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March 1988

W I S C O N S I N

Architect

1988 WSA Convention

Art That Enters a Social Setting

How State Buildings are Built

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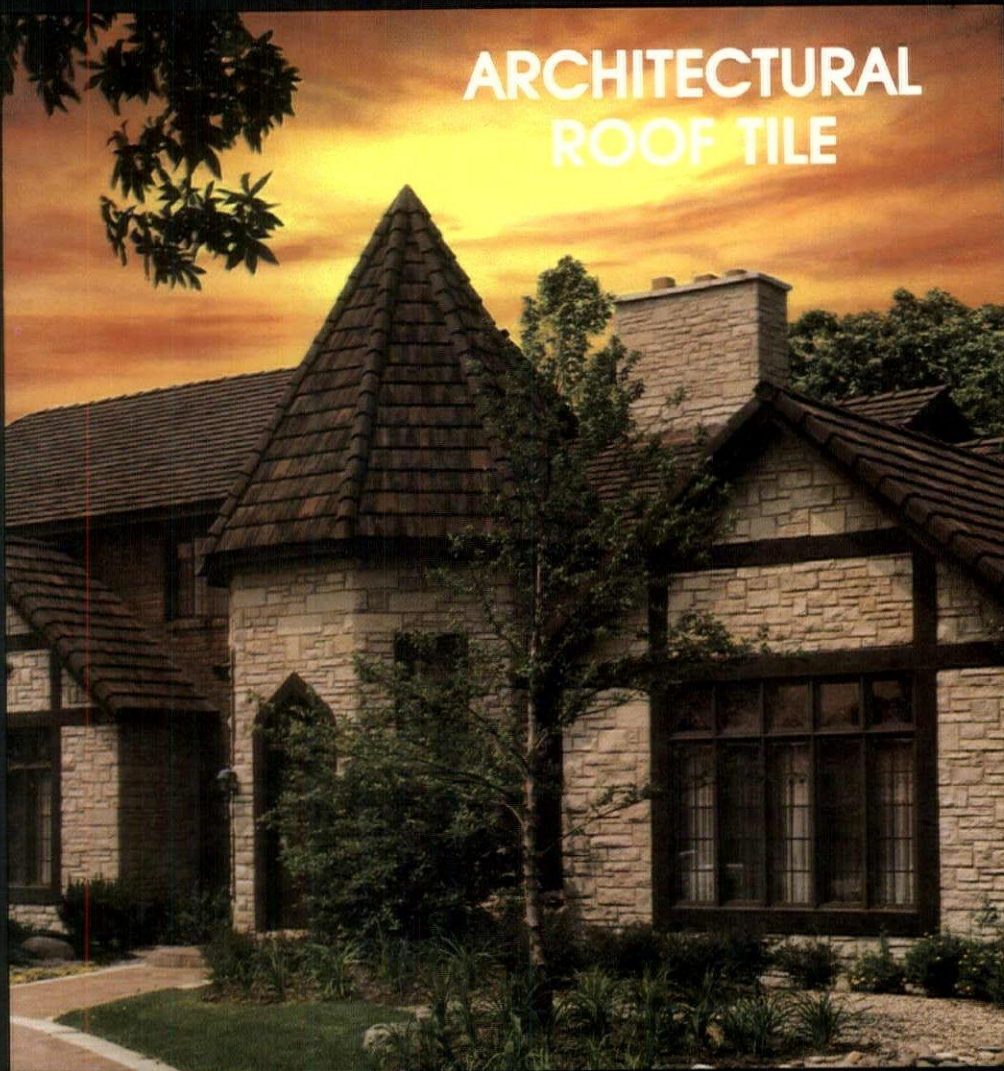
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Front Cover: Artwork produced by the residents of the
Taycheedah Correctional Institution
Photographer: Wisconsin Art Board

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"Vision . . . Imagine the Possibilities"

world. Rapid changes in technology are shrinking our world and accelerating events that took generations to occur in the past. Some visionaries paint our future in utopian splendor, while others

New ideas for the future role

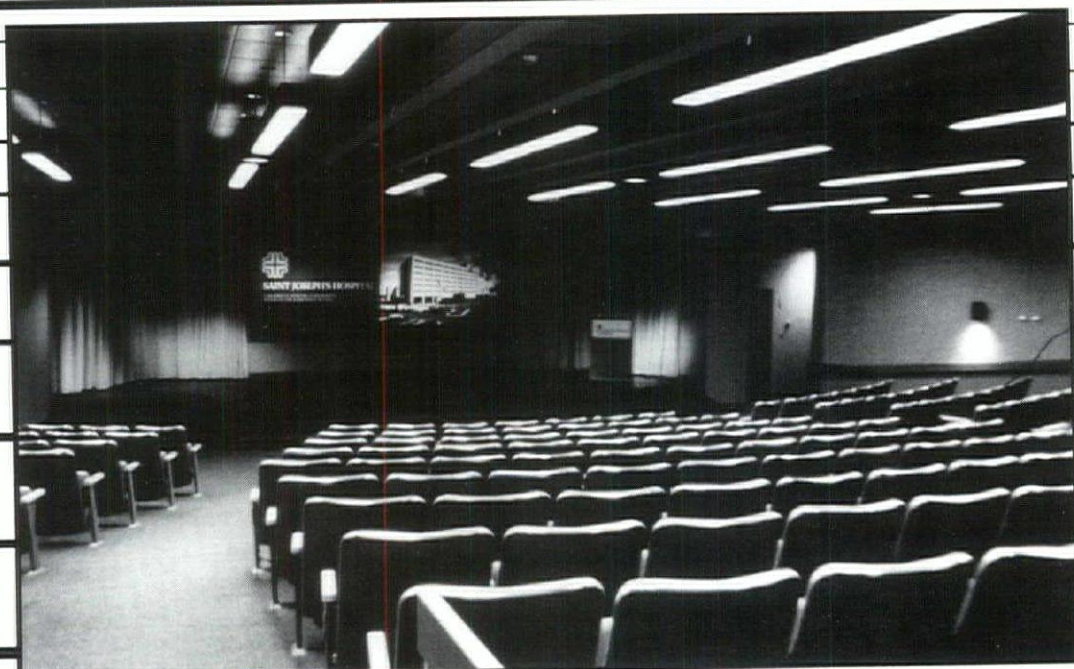
portray visions of doom and catastrophe. Most likely, the future will have a bit of both, and we, as architects, have a responsibility to help shape that future. This year's convention will begin

of Architects . . .

to look at the future and examine our role in shaping that future with "Vision . . . Imagine the Possibilities."

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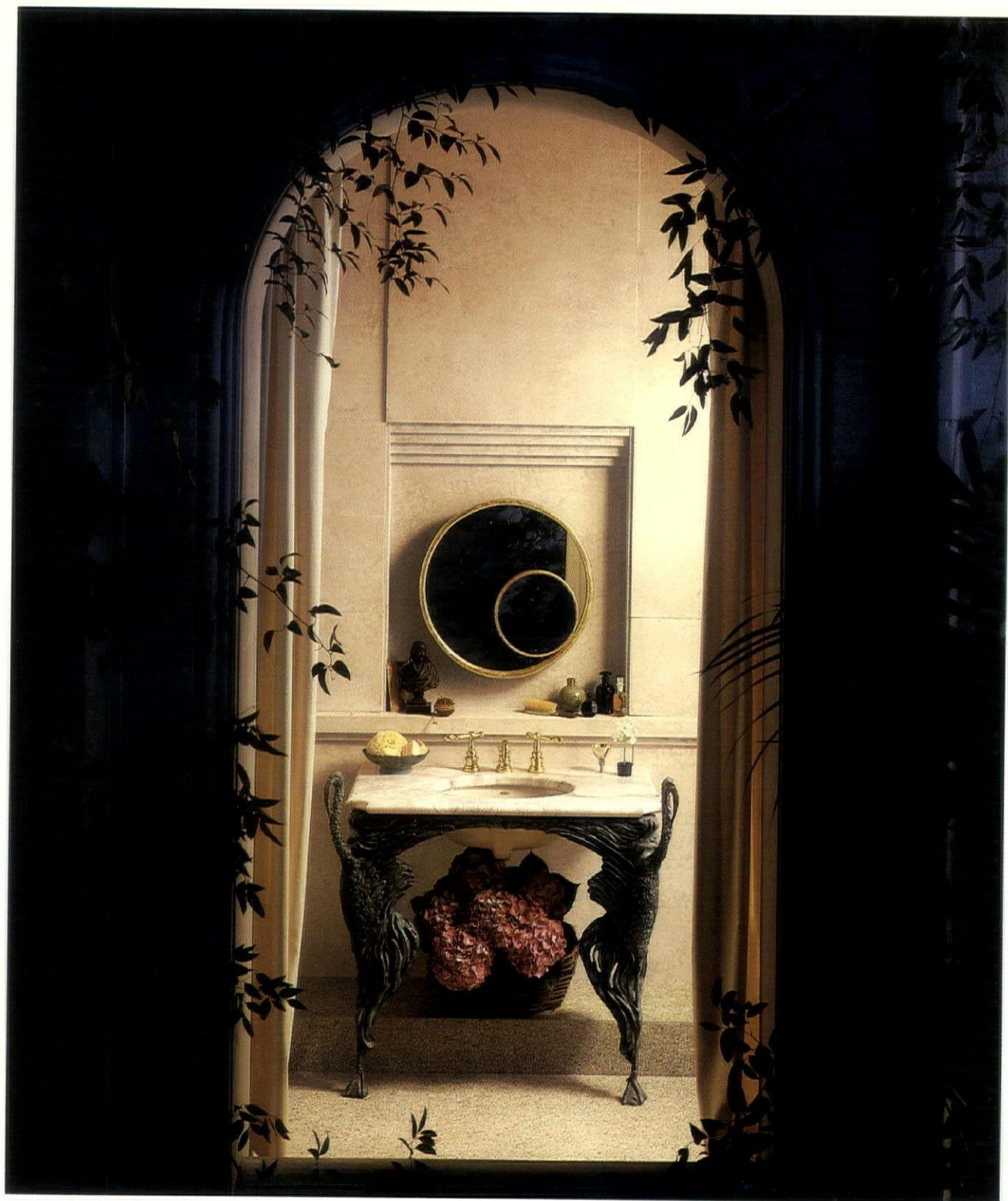
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Art That Enters a

When "public art" is mentioned, generally one imagines a large sculpture sited in the middle of a plaza or adjacent to a building, a painted wall mural in a lobby depicting an historical event or a series of smaller framed works, perhaps watercolors or prints, displayed in a hallway. But these approaches represent a fraction of the possibilities available for incorporating contemporary artists' visions in public settings.

As an introduction to some of the most current concepts in public art, I would like to present three examples from our own state of Wisconsin which exemplify the best of what is happening on a national scale. In these examples, you may also see some ideas for involving artists in your own architectural projects.

In the recent history of public art, there has been a movement toward more public interaction — with both the artwork and the process of its creation.

One direction that allows for public interaction during the design process and consequently with the resulting work is to have the artist in charge of developing both the site and the artwork to be located within it. In fact, under these circumstances, they often become one. The creation of urban spaces has been undertaken by a number of artists with a variety of approaches.

In 1987, the Wisconsin Arts Board had the opportunity to commission an artist to design an urban space when the University of Wisconsin-Madison closed the street between Union South and the new addition to the Computer Science Building. The selection committee for the project decided to pool funds designated for site preparation and the money allocated under the "Percent for Art" program in order to make it economically feasible. They chose New York sculptor Andrea Blum to work with architect Robert Shipley, AIA, of Bowen Williamson Zimmermann of Madison in designing a plaza for this location.

Ms. Blum is interested in making work that is functional as well as aesthetic; to make art that is less precious and more capable of entering a social setting. Her overall design, entitled "Rotational Shift", features a vertical layering of circular forms. The motif is articulated into the pavement with tinted concrete and colored aggregates. The plaza includes seating, lighting and landscaping.



Social Setting



The Computer Science Department and the University have been very pleased with the results. Professor Tad Pinkerton comments that, "The Orchard Street plaza represents a highly successful collaboration between the architect and the artist and also the contractor, Kraemer Construction, who put much care into the concrete work at the site and actualized the design. Ms. Blum's plaza provides a gracious entrance to the building and extends and integrates the area with the surrounding neighborhood."

Not all interactive works of public art are devoted to dealing with outdoor environments. In 1983, a large-scale work that deals innovatively with an interior architectural space was commissioned. Carl Billingsley, formerly of Milwaukee, designed and produced an aerial sculpture that could be viewed from three floors of the Waukesha (WI) State Office Building.

Mr. Billingsley states that, "These sculptures result from my interest in the physical properties of wood and its tendency to bend, twist in plane or warp. I explore

the tension of the natural material as well as create a visual tension between the natural forms of the wood and what seems to be the functional aspects of these forms."

Robert Lawcock of Milwaukee's Zimmerman Design Group (designers of the State Office Building) points out that the building is a high-tech statement in itself while the sculpture is organic in form — there is an electricity in the air between the two elements. "The sculpture is controversial be-

cause it may be perceived as out of context from an architectural point of view but it is an interesting and likeable piece as an artwork. In fact, it is now hard to imagine the space without it."

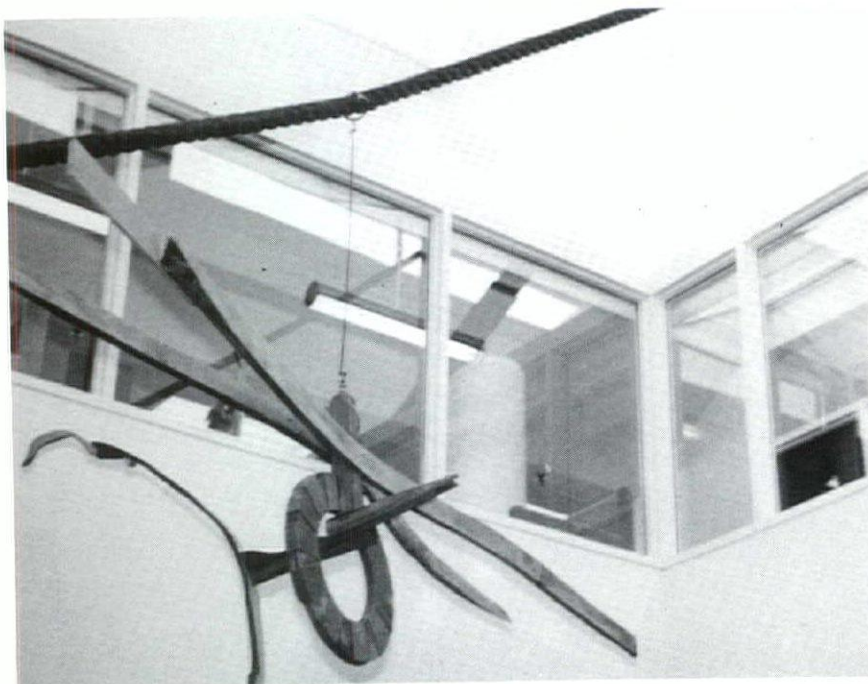
The works of public art presented here have featured elements of "interaction." The plaza is functional and designed with the public in mind — people interact directly with the piece as they use the space. The public can serve as active participants in the perception of the aerial sculpture as they view the piece from numerous vantage points in its architectural setting.

Perhaps the ultimate interaction possible with a work of art is to have the public become part of the art-making process; to become the artist's tool. This is a risky proposition because the artist loses autonomy with the work, relinquishing a degree of control over the aesthetic outcome. But some artists have been willing to take this risk.

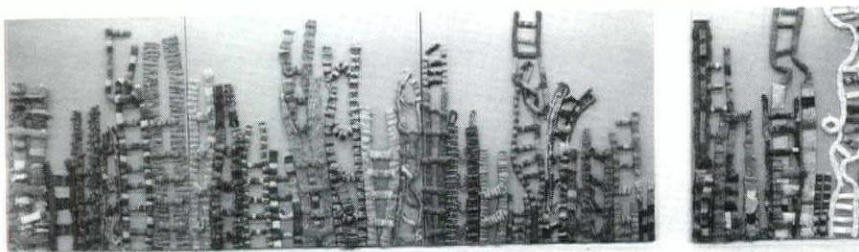
In 1984, 54 women residents of the Taycheedah Correctional Institute collaborated with artist Mary Benton of Neenah to produce a 9'(H) x 27'(L) fiber work entitled "Ladders." The design was conceived by Ms. Benton who collaged the ladders onto canvas, but all of the crocheted rag ladders were produced by the inmates. Each ladder is very individualistic, portraying an aspect of its maker.

All three of the projects discussed here presented unique opportunities for artists' involvement in a public venue. These examples point out the real potential of public art and what is possible when the public is understood to be an integral part of the process and the artwork.

Regina Flanagan is currently director of the Percent For Art Program at the Minnesota State Arts Board. From 1981 to 1988 Ms. Flanagan was the coordinator of the Wisconsin Arts Board's Percent For Art Program. Under this Program, state building projects over \$250,000 have an alloca-



Waukesha State Office Building



Taycheedah Correctional Institute

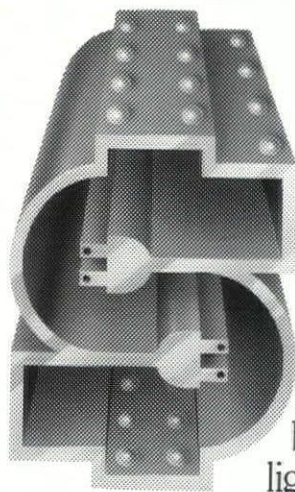
tion of 2/10 of one percent for artwork.

To date, 59 projects with a total budget of \$490,000 have been completed around the state. Twenty other states and over 30 municipalities nationwide have "percent for art" ordinances.

Photography:
Taycheedah Correctional Institute
Waukesha State Office Building
Regina Flanagan

Orchard Street Plaza
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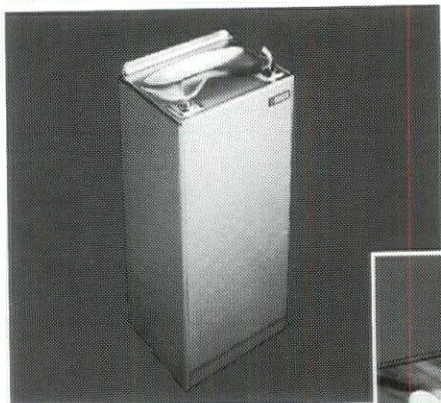
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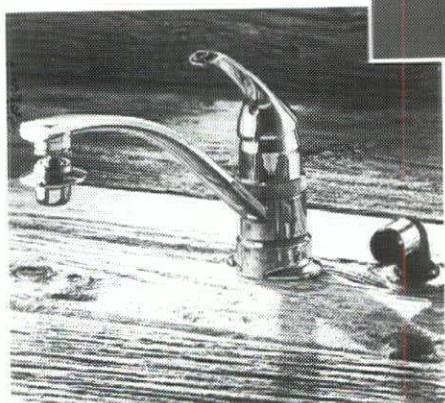
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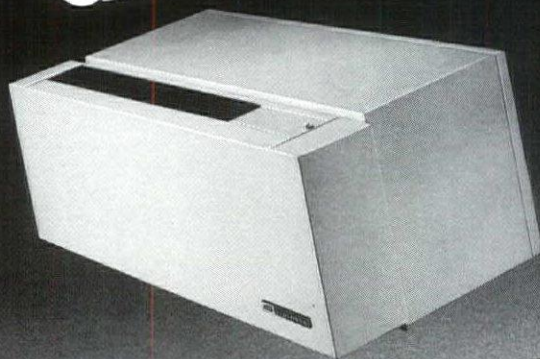
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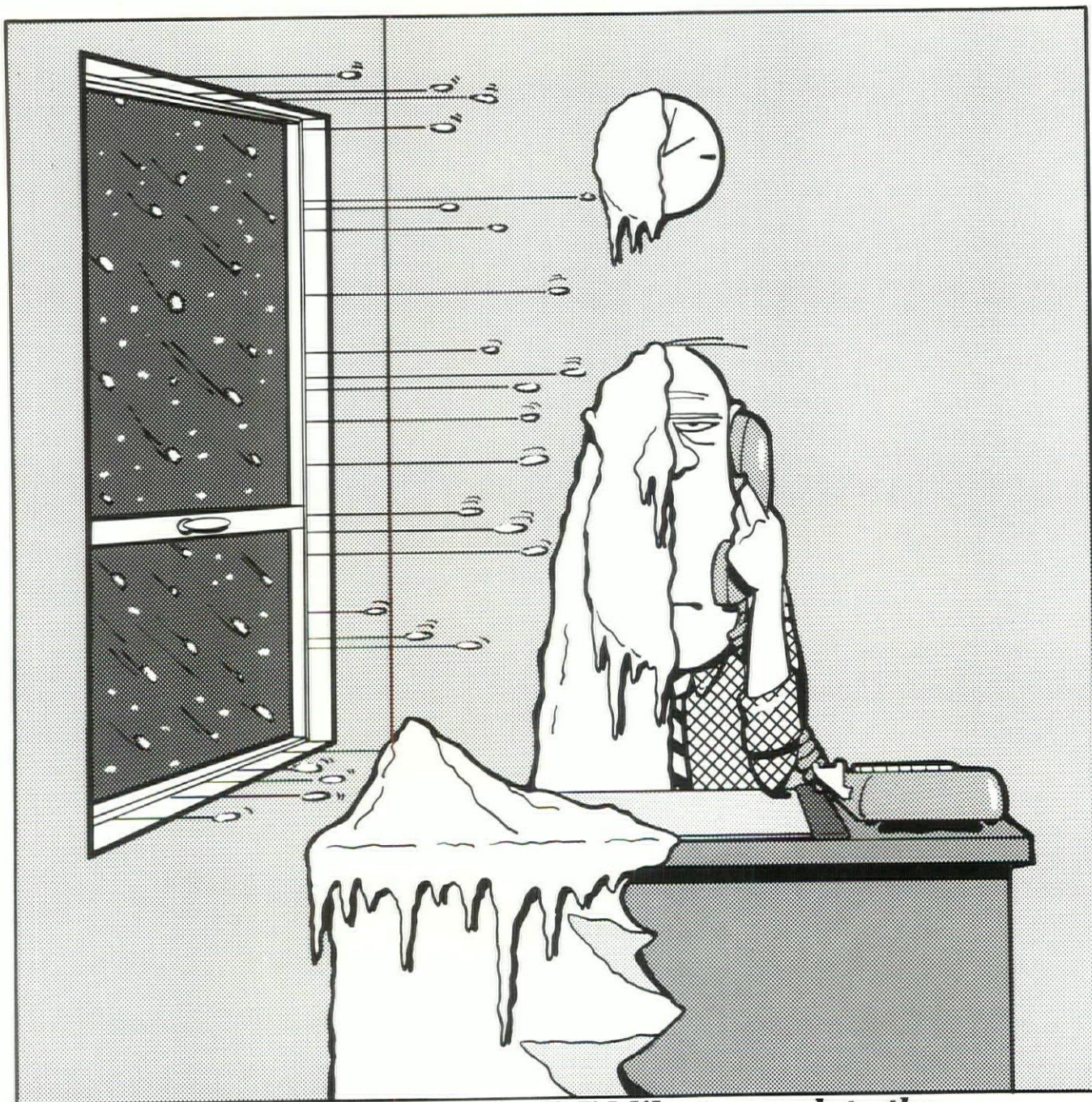
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OBJECTIVATION



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Wauwatosa, Wisconsin

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Joe Kurr & Associates

Plantscape:

Maxine Interior Plantscape

Photo: Al Gartzke

Design: H2D Haas Hausch Design

maxine

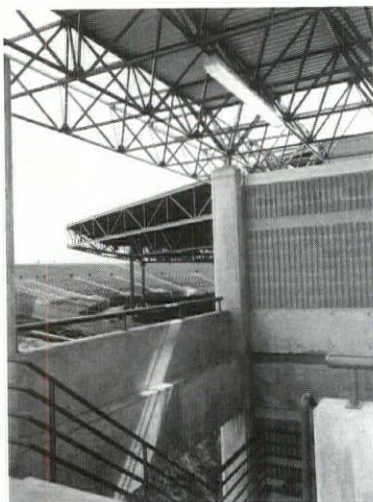
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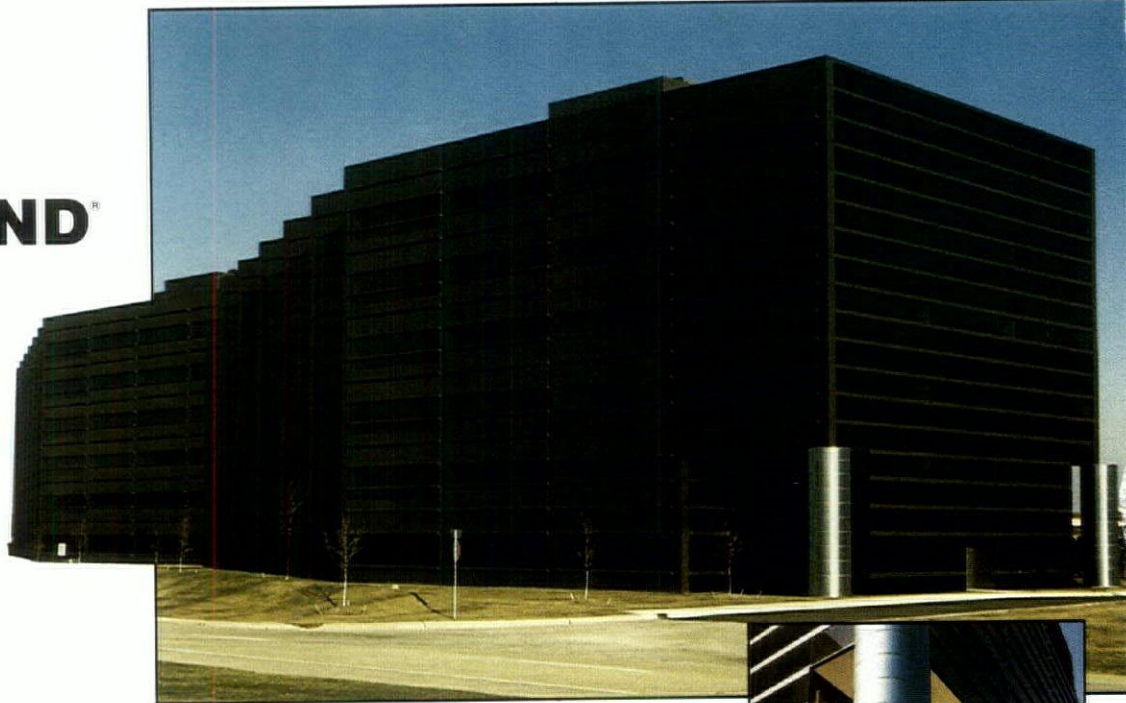


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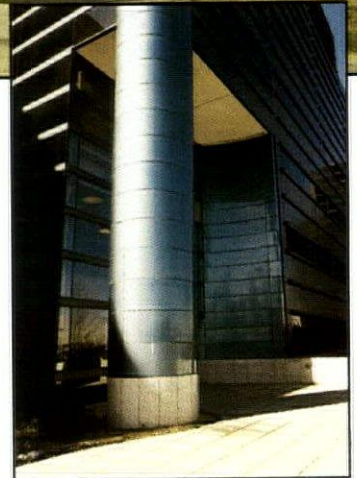
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On the lighter side, the accompanying cartoon characterization of "How State Buildings Are Built" provides a little bit different perspective of how state policies and procedures may work in practice. The cartoonist is Frederick Loewen, chief architect in the Bureau of Engineering Services at DOSFM.

1. *Initiation of Project* — Receive request to proceed on building project from the State Building Commission or agency and hold project for Selection Committee.
2. *Program Review* — Review agency prepared program to assure that project is responsible to the mission of the agency and in conformance with prior agency approved requests.
3. *Selection of Architect/Engineer* — Review request, confer with agency, and recommend selection of A/E to the Secretary.
4. *Negotiation of Architect/Engineer Agreement* — Contact and negotiate an acceptable contract with A/E approved by the Secretary.
5. *Preparation & Execution of Architect/Engineer* — Write contract based on agreed terms, supervise its distribution and contract execution.
6. *Initial Contact in Project Development* — Contact agency's building committee and others as required, to discuss program. Outline project development and schedule meeting with A/E.
7. *Prepare Concept* — Project Manager

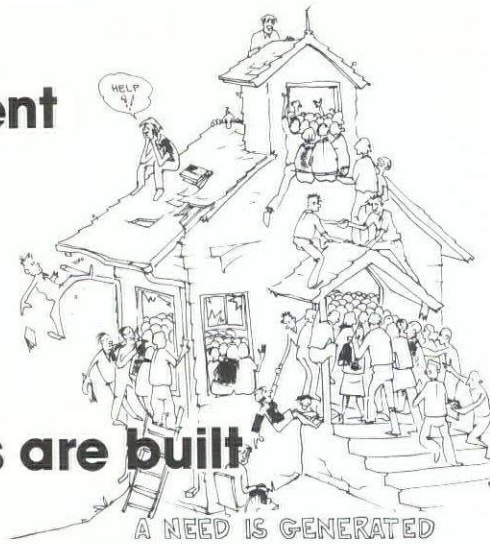
schedules necessary meetings and directs and coordinates the development of the Concept.

8. *Develop Time Schedule for Project* — Project Manager reviews project requirements with designer who develops detail schedule for design and construction.
9. *Review and Approval of Concept* — Review and approval of Concept. Obtain agency, and Planning & Evaluation Section approval of Concept.
10. *Prepare Concept & Budget Report* — Project Manager directs and coordinates preparation of Report.
11. *Concept & Budget Report Approval* — Review Concept and Budget Report and authorize release of funding for further development.
12. *Preparation of Preliminary Documents* — Project Manager schedules necessary meetings and directs and coordinates the development of preliminary drawings and specifications.
13. *Approval of Preliminary Documents* — Schedule review meetings with agency, designer, and staff as required to review preliminary drawings and specifications in detail.
14. *Preparation of Working Drawings* — Project Manager schedules necessary meetings and directs and coordinates the development of working drawings and specifications.
15. *Approval of Working Drawings* — Curatory review of final drawings and specifications as required.
16. *Coordinate Scheduling of Bid Openings* — Maintain master list of all projects and coordinate scheduling of bid openings.
17. *Preparation of Invitation to Bid* — Prepare Invitation to Bid and submit to Project Manager.
18. *Publication of Invitation to Bid* — Arrange for publication of Invitation to Bid on scheduled date.
19. *Distribution of Drawings and Specifications* — Obtain required number of drawings and specifications and distribute on request to potential bidders.
20. *Bid Opening* — Receive all bids and publicly open and read them.
21. *Recommendation of A/E* — Review bids and recommend award of contracts.
22. *Preparation of Project Budgets* — Review

total funds available and recommend project budget.

23. *Approval of Project Budget* — Review recommendation and approve contract awards and project budget.
24. *Process of Contracts & Letter of Transmittal* — Process contracts and transmit for approval to contractual parties.
25. *Approval of Contracts* — Administration transmits contracts to signatories for action.
26. *Notification to Proceed* — Upon receipt of approved contract, prepare letter to proceed.
27. *Preconstruction Coordination* — Make necessary arrangements with all involved parties.
28. *Supervision of Construction* — Supervise and coordinate all construction in compliance with plans and specifications and maintain punch list items.
29. *Responsible Observation of Construction* — Responsibility and performance as required by Contract.
30. *Change-Order Procedure* — Review request to determine validity, consult with Project Manager and recommend acceptance or rejection. Negotiate price with contractor, prepare change order and submit to Project Manager. Review, process and approve change-order.
31. *Payment Procedures* — Submit request to A/E with informational copy to Construction Representative. Review request, correct if necessary and forward to Division. Check all computations, make corrections if required, obtain necessary approvals, process and distribute.
32. *Substantial Completion* — Notify all parties involved of the date upon which the inspection will be conducted and carry out inspection to verify construction status.
33. *Final Inspection* — Conduct final inspection and recommend acceptance of facility.
34. *Project Close-Out* — Obtain necessary approvals including final payment release from Project Manager, obtain agency final acceptance, make final payments, close out contracts and contingency fund and terminate project.
35. *Warranty Items* — Project Manager assures that A/E takes whatever action is required to resolve problem.

Division of State Facilities Management

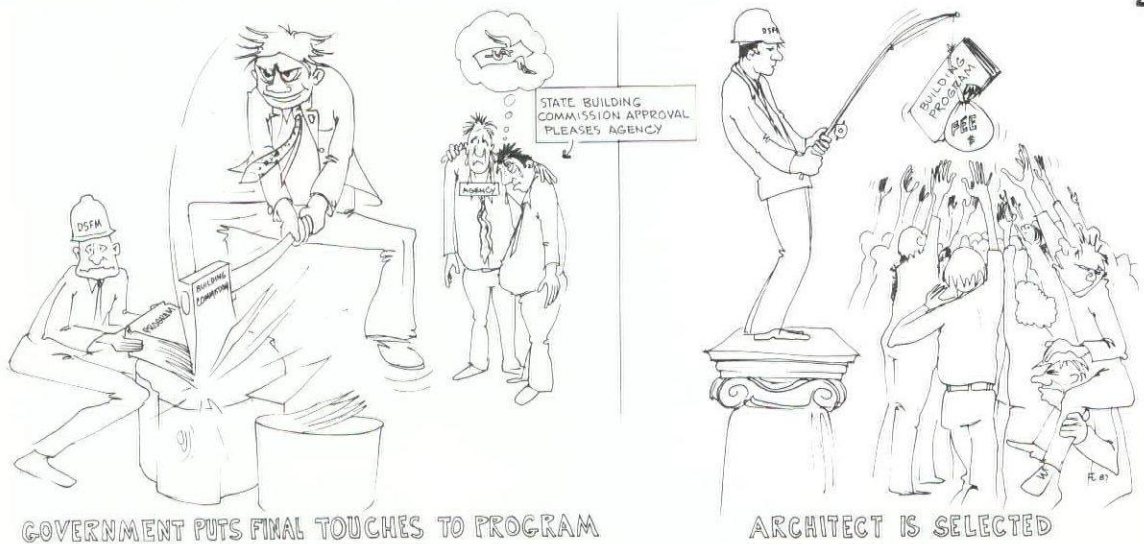


'How State Buildings are built

by Frederick Loewen



BUILDING PROGRAM BECOMES PART OF BIENNIAL BUDGETMAYBE!



5



ARCHITECT CREATES IDEAS
FOR A CONCEPT BUDGET REPORT

6



AGENCY PRESENTS C.B.R. TO WISCONSIN
BUILDING COMMISSION FOR APPROVAL

7



PROJECT MANAGER
DIRECTS PROJECT

8



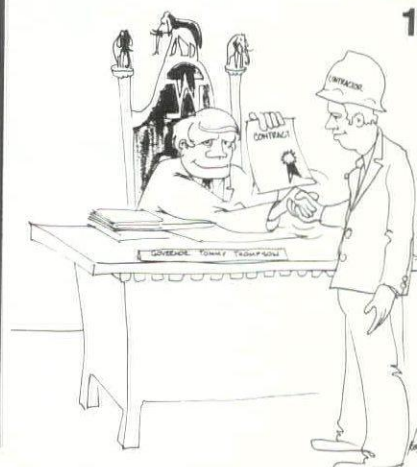
BUREAU OF ENGINEERING
APPROVES PROJECT

9



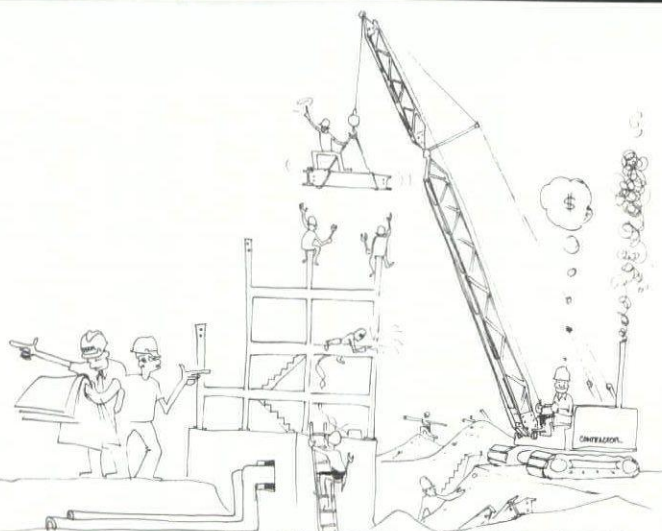
DSFM BIDS PROJECT

10



GOVERNOR AWARDS CONTRACT

11



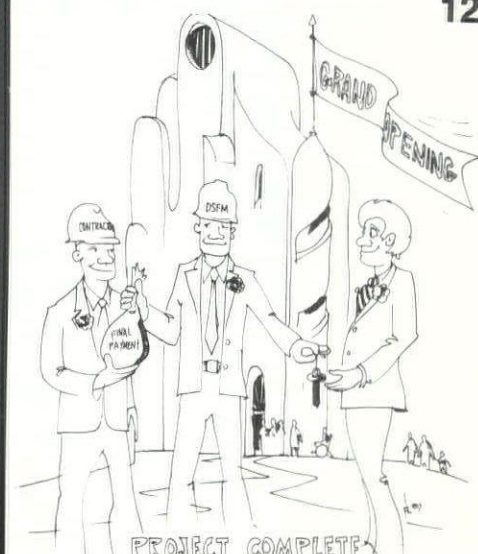
DSFM SUPERVISES CONSTRUCTION

LOOKS LIKE
TWO COATS



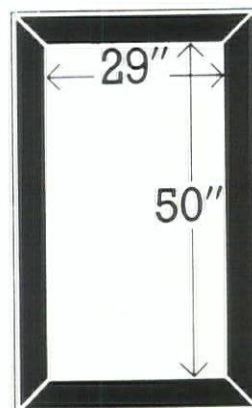
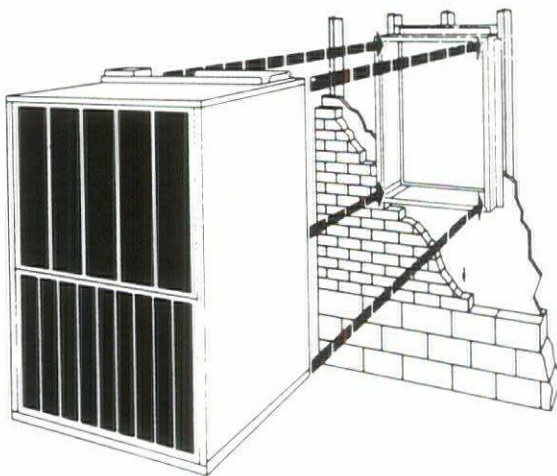
DSFM MAKES
FINAL INSPECTION

12



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Blue Flame
Council**

Imagine the Possibilities

**Wisconsin Society of Architects
57th Annual Convention
Olympia Village
Oconomowoc, Wisconsin
May 10-11, 1988**

VISION... an unusual ability for foreseeing what is going to happen. Some visionaries paint our future in utopian splendor. Others portray a vision of doom and catastrophe. What will our future be? Most likely, it will contain elements from both scenarios.

What is the architect's role in shaping our future? What trends can be reasonably anticipated so that architects may begin to develop solutions for future design needs? What steps can architects take today in order to be prepared to respond to the changing demands that will be placed on the profession tomorrow?

The 57th Annual WSA Convention will begin to look at the future and the role of architecture in shaping that future. An outstanding combination of speakers and programs has been assembled to help us all peer into the future with a bit more clarity and focus.

The 1988 WSA Convention contains all the ingredients for success... professional stimulation through the communication of ideas, the sharing of knowledge on new products and services, and the interaction between professionals. This year there will be more exhibits, more entertainment, more hors d'oeuvres, more libations and more fun than ever before!

All we need is you. Welcome to the 57th Annual WSA Convention, *Vision*... *Imagine the Possibilities*. Mark your calendar, plan to attend and bring your friends, staff and business associates. There's something for everyone!

We look forward to seeing you at the Olympia Village in Oconomowoc on May 10-11, 1988. For additional information on the 1988 Convention, call the WSA office... 1-800-ARCHITECT/(608)257-8477.

Vision . . .

Early Bird Cocktail Party

Monday, May 9

7:00-9:00pm

If you are planning on arriving at the Olympia the nite before the Convention starts, get a jump on the festivities by joining 1988 Convention Chairman Joe Powelka, AIA, in his suite for hors d'oeuvres, drinks, conversation and congeniality. This will be just for fun. Discuss your vision of the future of architecture. Architects, exhibitors, students and anyone else coming to the Convention are cordially invited.

Registration

Tuesday, May 10

8:00am - 7:30pm

Check in at the Registration Desk at the entrance to the Exhibit Hall and pick up your Convention materials. Registration opens at 8:00a.m. Located near the Registration Desk will be the Convention Message Center, exhibit of VTAE Drafting Competition winners and displays by Wisconsin Architect magazine, CSI, IBD, ASID, SARUP, IDP, QBS and other affiliated groups and programs.

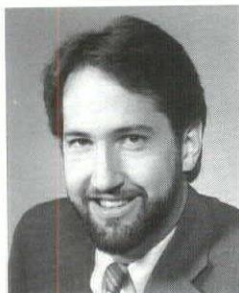
Vision . . .

David M. Zach

Taking Ownership of the Future

Tuesday, May 10

9:15-10:30am



Mr. Zach is one of a few professionally trained futurists in the United States, having earned his Master's degree in Futures Research from the University of Houston. He has applied his training as a trend analyst with Northwestern Mutual Life, as a forecasting analyst with Johnson Controls, and by teaching future studies at the University of Wisconsin-Milwaukee. Zach now has his own company called Innovative Futures. With an emphasis on social and demographic trends, he works with a wide range of audiences to help them prepare for the future on both a personal and professional level.

How to use information about the future to your advantage will be the focus of this session. Taking ownership of the future means identifying the skills and attitudes needed to effectively deal with change on a personal and professional level. Emphasis will be placed on information supporting the trends that will influence architecture in the future.

Wisconsin Architects Foundation Annual Meeting and Reception

Tuesday, May 10

10:30-11:00am

The Board of Directors of the Wisconsin Architects Foundation invites all Convention registrants and exhibitors to a wine and cheese reception immediately preceding the WSA Annual Meeting and luncheon. WAF President Tom Nisbet, AIA, will give a brief report on WAF activities, introduce WAF scholarship recipients and accept the annual contribution from the Milwaukee Chapter CSI. Come and learn more about "Campaign 300" and other WAF activities and programs.

WSA Annual Meeting and Luncheon

Tuesday, May 10

11:15-12:30pm

Join WSA President H. James Gabriel, AIA, WSA Executive Director William Babcock, AIA Regional Director Tom Van Housen, AIA, and the WSA Board of Directors for lunch and the opportunity to hear and discuss important issues facing the WSA and the profession. Hear a firsthand report on current WSA and AIA programs and what's being planned for the future. Also on the agenda will be the presentation of the WSA Golden Award to Mark A. Pfaller, FAIA. WSA members and nonmembers are encouraged to attend and participate.

Future of the Industrial City

Dean Carl V. Patton and

Jeffrey E. Ollswang, AIA

Tuesday, May 10

12:30-1:00pm





Dean Carl V. Patton



Jeffrey E. Ollswang, AIA

The WSA is pleased to be a sponsor of the first International Cities Design Competition sanctioned by the Union of International Architects and coordinated by the School of Architecture and Urban Planning (SARUP) at the University of Wisconsin-Milwaukee. As part of the WSA Annual Meeting and Luncheon, Dean Patton and Professor Ollswang of SARUP will present an overview of this competition which will focus the attention of architects and planners from around the world on the future of Milwaukee. A total of \$125,000 in prizes will be awarded

Using Milwaukee as the design problem, the goal of the competition is to renew the tradition and dialog associated with visualizing the "City of the Future." The challenge will be to analyze four typical areas of a city, define future options and develop innovative planning and design solutions. What will emerge will be concepts, images and designs that can influence the future planning and design of mature industrial cities around the world.

... Imagine the Possibilities

Concurrent Workshops

Tuesday, May 10

1:00-2:00pm

Choose one of three workshops offered today to gain valuable insights into the role and responsibilities of architects in providing shelter for the homeless, working with landscape architects to shape our future built environment, and developing building codes to protect the public's health and safety.

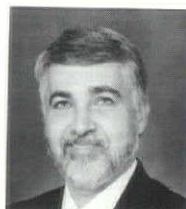
Seminar 1

**D. Blake Chambliss, FAIA, and
Donald Maniccia**

The Search For Shelter



Blake Chambliss, FAIA



Donald Maniccia

Without a doubt, the problem of housing the homeless and other low-income groups is one of the most important issues facing our nation. The two seminar speakers bring with them a wealth of knowledge and experience in dealing with the problems of the homeless. As the Convention focuses on visions of the future, this workshop will help draw our attention to the current and future needs of a segment of our population — the poor, elderly, mentally ill, unemployed — which oftentimes is ignored. *The Search for Shelter* is a national program sponsored by the AIA, AIAS and Neighborhood Reinvestment Corp. It is designed to develop workable strategies to meet special-shelter and affordable-housing needs by encouraging broad-based community coalitions of architects, students, educators, shelter providers, government officials and civic leaders.

Blake Chambliss is a Senior Associate with the Denver architectural firm Anderson Mason Dales and specializes in the design of housing for the elderly. He was Chairman of the AIA Housing Committee when *The Search for Shelter* program was started and serves as the professional advisor for this effort. Mr. Chambliss has a strong commitment to finding funding and solutions for the needs of the homeless and has spoken on the subject at architectural conferences in the U.S., Canada and England.

Donald Maniccia is the Executive Director of the Hawkeye Area Community Action Program (HACAP) which serves 21,400 families in six counties in eastern Iowa. He is a recognized expert on the homeless, having appeared on nationally televised specials on the subject. HACAP is a community action agency dedicated to helping people become economically and emotionally self-sufficient. As someone who works with the homeless and service providers on a daily basis, Mr. Maniccia will bring an informed perspective to the program.

Seminar 2

William H. McGibbon
Landscape Architecture

Shaping our preferred vision of the future will require an interdisciplinary approach to the challenges and opportunities facing our built environment. It also will require the implementation of quality projects on time and on budget.

Mr. McGibbon will provide his unique insights into meeting the challenges ahead from his perspective as President of the Ann Arbor planning, landscape architecture and urban design firm of Johnson, Johnson & Roy/Inc. He has become a recognized expert on the development and implementation of site improvements for projects of large scale and quality, ranging from complete college campuses to detailed urban restoration projects. A graduate of the University of Wisconsin, his experience includes numerous projects throughout the midwest including The University of Wisconsin Research Park in Madison and Racine Festival Park.

Seminar 3

Richard Meyer
DILHR Codes Roundtable

Join in a roundtable discussion on Wisconsin's Building Code. Find out how you can get involved in the development of state codes. Learn how the reorganization at DILHR will affect you and your practice. Get answers to questions you were always afraid to ask. Richard Meyer has been with the Division of Safety and Buildings at DILHR since 1970 and currently heads up the new Office of Division Codes and Application.

Exhibitor Meeting

Tuesday, May 10

1:30-2:00pm

Exhibitors should have their booths set up by 1:30 p.m. Now meet with WSA Convention Chairman Joe Powelka, AIA, and WSA Executive Director Bill Babcock to review the procedures for the Exhibit Hall, the booth awards program and other important matters.

Vision . . .

Edmund N. Bacon, FAIA

Urban Planning

Tuesday, May 10

2:15-3:30pm



As an architect, city planner and author, Edmund Bacon is often referred to as the outstanding planner of his generation and is perhaps most noted for his work in Philadelphia. He believes that the building of cities is one of man's greatest achievements and that the future of our cities is what we make it. His vision involves achieving a deeper understanding of the interactions and decisions which determine the form of a city to gain the insight necessary to create noble cities in our own day.

Mr. Bacon studied architecture at Cornell University and city planning at the Cranbrook Academy. From 1949-1970, he served as executive director of the Philadelphia City Planning Commission. Under his direction, a series of plans were implemented that were designed to restructure the city, renew its historic core, preserve landmarks and provide housing, neighborhood parks and transportation systems. He has been in private practice since 1971 as Vice-President of design for Mondev International Ltd. of Montreal, and is an Adjunct Professor at the University of Pennsylvania. Mr. Bacon will share his vision of architecture and urban planning.

Construction Industry Reception and Open House Party

Exhibit Hall

Tuesday, May 10

3:30-7:30pm

Come to the largest "Hospitality Suite" ever at the WSA Convention. This hospitality suite will be in the Exhibit Hall and will feature 145 exhibit booths of construction related materials, services, furniture and equipment. There is no registration fee for this event. Invitations have been sent to contractors, subcontractors, interior designers, landscape architects, urban planners, and others interested in the design and construction industry. Bring your spouse, invite your co-workers, consultants, industry friends and clients. This is an excellent opportunity to update your ties with the construction industry and keep abreast of new technology, services and materials . . . while having a good time. Beer and pretzels are on the WSA. Don't miss this event!

Associates Meeting

Mitchell Elliot

IDP — Bridging the Gap

Tuesday, May 10

6:00-7:00pm



Attention WSA Associate members! This program has been added to the Convention schedule just for you . . . but anyone else from recently registered architects to firm principals are invited to participate. Mitchell Elliot will provide an informative presentation on NCARB's Intern-Architect Development Program and be available to answer your questions about IDP. Mr. Elliot is with the architectural firm of Wiscam/Birge & Associates of Omaha, Nebraska. He is beginning his third year as the AIA Associate Representative on the National IDP Coordinating Committee and serves as the Region 5 Coordinator for the IDP program. This is your chance to begin networking with other

Associate members from throughout Wisconsin and to learn about special programs being planned by Associates in other WSA Chapters. Kevin Shumann, the Associate Representative on the WSA Board of Directors, will be chairing this meeting. Don't forget to tour the Exhibit Hall before and after the meeting and to stick around for the world famous Progressive Cocktail Party later that evening.

Progressive Cocktail Party

Hospitality Suites

Tuesday, May 10

7:30-9:30pm

If you aren't meeting people and having fun yet . . . now it will happen. "It" is the WSA's Progressive Cocktail Party. There will be plenty of hors d'oeuvres and even something to drink. There will be at least eight different stops included in the Progressive Cocktail Party, hosted by exhibitors in their hospitality suites and sponsored in part by the WSA. Visit with architects and exhibitors in this most informal of settings. Why not take this journey in search of the perfect hors d'oeuvre and your favorite beverage?

Try to keep a clear head because there will be answers to the WSA's Architectural Trivia Contest at each stop along the way which will enable you to enter the special door prize drawing in the Exhibit Hall on Wednesday.

Ice Cream Galore

Tuesday, May 10

9:30-10:30pm

Back by popular demand! Build your own sundae at the WSA Ice Cream Parlor before you call it a night. There will be lots and lots of goodies to put on top!

Dinner, Dancing and Hospitality Suites

Tuesday, May 10

9:30pm-?!

What happens after you've made all the stops on the Progressive Cocktail Party and designed your own ice cream sundae? Lots! There will be exhibitor hospitality suites, dancing and dining. All will be available at the Olympia Village. You may only be young once . . . so have a good time!

Registration

Wednesday, May 11

8:00am-2pm

If you haven't done so already, stop at the Registration Desk at the entrance to the Exhibit Hall to pick up your Convention materials . . . and see if you have any messages.

Continental Breakfast

Wednesday, May 11

8:15-8:45am

Enjoy some coffee, tea or juice with a fresh danish or croissant before the morning's first seminar. Try to recuperate after Tuesday night's party and visit with friends from around the state.

. . . Imagine the Possibilities

Concurrent Workshops

Tuesday, May 10

1:00-2:00pm

Choose one of three workshops offered today to gain valuable insights into the role and responsibilities of architects in providing shelter for the homeless, working with landscape architects to shape our future built environment, and developing building codes to protect the public's health and safety.

Seminar 1

**D. Blake Cambliss, FAIA,
and Donald Maniccia**

The Search for Shelter

See Tuesday's schedule for details.

Seminar 2

William McGibbon

Landscape Architecture

See Tuesday's schedule for details.

Seminar 3

D. Van Fossen

QBS Roundtable



During the past two years, the WSA has assisted over 300 owners in establishing a process for selecting architects on the basis of qualifications and competence. The WSA's innovative Qualification Based Selection (QBS) program is now a model which is being promoted by the AIA across the country. Prior to joining the WSA staff as QBS Facilitator, D. Van Fossen was General Manager of the American Society of Training and Development and the International Federation of Training and Development. Plan to participate with Van in this QBS roundtable. It's your program. The purpose of the workshop will be to share information about QBS, to respond to any questions you may have about the program, and to identify your comments and suggestions for improving the QBS program.

Vision . . .

Mildred F. Schmertz, FAIA

Honor Awards Presentation and Analysis

Wednesday, May 11

9:45-11:00am



Here's your chance to get an inside look into the jurying process for the 1988 WSA Honor Awards program. Mildred Schmertz, Editor-in-Chief of *Architectural Record*, will provide an analysis and presentation of the Honor and Merit Award winners and other project submittals.

Mildred Schmertz earned her Bachelor of Architecture degree from Carnegie Mellon University and a Master of Fine Arts from Yale. Recently she was appointed by Mayor Koch to New York City's Design Process Task Force for publicly sponsored development projects. Editor of *Architectural Record* she will be able to provide a unique perspective on architecture in Wisconsin.

Schmertz will have been one of three

jurors who scrutinized the projects submitted and will provide an insightful and informative look at the jurying process, as well as the winners and also rans. Prior to this time, award recipients will be known only to the WSA Design Awards Committee and the jurors.

Exhibits! Exhibits! Exhibits!

Walking Lunch

Wednesday, May 11

11:00-2:00pm

Come and visit with the 145 exhibitors of construction related services, equipment and furniture. Take a casual stroll through the Exhibit Hall and enjoy a walking lunch . . . included in your registration fee. Take a look at the winning submittals for this year's VTAE student drafting competition and take part in the other special events planned for this occasion. Door prizes will be awarded during this exhibit period . . . and you have to be present to win. Here is your opportunity to shop the full gamut of construction industry materials and services necessary for any successful project all in one convenient location.

Vision . . .

Vision . . .

William G. Monroe III, AIA
Clark Tribble Harris & Li Architects
Design for the Future
Wednesday, May 11
2:00-3:00pm



Design excellence . . . what lies ahead? Architect William Monroe is uniquely qualified to report on the current trends and developments that will shape the practice of architecture and determine the success of architectural firms in the future. As Principal-in-Charge of the Charlotte, North Carolina office of Clark Tribble Harris & Li Architects, P.A., Mr. Monroe has been responsible for the firm's work on many developments throughout the Southeast and other regions of the country. An example is 100 East, a joint venture project of Faison Associates and Northwestern Mutual Life Insurance Company in Milwaukee, currently being handled out of Clark Tribble Harris & Li's Charlotte office.

Mr. Monroe specializes in urban high-rise, mixed use complexes and large suburban business and office parks. Working with a diverse group of corporate and private developers, he has extensive knowledge of development costs and development strategies. Mr. Monroe will share with us his vision of design excellence, his experiences in building strong architect-developer relationships and his insights into how architectural firms can position themselves for a preferred future.

Vision . . .

John G. Burnett, President
Rockefeller Center Development
Corporation
The Shape of Things to Come
Wednesday, May 11
3:15-4:15pm



Now that you have seen and heard a wide range of speakers present their vision of the future and have had a chance to imagine some of the possibilities, the Convention's concluding General Session speaker will bring into sharper focus the role of architects, planners and developers in shaping our future. His perspective will be that of a developer involved in major office and commercial real estate developments nationwide.

John Burnett is President and CEO of Rockefeller Center Development Corporation, the operating company of The Rockefeller Group. A Wisconsin native and Yale Law School graduate, Mr. Burnett joined RCDC when it was founded in 1976. His previous experience included the development of low and moderate income housing as well as commercial projects in economically depressed areas throughout the state of New York as President and CEO of the New York State Urban Development Corporation. From 1960 to 1969, he was Executive Vice President of a private company engaged in the planning and management of natural resource-based development in less developed areas of the world. Mr. Burnett is an engaging speaker and is well qualified to sum up the ideas, thoughts, opinions and visions expressed on the Convention's theme, *Vision . . . Imagine the Possibilities*.

Convention Particulars

Spouses

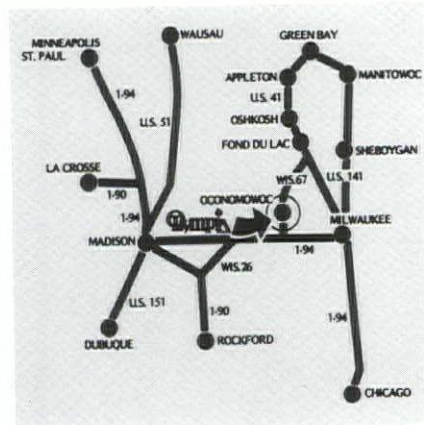
The spouses of individuals registered for the Convention will be offered free admittance to all Convention presentations, exhibits and spouse activities. Spouses will be responsible for the cost of tickets to special events. Each spouse should obtain an identification badge at the Registration Desk.

Lodging

A block of rooms has been reserved at the Olympia Village in Oconomowoc, Wisconsin. Exhibitors and registrants participating in the WSA's 57th Annual Convention will be able to obtain rooms (single or double occupancy) for \$56 per night. These rooms normally rent for \$90 per night. Reservations should be made directly with the Olympia by calling 1-800-558-9573 or (414) 567-0311. From Milwaukee call 342-0414.

How to Get There

Getting to the Olympia Village is half the fun. Conveniently located, it is an easy drive from Milwaukee, Madison, Green Bay and most parts of Wisconsin. From Milwaukee or Madison travel on Interstate 94 to Exit 282. Continue north 1½ miles on Wisconsin Rte. 67. The entrance to the Olympia Village is on the left. For information call 1-800-558-9573 or (414) 567-0311. From Milwaukee: 342-0414. Limousine service is available from the Milwaukee Airport, with 10 round trips daily.



Message Center

There will be a message Center at the Convention where you can be contacted. Calls should be placed to the Wisconsin Society of Architects Convention (414) 567-0311, and the callers should ask for the WSA Message Center.

CEU Credit Offered

For the eleventh year, the WSA will be awarding CEU credits for attendance at the seminars during the two days of the Convention. If you plan to take advantage of this opportunity, please note the item on the registration form related to CEU credit. One CEU credit is equivalent to 10 hours of seminars/classroom attendance.

Door Prizes

Door prizes will be awarded during the Exhibit Period/Walking Lunch from 11:00 a.m. to 2:00 p.m. on Wednesday, May 11 in the Exhibit Hall. Due to security reasons, we are unable to divulge what the door prizes will be at this time. Schedule your time to be present . . . you could be a winner!

Convention Schedule

Monday, May 9, 1988

7:00-9:00pm

Early Bird Cocktail Party

Tuesday, May 10, 1988

Speakers and Seminars

9:00-9:15am

Opening Remarks

Joe Powelka, AIA

Convention Chair

9:15-10:30am

Vision . . .

David Zach, Futurist

1:00-2:00pm

Workshops . . .

Imagine the Possibilities

The Search for Shelter —

Blake Chambliss, FAIA, and

Donald Maniccia

Landscape Architecture —

William McGibbon

DILHR Codes — Richard Meyer

2:15-3:30pm

Vision . . .

Edmund Bacon, FAIA

Urban Planner

6:00-7:00pm

Associates Meeting

Mitchell Elliot

IDP Coordinating Committee

Tuesday, May 10, 1988

Special Events

10:30-11:00am

WAF Annual Meeting and Reception

11:15-12:30pm

WSA Annual Meeting and Luncheon

12:30-1:00pm

City of the Future

Dean Carl Patton and

Jeffrey Ollswang, AIA

1:30-2:00pm

Exhibitor Meeting

3:30-7:30pm

Exhibits Open

Construction Industry Reception

7:30-9:30pm

Progressive Cocktail Party

Hospitality Suites

9:30-10:30pm

WSA Ice Cream Parlor

9:30-11:00pm

Dancing, Dining and

Hospitality Suites

Wednesday, May 11, 1988

Speakers and Seminars

8:45-9:45am

Workshops . . .

Imagine the Possibilities

The Search for Shelter —

Blake Chambliss, FAIA,

and Donald Maniccia

Landscape Architecture —

William McGibbon

QBS — D. Van Fossen

9:45-11:00am

WSA 1988 Honor Awards

Mildred Schmertz, FAIA

2:00-3:00pm

Vision . . .

William Monroe III, AIA

Clark Tribble Harris & Li

3:15-4:15pm

Vision . . .

John Burnett, President

Rockefeller Center

Development Corp.

Wednesday, May 11, 1988

Special Events

8:15-8:45am

Continental Breakfast

11:00-2:00pm

Exhibits Open

Walking Lunch and

Door Prizes

4:15-4:30pm

Closing Remarks

Vision . . .

1988 Exhibitors

The 1988 WSA Convention includes the biggest and best exposition of construction industry products and services ever . . . with 145 exhibit booths featuring the latest in new technology and staffed by knowledgeable service and product representatives.

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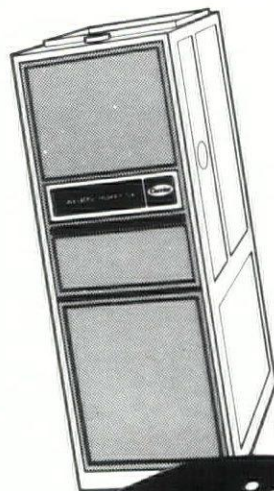
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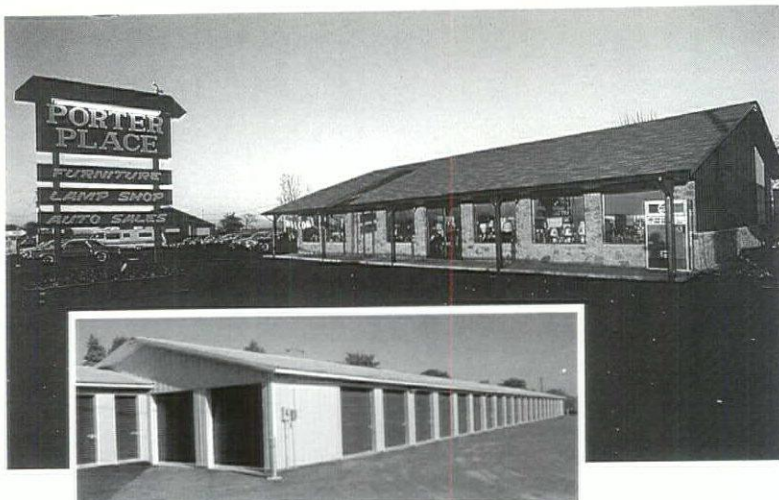
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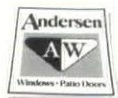
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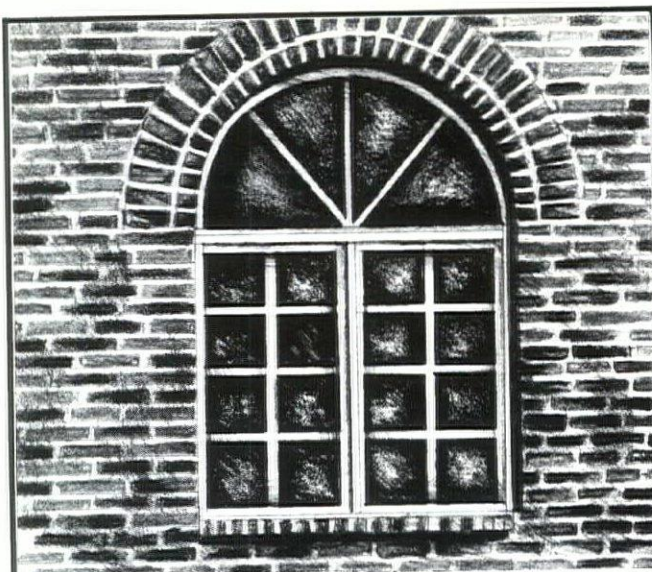
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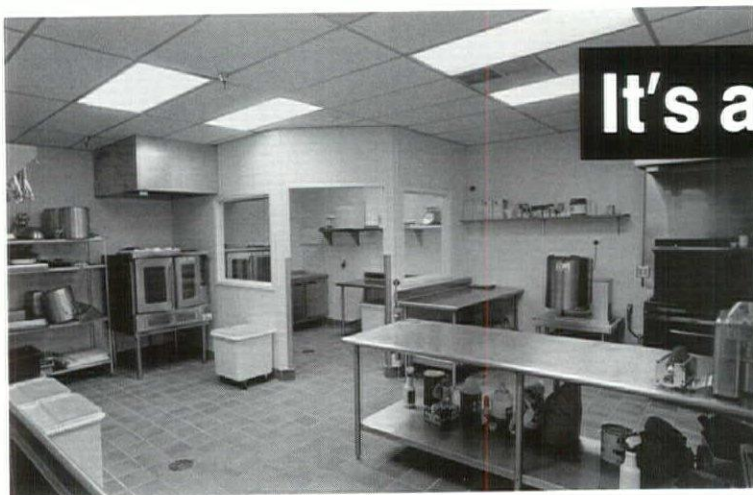
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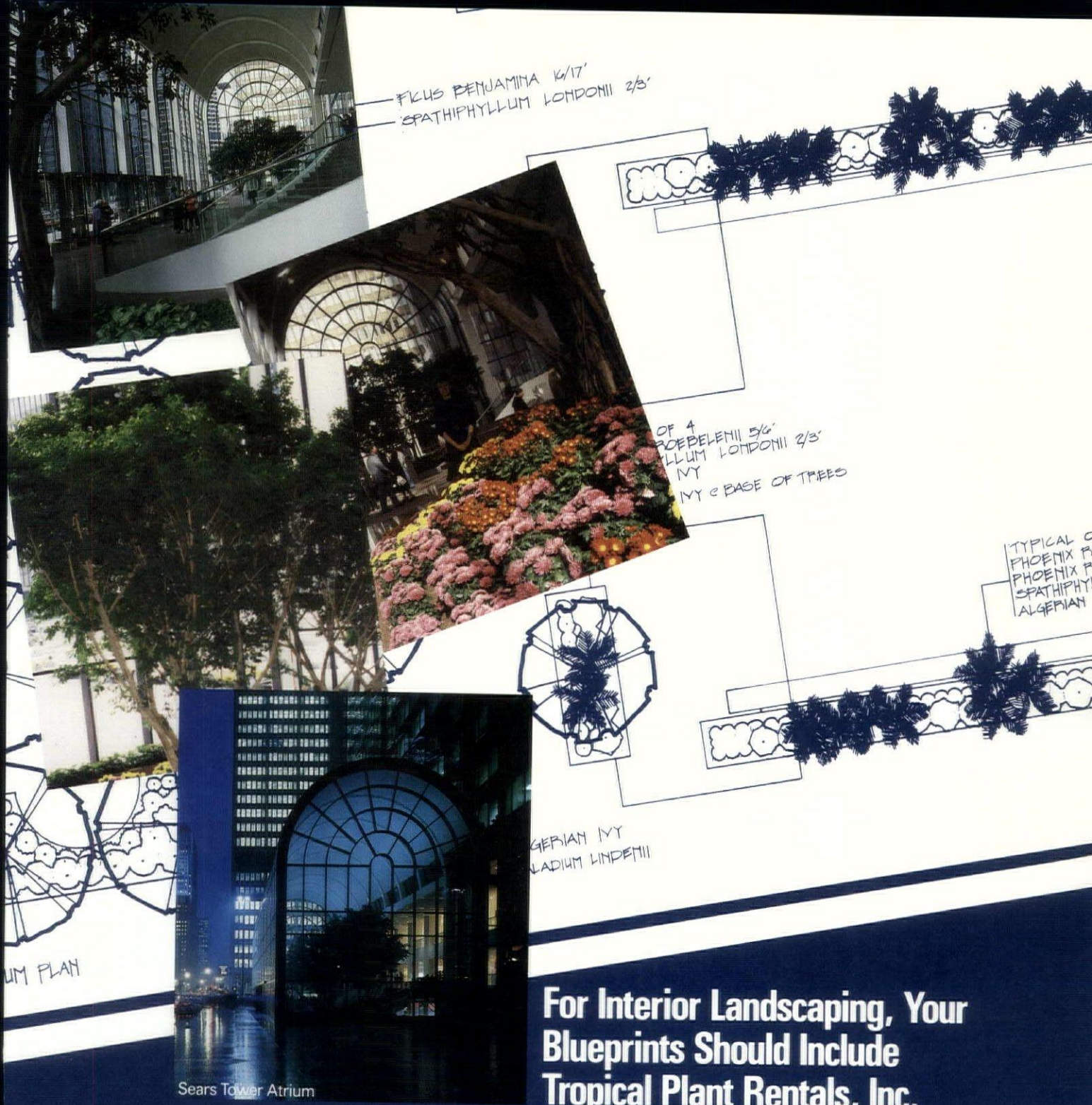
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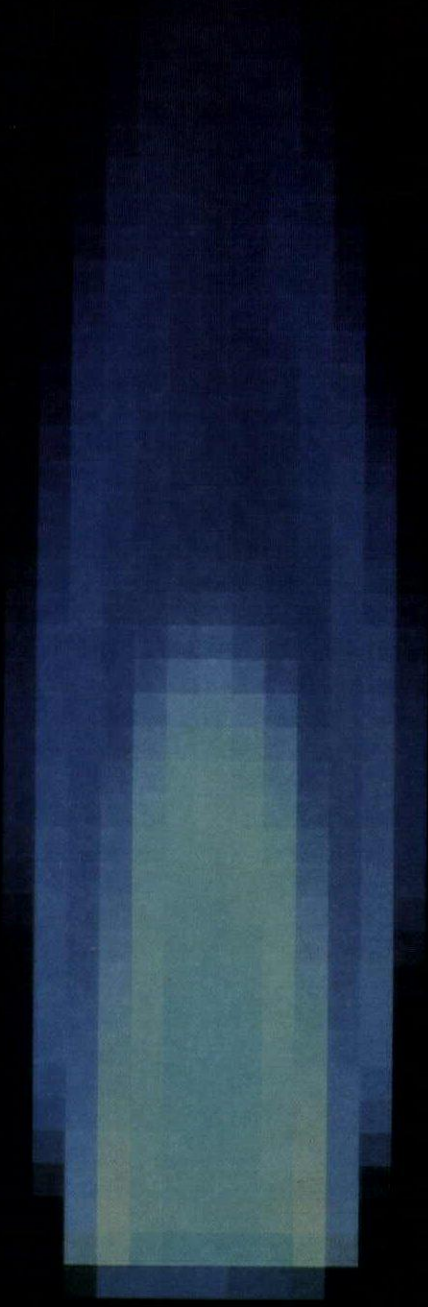
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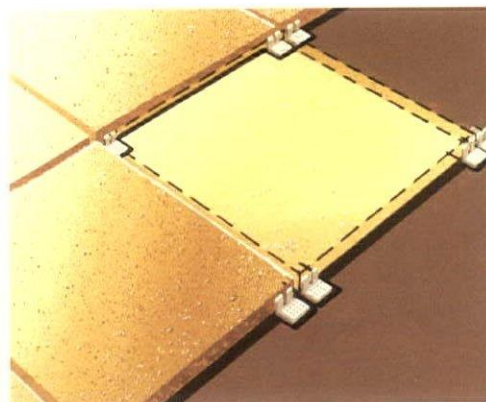
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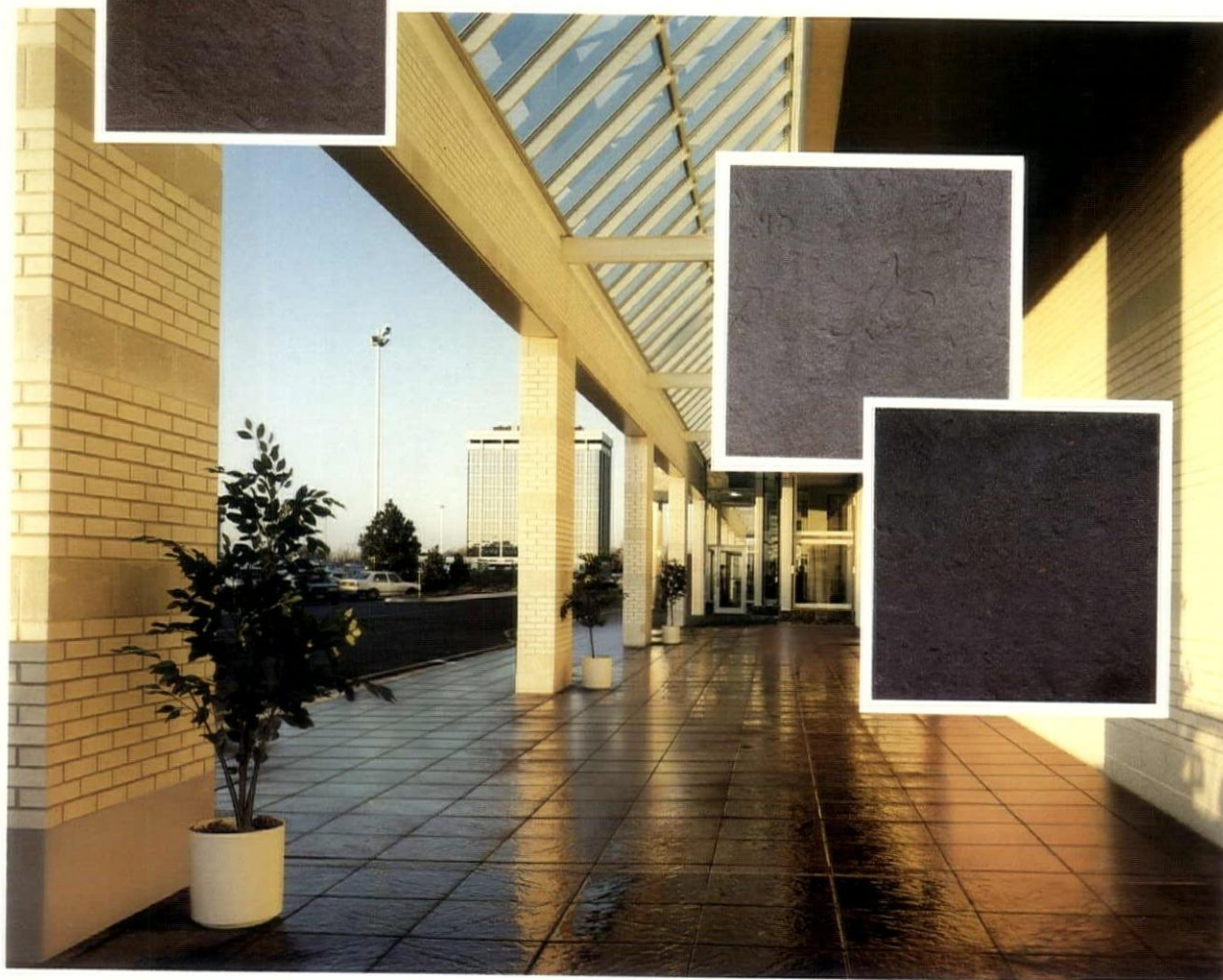


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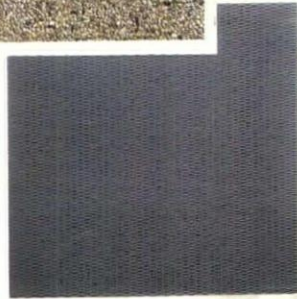


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Architect-Client Teamwork Key to Success

School, hospital, stadium, museum . . . when it comes to planning public buildings, few people today would question the need to retain an architect.

Still, the business community lags behind this conventional wisdom. The question lingers, "Why do we need an architect for our project?"

Surely part of the question results from poor communication. Architects have failed to tell the story of their profession — one of the oldest art forms. Business owners do not typically consider that their buildings have anything to do with art. But their buildings are architecture, and architecture is a visual art with unique characteristics.

First, architecture blends creative design with engineering and science. When these elements are integrated, a well-designed building results.

Second, architecture is always functional. People create buildings for work, worship, recreation and many other purposes. Also, architecture is created in response to someone's needs. A noted architectural critic, Ada Louise Huxtable, has said, "A building is only as good as its client."

The owner or manager of a business, the client, is a vital part of the design and building process. There is no question that the architect needs the client. Still, the question remains, "Does the client need the architect?" The answer is yes.

The architect is the only professional equipped to guide the owner through the entire building process. Training and experience — six or seven years of higher education, a minimum of three years of apprenticeship and a 36-hour state examination — enable the architect to combine art, engineering, science and the client's needs into a successful building.

The resulting design meets budget restrictions, building code regulations and site conditions. It is a facility tailored to the business it will serve and shelter.

As a professional, the architect does not sell any specific product or represent any manufacturer of building materials, but acts solely in the owner's best interest. When the client and the architect work together, "good design" results.

For the architect, good design embraces more than the exterior and interior appearance. Certainly a well-designed building will be a fitting addition to its surroundings. However, it must also function well; be structurally sound; provide the proper environment for its occupants, machines and processes; and meet the owner's budget requirements.

And good design is good business. Most buildings in our area are designed and constructed in less than a year, yet these buildings will shape the activities of a business for a quarter of a century or more. Good decisions in the planning of these buildings are essential.

A building of good design will have a positive impact on morale and efficiency which, in turn, can affect the business' profitability. Most companies readily invest in modern labor-saving equipment and machinery, but give little thought to the shelter in which the equipment is placed.

A lack of commitment to good design is evidenced along beltline highways and in many so-called "industrial parks." A drive through some of these areas leads one to wonder why they are called "parks," for they hardly project the image of a park. If one company depresses the area with poor design and maintenance, neighbors can hardly be expected to make a commitment to good design. This domino effect can turn the so-called industrial park into an industrial wasteland.

The city of Green Bay has an excellent opportunity for a new start with its proposed development of an East Side Industrial park. To assure that this development becomes an area of which both business and the community can be proud, the commitment to good design in its broadest sense must be made.

The architect can make a positive contribution to this development and to the business community throughout Northeast Wisconsin.

EDITOR: The author is president of Somerville Associates in Green Bay and recently stepped down as a director-at-large on the WSA Board of Directors. The article originally appeared as the "Business Forum" column in a recent edition of the Green Bay Press-Gazette.

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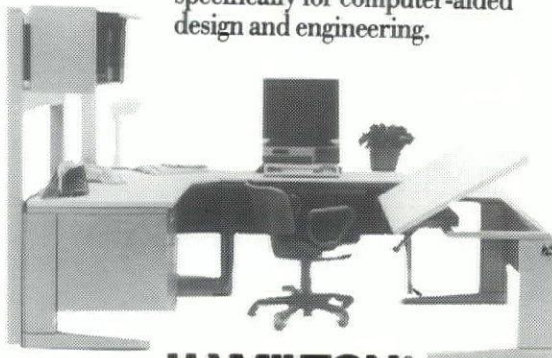
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Statute of Limitations

WSA Legislative Committee Chairman Fred Zimmermann, AIA, testified recently in support of Assembly Bill 622 before the Assembly Judiciary Committee. This proposed legislation, drafted by the WSA with a consortium of construction industry organizations, would strengthen Wisconsin's statute of limitations for the design and construction of improvements to real property. The statute of limitations is a key factor affecting the liability exposure of Wisconsin architects.

The Wisconsin Legislature has enacted two statute of limitations laws for the construction industry during the last several decades. The present law, enacted in 1977, requires that actions be brought within six years of substantial completion of a building. However, subsequent Wisconsin Supreme Court decisions have weakened the legislative intent of the law and allowed claims many years after the six-year limitation. For example, the Court has ruled that the current statute of limitations does not apply to building projects completed prior to 1977.

Zimmermann testified that the useful life of a building can extend for centuries, "leaving the architect and the architect's estate with virtually unlimited liability. The result is that architects can never really 'retire.' As registered architects, we are not allowed to shield ourselves behind a 'corporate veil.' This means we place our personal assets and those of our heirs on the line whenever we provide professional services, and that exposure can last the life of the building."

The changes proposed by Assembly Bill 622 address the concerns that have been expressed by the Wisconsin Supreme Court regarding the constitutionality of the present statute of limitations law. "It is important to Wisconsin's design and construction industry that Wisconsin have a statute of limitations law that can withstand a constitutional challenge," Zimmermann concluded.

Identical legislation also has been introduced in the State Senate . . . Senate Bill 363. For additional information on this statute of limitations legislation, contact Bill at the WSA office.

WSA Golden Award

The third annual WSA Golden Award has been awarded to Mark A. Pfaller, FAIA. In accordance with previously adopted rules and procedures, Mark was named the recipient of the 1988 Golden Award by the WSA Board of Directors at its December meeting.

The Golden Award is the highest honor the WSA can bestow on one of its members. Its purpose is to recognize an individual architect who has performed most distinguished leadership and service to the WSA over an extended period of time and has advanced the cause of the profession in providing an inspiration to his/her fellow practitioners.

The award will be formally presented at the 1988 WSA Convention to be held May 10 and 11 at the Olympia Village in Oconomowoc. Congratulations Mark.



Mark A. Pfaller, FAIA

Long-Range Planning

For the past two summers the WSA Board of Directors has retreated into the woods north of Madison to participate in a long-range planning session. The idea is to look five years ahead and examine budget projections in relation to the major programs and services provided by the WSA.

While many specific issues and programs were discussed in detail, the following five broad long-range goals were identified in 1987:

- Maintain the quality and self-sufficiency of *Wisconsin Architect* magazine.
- Encourage increased membership involvement in WSA programs and activities.
- Keep the Qualification Based Selection (QBS) program moving forward and work to find the dollars necessary to support this effort.
- Continue to monitor and influence legislation and administrative rules that affect the practice of architecture in Wisconsin.
- Work to improve the grassroots contact with members by keeping the Chapters rejuvenated.

The good news is that with careful management and oversight the WSA will be able to continue to operate in the black and to maintain the high level of services and programs that members have come to expect. Such a long-range planning effort is healthy, and the WSA Board of Directors plans to continue conducting these planning and goal setting sessions on an annual basis.

What is needed is input, involvement and feedback from WSA members. How well do the adopted long-range goals match up with your ideas and perceptions of the direction the WSA should be heading? Member comments and suggestions are welcomed, and, in fact, represent a vital part of the WSA's long-range planning process.

People and Places

A. James Gersich, AIA, recently joined Flad & Associates of Madison. Jim was named as an Associate and Project Manager with Flad. He was formerly Vice President and Principal for HSR Associates in La Crosse, where he had worked 14 years.



Jim Gersich, AIA

WSA member William P. Wenzler, FAIA, of Milwaukee has been named to the AIA Housing Committee. Congratulations.

SARUP Lecture Series

The UW-Milwaukee Department of Architecture has announced speakers for its Spring Semester Lecture Series. The lectures are held on Friday afternoons beginning at 4:30 p.m.

Upcoming speakers include Michael Kirkland (3/11), Eugene Kohn (3/25), Debra Doyle (4/8), Chris Rudolph (4/15), Kenton Peters (4/22) and Dan Wheeler (4/29). Call Bob Greenstreet at (414) 229-5337 for any last minute changes in the schedule.

Membership Action

Brew, James S., was approved for AIA Membership in the Northeast Wisconsin Chapter. He advanced from Associate Member.

Gausman, Steven A., was approved for AIA Membership in the Northwest Wisconsin Chapter.

Karstaedt, Kyle, was approved for AIA Membership in the Northeast Wisconsin Chapter.

Soto, Michael, was approved for Associate Membership in the Southeast Wisconsin Chapter. (He transferred from Montana.)

DeJesus, Raquel, was approved for Associate Membership in the Southeast Wisconsin Chapter.

Buschey, Kevin, was approved for Associate Membership in the Southeast Wisconsin Chapter.

Bersch, Frederick, was approved for Professional Affiliate Membership in the Southeast Wisconsin Chapter.

Houlihan, Thomas A., was approved for AIA Membership in the Northwest Wisconsin Chapter.

Pratt, Lydia, was approved for AIA Membership in the Southeast Wisconsin Chapter.

Kuski, Barbara, was approved for AIA Membership in the Southeast Wisconsin Chapter.

Hall, Douglas, was approved for Associate Membership in the Northwest Wisconsin Chapter.

Sathoff, Karen, was approved for AIA Membership in the Northeast Wisconsin Chapter. She advanced from Associate Member.

Wendland, Wm., was approved for AIA Membership in the Southeast Wisconsin Chapter.

Reese, Jason, was approved for Professional Affiliate Membership in the Southeast Wisconsin Chapter.

Gondek, Paul R., was approved for AIA Membership in the Southeast Wisconsin Chapter.

Holzhauser, Stephen, was approved for AIA Membership in the Southeast Wisconsin Chapter. He advanced from Associate Member.

The following students also were approved for membership:

Bengston, Greg	NW Chapter
Berg, Cecelia	NW Chapter
Bildings, Raymond	NE Chapter
Brehmer, Brian	NE Chapter
Brown, James	NE Chapter
Friestrom, John	NE Chapter
Frisle, Dean	NE Chapter
Grap, Perry	NW Chapter
Grosskopf, Tom	NE Chapter
Hanks, Sally Jo	NW Chapter
Hansen, Scott	NW Chapter
Hessel, David	NW Chapter
Hohn, Greg	NE Chapter
Huiras, Judy	NW Chapter
Keuler, Debra	NE Chapter
Kintopf, Scott	NW Chapter
Larsen, Dawn	NW Chapter
Lasecki, Tim	NE Chapter
Leurquin, Ronald	NE Chapter
Lyberg, Bradley	NW Chapter
Melberg, Scott	NE Chapter
Miller, Paul	NW Chapter
Oremus, Barbara	NW Chapter
Palmquist, Paul	NW Chapter
Paulson, Joel	NW Chapter
Peterson, Doug	NW Chapter
Predni, Randy	NW Chapter
Retzer, Sally	NW Chapter
Schulz, Jeff	NW Chapter
Schumal, Jodi	NE Chapter
Stickney, David	NW Chapter
Timm, Joe	NW Chapter
Walrath, John	NW Chapter
Yung, Ol-Lai	SE Chapter

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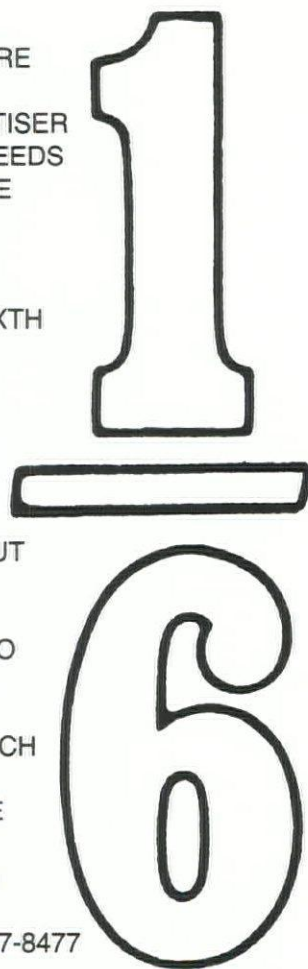
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The new editions of AIA Documents B141 and B151 (Owner-Architect Agreements) contain provisions which clarify copyright protection and ownership of the architect's drawings. It is also required that the architect be given credit in the public media for the architect's work.

For more information on the AIA Documents, call:



Wisconsin Society
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In Madison: 257-8477

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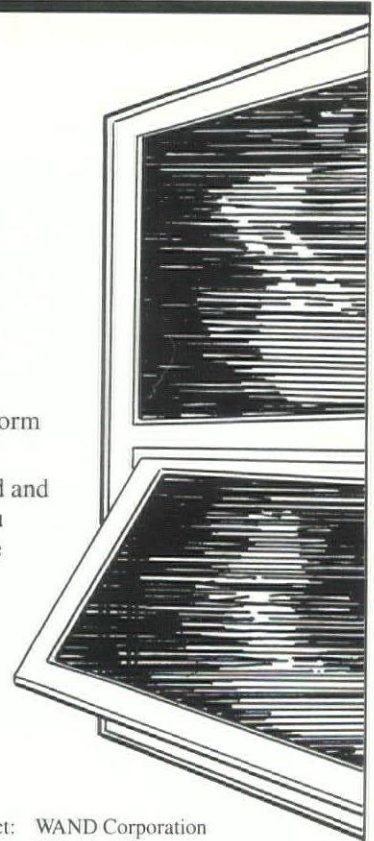
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Clarification: The photography for the 1988 Construction Industry Handbook Cover was done by Mark Heffron.

Correction: The name of August H. Wulff Co. was inadvertently deleted from the Architectural Woodwork ad in the 1988 Construction Industry Handbook. We regret any inconvenience this may have caused.

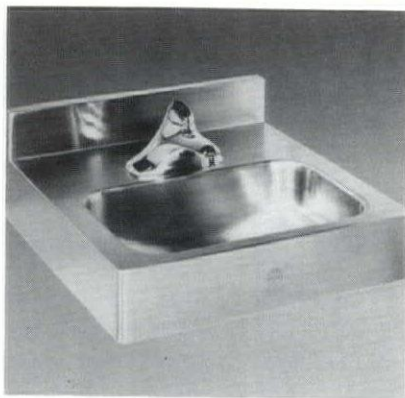
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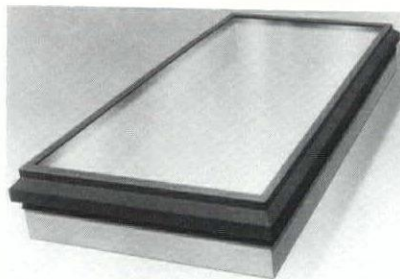
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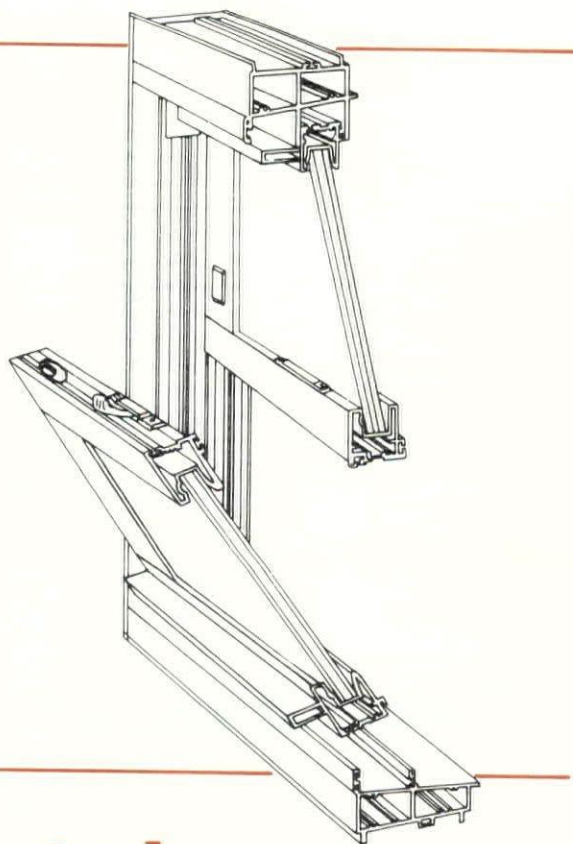
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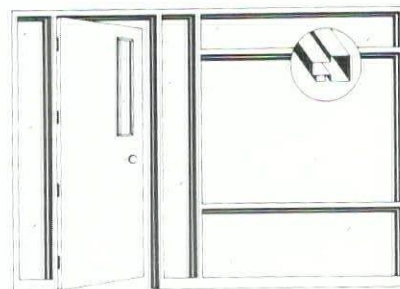
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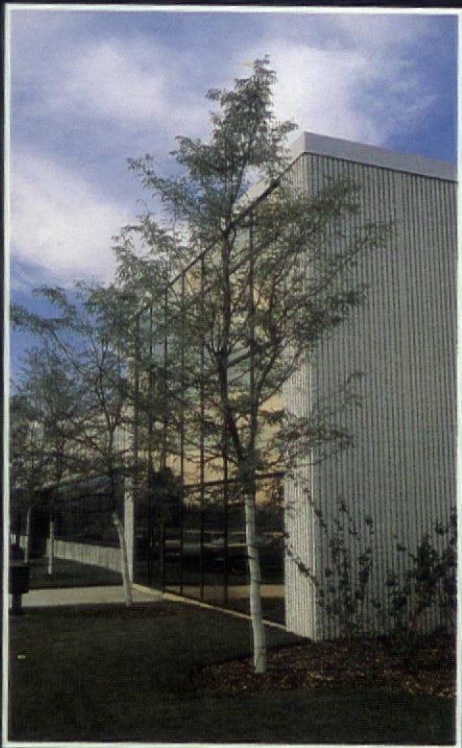
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