done in the executive dining and board room. Part of the character of the room is the special millwork which creates an elegant, yet simple look. The artwork is part of Rexnord's extensive collection, and was chosen and hung by Rexnord Chief, Robert Krikorian.

The company also needed a training center. They decided that an in-house facility would benefit participants who attend the many training programs scheduled throughout the year. The company purchased and installed some of the latest in audio-visual equipment to maximize the teaching aspect of the facility. ■



Eric Oxendorf





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29 October 1984

Masonry Institute of Wisconsin Inc.  
4300 West Brown Deer Road  
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Re: Best Plaza Shopping Center  
16025-16095 West Bluemound Road  
Brookfield, Wisconsin  
Job No. 1485

Gentlemen:

As the architects for the developers of the project, S/B Partnership, it was our responsibility to blend the much smaller store building with the Best Products Showroom as well as guide the project through the very critical Planning Commission of Brookfield.

To accomplish this, we selected a utility-sized brick with a matching colored mortar to be used for both the store building and the showroom. Part of the store building design included a horizontal band of a projecting soldier course brick just over the head of the entrance doors and at the roof coping.

Since all the walls except the front elevation of the showroom building were large unbroken masses, we suggested that they be broken up with vertical pilasters and a similar, but larger, horizontal band of soldier course brick.

The Best Showroom featured several brick piers and arches under the front entrance canopy. Because the Tenant for most of the storebuilding attached to Best Showroom Building was to be Fuddrucker's Restaurant, to emphasize their entrance, a large brick arch tower was introduced into the covered walk.

In all, the result was the pleasant blending of the two buildings into one using face brick as the principal material.

We appreciate very much that this project was selected by the Masonry Institute of Wisconsin for their Excellence in Masonry Award

Sincerely,

Howard E. Schroeder

jsh



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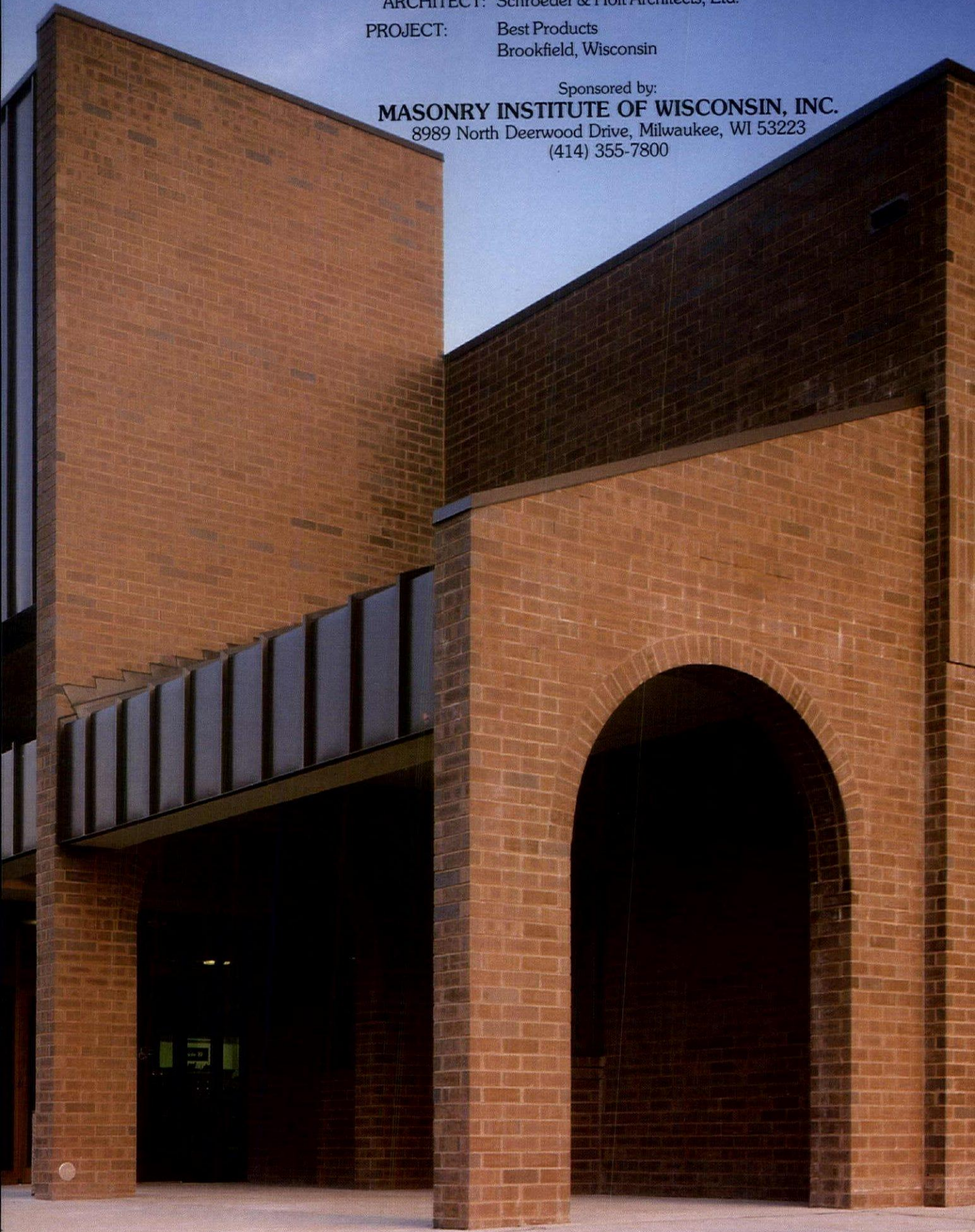
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# Interiors

**Project:** Nashota House Seminary Library  
**Architect:** Kahler · Slater · Torphy · Engberg, Milwaukee, Wisconsin  
**Owner:** Nashota House Seminary

The college, an Episcopal seminary, needed to expand its 100 year old library and remodel the building to meet present and future needs of curriculum, students and administrators. Environmental control for valued books and documents was virtually nonexistent throughout the building. While the solutions to remodeling and expansion needs had to be in harmony with the existing neo-Gothic structure, fulfilling the requirements of a contemporary library was also essential.

The design response to the program requirements placed space for all book collection needs in the basement and first floor of the new addition. Study carrels were located at the perimeter of the stacks to allow easy access to the collection. Space for administrative services was reorganized on the existing first floor adjacent to the main entrance. Catalog and reference functions were conveniently located opposite the administrative area along the entry path. The function of the second floor with its splendid trussed ceiling was returned to its original use; a variety of comfortable furnishings were provided for study and casual reading.

The placement and massing of the addition were designed to quietly complement the existing building. The central two-story atrium, stairs and elevator are located between the stack areas and existing structure. This placement provided needed vertical circulation between existing and new construction and allowed the existing building to retain its unique identity. The atrium with skylight serves as another study space and for group gatherings. Its location on the north side eliminates entrance of direct sunlight, which is harmful to books.

The Wisconsin Architect 4/85

The Iannoni stone and limestone used on the exterior of the addition were selected to match the materials on the original building. Materials and colors chosen for the interior were chosen to keep an eye focused on the neo-Gothic detailing of windows, doors and structural elements. Accent colors re-

flect the colors that are prevalent in church history.

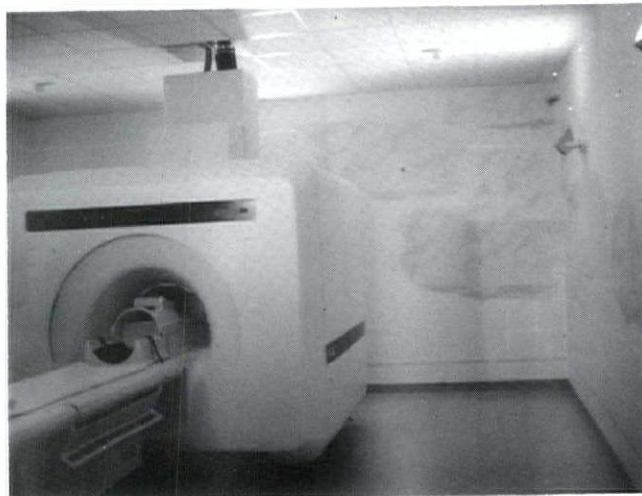
This design has solved the functional needs of a contemporary library and has once again placed the library at the center of activity of the seminary campus. ■





# Interior Design

Project: Milwaukee County Medical Complex  
Designer: Design Professionals Inc., Milwaukee, Wisconsin  
Owner: Milwaukee County



**T**he Milwaukee County Medical Complex is the site of one of the state of Wisconsin's first Magnetic Resonance centers. Magnetic Resonance (MR) is the latest innovation in diagnostic imaging. Using a powerful magnetic field, the MR system can produce unprecedented visualization of internal organs and structures without using radiation.

The problem was to create a sophisticated showcase center to which General Electric Medical Systems Group, manufacturer of the equipment, could bring visiting physicians from around the United States and the world, to inspect the equipment.

We also had to create a soothing but functional environment that would help alleviate any psychological distress on the part of the patient while maximizing functionality for physician and staff.

In selecting furniture, wood and non-alloyed metals were chosen because of the strong magnetic field. Aesthetics and durability were also taken into consideration. Carpet was installed in the office, conference room, reception area and family waiting room for staff and

patient comfort. However, VAT was used in the corridor and "exam" areas due to the fact that 500 lb. containers - support equipment for the MR machine - are brought in periodically. Custom designed reception desk and files were installed to maintain the non-institutional look and provide a functional work area for the staff.

A color scheme of blue, rose and coral was chosen and used in varying ways throughout the installation to enhance the non-institutional feeling. Art work was selected to give a finishing touch to the center. A special wall graphic was designed by John Luttrupp, a local artist, for the actual MR room. It was done in soft non-threatening colors to calm a fearful patient. ■



# Interior Design

**Project:** Inn Towner/Hotel Complex, Madison, Wisconsin  
**Designer:** Devenish Associates, Inc., Madison, Wisconsin

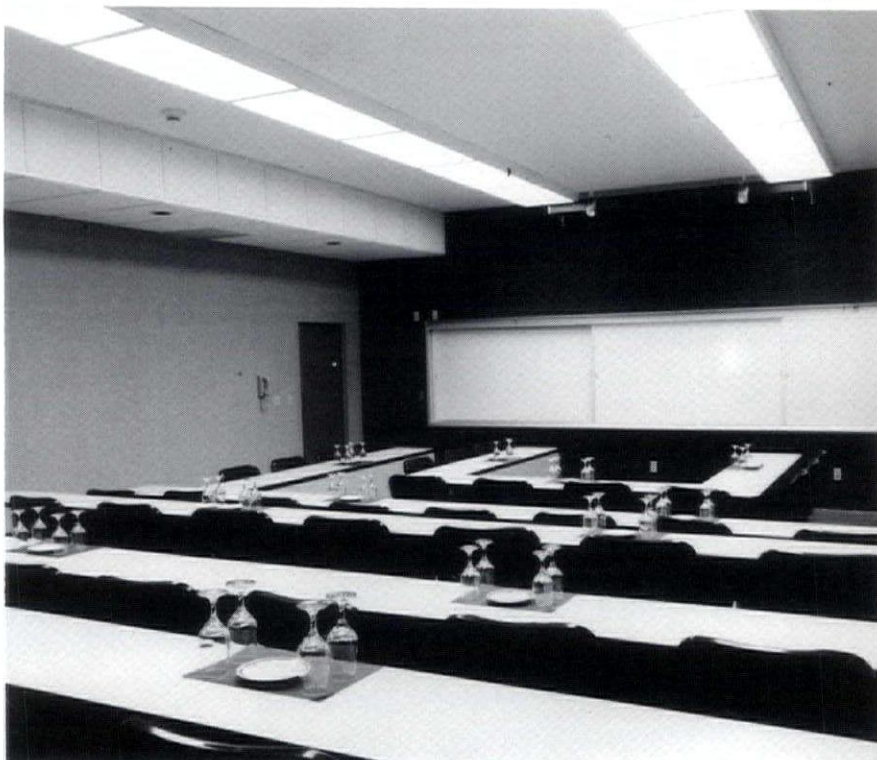
**W**orking closely with the Architect, the designers developed an image which appeals to the professional business traveler. A color palette of gray and blue was selected to coordinate finishes and furnishings. Starting at the exterior, this palette leads guests into and through the building, establishing unity to the diverse functions found within.

The open cafe and bar invite the public, as well as hotel guests, into its relaxing atmosphere. The design of this layout allows an easy transition from breakfast to evening dining. Accents of burgundy stained wood, etched glass and brass provide a distinctive setting.

In addition to the restaurant, the facility includes guestrooms, multi-purpose meeting rooms, a fitness area and seminar and lecture rooms. The 65-seat tiered seminar room, with audio-visual and teleconferencing capabilities, incorporates individualized ergonomic seating with adjacent computer access and electrical outlets. ■

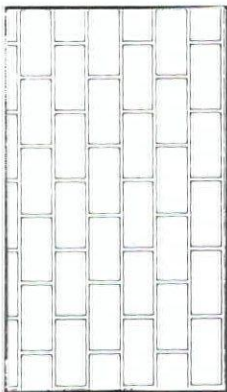
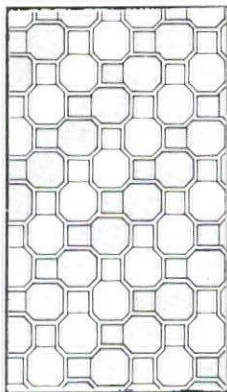


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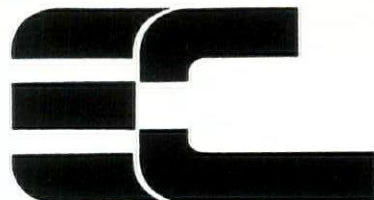
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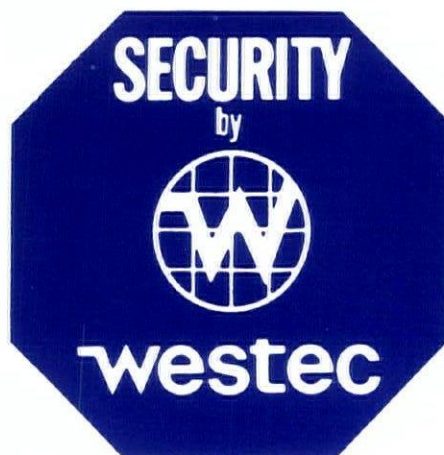
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# Interior Design

**Project:** American Exchange Bank, Madison, Wisconsin  
**Designer:** Devenish Associates, Inc., Madison, Wisconsin  
**Owner:** American Exchange Bank



**E**ntrance into the space through double doors affords a view of the entire facility, focusing on the commissioned three-dimensional weaving behind the main tellers counter. This custom piece incorporates a stylized logo, as well as reflecting the architectural elements of the casework.

The distinctive design of the lobby continues into executive offices and board room, where terra

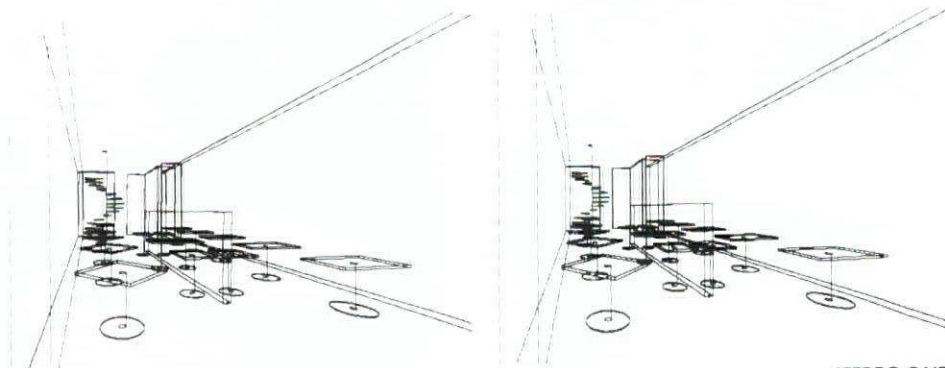
cotta, teal and light oak tones combine to reflect a feeling of quality. The interior geometry of the building itself is repeated in the custom cut-pile carpet.

Space planning was organized in a modular concept to permit banking personnel unimpaired visual access to customers. Furnishings in offices and work areas were selected and designed to accommodate the changing needs of a fast growing facility. ■



# Computerized Interiors

Jerry Rubin, AIA, IBD  
President  
Design Professionals, Inc., Milwaukee, Wisconsin



STEREO PAIR

For years the interior design profession has been confused with the profession of interior decoration, the choosing of fabrics and colors. As **professional** interior designers continue their struggle to educate the end user about designers' skills, manufacturers are providing the designer with a new tool to accomplish this herculean task. This new tool is a computer library of various components - office systems, tables, chairs, desks, etc., - which can be used by the designer to quickly and efficiently design a clients' space. Furniture manufacturers such as Steelcase, Herman Miller, All Steel, American Seating, Haworth, etc. have been eager to support the latest in computer technology by providing complete libraries of their products.

At the same time, architects are beginning to understand the importance of good interior design. As written by Garo Gumusyan, AIA, in **Design Graphics World**;

"In accordance with this trend interior design has gained further

prominence in the portfolios of design and architectural firms; so much so that almost all major architectural firms have expanded their staff and added interior design services to meet the demand. AIA has officiated this trend by coining the word 'Interior Architect' and issuing a guideline for interior architecture."

This expansion should continue as the cost of new construction and the lack of available land makes restoration and rehabilitation of existing buildings more attractive.

Meanwhile, universities with interior design programs forge ahead to provide the training and education required by the designer. More detailed information on the technical aspects of construction, and the vocabulary of consultants, is being introduced to students to compliment their knowledge of spatial design concepts and material specifications. Courses in computer graphics are becoming mandatory to prepare new designers for the way space will be manipulated in the future - quicker and with greater accuracy.

Recently, Milwaukee Area Technical College's computer graphic department received from the Haworth Corporation a complete library of their manufactured product line, including three dimensional projections of most of their products.

As architectural and interior design firms realize the systems are affordable (one can be had today for under \$15,000.00), and as more designers become knowledgeable in the use of the systems, firms will find it economically attractive to add a system to their office.

On the following page you will see examples of computer manufactured parts taken from a library of components. These components can be assembled within moments by simply accessing the library already provided by the manufacturer.

The preliminary plan for the facility drawn here took less than one hour to complete. Not only was the drawing completed in that time frame, but, simultaneously, data was being stored for later retrieval

The Wisconsin Architect 4/85



specifications of each item drawn, specific locations and dimensions, costs, etc. These specifications can then be transmitted from the computer to a manufacturer's computer, via the telephone lines, eliminating time-consuming written orders and the transcription errors they can produce.

The drawing shown to you in isometric (see note on three dimensional capabilities) was created in 20 minutes. An additional 10 minutes was needed to plot the design. Within one hour we evaluated the complete space.

A small renovation project prompted sketch two which was completed in 10 minutes. Many perspective views were evaluated before this final perspective was generated and printed.

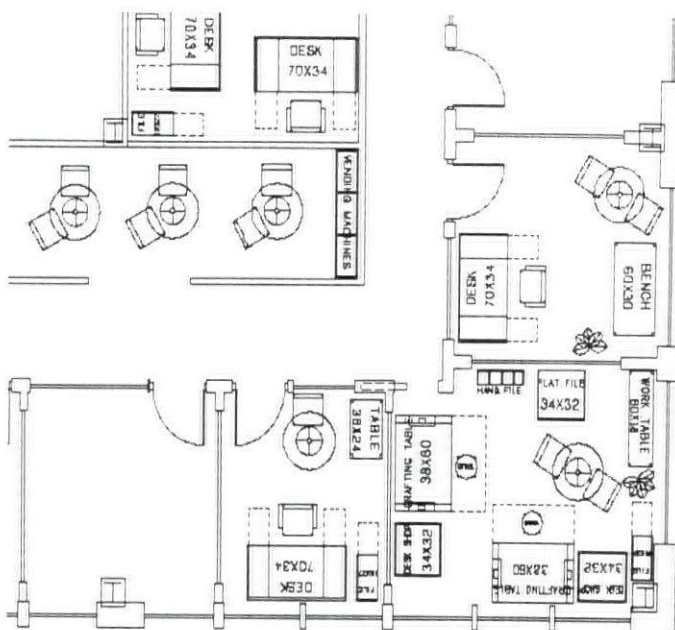
The professional interior designer, highly educated in the technical aspects of design as well as the aesthetics, armed with computer-graphic tools, and supported by manufacturers, is making a major impact on the design field. No longer will "interior designer" be synonymous with "interior decorator".

#### NOTE:

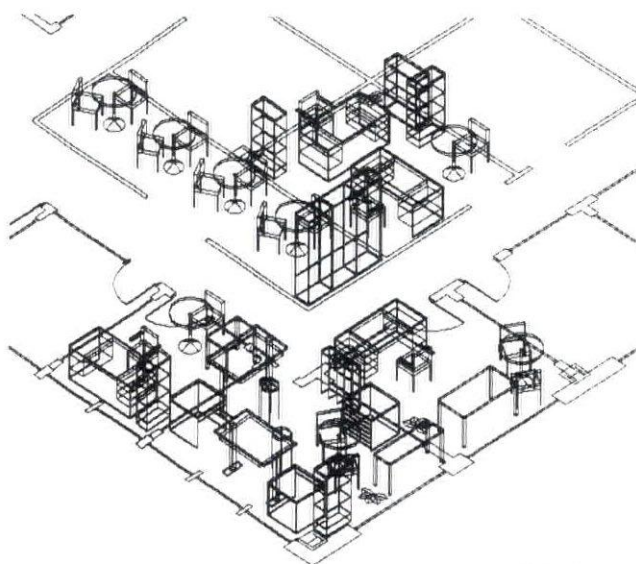
#### STEREO DRAWINGS

Normal human vision provides us with the ability to see objects and scenes in depth, so we can sense when parts of a scene are nearer or farther than other parts.

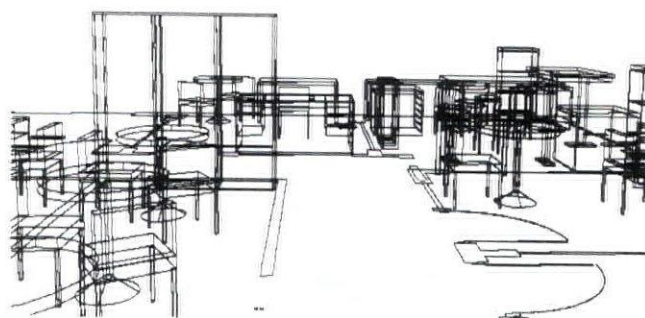
Place a card 5 and 1/2" long between your eyes. If you look down on the drawing with your nose close to the top edge of the card, each eye will be able to see only one drawing. You will be able to perceive the space in 3 dimensions. ■



PARTIAL PLAN



ISOMETRIC



PERSPECTIVE



# Interior Design

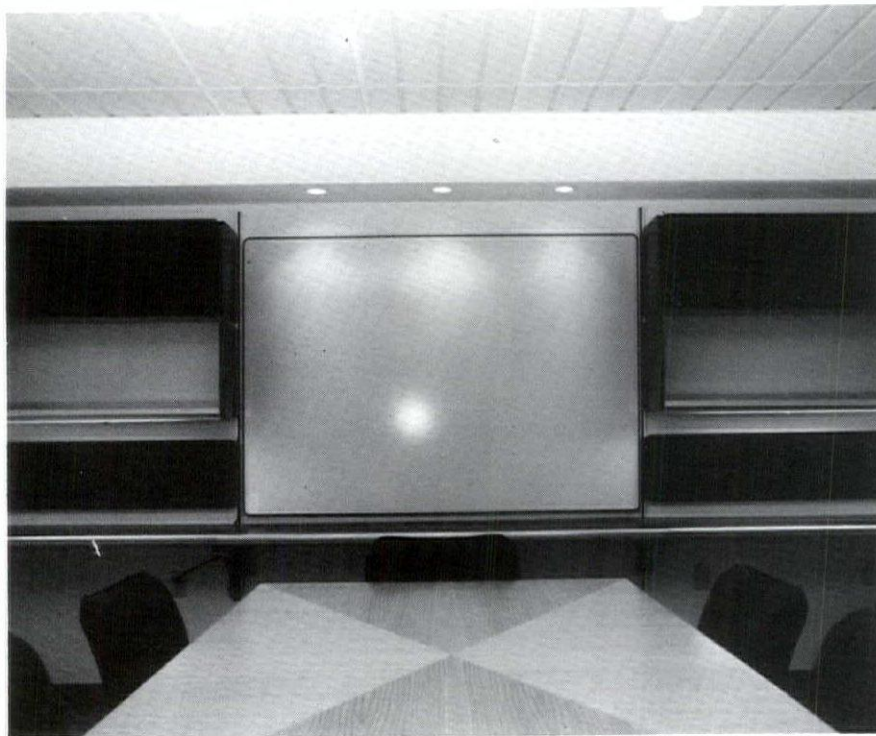
Project: Lumberman's Service, Madison, Wisconsin  
Designer: Devenish Associates, Inc., Madison, Wisconsin  
Owner: Lumberman's Service/Wholesale Lumber Supply



A highly customized interior space was developed for the remodeled corporate offices of this Client. The use of wood in furnishings and finishes provides a dramatic and functional setting which also reflects the Client's livelihood.

In plan, the executive offices pivot around a central reception area which focuses on a glass-walled atrium. Each work area was individually designed and constructed to meet the unique work patterns of the officers. Special features include oak wardrobe and storage cabinets, overhead storage, moveable pedestals and a separate meeting area located within the President's office.

Parquet flooring was used to define visitor traffic patterns throughout the space. Based on functional requirements, woven axminster carpeting, carpet tiles, and rubber flooring were selected for specialized areas. ■





# Landscape Architecture

**Project:** River Place Park, Milwaukee, Wisconsin  
**Designer:** Kahler · Slater · Torphy · Engberg, Milwaukee, Wisconsin  
**Owner:** Carley Capital Group



Eric Oxendorf

This site had been an eyesore for the city for quite some time. The location is Wisconsin Avenue and Water Street.

The client was the Carley Capital Group. The park was created to fill the vacant land in a prime downtown location until such time as the River Place office project can proceed. The urban park was an immediate hit with downtown workers last summer as people gathered to hear music and see live performances which had been scheduled by the Carley Capital Group. ■



Eric Oxendorf



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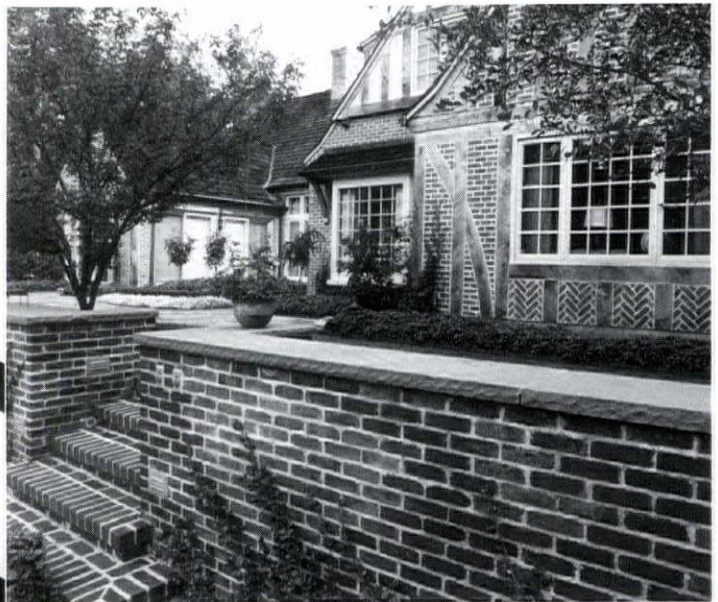
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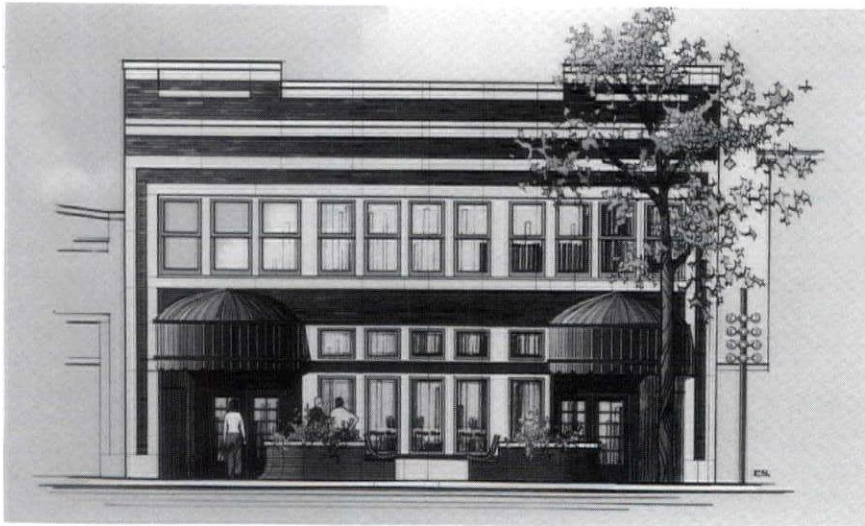
JUDSON GRIGGS (MILWAUKEE)  
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JOHN THOMAS (NEENAH)  
BOB SCHMEICHEL (NEENAH)

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# Interior Design

**Project:** Pizza Hut, Madison, Wisconsin  
**Architect:** Knothe Associates, Architects, Inc., Middleton, Wisconsin  
**Designer:** H. Krueger & Associates, Inc., Middleton, Wisconsin  
**Owner:** Rich Divelbiss, Franchisee, Pizza Hut of Southern Wisconsin, Inc.



In keeping with current marketing trends, Pizza Hut selected an older, existing building for their new restaurant. Extensive exterior and interior renovation was designed to appeal to the sophisticated university and capital city patron. The exterior facade maintains the historic architectural character of the State Street area.

Our design objective was to appeal to the intellectual, well-traveled person by keeping the "theme" level to a minimum. Campus personalities of the past are represented in photographs; "negatives" are sand blasted in glass and used as partitions within the restaurant. This small touch of nostalgia is encased in a slick, colorful, "big-city" environment, making it unique in this area. ■



GROUND FLOOR PLAN

PIZZA HUT RESTAURANT INC.  
 100 FORTH STREET - MADISON, WISCONSIN



# Carpet: Building Material or Furnishing?

Gary Smith  
G. Wentworth Smith, Inc.  
Editor and Publisher of Commercial Digest  
Consultant to Manufacturers, Project Architects and Users

Specifying the right type of carpet for public areas is too often an exasperating experience for the architect. Just contemplating the scope of product choices, yarn types and colors is more than most care to try and comprehend. Clearly, the selection process is made even more difficult by the mounting duplication as mills race to offer similar carpets and price points. The architect has run out of room to store samples and many have run out of patience in how to get a handle on where to begin.

Open or generic specs for carpet are certainly not satisfactory approaches. This is a sure way to be buried with samples; most of which present products made to provide **price** appeal and not necessarily performance.

Allowances for carpet may be a convenient way out but invite the "less than honorable" element to take advantage.

Carpet is a building material first and a decorative furnishing second. It, therefore, must be carefully investigated and studied to be well matched for **functional** capability and then considered for aesthetic value.

Prior to 1960, commercial carpet was used in only a small segment of the total public area. For those areas where carpet was used, mills engineered the product to meet specific use requirements and then stylized and colored accordingly. Today, carpet is a "fashion appeal" product and performance is assumed by virtue of superior wear resistance of synthetic fibers.

Aggressive fiber producers have convinced mills, many dealers and

most designers that the extreme resistance synthetic fibers provide makes almost any styling or construction "wear out proof". Limited wear warranties of up to 10 years promote a sense of security that has caused mills to drift away from conservative constructions that maintain appearance. Carpets are worn when the appearance reflects the use and the condition cannot be changed short of replacement. Carpets we replace today are rarely threadbare. If made of nylon or olefin fiber, 95 percent or more of the original yarn content still remains when replaced. Wear is not the problem, but wear out of appearance is a serious problem unless more guidance is given the architect by the carpet mills.

Fiber producers so dominate the carpet industry, mills are little more than converters and purveyors of yarn bearing products. Yarn is not carpet. Yarn is a component of carpet as is brick or glass a building component.

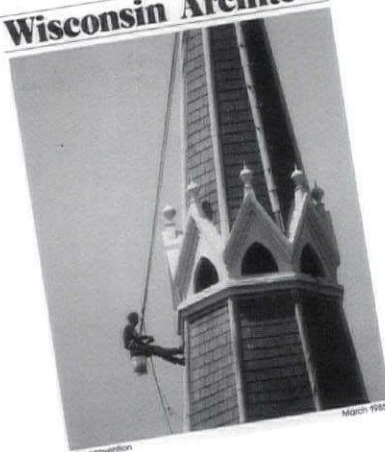
The change of emphasis from conservative functional stylings to today's "wide open" spectrum of styles and price points reflects carpet mills pursuit of the interior's specialist who is more attuned to color and aesthetics. Nearly fifty percent of all commercial carpet sold this year will be cut pile. In the past ten years, cut pile carpet use has increased because of aesthetic preference by designers and not because cut pile carpets are more functional, easier to maintain, or better suited to the specific installation. Certainly, most commercial cut pile carpets are good performing products. However, on a cost effective basis, a cut pile carpet will cost more than a loop and provides a shorter term of service mainly due to more rapid appearance decline.

The Wisconsin Architect 4/85



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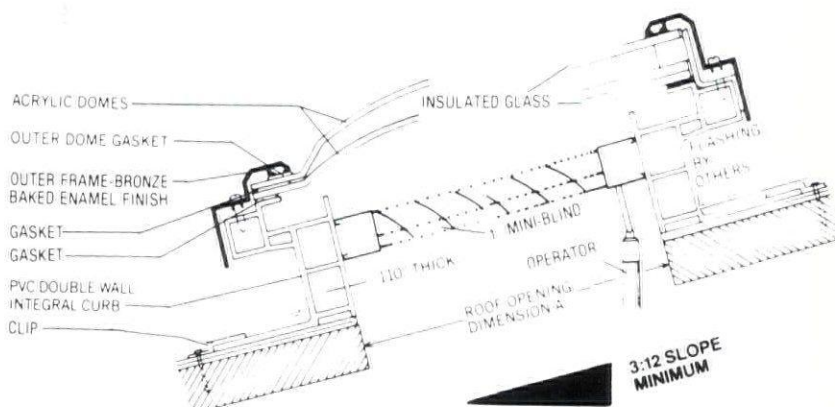
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Carpet must have good surface density to hold appearance; be it loop, cut or a combination cut and loop. Cut pile carpet takes longer to manufacture, has a higher percentage of irregulars and usually requires more face yarn to achieve comparable density to loop pile. Cut pile carpet is naturally more luxurious but seldom as graceful ageing. Plain cut pile carpets show pile or texture reversal which is a characteristic that cannot be controlled or avoided but detracts from appearance in corridors or open traffic areas.

Patterns are being used increasingly as a means to mask the accumulation of soil and prolong appearance. Considering 90% of all soil a carpet receives is carried on by foot traffic, patterns indeed are more functional and thus a more cost effective choice in areas of higher soil exposure.

Once carpet is installed, it requires care. Carpet mills are not particularly interested in prolonging the useable life of carpet. That is among the reasons why reliable maintenance information is often difficult to obtain. Yet, the architect is expected to provide same because the client wants to know how to gain maximum service at the lowest ongoing cost.

Today's carpet fibers (synthetics) do indeed provide all the abrasive wear one needs for carpet. But, **all** synthetics lack the ability to effectively hide soil and when cleaned release it without accumulating residue from the cleaner. All the hype about "soil-hiding" fiber design is no substitute for post installation daily care that must address keeping the carpet from soiling if appearance is to be preserved. Maintenance is **not** cleaning. Maintenance is keeping carpet clean, not reclaiming after appearance has become unsightly.

When selecting your next carpet, consider these points:

1. What **term** of service are you looking for?
2. What quality and quantity of maintenance is available?
3. Weigh function capability against aesthetic preference. This is the place to pursue inquiry of the mill as to suitability to intended use, maintenance, etc.
4. Ask the mill to put their comments in writing as well as provide full disclosure of mill product warranty, specifications and flammability test reports.
5. Investigate when and where product has been used so an on-site evaluation can be made.

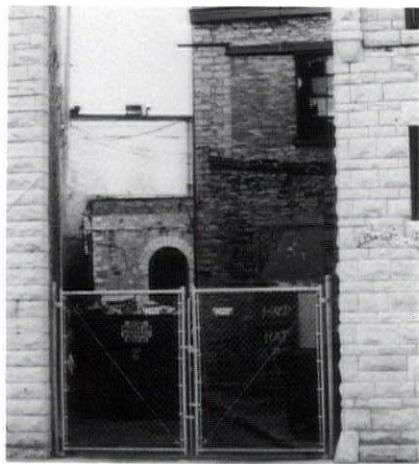
Carpet is a building material **first** and a furnishing **second**. It, therefore, must meet the performance requirements of the client as outlined by the architect. Premature failure is costly monetarily and potentially damaging to relations.

Considering the limited care and high abuse most carpet receives, if it is not what your client expects you must live with the consequences. ■



# Off Main Street

Schreiber/Anderson Associates



**FIGURE 1**  
The photo (above) depicts the existing service alley between the Land and Putney Buildings in downtown Waukesha that will be reconstructed this year into an elegant courtyard as part of a commercial revitalization project.

In the decade of the 1970's, local governments with the help of state and federal funding programs established a movement toward the revitalization of our downtowns. As a result of that movement, dramatic changes in the form of improved streetscapes, new public buildings and improved services, particularly in mass transit, have made our city centers more attractive and inviting places. With this renewed interest in downtown, private developers are seeing new potential in the buildings and open spaces adjoining main streets for their retail, office, housing, and multi-use projects.

The existing infrastructure of our downtowns has offered the developer unique planning and design challenges and there have been many extremely creative responses — Quincy Market in Boston, The Embarcadero in San Francisco and, more locally, The Grand Avenue Mall in Milwaukee. In these examples, existing buildings have

not been the only focus for developers interest. Alleyways, service courts, street corners, utility easements, open lots, and block interiors have also been important components in the developers adaptive reuse, infill and consolidation plans. Indeed, these spaces have become more important as development pressure in our downtowns increase and available space is at a premium.

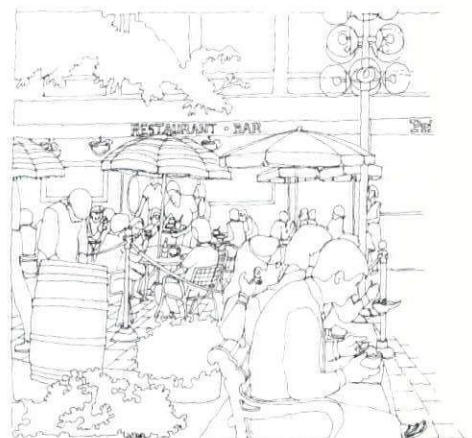
Schreiber/Anderson Associates of Madison, WI has been fortunate to participate in the past year as urban design consultants on three projects in which the redesign of these interstitial spaces will play an important role in achieving project identity, market interest and downtown revitalization.

● **Tenney Plaza: Madison, WI**  
**Developer: The National Group of Companies, Madison, WI**  
**Architect: HSR Associates, Inc., Madison, WI.**



**FIGURE 2**  
The Wisconsin Architect 4/85

**FIGURE 3**  
Sketches (below) were developed to illustrate how outdoor cafes, vendors, banners, canopies and signage could be used effectively in the spaces along Mifflin Street on the Capitol Square in Madison to create an active specialty retail district.





This spring, the existing open space between the First Wisconsin Plaza and the Tenney Building on the Capitol Square in Madison will be transformed into a major entrance for the new Tenney Plaza. The key feature of the development program will be a four-story glass barrel-vaulted structure designed to interconnect First Wisconsin, a newly remodeled Tenney Building and a six-story parking garage. The major objective for the design of the entrance court was to create a "red-carpet" connection between the Capitol Concourse and the glass atrium located 80' behind the public right-of-way. Other design amenities will include terraced seating areas, space for off-street vending and an outdoor cafe, a detailed scoring pattern with panels of textured paving, pedestrian lighting, signage and rich landscaping including floral displays. At completion, the entrance plaza, once empty and unused, will be animated with street life.

● Putney Courtyard: Waukesha, WI  
 Owner: Putney Associates, Madison, WI  
 Developer: Urban Land Interests, Madison, WI  
 Architect: Kanazawa Architect, Madison, WI

A narrow, cluttered service alley will soon become an elegant entrance courtyard for two newly rehabilitated historic buildings in downtown Waukesha. With the consolidation of the Land and Putney Buildings into a multi-use retail, office and housing complex, the developer viewed the existing alley as an ideal opportunity for uniting the multiple off-street entrances into the facility. Complicated circulation patterns within a tight space, differences in floor elevations of up to 12" between the two buildings and limited visibility from the public right-of-way were design constraints overcome in the final courtyard plan. Colorful aw-

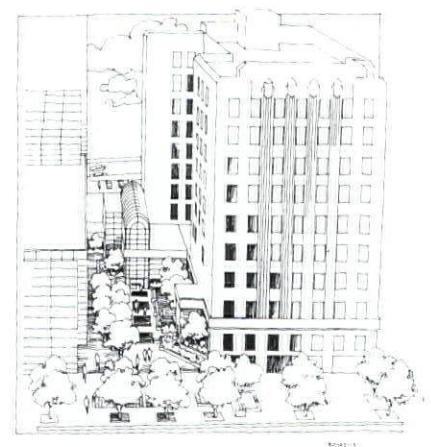
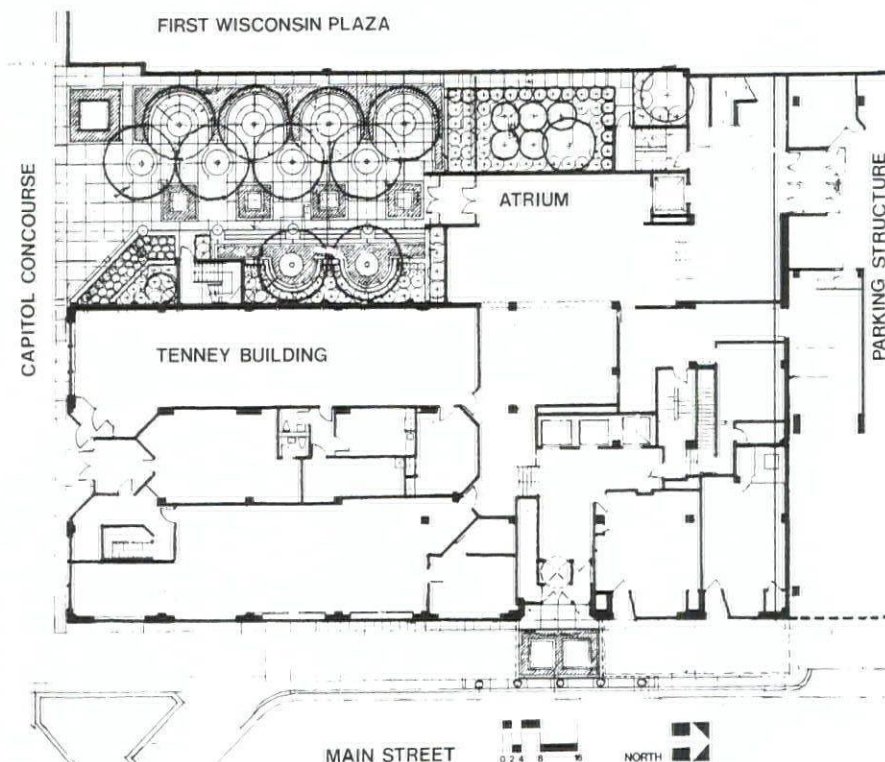


FIGURE 4  
 The plan (left) illustrates the entrance court to be constructed this Spring for the new Tenney Plaza on the Capitol Square in Madison. A thumbnail sketch (above) provides a view looking north of the proposed courtyard.



nings, rich landscaping in raised planters, historic lighting standards extending the downtown streetscape theme, a banded paving pattern that will visually widen the space, and custom signage will all serve to make this courtyard attractive and inviting to the passer-by and a valuable asset to the success of the development venture.

#### • Downtown Madison Retail Study

Co-sponsored: City of Madison and Downtown Madison, Inc.

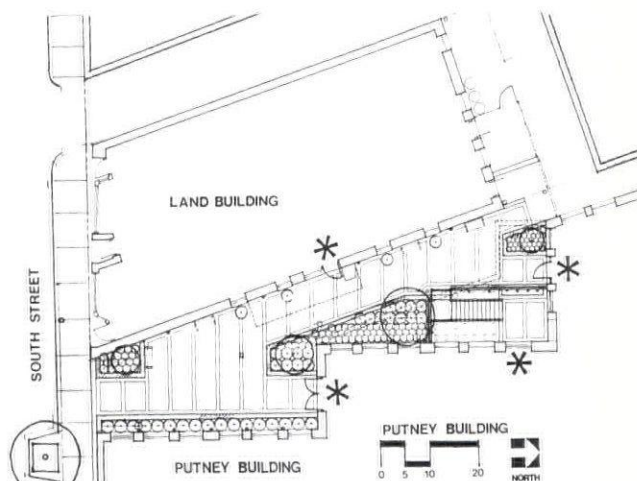
In the recent Downtown Madison Retail Study, Schreiber/Anderson Associates, in association with Real Estate Research Corporation of Chicago, prepared a planning strategy for the development of a specialty retail mall on the north side of the Capitol Square in Madison. This study focused on alternatives for consolidating existing and new stores into a unified shopping environment along Mifflin Street. One alternative explored the potential for converting an existing service alley that parallels Mifflin Street into an interior pedestrian mall connecting the stores. Another alternative explored con-

necting the stores by creating a new, continuous climatized pedestrian gallery along Mifflin Street. This gallery would be implemented by reconstructing storefronts to accommodate a setback of several feet behind the existing facades.

Street corners were considered integral parts of the strategy as location for major entrances, identification signage and other design amenities such as banners and lighting. Outdoor cafes and on-street vending were also planned for these sites to increase the visibility of the new retail center and further unify the shopping environment.

The City of Madison and Downtown Madison, Inc. are currently studying the feasibility of the project and working with private developers in realizing the objectives of the plan. ■

Schreiber/Anderson Associates is a Landscape Architecture and Urban Design firm located in Madison, Wisconsin and specializing in urban revitalization, waterfront development, historic preservation, park design, resource management and corporate, institutional and housing site development.



**FIGURE 5**  
The plan (left) illustrates the Putney Courtyard to be constructed this year in Waukesha, Wisconsin. The sketch (above) provides a view looking north at the entrance to the courtyard from South Street.



# On The Boards

## ARCHITECT:

Hammel Green & Abrahamson, Inc.  
Minneapolis, Minnesota

## PROJECT:

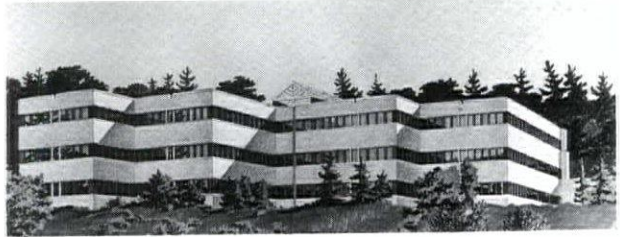
One Landmark Place  
Madison, Wisconsin

## BACKGROUND:

The 60,000 square foot office building, to be called One Landmark Place, will overlook the City

of Madison and the UW Arboretum from its West Beltline location. This central location will provide convenient access to westside businesses as well as those downtown.

One Landmark Place will feature a conference room with capacity for 150 people, available for use by building tenants. A full kitchen will adjoin the conference room. Also available to tenants will be



exercise equipment and showers. Construction is scheduled for completion in September 1985.

## ARCHITECT:

Pfalter Herbst & Eppstein, Inc.  
Milwaukee, Wisconsin

## PROJECT:

Forest Ridge Elderly Housing  
Hales Corners, Wisconsin

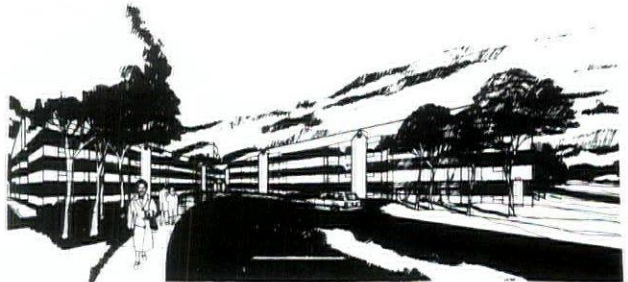
## BACKGROUND:

Situated within walking distance from the Village of Hales Corners central business district, Forest Ridge fills a much needed demand for housing of the elderly in the area. The one-and two-bedroom units offer full kitchens and bathrooms. Sitting areas offer

views through bay windows overlooking the landscaped grounds.

The \$6 million development is composed of four identical residential wings which encompass the commons areas in a cross-like fashion. To shorten the length of travel for the residents, support functions such as beauty-barber shoppe, convenience store, game/arts crafts rooms, lounge and dining spaces were located in the commons equi-distant from each 30-unit wing.

The focal point of the commons is the variety of two and three story



open spaces with its central skylit rotunda. The focal point of the exterior is the dramatic and streamlined design statement comprised of the masonry banding divided by vertical spires.

## ARCHITECT:

Planning Associates, Inc.  
Madison, Wisconsin

## PROJECT:

Market Square  
Madison, Wisconsin

## BACKGROUND:

The project includes an 11 story office tower with 73,200 square feet of space, with an additional 64,000 square feet of retail space in low-rise buildings surrounding the tower.

Construction has already begun on the first phase of the project which includes a 17,000 square foot health club and 10,500 square feet of retail space. Construction of the second retail phase will begin in the spring of 1985 with planned fall occupancy.

Market Square Tower will be built on a hill with a panoramic view of the Wisconsin State Capitol, Madison's lakes and the entire westside of the city. The tower has been designed with bronze-tinted



reflective glass which will make it a landmark of the rapidly growing westside.

## ARCHITECT:

Pfalter Herbst & Eppstein, Inc.  
Milwaukee, Wisconsin

## PROJECT:

First Baptist Church of Watertown  
Watertown, Wisconsin

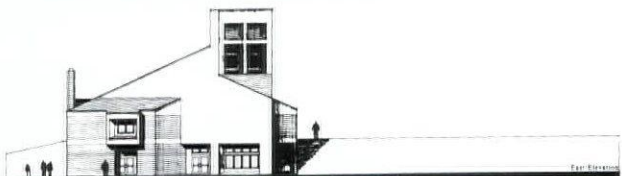
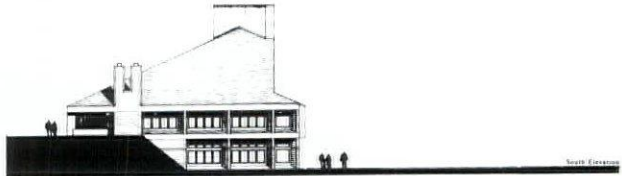
## BACKGROUND:

A new 9,500 square foot multi-functioning, contemporary church is being designed to satisfy a very ambitious program within a very limited budget. Features include a 158 seat sanctuary which can overflow into the narthex to accommodate 70 additional worshippers. The narthex and the fellowship hall can be divided into classrooms. Other spaces include a

choir area, administrative office, preschool area, and kitchen.

The facility was designed to incorporate the solar envelope system and earth berming. It will provide the congregation with a low maintenance, energy-efficient facility, with estimated heating costs below \$750.00 per year.

The facility is a part of an overall master plan of the congregation's 5.5 acres. It was designed to accommodate expansion of the sanctuary and will eventually link with a 15,000 square foot gymnasium/classroom, also planned in the envelope form.



FIRST BAPTIST CHURCH



## IDP — A LIVE BIRTH

After too many years of discussion, the WSA has its first participant in the Intern-Architect Development Program. Chris Renier, working with Tillman and Associates in Green Bay, is participating in IDP. His employer is acting as his sponsor and a registered architect from the Green Bay area will be his advisor.

If you are interested in participating in IDP contact Eric at the WSA office.

---

## WISCONSIN ARCHITECT

Ever wonder why none of your projects have been featured in THE WISCONSIN ARCHITECT? The answer is simple: You haven't submitted any.

Those members who regularly submit projects are aware of some facts you may have missed:

- 1) Approximately 80% of the projects submitted are eventually published!
- 2) The key to publication is good photography, crisp plans, and complete information. We have a form for you to fill out . . . it shouldn't take very long.
- 3) Publication in THE WISCONSIN ARCHITECT is an excellent marketing tool at very low cost. The magazine is seen by a large number of users of architectural services. In addition, reprints of specific articles are available from the publisher at nominal costs — an excellent supplement to your firm's brochure!

Don't miss a good thing . . . participate. For more information contact Eric at the WSA office.

---

## PUBLIC IMPROVEMENTS — PAYMENT BOND

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## "CEU'S AND THE INTERIOR DESIGN PROFESSION

It is time the interior design profession got their act together.

We want legal recognition so that we can separate the amateur from the professional. We are fighting this battle everyday in the workplace. If we could implement a strict criteria for the interior design profession, we could inform the public of the certification program and its importance to them.

But the wheels turn slowly. Legal recognition (or certification) has broad implications: It would affect individual practioners, educational institutions and the professional organizations. Any licensing program requires research and development, together with careful thought to the future — and this takes time.

The Institute of Business Designers (IBD) has been talking to The National Council for Interior Design Qualification, getting the wheels rolling. The criteria IBD endorses are:

1. Minimum requirements for education and experience;
2. An examination of minimum competency qualifications;
3. A Code of Practice Guidelines/Code of Ethics/Rules of Conduct;
4. A requirement for continuing education.

Probably the most important element of the four, is continuing education. In the past two years, IBD, ASID, IDC, NHFL and IDEC have all met to discuss the various needs in establishing a consistent CEU program. These needs address programming, standardization of forms, registration of credits and content. We are looking to NCIDQ as the coordinator of our individual efforts. The Council has agreed to appoint a Task Force to study the certification concept.

The need to protect the health, safety and welfare of the public is a serious responsibility of the interior design professional. How are we meeting the challenge? Education is the answer. Did our school coursework cover building codes, handicap requirements, building systems and components adequately? How much do we remember and/or use? How are we keeping up-to-date?

All professions recognize the need for continuing education today. Let's get on the bandwagon and keep those wheels rolling.

Patricia B. Glinski, IBD  
National Trustee, IBD, Wisconsin Chapter

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## ASBESTOS — A SLEEPING LIABILITY GIANT

The WSA office was recently notified that in some states some major A-E liability insurance carriers are not renewing their coverage for firms who provide A-E services relative to asbestos removal.

Lots has been written about the perils of asbestos and asbestos removal. Nothing can be a greater testimonial to those perils than the fact that some liability insurance carriers are apparently refusing to provide coverage to architects who involve themselves in asbestos removal.

Step gingerly in this arena.

---



# Public Telephones from Wisconsin Bell...An Important Human Consideration.

An architect planning a modern building is faced with an overwhelming number of decisions. Federal, state and local codes must be met, energy efficiency strived for, and, above all, the human element considered. The wants and needs of the people who make a building their working "home" for some forty hours each week, as well as the convenience of others who visit the building daily, are considered in the early planning stages.

## Public Telephones Provide A Service People Want, Need and Expect.

Experienced architects call on many support resources early-on in each project. Wisconsin Bell has Public Communications Consultants ready to survey the public telephone needs based on a building's location and anticipated traffic flow. Together with the architect, Wisconsin Bell's Consultants determine public phone locations that blend in with the structure's design and remain convenient to the building's tenants and visitors. Wisconsin Bell Consultants also can point out other important details.



## Convenient Phone Placement Considers Special Needs.

Accommodating the disabled requires special consideration. Architects are aware of Federal mandates in this area, and Wisconsin Bell Consultants have the resources to provide guidance in choosing barrier-free enclosures with correct heights of coin slots and dials.



## Public Telephones Provide A Revenue Source Without A Downside.

Commissions from public phone use can add up to an attractive sum. It's a revenue source without expenses. Because Wisconsin Bell owns the public telephones, they also install and maintain them.



## Public Phone Planning Assistance Easily Available.

Wisconsin Bell is ready to help building designers add the convenience and efficiency of public telephone service. Our Public Communications Consultants are qualified to provide the guidance needed to equip a building with this much needed and desired service.

Call Wisconsin Bell toll-free at 1 800 242-2055.



## Helpful Signage Points the Way.

A simple, recognizable, identifiable sign calls the public's attention to the service they seek. Public telephones that people cannot find are little better than no phones at all.

Wisconsin Bell Public Communications Consultants point the architect's way to signage in harmony with the texture, material, color and design of the area.



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## CERTIFICATION — A FOUR LETTER WORD?

Certificates, certificates . . . who's asking you (the architect) to sign a certificate?

More and more owners, lenders, state agencies, housing authorities, are looking to the architects to certify one thing or another.

Why are they doing it? Without being overly cynical, it appears that they're attempting to shift some risk or responsibility from themselves to you, the architect.

Some of this risk and responsibility may be rightfully the architect's. Some of it is not.

Understand that particular liability problems may arise in signing certificates. Remember . . . the only certificates which an architect is obliged to sign are the certificate for payment and substantial completion. If anyone else wants a certificate, hold it up to this lipnest test:

- 1) Is the certificate consistent with your contractual obligation?
- 2) Does the certificate require you to assume responsibility for someone else's duty?
- 3) Does the certificate place you in a position of guaranteeing or warranting?
- 4) Does the certificate place an unacceptable or uninsured exposure to you for potential liability?
- 5) Does the certificate contain any statement which is beyond your personal knowledge?

Make work for your attorney and your insurance agent. Before signing any certificate, you should have it evaluated by legal and insurance experts for potential liability implications. The WSA office has some additional background information on this topic. To obtain that background information or to further discuss this matter . . . contact Eric at the WSA office.

---

## JIM KNOTHE LEAVES WISCONSIN

Jim Knothe, AIA, has accepted a position with Arizona State University in their Facilities Management and Planning Department and has headed south for warmer climates.

Arizona's gain is Wisconsin's loss. Jim, previously of HSR Associates, Inc., was actively involved in a number of DILHR advisory committees representing the interests of the architectural profession. He evidenced strong dedication and commitment in serving on these advisory committees and was respected for his insight, interest and willingness to participate.

Arizona's gain is Wisconsin's loss.

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Residential/  
Post Convention**

**Advertising Deadline  
May 1, 1985**

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## MEMBERSHIP ACTION

MANGAN, GEORGE, was approved for AIA Membership in the Northeast Wisconsin Chapter.

VAN OUDENALLEN, HARRY, was approved for AIA Membership in the Southeast Wisconsin Chapter.

ZAHN, BRUCE W., was approved for AIA Membership in the Southwest Wisconsin Chapter.

MARIN, ANN K., was approved for Associate Membership in the Southwest Wisconsin Chapter.

TROWER, PAUL D., was approved for Student Membership in the Southeast Wisconsin Chapter.

ASLAKSEN, JAN R., was approved for AIA Membership in the Southwest Wisconsin Chapter.

SPIERING, KURT S., was approved for AIA Membership in the Southeast Wisconsin Chapter.

SHARPE, STEVEN R., was approved for AIA Membership in the Southeast Wisconsin Chapter.

DILLENBURG, MARK, was approved for AIA Membership in the Northeast Wisconsin Chapter.

KENDZIOR, KATHLEEN M., was approved for Associate Membership in the Southwest Wis. Chapter.

URTES, J. ERIC, was approved for Associate Membership in the Southwest Wisconsin Chapter.

KUSHNIER, FRANKLIN, was approved for AIA Membership in the Northeast Wisconsin Chapter.

ZWEIGER, MICHAEL J., was approved for AIA Membership in the Northeast Wisconsin Chapter.

---





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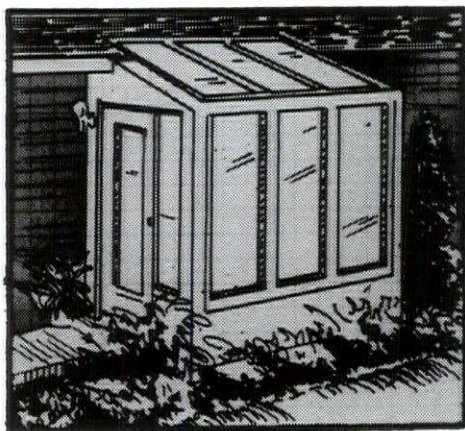
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## PEOPLE AND PLACES

HSR Associates, of Madison and La Crosse has promoted two of its project managers and elected them to its Board of Directors. Jim Gersich, AIA, has been named director of the La Crosse architecture division and Greg Benz, AIA, of Madison, has been named director of HSR's Madison division.



Jim Gersich



Greg Benz

John Fatica, AIA, has opened offices at 2266 N. Prospect Avenue. The firm will continue to specialize in hospital and medical facilities design and planning as well as continuing work with his clients in retail, industry and office planning.

Maxine Appleby, President and owner of Maxine Interior Plantscape, Inc., Milwaukee, WI, has been elected to the Board of Directors of Interior Plantscape Association (IPA), a national organization representing professional firms and individuals growing, designing, furnishing and servicing living plants for interior environmental improvement.

CONGRATULATIONS to Robert J. Van Lanen, AIA. He was accepted as an Emeritus Member by the American Institute of Architects.

FRANK G. PLETCHER, AIA, is no longer with BHS ARCHITECTS. He has now started his own firm. The firm will be known as:

Frank G. Pletcher Architect  
207 N. 69th Street  
Milwaukee, WI 53213  
(414) 771-2791

BHS ARCHITECTS, INC. have moved their offices. The new address is:

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Course No.	Description	Credits	Course No.	Description	Credits
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614-121	Materials for Building Construction	3	614-141	Structural Drafting 2	3
801-154	Principles of Writing	3	806-160	Technical Science 2	3
804-150	Technical Mathematics 1	5	809-157	Human Dynamics	3
804-180	Computer-Based Communications	3		Elective	3
		18			16
SECOND SEMESTER			FOURTH SEMESTER		
Course No.	Description	Credits	Course No.	Description	Credits
607-101	Surveying for Related Programs	3	614-140	Architectural Drafting 4	5
614-120	Architectural Drafting 2	4	614-146	Building Mechanical Systems	3
614-131	Structural Drafting 1	3	801-153	Reporting Technical Information	3
804-160	Technical Mathematics 2	4	809-150	American Institutions	3
806-150	Technical Science 1	3		Elective	3
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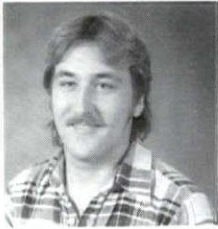
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## Advertisers Index

ASI Sign Systems .....	34
American Surveying Company, Inc. ....	47
Arnold & O'Sheridan, Inc. ....	47
Automatic Temperature Supplies .....	Kohler
Baker Manufacturing Co. ....	Kohler
Bend Industries, Inc. ....	14,23
Joan Blackbourn Concepts in Art .....	40
Buettner & Associates .....	14
John Buhler Co. ....	23
Karl E. Buschmann Co. ....	47
Butler Tile Sales .....	42
Desert Aire Corp. ....	42
Dolan & Dustin, Inc. ....	47
Engineered Construction .....	14
Geis Building Products .....	20
Genz Construction .....	43
Graef, Anhalt, Schloemer & Associates .....	47
Group 4 .....	40
Jacobus Security Systems, Inc. ....	14
Thomas H. Jaeschke & Associates .....	47
J.J. Koepsell Co. ....	Kohler

Kohler Co. ....	Insert
Lied's Nursery .....	20
Masonry Institute of Wisconsin .....	Insert
Maxine Interior Plantscape .....	Back Cover
McKay Nursery .....	40
Milwaukee Plumbing and Heating Supply .....	Kohler
Murphy Supply Co. ....	Kohler
Orlandini Studios, Ltd. ....	47
PBBS Equipment Corp. ....	35
W.S. Patterson Co. ....	Kohler
Photocopy, Inc. ....	47
STS Consultants, Ltd. ....	47
G. Wentworth Smith, Inc. ....	32
Tropical Plant Rental .....	2
United Plumbing and Heating Supply .....	Kohler
Ver Halen, Inc. ....	34
Wisconsin Bell .....	31
Wisconsin Brick and Block .....	34
Wisconsin Public Service .....	9
Wisconsin Testing Laboratories .....	47





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**JED SLEZEWSKI - AGE 20 - PULASKI, WI**

I am currently a draftsman for an area Prestressed Concrete Division while attending N.W.T.I. full time. After graduation I want to work for an architectural firm. I have a strong background on board drafting and 2 years Computer Aided Drafting on the IBM and Terek. I am a responsible person, I have been working part time, running a farm, and going to school full time since high school and still maintaining a good grade point average.

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**CHARLES KRUEGER - AGE 22 - HORTONVILLE, WI**

Following graduation, I plan to pursue a career in the architectural field. While enrolled at HWTI, I maintained a very good attendance record and a solid grade point average. I'm a member of the Architectural Club and the Student Senate Representative. In addition to the classes required, I have taken an elective in Computer Aided Drafting. My future plans are to advance in the architectural field and I'm willing to relocate for the opportunity to do so.

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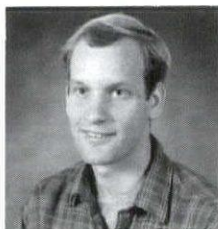


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**MARY LOGGHE - AGE 30 - GREEN BAY, WI**

My initial interest in Architectural Technology was kindled by exposure to construction through my husband, a carpenter and contractor. My organizational skills and background in art at U.W.E.C. suggested that Architectural Drafting would be an appropriate career. I currently have a 3.7/4.0 G.P.A. and experience drafting with two architectural firms on a part time basis. I am seeking employment with a firm that can provide the opportunity for both variety and growth.

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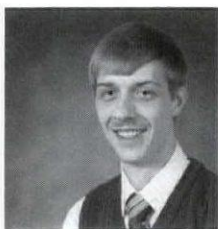


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**JOSEPH KAMINSKI - AGE 21 - STURGEON BAY, WI**

I plan to pursue a career in the architectural field. As a student at NWTI I am a member of Student Chapter of WSA/AIA and Architectural Club. While enrolled I work part time and still maintain a solid G.P.A. I have some personal experience in residential design, and have taken elective courses in computers. Being a dedicated and ambitious individual, I am eager to begin a career in the challenging field of architecture.

---



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**RANDALL S. WIESHER - AGE 24 - MANITOWOC, WI**

I am a transfer student to NWTI from MSOE. My transfer credits and previous work experience allowed me to transfer to NWTI as a third semester student in the Architectural Program and maintained a 4.0 G.P.A. for the semester. I have 6½ years drafting experience with the Army and Army Reserves, and have also worked with the Manitowoc City Engineers office and the City Assessors office. My goals are to have my bachelor's degree in 5 years and become a licensed architect possibly having my own small architectural firm in 10 years. I have been an active member in WSA/AIA and the Architectural Club while attending NWTI.

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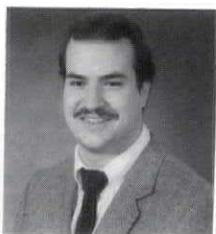
**CHARLES WESTERN - AGE 24 - KELLY LAKE, WI**



NWTI-Green Bay and UW-Eau Claire have given me an excellent background in architecture. In 1983 I completed UW-Eau Claire's pre-professional architecture program (heavy in Math and Physics), and in May I will graduate from NWTI's Architectural Technology program. The diverse course core at these schools, mixed with being Vice President of Student Senate and Architectural Club, helped me to grow as a person and as a student of architecture. My immediate goal is to find a position in an architecture firm and continue my education. Member WSA/AIA.

---

**PATRICK LONG - AGE 21 - SINGLE**



Being enrolled at N.W.T.I. for the past three years I have learned much about the business world, particularly in the Architectural field. My high school education concentrated on four years of Architectural drafting and woodworking. After one year of Mechanical Design experience, I transferred into the Architectural Technology program and found it much more rewarding. I relate very well with people and enjoy participating in all sports. Presently I am teaching 7th grade school students basic drafting. My future goals include succeeding in the Architectural field and someday becoming an architect.

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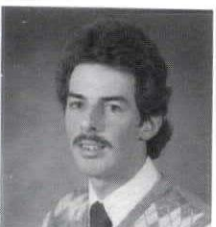
**STEVE GOTTFRIED - AGE 20 - GREEN BAY, WI**



My plans are to be employed as an architectural draftsman when I graduate from NWTI Green Bay. I have done drafting projects on the Terak and IBM computers. I have had a very strong background in drafting in high school. I am employed as a summer student to earn money for school. My main experience was in the machine shop, working mostly unsupervised, on various projects.

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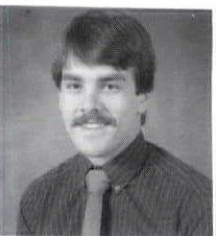
**DENNIS LeMERE - AGE 21 - SHIOCTON, WI**



While pursuing my degree in Architectural Technology I have held jobs in both building material sales and construction. In addition to the basic coursework, I have completed studies in Building Estimating and Computer Aided Drafting. I was elected Architectural Club Treasurer my first year and President this year. I am also a member of the WSA/AIA and VICA. Previous to enrolling in this program, I completed one year at Fox Valley Technical Institute in the Mechanical Design program. I hope to someday become a licensed architect and would be willing to relocate in the Midwest to start a drafting career.

---

**J. P. WIEBUSCH - AGE 22 - OCONTO, WI**



Upon my graduation from Northeast Wisconsin Technical Institute, I will have achieved an Associate Degree in Architectural Technology with a 3.5 G.P.A. I have attained a well rounded education including two years at the University of Wisconsin-Eau Claire in addition to my two years at NWTI. I also have extensive experience working with plans in the area of boat construction. I have had classes in both Apple Basic and Computer Aided Drafting.





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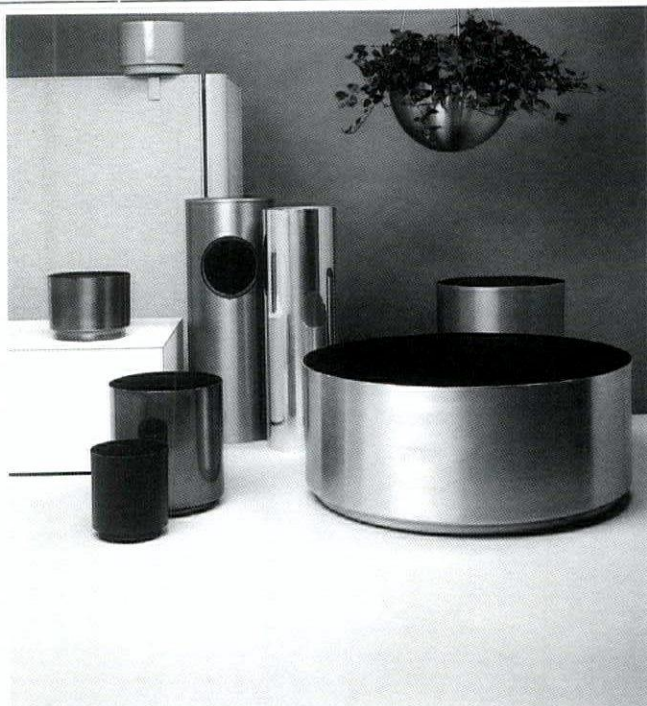
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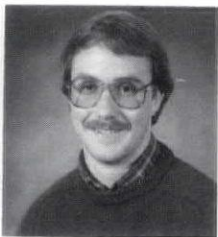
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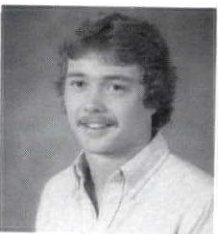


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**JEFF EVERS - AGE 20 - LITTLE CHUTE, WI**

Following graduation from NWTI, I plan to work in the Architectural Field. As a student I trained in the areas of Structural and Architectural Drafting and worked with CAD, (Computer Aided Drafting). I have drafting experience working on a consultant basis. I am looking forward to beginning a career in the Field of Architecture.

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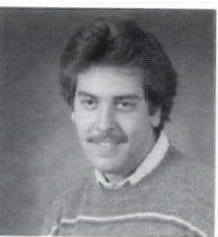


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**GREG BUDZ - AGE 21 - SOBIESKI, WI**

Upon graduation in May with my Associates Degree in Architectural Technology & Model Building at Northeast Wisconsin Technical Institute I plan on entering the Architectural Model Building Field. I have attained a well rounded background in the field with both degrees. I'm also familiar with the IBM CAD System, and a member of the American Model and Engineering Society as well as a member in our school's Model Building Club & Architectural Club. I feel I am a responsible person and have been working part time thru school at a paper mill working with the engineering department on a set-up crew. My future plans are to have a challenging and successful career in the field of Architecture and Model Design.

---



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**KEITH SKOVERA - PULASKI, WI**

My plans when I graduate are to gain employment as an architectural draftsman or CAD operator for an architectural firm. I have been working as a draftsman part time while attending school and I can bring practical experience, coupled with a solid background in school, to an employer. My experience on the Terek and IBM personal computer shows my responsibility and ability to advance with the high tech times. I am willing to relocate for a position that would fulfill my plans.

---



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**SUE ELLEN LUNDIN - GREEN BAY, WI**

I am earning an Associate Degree in Architectural Technology from NWTI, Green Bay. I have learned a lot about architectural and structural drafting, and building estimating. I enjoy working on CAD computers and any type of drafting. I attended the Architectural program at UWM-Milwaukee for 1½ years. My grades are good, and I am a student member of WSA/AIA. I am seeking employment with an architectural or structural firm, and I am willing to relocate.

---



---

**VICTOR CORPUS - AGE 21 - GREEN BAY, WI**

Following graduation I will pursue a career in the architectural field. I have experience in building trades as a carpenter. While enrolled at NWTI, I have maintained a strong GPA and attendance record. I have had several architectural and structural drafting classes. I also have experience in Computer Aided Drafting. I'm a dedicated individual and eager to begin my career.

---





VICKY BARTELT - AGE 22 - SHAWANO, WI

When I graduate from NWTI, I want to work in the Architectural Field as a draftsman. I am presently working full-time at Schneider Transport/Green Bay, while attending NWTI as a full-time student. I have experience working with the IBM C.A.D. System. I am dependable, conscientious and work well with others.



LISA ZEHREN - GREEN BAY, WI

After graduation (May 30, 1985) I want to pursue a career in the Architectural Field. In addition to my basic studies I have had experience with the I.B.M. C.A.D. and Building Estimating. I am presently a member of V.I.C.A. and the Architectural Club at N.W.T.I. I also have been a member of WSA/AIA for 2 years. My future goal is to become a registered architect.



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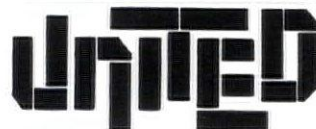
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