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#### AIA Wisconsin

A Society of The American Institute of Architects July/August 1994

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- **26** Lederle-Praxis Rochester R & D Lab Flad & Associates
- 28 Engineering Building Addition and Remodeling Berners-Schober Associates, Inc. Bowen Williamson Zimmermann
- **30** Truax Avionics Shops—Truax Field ANGB Flad & Associates

#### **Merit Awards**

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- 33 School of Architecture & Urban Planning Eppstein Keller Uhen, Inc. Holabird & Root
- **34** Pettit National Ice Center *Venture Architects*
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Designing, Building and Rebuilding for Tomorrow

Guidelines

This issue of the magazine features the ten projects selected to receive 1994

AIA Wisconsin Design Awards. A record number of 90 projects were submitted, ranging from residential and small retail projects to large educational and corporate facilities.

The awards jury of Larry Bruton, AIA, Richard Diedrich, AIA and Peter

. . . the state of architecture in Wisconsin.

Dodge, FAIA, commented, "Recognizing the number of projects that were selected for awards and the high quality of submittals, we had to get very tough to limit the number of awards

presented. There were projects that in other years would also be award winners.

It is a very encouraging comment about the state of architecture in Wisconsin."

This year's jury was very impressed not only with the number of entries, but also with the variety of building types and sizes. Much attention was paid to projects which integrated urban planning and efforts to improve the cityscape.

Once again, Wisconsin architects, working in collaboration with their clients, contractors and consultants, are to be commended and congratulated for their contributions to excellence in the built environment.

Katherine A. Schnuck, AIA, Co-Chair

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## Rebuilding the Future:

Revisioning People, Revisioning Place

#### 1994 Convention Explores Architecture's Emerging Horizons

his year, Wisconsin architects turned to their colleagues beyond the profession to explore the issues awaiting us as we enter the "era of rebuilding." More than ever, architects will need to focus their attention on the demanding, long-range work of designing and creating sustainable communities that seamlessly blend home, work and society.

Those who came to share the results of their work and reflection included Terence Riley, of the Museum of Modern Art; Thomas Fisher, Editorial Director of Progressive Architecture and Building Renovation; Donovan Rypkema, principal of The Real Estate Services Group in Washington, D.C.; Richard Thieme, of LifeWorks; and Peter Calthorpe, principal of Calthorpe Associates, urban planning consultants in San Francisco. Despite their divergent perspectives, all of the speakers pointed to a central theme: the importance of restoring the balance between people and place.

#### A Legacy of Paradox

The Convention began with a look at a look at Wisconsin's most famous architect. Architectural curator Terence Riley shared his reflections on the recent Frank Lloyd Wright exhibit at the Museum of Modern Art in New York. The show attracted record numbers, mostly non-architects interested in Wright's work and the issues it represents. We may recombine many of Riley's observations to form a construct that, while it may or may not pass as a precise historical representation of Wright's work, serves, if not as an example, then as a philosophical grindstone for the challenges facing architects in the era of rebuilding.

Riley opened his remarks by saying, "I don't think that we can be building or rebuilding the future with architects thinking only of individual buildings." The buildings Wright spent most of his time thinking about were residential structures, singlefamily homes that sought to be affordable and homogeneous with their surroundings. Wright aimed at "transforming the domestic world," Riley said, " a world he believed in and tried to maintain." For Wright, the house was not simply a "machine for living in," which could be reproduced anywhere without regard to surroundings. Each structure was a unique response to its environment. In this way, Wright sought to "preserve the independence of each individual homeowner" on the aesthetic level. But, paradoxically, Wright subverted the domestic world because his attitude toward the machine ultimately subverted the public, civic realm. Wright's houses were not themselves machines, but his idea of community was built around a machine, the automobile, which replaced the railroad as the principal form of urban transit. This replacement of public with private transit is one of the characteristics of today's built environment that must be overcome.

## Seeking the Future in the Present

Thomas Fisher posed some fundamental questions: What is the difference between preservation and adaptive reuse? And just what is preserved, or reused? He discussed these issues in terms of his unsought migration to historic preservation at the beginning of his career,

and he now says that "preservation is more modern than modern architecture itself." The shift of the numbers supports and demands a retooling in that direction, and preservation/reuse is inherently more sustainable than an increasingly marginal and hermetic concern with style as such.

Preservation means "adapting existing facilities to new uses"... or put another way, reinterpreting yesterday's solutions in terms of today's problems. What is preserved is the work of the past—the energy invested in the preparation of materials and the construction itself, as well as history and human reality. In this way, a measure of local wealth is conserved in terms of physical, historical and emotional wealth.

Fisher compared the current state of architecture as a professional discipline to that of medicine in the nineteenth century and suggested that we follow its example. Architecture should develop an extensive research base, move from a production orientation to a service orientation, and, instead of isolating itself, should embrace competition and the opportunity to forge a leadership role with other professionals devoted to the cultivation of the built environment. In practice, of course, these things are woven together in the most profound ways. Architects will no longer

Convention Chair Charile Quagliana, AIA, and Thomas Fisher.



simply be designers of new mass production; they will increasingly be called upon to attend to the demands of existing structures. This shift means a much broader client base as architects cultivate such disciplines as preservation diagnostics. And, as less building takes the form of massproduction, the profession will become more attentive to the economics of the environment, learning to appreciate the true environmental, as distinct from the market, cost of materials and actions. Architects will participate in an increasingly "virtual profession" made up of teams of specialists that form and dissolve according to the demands of each particular project.

But, in order to meet the opportunities and demands of the era of rebuilding, Fisher reminded us that we need to move beyond nineteenth century Romantic notions of genius, of the architect as heroic form-giver. Local problems will demand more modest solutions; and these problems will not be served by a concern with style for its own sake. Appearance as such will lose its urgency in the face of more substantive challenges.

#### Architecture's New Differentiated Product

Donovan Rypkema presented two theses. First, he vigorously rejected the claim that historic preservation is incompatible with economic growth and development. Not only are they compatible, it is not possible to have one without the other. "Without quality of life, reinvestment won't take place."

Second, architects, as custodians of the built environment, must begin to view that environment in terms of the complementary concepts of *place* and *community*.



Donovan D. Rypkema

Place is "a piece of the whole environment that has been claimed by feelings." Community is "a place in which people know and care for one another . . . [just] as there is an intangible 'sense' that makes a place out of a location, so there is an intangible 'spirit' that makes a community out of a municipality." A thoughtless obsession with development for its own sake must be replaced by an all-informing topophilia, love of place.

What is this quality of life? What does it mean in terms of the built environment? It means an environment that integrates the "three places" that define human life-home, work and society. But it is the character of this "third place" that is key. It is made for people, not for cars, an environment that invites connection and presence. In its pedestrian accessibility, it is not economically divisive. Rypkema quoted sociologist Ray Oldenburg's description of these third places, which are "most likely to be old structures. They are frequently located along the older streets of American cities, in the neighborhoods or quarters not yet invaded by urban renewal."

The architectural bottom line of all of this, as Rypkema sees it, is that "the built environment in general and historic preservation in particular is the nexus at which place and community intersect." This means that we should be concerned not with preserving locations, but with saving places.

#### Serving the Face-to-Face

Richard Thieme brought an unexpected viewpoint to bear on the existential question of people and place. He discussed his many experiences as a minority of various kinds: a religious minority, growing up a Jew in Chicago; as a foreigner living in Spain and England; as a counselor to others new to the Latter Day Saints culture of Utah; and as a racial minority in Hawaii.

"The creation of a space on our planet is the monumental task for the next century," he declared. But what kind of space is this? He referred not to any of the three kinds of place, but rather the "space [required] for a diverse world." This is a world that does not blithely shut people out, but one that seeks to integrate all persons into a richer and fuller social fabric. The goal of this recreated space will be to cultivate and support a "sense of what it means to be a possibility in life"... so that "empowered [and] supported in other lives, [we] discover the opportunity to use [our] power in meaningful ways." Thieme impressed his audience with a sense of the "difference it makes being different" and reminded us of the Socratic challenge to become aware of our ignorance.



Charile Quagliana, AIA, and Peter Calthorpe

### Cultivating Movement and Rest

For Peter Calthorpe, "planning the future" means designing urban centers on a regional scale through the development of comprehensive public transit that links the three places in intimate ways—so that they reflect the true demands of human life and not the abstract conceits of isolated professional experiences. Architects must provide leadership in discovering alternative visions of the built environment: "It's hard to design good buildings in the context we've created."

The fundamental and primary challenge of "rebuilding the future" is the problem of "reworking the landscape." It is a landscape of specialization, in which parcels of land are divided up among different technicians, each solving his own problem without reference to the others, with no thought of creating a coherent community. It is also a landscape of segregation—social, economic and functional segregation

dominated by private transportation, the automobile, with its attendant environmental, economic and social costs. It is a landscape dominated by roadways—no longer places for people, but merely "utilities" for the automobile.

Calthorpe showed slides of several projects on which he has worked in Oregon and

California. These seek to restore the city as the focal point of its region by setting (horizontal) growth boundaries, integrating the three places—which can be interpreted as opportunities for privacy, contribution and social presence—and easing the demand for private transportation. Significantly, the private homes Calthorpe showed featured prominent front porches, with garages retiring to the back and demanding less.

The imagination that will rebuild the future is no longer—perhaps unlike Frank Lloyd Wright—dominated by the automobile and the all-too-costly "freedom" it represents. Calthorpe's vision of the city, the economic and cultural center, is anchored by civic space and values community over the primacy of compulsory private travel. It is a city of pedestrian origins and destinations—a place for people, now served and no longer dominated by machines.

#### Rebuilding the Three Places

These five featured Convention speakers offered us a way to the future in two distinct yet inseparable challenges.

First, look to people as resource, guide and goal. As the discipline of architecture devotes less energy to new construction, it must mature as the cultivation of the built environment as a whole. Architects will be vital elements in the cross-disciplinary "virtual profession" devoted to the built environment. However, we must remember that many of our "colleagues" will not be professionals, but the dwellers themselves. We must resist the demands of the "ego of expertise" and realize our task to be that of making space for the human life, creating space for possibility and asking new questions about the quality of life.

Second, we must seek harmony among the "three places" of home, work and society. This means seeing yesterday's solutions in terms of today's problems, conserving local energy and wealth through recycling and rehabilitation, and redesigning our urban centers around comprehensive public transit.

We must overcome limiting conceits. The exclusive disjuncts that precluded the harmony of the three places must be refuted both in theory and in practice. Regulation and public policy must be reformulated to serve the greater good sought by the new disciplines. And we must transcend the Romantic, heroic paradigms that prevent us from realizing the promise of the rebuilt future. **W**A

EDITOR: The author is a freelance corporate writer based in Madison, Wisconsin.

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## 1994 AIA Wisconsin Convention



he 1994 AIA Wisconsin Convention on June 7 & 8 at the Holiday Inn Madison West took a look at how architects will be looking back at the past to rebuild the future.

Keynote speakers Thomas Fisher, Donovan D. Rypkema and Peter Calthorpe highlighted an interesting and informative two days, which also included speakers Terence Riley, Richard Thieme, Alicia Goehring, Robert D. Cooper, AIA, Diana Finn, William H. Tischler, FASLA, Michael Chusid, AIA, Wilbert R. Hasbrouck, FAIA, Lawrence Earll, AIA, Harry J. Hunderman, AIA, and John G. Waite, AIA.

Once again, the annual Construction Industry Reception & Building Products Exposition proved to be a fun-filled and educational evening. Wisconsin's own Michael Feldman, host of public radio's Whad'Ya Know?, along with musical guests Jeff Eckels and John Thulin, livened up the evening with a humorous look at our profession.

The 1994 AIA Wisconsin Convention would not have occurred if the following Convention Committee members had not generously donated their time and efforts: Chair Charlie Quagliana, AIA, Russell LaFrombois, AIA, Tacitus Bond, AIA, Kathy Bond, Robert Corbett, AIA, Ken Dickert, Mark Henrichs, Ronald Howard, AIA, Mark Kruser, AIA, Richard Maleniak, AIA, Jeffrey Neidorfler, AIA, Gretchen Pfaehler, Douglas Ryhn, John Sabinash, AIA, Pat Schmitt, AIA, John Sutton, AIA, and Robert Swedeen, AIA.

In addition to all of the outstanding exhibitors, the generous support received by the following Convention sponsors enabled AIA Wisconsin to feature exceptional keynote speakers and offer special programs that otherwise would not have been possible:

- C. G. Schmidt, Inc. Thomas Fisher Keynote Address
- Reinhart Boerner Van Deuren Norris & Rieselbach Donovan Rypkema Keynote Address
- Staff Electric Co., Inc. Peter Calthorpe Keynote Address
- Andersen Windows Terence Riley Presentation
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Ace photographer Joe Paskus captured the following memorable moments from the 1994 AIA Wisconsin Convention . . . Rebuilding the Future. **W**A







Top: AIA Wisconsin President Lisa Kennedy, AIA, presents a Citation for Distinguished Service to State Representative Joann Huelson. Middle: Museum of Modern Art Architecture Curator Terence Riley, discusses MoMA's Frank Lloyd Wright: Architect exhibit. This talk was sponsored by Andersen Windows, Inc. Bottom: AIA North Central Regional Directors Duane Kell, FAIA and James Miller, AIA, toast AIA Wisconsin's victory in the state statute of repose battle.



Top: AIA Wisconsin's 1993 Golden Award recipient, Len Reinke, FAIA, congratulates this year's honoree, John Jacoby, FAIA. The Golden Award is the highest honor AIA Wisconsin can bestow upon one of its members. Right: Golden Award Luncheon speaker Richard Thieme proves he's fashion-conscious as well as an interesting and entertaining speaker by displaying a 1994 Convention T-Shirt. There are some shirts left, but supplies are limited. Call the AIA Wisconsin office for details.



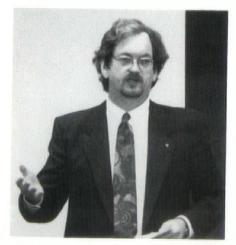
"The Convention far exceeded my expectations.

This has been a high quality conference surpassing even the AIA national Convention!"

AIA Wisconsin member

















AIA Wisconsin Convention seminar speakers, top to bottom. Left column: William H. Tichler, FASLA, Harry J. Hunderman, AIA, Michael Chusid, AIA. Middle column: Wilbert R. Hasbrouck, FAIA, John G. Waite, AIA. Right column: Alicia Goehring, Lawrence Earll, AIA, Robert D. Cooper, AIA & Diana Finn.

"Great job! I was impressed with the speakers and the overall message was very good!"

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#### Construction Industry Reception & Building Products Exposition

















"A very informative and well-run Convention. I very much enjoyed the Building Products Exposition."

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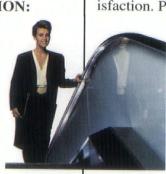
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Contact: Tammy Butler (704) 522-0825

Childcrest Tile & Stone W135 N5511 Campbell Dr. Menomonee Falls, WI 53051 Contact: Jenny McCain (414) 781-2551

Cold Spring Granite Company 202 South Third Ave. Cold Spring, MN 56320 Contact: Patty Berg (612) 685-5019

J.F. Cook Co., Inc. 1177 W. Northbranch Dr. Oak Creek, WI 53154 Contact: Ron Uhe (414) 762-4000

Cornell Corporation
P.O. Box 338
Cornell, WI 54732
Contact: David Tonnancour
(715) 239-6411

Cornell Iron Works, Inc. Crestwood Industrial Park Mountaintop, PA 18707 Contact: Shirley Barry (717) 474-6773

D.L. Couch Wallcovering, Inc. 1751 Troy Ave. New Castle, IN 47362 Contact: Dennis Couch (317) 895-9500

Decorative Surfaces Inc. 1386 Ceape Ave. Oshkosh, WI 54901 Contact: Celia Josh-Sawicki (414) 233-6656

DeSCo Thermal Barrier Windows 3rd & O'Keefe DeSmet, SD 57231 Contact: Deb Combs (605) 854-9126 Dex-O-Tex/Masse's, Inc. 15 Salt Creek Ln., Suite 101 Hinsdale, IL 60521 Contact: John Burgess (708) 654-1600

Digital Resource 175 N. Patrick Blvd. Brookfield, WI 53045 Contact: Jill Bernhardt (414) 792-3660

Dwyer's Specialty Systems
Advanced Insulation & Fire
Proofing
2600 W. Creedy Rd.
Beloit, WI 53511
Contact: Bruce Dwyer
(800) 362-5382

Fabcon Incorporated 3212 W. Briarwood Dr. Franklin, WI 53132 Contact: James Pankowski (414) 761-2323

Fenestra Corporation P.O. Box 2468 Oshkosh, WI 54903 Contact: David Loftus (414) 233-6161

Formica Corporation 5800 W. Douglas Ave. Milwaukee, WI 53218 Contact: Brian Knier (414) 962-4181

FYPON Molded Millwork 22 W. Pennsylvania Ave. Stewartstown, PA 17363 Contact: Richard Cianfrocca (717) 993-2593

Corp.
P.O. Box 118
Crystal Lake, IL 60012
Contact: Chuck Scislo

(800) 365-7353 ext. 6104

Gage Corporation, Int. 803 S. Black River St. Sparta, WI 54656 Contact: Hans Schroeder (608) 269-7447 The Gagnon Clay Products Company

526 S. Broadway Green Bay, WI 54306 Contact: Jim Gagnon Jr. (414) 435-5318

Georgia-Pacific Corp. 133 Peachtree St., NE Atlanta, GA 30318 Contact: Ron Blanchard (404) 652-4246

Gerber Leisure Products P.O. Box 5613 Madison, WI 53705 Contact: Chuck Gerber (608) 836-1165

Glidden Paints & Industrial Coatings 13845 W. North Ave. Brookfield, WI 53005

Brookfield, WI 53005 Contact: John Heenan (414) 782-2040

The 'H' Window Co. 227 Paisley Ln. Minneapolis, MN 55422-4925 Contact: Steve Johnson (612) 545-4912

Halquist Stone Co., Inc. P.O. Box 308 Sussex, WI 53089 Contact: Dave Johnson (414) 246-3561

The Hartland Corp. 4310 N. 126th St. Brookfield, WI 53005 Contact: Ken Dickert (414) 781-6806

Herregan Distributors 9340 N. 107th St. Milwaukee, WI 53224 Contact: John Simonson (414) 354-1810

A.J. Hildebrand Company 137 N. Oak Park Ave. #401 Oak Park, IL 60301 Contact: Gary Hildebrand (708) 383-2333 Home Specialists Ltd/ABC Seamless N3105 Aebly Rd

N3105 Aebly Rd. Monroe, WI 53566-0144 Contact: John A. Wyttenbach (608) 328-8191

Huntingdon/Twin City
Testing
555 South 72nd Ave.
Wausau, WI 54401
Contact: Jeff Hestwood
(715) 845-4100

Hurd Millwork Co., Inc. 575 S. Whelen Ave. Medford, WI 54451 Contact: Tom Doering (715) 748-2011

Huttig Sash and Door Box 10975 Green Bay, WI 54307-0975 Contact: Val D. Johnson (414) 499-2117

International Conference of Building Officials 9300 Jollyville Rd., Suite 101 Austin, TX 78759-7455 Contact: Carroll Lee Pruitt, AIA (512) 794-8700

International Masonry Institute—Great Lakes Region

Great Lakes Masonry Center 53 W. Jackson, Suite 315 Chicago, IL 60604 Contact: David Sovinski (312) 347-2500

IPC S80 W18766 Apollo Dr. Musekgo, WI 53150 Contact: Charlene R. Dahms (800) 543-1729

Jaeckle Wholesale 2310 Daniels St. Madison, WI 53704 Contact: Mary Harris (608) 221-8400 Jones & Brown 3725 N. 126th St., Unit N Brookfield, WI 53005 Contact: Larry J. Koepp (414) 783-7561

JWC Building Specialties Inc. 3540 North 126th St. Brookfield, WI 53005 Contact: Jim Cogan (414) 781-7060

Kalwall/Structures Unlimited/Nielsen Building
Systems
4820 Six Mile Rd.
Racine, WI 53402
Contact: Dale Nielsen
(414) 681-0676

Kant-Sag Lumber Connectors
703 Rogers Dr.
Montgomery, MN 56069
Contact: Pete Janda
(800) 328-5934

Kinetics Inc.
P.O. Box 7426
Madison, WI 53704
Contact: Scott R. Guenther (608) 241-4118

Lafarge Corporation 10201 W. Lincoln Ave., Suite 103 Milwaukee, WI 53227 Contact: Robert L. Kight (800) 678-6220

LaForce Hardware & Manufacturing Co.
P.O. Box 10068
Green Bay, WI 54307-0068
Contact: Tom Hansen
(414) 497-7100

Donald A. Loss Associates 3603 W. Oklahoma Ave. Milwaukee, WI 53215 Contact: Jeff Loss (414) 384-4448 Major Industries, Inc. 7120 Steward Ave. Wausau, WI 54402-0306 Contact: LaTonya Lewis (715) 842-4616

Market & Johnson, Inc. 2350 Galloway P.O. Box 630 Eau Claire, WI 54702-0630 Contact: Marv Market (715) 834-1213

Marvin Windows and Doors 2102 N. 6th St. Sheboygan, WI 53081 Contact: Michael White (414) 457-6283

MasterGraphics 810 W. Badger Rd. Madison, WI 53704 Contact: Mark Osterhaus (608) 256-4884

Mautz Paint Co. Box 7068 Madison, WI 53707-7068 Contact: Bob Carlson (608) 255-1661

McElroy Metal 3215 E. Fairchild La Crosse, WI 54601 Contact: Steve Mikkelson (608) 787-5686

MDC Wallcoverings 1200 Arthur Ave, Elk Grove Village, IL 60007 Contact: Joseph Contrera (708) 437-4000

MICOR Company Inc. 3232 North 31st St. Milwaukee, WI 53216 Contact: Sue L. Strauss (414) 873-2071

Mid States Concrete Products Co. P.O. Box 58 Beloit, WI 53511 Contact: Bill Goetzke (608) 364-1072 Miron Construction Co., Inc. P.O. Box 962 Appleton, WI 54912-0962 Contact: David Hussey (414) 749-3060

MIS LABS
Telecommunications Consulting Engineers
P.O. Box 29
Watertown, WI 53094
Contact: Doug Simonis, Jr.
(414) 262-8000

Molin Concrete Products 415 Lilac St. Lino Lakes, MN 55014 Contact: Bob Flood (612) 786-7722

Monarch Tile 3635 North 124th St. Brookfield, WI 53005 Contact: Loren J. Rushing (414) 781-3110

Mule-Hide Products Co., Inc. 834 Broad St. Beloit, WI 53512 Contact: Jackie H. Hammond (608) 365-3111

Neal Slate Co. 7975 Wallace Rd. Eden Prairie, MN 55344 Contact: Peter Ziemer (612) 937-2404

North Central Insulation P.O. Box 91 Eau Claire, WI 54702 Contact: Tom Hagen (715) 835-4322

North Star Surfaces 275 Market St., Suite 156 Minneapolis, MN 55405 Contact: Chuck Geerdes (612) 375-9784 Northwestern Elevator Co., Inc. 6070 N. Flint Rd. Milwaukee, WI 53209 Contact: Richard A. Paetow (414) 228-1424

Otis Elevator Company 3720 N. 124th St. Milwaukee, WI 53222 Contact: Terence P. Sullivan (414) 461-8400

Parkwood Chicago, Inc. 2100 S. Foster Ave. Wheeling, IL 60090 Contact: Deb Moore (708) 577-8001

Patio Enclosures, Inc. 720 E. Highland Rd. Macedonia, OH 44056 Contact: Karl Balla (216) 468-0700

Peachtree Doors Inc. 2950 Fond du Lac Oshkosh, WI 54903 Contact: Mike Canziani (414) 233-2219

J.W. Peters & Sons, Inc. P.O. Box 160 Burlington, WI 53105 Contact: Jeff Snelson (414) 763-2401

PFS/TECO 2402 Daniels St. Madison, WI 53704 Contact: Ronald Reindl, AIA (608) 221-3361

Photos, Inc. 1819 Minnehaha Ave. Minneapolis, MN 55404 Contact: John Mattson (612) 371-0140

ProStar, Inc. 3101 W. Cameron Ave. Milwaukee, WI 53209 Contact: Jim Seidl (414) 444-4400 The Radford Company 1871 Stillman Ave. P.O. Box 2688 Oshkosh, WI 54903 Contact: Pierre V. Gilson (414) 426-6200

RM Inc. 4039 W. Green Tree Rd. Milwaukee, WI 53209 Contact: William J. Grenier (414) 351-4700

RO-AN Corporation P.O. Box 699 Menomonee Falls, WI 53052 Contact: Ronald Bertieri (414) 251-1600

Runtal Radiators 1011 N. Mayfair Milwaukee, WI 53226 Contact: Keith Hill (414) 257-0211

S & S Sales Corp. 12030 W. Silver Spring Rd. Milwaukee, WI 53225 Contact: Bruce McCain (414) 464-8550

Schlage/LCN 1114 McKinley St. West Bend, WI 53095 Contact: Dan Sauer (414) 334-9011

Spancrete Industries, Inc. 10919 W. Bluemound Rd. Milwaukee, WI 53226 Contact: Debbie Radtke (414) 258-4110

SPI Lighting Inc. 10400 N. Enterprise Dr. Mequon, WI 53092 Contact: Heather Burdick (414) 242-1420

Stalker Flooring, Inc. P.O. Box 148 New London, WI 54961 Contact: Steve Stalker (414) 982-2926 Stickler & Associates, Inc. 333 North 121st St. Milwaukee, WI 53226 Contact: Stephen Stickler (414) 771-0400

Sullivan Brothers, Inc. P.O. Box 193 Wausau, WI 54402 Contact: Darlene Voss (715) 359-6127

Techline Madison 6333 University Ave. Middleton, WI 53562 Contact: Deborah Tracy (608) 238-6868

Thermal Design, Inc./ EnergyCraft Building Systems P.O. Box 324 Stoughton, WI 53589 Contact: Dan Harkins (608) 873-8170

Thoro System Products 145 Prospect Kalamazoo, MI 49006 Contact: Mark A. Klepper (616) 344-7737

Thybony Contract Wallcoverings 3720 N. Kedzie Chicago, IL 60618 Contact: Leslie Sturt (312) 463-3005

Trans-Phonics, Inc. 2660 Aberdeen Ct. Madison, WI 53711-5423 Contact: Brian W. Smith (608) 273-1999

Trenwyth Industries, Inc. 208 Charles Ave. South Beloit, IL 61080 Contact: Doug Young (815) 389-3003

United Brick & Tile, Inc. 5402 Lien Rd. Madison, WI 53704 Contact: Joe Goodwin (608) 241-5657

Valders Stone and Marble Company 443 Quarry Rd. Valders, WI 54245 Contact: Richard Merlau, AIA (414) 775-4151

Vande Hey-Raleigh Architectural Roof Tile 1565 Bohm Dr. Little Chute, WI 54140 Contact: Erv Vosters (414) 766-0156

Variform, Inc. 303 W. Major Kearney, MO 64060 Contact: Randall Firmin (816) 635-6800

Ver Halen Inc. P.O. Box 11968 704 Lombardi Ave. Green Bay, WI 54307-1968 Contact: Mike Baeb (414) 435-3791

Vision Studios, Inc. 225 E. St. Paul, Suite 301 Milwaukee, WI 53202 Contact: Wayne Griswold (414) 223-2622

VPI 3123 South 9th St. Sheboygan, WI 53081 Contact: Mark Boccio (414) 458-4664

Waukesha Block Co. 10919 W. Bluemound Rd. Milwaukee, WI 53226 Contact: John R. Nagy (414) 453-7980

Waylock Associates 11236 Dorham Drive Woodstock, IL 60098 Contact: Ed Waylock (815) 337-2535 Weather-Tek Building Products, Inc. N4 W22450 Bluemound Rd. Waukesha, WI 53186 Contact: Jim Miller (414) 521-2555

Weyerhaeuser Architectural Wood Doors 136 Grand Canyon Dr. Madison, WI 53705 Contact: Elizabeth Malnak (608) 829-2872

Wilsonart 1765 Holmes Rd. Elgin, IL 60123 Contact: Rolando Perez (708) 742-8181

Wisconsin Automatic Door, Inc. 11017 W. Layton Ave. Greenfield, WI 53228 Contact: Cheryl A. Wallner (414) 529-6260

Wisconsin Blue Flame Council 626 E. Wisconsin Ave. Milwaukee, WI 53202 Contact: Michael Mitten (414) 291-6971

Wisconsin Brick & Block P.O. Box 370 Burlington, WI 53105 Contact: Curt A. Bauer (414) 763-9134

Wisconsin Concrete Masonry Association 10919 W. Bluemound Rd. Milwaukee, WI 53226 Contact: Ron Meiszberg (414) 453-7980

Wisconsin EPS, Inc. P.O. Box 669 Fond du Lac, WI 54936-0669 Contact: Tom Huempfner (414) 923-4146

Wisconsin Electric Power Company 231 W. Michigan St. Milwaukee, WI 53201 Contact: Karen Hojnacki (414) 221-4717

Wisconsin Power & Light 3730 Kennedy Rd. Janesville, WI 53545 Contact: Jim Poad (608) 757-7520

Wisconsin Ready Mixed Concrete Association 9415 W. Forest Home Ave. Hales Corners, WI 53130 Contact: Joyce Harms (414) 529-5077

Wood-Lam Inc. P.O. Box 25 Pewaukee, WI 53072 Contact: Thom Osenga (414) 691-2000

Woodlot Gallery 5215 Evergreen Dr. Sheboygan, WI 53081 Contact: Janet Graf (414) 458-4798

Exhibit Booth Award Winners

The following exhibitors received awards for their exhibit booths.

First Place: Bend Industries
Second Place: Brick Distributors of Wisconsin
Third Place: Waukesha Block
Honorable Mentions:
Woodlot Gallery
JWC Building Specialties
The Hartland Corp.
Techline Madison
Best Block Company
Parkwood Chicago
Sullivan Brothers, Inc.





#### Project

BareBones

#### Architect

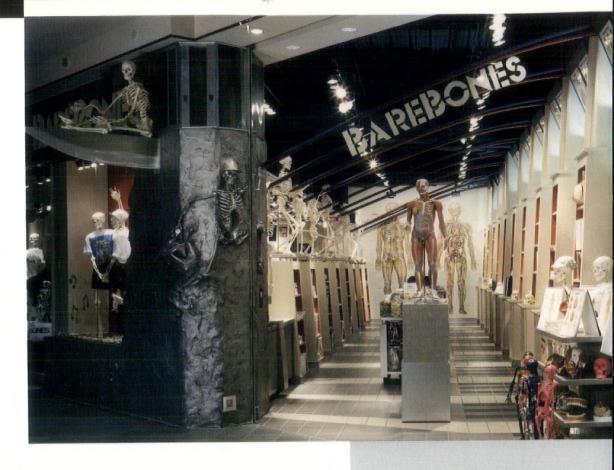
Kubala Washatko Architects, Inc.

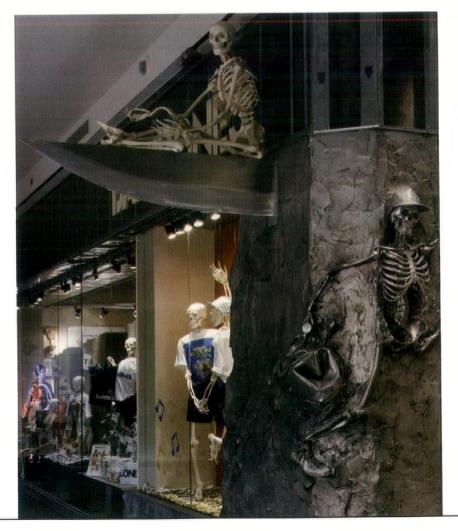
#### Contractor

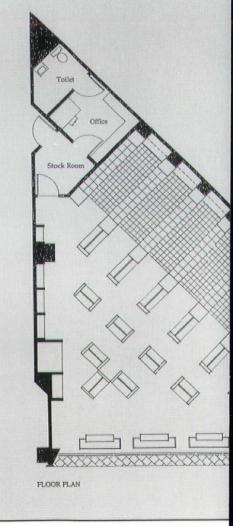
Carlson La Vine

#### City

Bloomington, Minnesota









## Honor

Jury Comment
This is one of those
occasions when function
and form really come
together in a brilliant
way. Having seen it, you
can't imagine it any
other way.

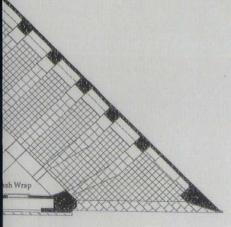
The client, the Anatomical Chart Company, has provided (via mail order) visual aids and anatomical models to the health care and educational communities for years. Their initial foray into retail, an outlet store at Gurney Mills, Gurney, IL, revealed that they have an unusually diverse and dedicated clientele. The success encouraged them to go into retail in a big way. They asked the architect to create a shopping environment supportive of the merchandise.

Larger than life anatomical charts terminating the artery aisle attract mall shoppers into and to the back of the store. The aisle space is framed overhead by blood vessels held in place by variously posed skeletons. In strategic locations the structure (bones) of the store is exposed to view. Self-consciousness is pervasive and intentional.

A "blade" sign next to the entry greets shoppers while strongly establishing the theme and identity. The bone-white BareBones name arches over the entry like chunks of carved ivory. To either side of the entry, metalicized interns race about their daily/nightly rounds with aerobic zeal.

Changes in ceiling height and treatment create acoustical variety while lending drama to the artery aisle. Lighting serves to create "sparkle" and focus attention on the merchandise which has been expanded to include books, educational models, apparel, gift items and more.

Photography: Shin Koyama





#### Project

Harambee/Brewers Hill Townhouses

#### Architect

Sunarc Studio

#### Contractor

Master Builders, Inc.

A.S.P.I.I. Contracting & Development Corp.

#### City

Milwaukee, Wisconsin









Jury Comment
It is a remarkable wellthought-out design concept.
The understanding of the
porches, the elements of the
facade, the windows and
the scale make them very
comfortable houses suited
to their sites. They should
make the people living in
them feel like a part of the
neighborhood.

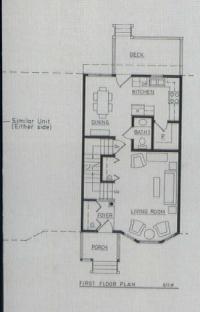
In order to meet the primary owner requirements of a short construction period and modest budget, the architect's plan provided mirror images which created diverse elevations, yet involved essentially simple and identical construction. A square building footprint was split in half to create side-by-side units with angle bay in the front, which created recessed niches for the covered porch front entrances.

All floor trusses, interior and exterior walls and roof trusses were constructed at a factory off-site in order to complete the construction quickly to reduce interest carrying costs and jobsite theft and vandalism. The small buildings were completely engineered and all dimensions identified within 1/8" in order to be efficiently factory built and, thereafter, assembled on-site with crews with limited carpentry expertise.

The primary exterior material was vinyl siding. Siding and trim with various styles and profiles were used to blend with the historic character of the existing homes. A different color scheme was developed for each building to further reinforce the idea of each structure fitting into the neighborhood, rather than a "project" appearance.

Contemporary features required by modern families were accommodated for, with the addition of front entry porches, decks, pantries and the best sound and thermal insulation techniques available. By adding porches and decks and eliminating side windows, security was addressed while creating private outdoor living spaces.

Photography: Paul R. Schultz, AIA





#### **Project**

Lederle-Praxis Rochester R & D Lab

#### Architect

Flad & Associates

#### Contractor

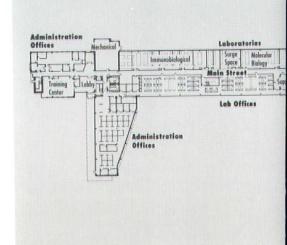
LeChase Construction Inc.

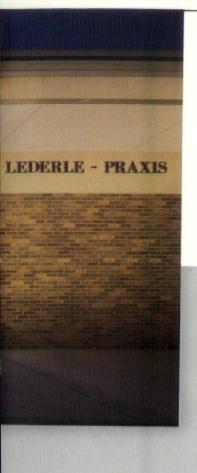
#### City

Rochester, New York











Jury Comment
From the site plan through
the smallest detail of the
building, this project had
very strong concepts and
thorough execution. The
juxtaposition of the hightech interior and the
romantic exterior was
done well.

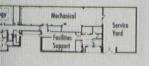
"We live in our minds, and existence is the attempt to bring that life into physical reality, to state it in gesture and form." These words from Ayn Rand's The Fountainhead were taken to heart by the architects; and, consequently, the resulting building, is a statement—a statement enforcing the ideals and philosophies of this biomedical research facility. The impetus of the concept evolved from a drawing of the human body which defined it as an asymmetrical network of functional parts connected at a central link, the spine. The building form and organization follows that concept also.

Just as the human body's systems operate as integral parts of the whole, the functional service systems of LPB's new facility were envisioned and designed as essential components making up the entire building. Stemming from the facility's "spine" is a second-floor clerestoried library, or "brain," of the structure and a cantilevered entrance canopy and administrative wing that serves as the embracing "arm," which gestures to and welcomes visitors and employees.

Known by all as "Main Street," the spine acts as the "central nervous system" integrating circulation and service systems within the building. Main Street cleanly bisects the building creating "ribs" of modular labs and lab offices to either side, which are in turn supported by the mechanical and electrical services stemming from the spine. The glass-lined corridor also facilitates interaction among researchers, administration and office support staff by providing an interface between the labs and researcher workstations. With its openness along the office side of the building, sunlight cascades through the corridor's exterior glazed wall, creating an inviting zone which further enhances interaction.

The 62-acre site afforded a clear opportunity to express project goals, provide room for growth and potentially share portions of the site with future tenants. The natural setting was not just respected, but enhanced by the building siting, topography and indigenous plantings.

Photography: Hedrich Blessing







#### Project

Engineering Buiding Addition and Remodeling

#### Architect

Berners-Schober Associates Inc.

Bowen Williamson Zimmermann

#### Contractor

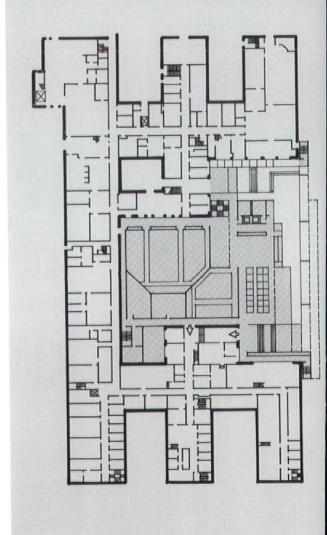
Kraemer Brothers

#### City

Madison, Wisconsin









## Honor

Jury Comment
This project really stood out. It does a remarkably good job of creating a very interesting entrance and knitting itself together with the existing structure. This is a very difficult design problem brilliantly solved.

The program was to provide academic and research space for the Chemical and Electrical Engineering departments, associated administrative and research laboratories and offices, and seminar-conference rooms for faculty. The program included the consolidation of the Engineering administration staff and Dean's offices and support spaces from three separate sites on the campus. And finally, the program also included three sophisticated specially equipped colloquium/auditorium halls to accommodate teaching and industry related seminars and conferences for campus as well as regional/national symposiums.

The plan was developed as a four story and basement infill structure linking all departments currently located in the existing building and producing visual linkage to the Henry Mall North Campus. The first floor is distinguished by its large terrace and high activity entry activities and public access auditoria and student interview rooms. The second floor mezzanine provides a prominent interior-exterior location for the Dean's offices and Engineering administrative staff with views north of Henry Mall. Chemical Engineering and Electrical-Computer Engineering laboratories and faculty offices occupy third and fourth floors and allow easy access to utility and mechanical equipment located in the penthouse. The basement research laboratories are largely assigned to vibration sensitive projects. The entire facility is planned to allow for maximum flexibility for laboratory use.

Separation of building intake air from exhaust contaminants was solved by the continuous scoop at the facade. Improvement of Henry Mall immediate to the facility is currently under development.

Photography: Don Kerkhof and Bruce Fritz



#### Project

Truax Avionics Shops Truax Field ANGB

#### Architect

Flad & Associates

#### Contractor

Miron Construction Co., Inc.

#### City

Madison, Wisconsin









Jury Comment
This project shows an enormous amount of control and discipline that fits its function both philosophically and empirically. It is extremely consistent throughout and, in every detail, has repetition and discipline that bespeak a military intstallation in its best sense.

The arrival of sophisticated F-16 aircraft to the Wisconsin Air National Guard base in Madison required construction of an equally sophisticated facility to house the technologically advanced diagnostic, repair and communications equipment necessary to maintain the aircraft.

The new facility is bisected by a central corridor which groups maintenance related areas along the Flightline side of the corridor and support areas along the land side. The building's prominent location at the intersection of the main runway and a crosswind runway allows maximum use of the Flightline frontage while responding directly to the approach from the base and relationship to the adjacent hangar. The location of the administration spaces opposite the Flightline allows staff to take advantage of light and views to landscaped areas facing the base. Internally, the central corridor performs multiple functions, serving as the organizing element, circulation space and interaction area. Clerestory windows introduce light into the space, making it feel more open and inviting.

The Avionics Intermediate Shop (AIS) serves as the heart of maintenance functions where primary avionics diagnostics and repair take place. Other spaces required for maintenance services include Flight Dispatch and the Precision Measurement Equipment Lab (PMEL). The rigorous technical requirements of the facility demand that these functional needs guide the overall building and efficiency of the sensitive, computerized equipment within AIS and PMEL, precise environmental control became a critical focus of the project. The secondary obligation of satisfying the administration and support needs emerged through the planning of offices, locker rooms, classrooms and a lounge.

Through meticulous exploration of functional relationships, environmental issues and site requirements, the new Avionics Facility fulfills the challenging programmatic needs of a technologically forward mission—the missions to support and sustain one of the U.S. Air Force's most powerful aircraft. Despite the special engineering stipulations, the need for advanced programming technology and a restrictive site, the new facility surpasses the expectations of this venture with the same fast forward approach of the F-16 itself.

Photography: Joe Paskus







Jury Comment
This project was specifically successful in the strength of its exterior form and use of the materials from the original building. It is a very powerful space, but also a welcoming, inclusive and worshipful space.

#### Project

Congregation Shalom

#### Architect

Torke/Wirth/Pujara, Ltd.

#### Contractor

The Jansen Group, Inc.

#### City

Fox Point, Wisconsin

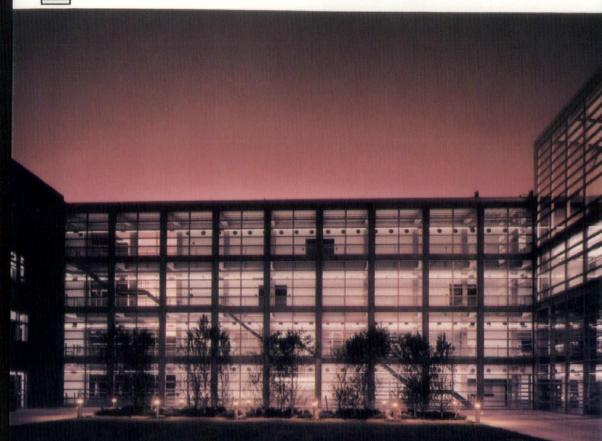
The scope of this project involved multi-phased construction for a new sanctuary and extensive interior remodeling of a school and administration offices for a 1954 building. Strong growth in Congregation Shalom's membership created these expansion needs for worship, administrative and religious school functions. Working within budgetary constraints, a master plan was developed that minimized new construction by adaptive reuse of many existing building and site features.

In contrast to the existing sanctuary's long narrow layout, the architect designed an addition with a semicircular shape. This form created a 450-seat sanctuary with an intimate relationship between the central religious Arc and worshippers. A new 350-seat social hall, separated from the sanctuary with a movable wall panel system, provides expansion flexibility for religious holiday services accommodating up to 1200 seats. This multipurpose social hall was created from the vacated sanctuary by a "spiritual warm-up" area. This anteroom also promotes interfamily socialization and perfunctory services to the banquet hall.

The congregation's goal was to enhance the religious experience through nature. This was accomplished by extensive use of stone, wood and natural light. These glazed areas provide a translucent interface between the congregation and the surrounding greenscape of the city. The new contextual materials also reflect the original materials, blending the new design with the old.

Photography: Steve Poast





Jury Comment
It is a very clear
expression of a very
strong idea, extremely
and unusually well
detailed and executed.
It is very mechanistic
and beautifully
executed.

#### **Project**

School of Archtiecture and Urban Planning—UW Milwaukee

#### Architect

Eppstein Keller Uhen, Inc.

Holabird and Root

#### Contractor

J.H. Findorff & Son, Inc.

#### City

Milwaukee, Wisconsin

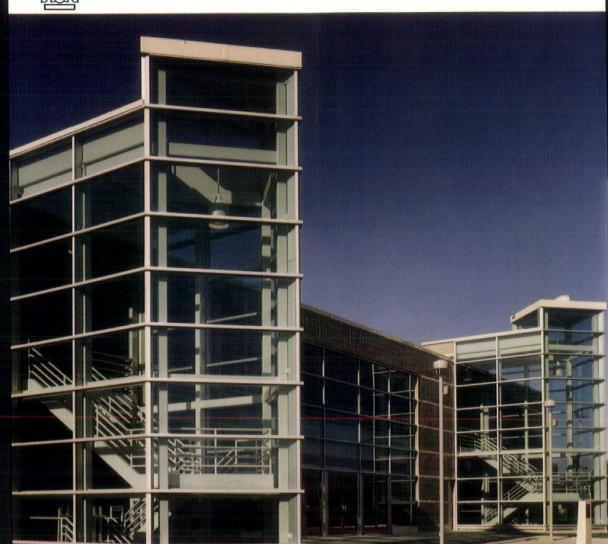
Located off campus at its inception, the School of Architecture & Urban Planning (SARUP) has become a significant part of the University of Wisconsin–Milwaukee landscape. The school occupies 143,000 square feet and accommodates 800 students. The north/south organizational spline was designed to become the main circulation link within the school which provides students with communal pin-up/exhibition space. Studios were purposely juxtaposed with offices and classrooms to force interaction between students and faculty.

While the upper floors become functional studio/faculty space, the first level becomes the main gathering space for the school. Major classrooms, crit space, bookstore/student services as well as the main exhibition space embrace the courtyard. A glass wall separates the main exhibition hall. Large doors within this wall provide the school with a much-needed ability to bring large projects inside from the courtyard for teaching and display. The courtyard is bordered on two sides by the school and is visually controlled by the school through a full-height window wall. On the south side, the east-west pedestrian walkway is straddled by a four-story "entry gate" which provides a portal to the west end of campus as well as a front door to the school and access to the spline.

The building provides two faces to the community: one a conservative four-story brick facade along Maryland and Hartford Avenues, the second a glass clad learning center which embraces the courtyard.

Photography: Edward J. Purcell





Jury Comment
The strength of this building is that it takes the function of the building and creates a very simple, strong form and concentrates the resources in several very special areas to give the building a very strong presence. Obviously, it is a very well detailed building.

#### **Project**

Pettit National Ice Center

#### Architect

Venture Architects

#### Contractor

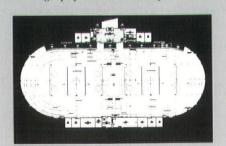
J. H. Findorff & Son, Inc.

#### City

West Allis, Wisconsin

This project involves a single arena with a large volume and span structure which houses America's only Olympic-sized skating oval as well as rinks and seating for 2,000. Attached to this volume are a series of cellular spaces which service the main room. The expression of the whole is predicated on an expression of the connection of its parts, from the macro-level of site and program to the micro-level of architectural detail considerations.

Photography: Howard N. Kaplan, HNK Architectural Photography







Jury Comment
This project has a stong point of view with simple geometric forms. It's well composed and well executed. The plan notion was carried through to the interior spaces whose function, relationship and sense of detail were very well done.

#### Project

Single Family Residence

#### Architect

Bowen Williamson Zimmermann

#### Contractor

Ronald Gene Bowen, FAIA

#### City

Middleton, Wisconsin

Located in a meadow surrounded by woodlands, this three-pavillion residence is used by two professionals whose children have left the nest, but often return for long weekends with grandchildren and friends. The open site provides the opportunity to develop a hierarchy of natural and mown landscape forms complementing the rectilinear forms of the residence and brick paved recreation forecourt.

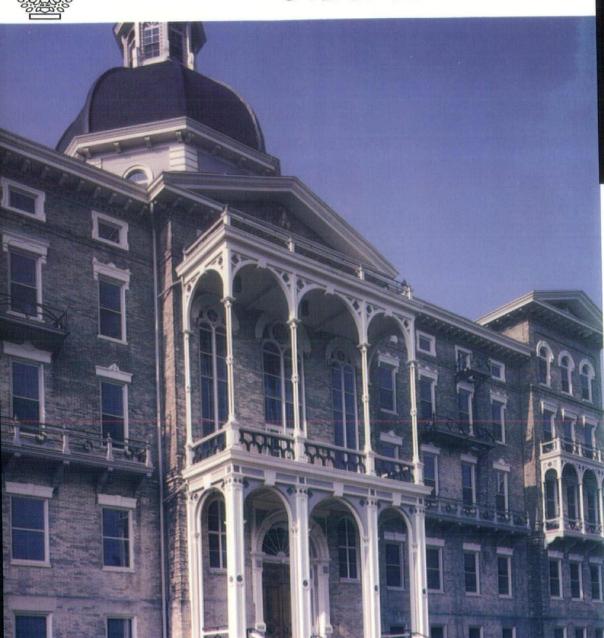
Orientation and organization of the public activities for living and dining areas allows framed views during all seasons of the countryside while linking the semi-private and private pavilions. A linear development of the plan with its three pavilions linking the public activity (living/dining) spaces clearly expresses the individual purposes of the pavilions for utility (garage/studio), semi-private (family/kitchen/library) and private (sleeping) activities while providing isolation and openness for owners, visiting family and friends.

Interface of the residence with the site is completed with the incorporation of a series of suspended decks which extends its space and reaches out to it, providing a natural extension of the activities housed within.

Simple geometric forms are intended to contrast with the natural environment, while the material selection of grey cedar is intended to become a part of a quiet scene and a sense of belonging. The design solution reflects a simple, direct and contextually compatible solution for this single family residence.

Photography: Don Kerkhof





Jury Comment
The architect did a wonderful job, not only in preserving and restoring the original building, but also in adaptively reusing the building elements in their new functions in a way which is consistent with the original character and intent of the building.

#### **Project**

Henni Hall, St. Francis Seminary

#### Architect

Eppstein Keller Uhen, Inc.

#### Contractor

Voss Jorgensen Schueler Company, Inc.

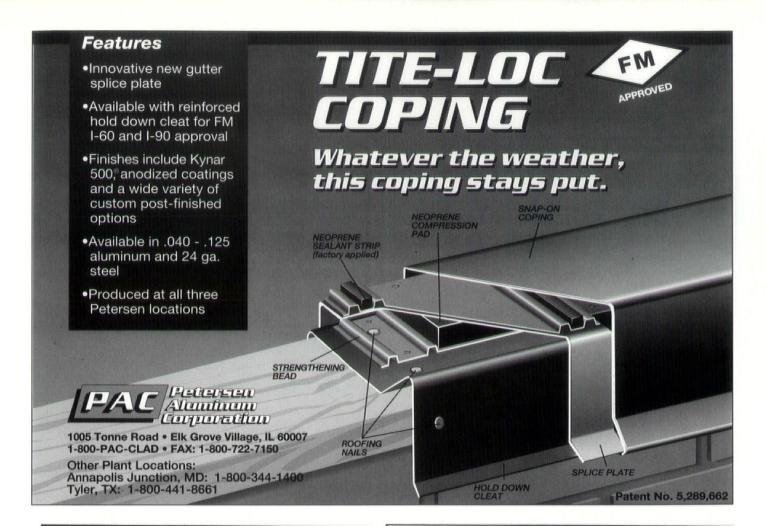
#### City

Milwaukee, Wisconsin

Henni Hall, built in 1861–1875, was surprisingly well-preserved. However, bringing the structure to its full potential required a substantial amount of sensitive rework. New mechanical, electrical and plumbing systems were required in the majority of the building, a sprinkler system as well as the development of fire stairs throughout the building. The windows, walls and finishes in the building were upgraded. The exterior required cleaning, painting and tuckpointing.

Internally, the first and second floors were renovated for administration, classroom and public use. The remainder of the building was renovated for priest and student residences. In addition, a new Eucharistic chapel was constructed where the Sacristy existed. A new Sacristy was added at the rear of the existing altar.

Photography: Edward Purcell



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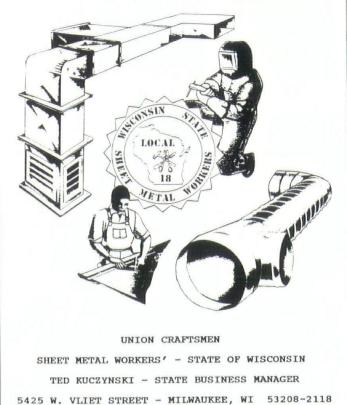
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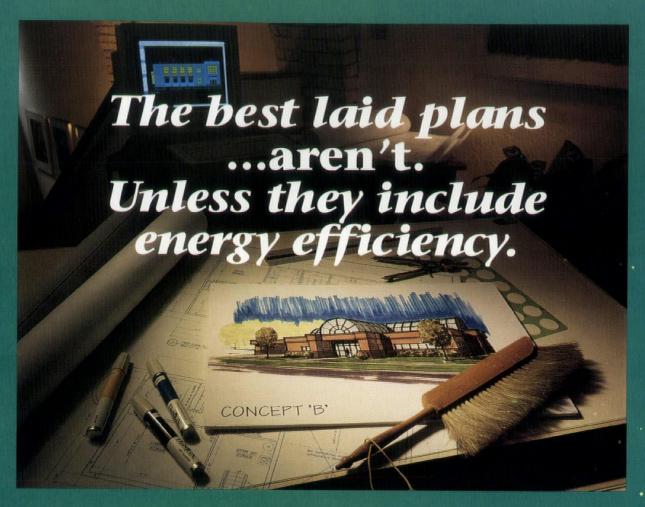


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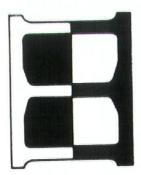
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# Place, Community and Economic Development

The following article is excerpted from Donovan Rypkema's keynote address at the 1994 AIA Wisconsin Convention. His talk was sponsored by the Real Estate Services Group of Reinhart Boerner Van Dueren Norris & Rieselbach.

This is about place; community, which isn't the same thing as place; and mostly economic development—what cities of all sizes are going to have to do to compete in the 21st century. Finally, it is about historic preservation, quality urban design and preservationists.

Let's begin with "place." It is not a synonym for "location." A location is a point on the globe; an intersection of longitude and latitude. Certainly every place has to have a location but I do not believe every location meets the test of being a place. Novelist James Howard Kunstler writes about points that can be found on a map—they are certainly locations, but they would not, by in large, meet the test of being a place.

So let me return to the definition of place. It is something more than a location, but what is it? Place has been defined as "a location of experience," as "the container of shapes, powers, feelings, and meanings," and as "a matrix of energies." University of Wisconsin geography Professor Yi-Fu Tuan has made an academic career out of what he calls topophilia, which he defines as "the affective bond between people and place." For the time being I am going to adopt landscape artist Allan Gussow's definition of place as "a piece of the whole environment that has been claimed by feelings."

Psychology editor Winifred Gallagher has investigated the impact of place on human behavior. She writes, "our relationship with the larger world is built from countless sensory interactions between us and our settings. In a very real sense, the places in our lives 'get under our skin' and influence our behavior in ways that we often don't expect. A good or bad environment promotes good or bad memories, which inspire a good or bad mood, which inclines us toward good or bad behavior."

Sociologist Ray Oldenburg takes a very different perspective. Oldenburg contends that human beings need what he calls a "third place"—home being the first and work being the second. These third places are filled with people, they are not exclusively reserved for the well-dressed crowd, there are abundant places to sit, human scale has been preserved, and "cars haven't defeated the pedestrians in the battle for the streets." Just think about your favorite neighborhood and see if it doesn't meet those tests-a diversity of people, sitting among buildings of human scale, in an area that isn't dominated by automobiles. But Oldenburg writes, "Where once there were places, we now find nonplaces."

Daniel Kemmis is the mayor of Missoula, Montana. He cites example after example of the failure to reach satisfactory local solutions on a wide variety of issues. He writes, "The shrillness and indignation, which is so familiar to all of us, is a symptom that something is profoundly wrong with the way we make 'public' decisions." This is a politician frustrated with political gridlock on the local level. He takes a wonderful step back from the cacophony of politics and grounds himself to the ground around him. Here is what he writes: "(W)hat 'we' do depends upon who 'we' are (or who we think we are). It depends, in other words, upon how we choose to relate to each other, to the place we inhabit, and to the issues which that inhabiting raises for us. If in fact there is a connection between the places we inhabit and the political culture which our inhabiting of them produces, then perhaps it makes sense to begin with

the place, with a sense of what it is, and then try to imagine a way of being public which would fit the place." Place as the place to begin political discourse.

So there are the observations of a psychiatrist, sociologist and politician. But let me cite one more—the "tour of our built environment" by novelist James Howard Kunstler entitled The Geography of Nowhere. One 117-word. Faulknarian sentence from the book summarizes the other 275 pages. It is so well written (although more strident and angry than would be my style) that I want to read it to you in total. "Eighty percent of everything ever built in America has been built in the last fifty years, and most of it is depressing, brutal, ugly, unhealthy, and spiritually degrading-the jive-plastic commuter tract home wastelands, the Potemkin village shopping plazas with the vast parking lagoons, the Lego-block hotel complexes, the 'gourmet mansardic' junk-food joints, the Orwellian office 'parks' featuring buildings sheathed in the same reflective glass as the sunglasses worn by chain-gang guards, the particle-board garden apartments rising up in every meadow and cornfield, the freeway loops around every big and little city with their clusters of discount merchandise marts, the whole destructive, wasteful, toxic, agoraphobia-inducing spectacle that politicians proudly call 'growth." Beyond this diatribe what does Kunstler see as the consequences of this devaluation of our built environment? Diminished public safety, fiscal waste, loss of affordable housing, diminished local business ownership, and economic segregation.

But, regardless of each particular perspective, all of these people reached the same three conclusions:

1) that place has an immense impact on how we think and act as human beings;

2) the quality of the built

environment around us is, overall, getting worse instead of better; and 3) there has been a marked shift away from the interaction between people and their place.

Another area that has quietly but very quickly been emerging as an analytical focus across another wide spectrum of disciplines is the renewed recognition of the importance of a concept called "community." The two concepts—community and place—are inseparable. "Place" is the vessel within which the "spirit" of community is stored; "Community" is the catalyst that imbues a location a with "sense" of place. The two are not divisible. You cannot have community without place; and a place without community is only a location. A group of people with a shared concern but not a shared place is an interest group, not a community.

The built environment, particularly historic preservation, is the nexus at which the concepts of community and place intersect. Our deeply felt anger when a neighborhood landmark is razed isn't because of the building—it was only stone and wood after all. It was because a piece of our community was taken away. It also tells us why preservation is an overwhelmingly local endeavor, why the loss of a building in your town isn't, frankly, too important to me. It explains why strong neighborhood groups are much more often found in older neighborhoods than new—the sense of place and the spirit of community have had time to re-enforce each other.

I would like to spend a few minutes talking about why sense of place, spirit of community, and the physical manifestation of those two—historic preservation—is crucial for successful economic development well into the next century.

Let me begin with two simple facts of economic life: first, a community cannot continue to survive without economic health; and second, economic health cannot be maintained without economic growth. Without jobs people either move away or become permanent dependents of the state. Departure and dependency have the same end result—loss of community—however you define it.

Now, it is possible to have economic growth without necessarily having population growth. Better education, higher productivity, innovation and import substitution are all ways of having economic growth without necessarily having population growth. So we don't have to have more people, but we do have to have economic growth.

For either preservation or quality new urban design to take place on a sustainable basis there must be economic health. Without local economic health there simply are not the financial resources to save the historic resources nor to build the landmarks of tomorrow. To the extent that preservationists allow the debate to be framed in the zero sum game of historic preservation or economic growth, they will inevitably lose, and, frankly, they should. Now that doesn't mean that every time some developer drives into town and tells the city fathers that the Victorian courthouse has to come down so there can be parking for his 7-11 across the street that we have to buy the argument. One more 7-11 isn't economic growth at all. But when the issue is a legitimate one of economic growth, we cannot allow preservation to be the either/or choice. Fortunately, we don't have to.

We are in the midst of a major shift in how the economy functions. There are four inter-related elements that make up this shift that are of concern to us here: first, globalization; second, localization; third, quality of life as the critical factor in economic growth; and fourth, location dependency being replaced by innovation and place dependency.

For all the discussion we hear, globalization has only just begun. The whole concept of a "national economy" is becoming obsolete. We are in a global economy, a global market-place, and in coming years it will only be more so. "Think Globally, Act Locally" was the slogan of antinuclear activists in the 1970s and of environmentalists in the 1980s. In this decade the phrase is being turned around to read "Think Locally, Act Globally" and is necessarily becoming an economic development strategy.

But the exciting part of globalization isn't the "think globally" part—it is the "act locally" part. Largely ignored in the current trade policy debate is the vital role individual towns, cities, even neighborhoods have in the globalization process.

I mentioned earlier that I did not believe that preservation or quality urban design could take place without economic growth. Jane Jacobs claims that "...all developing economic life depends on city economies [and that] all expanding economic life depends on working links with cities." Note she did not say states or nations but cities.

Akio Marito, founder of Sony, calls this phenomena "global localization." Business guru Peter Drucker is one who ties this global localization to what we have been calling community. In *Post Capitalist Society*, Drucker writes that tomorrow's educated person "must become a 'citizen of the world'—in vision, horizon, information. But he or she will also have to draw nourishment from their local roots and, in turn, enrich and nourish their own local culture."

Globalization is the first of the major shifts affecting economic development and localization the second. The third is the importance of quality of life as the most significant variable in economic development decisions. What constitutes "quality of life"? Well, a variety of lists have been made. But every item on every list I have read can be divided into one of two categories: the physical and the human. Do you think that it's only coincidence that the physical might be redefined as "place" and the human redefined as "community"?

Preservationists have gotten better over the past ten years or so demonstrating how a given preservation project might be economically feasible, might be compatible with overall economic development. But we have missed the point. We have vastly under-represented the cause. We shouldn't be arguing that maybe historic preservation and quality design won't adversely affect economic growth; we should be shouting that sustainable economic growth won't happen without them. Economic growth requires quality of life. Quality of life is place and community. Historic preservation is where place and community come together. We are the ones laying the foundation for the economic survival of our towns and cities into the next century, not some strip center developer.

Quality of life is sometimes painted as the "soft" side of economic development, whereas infrastructure, tax rates and utility costs are the "real" factors. Last year, the *New York Times* reported that institutional investors in municipal bonds are increasingly looking at the local quality of life to determine if they want to buy the bonds or not. Because, without quality of life, reinvestment won't take place. No reinvestment means no economic growth. No economic growth means economic decline. Economic decline

means fewer taxpayers and fewer taxes. Fewer taxes means the bonds can't be paid off.

The last of the major changes in the economic development field is the shift from cities being location dependent to cities being place dependent. Think about how nearly all cities began—they were founded and grew because of their dependence on a fixed location. They were located on a seaport, near raw materials, at transportation crossroads, close to a water source, or at a point that was appropriate as a military defensive outpost. They were location dependent cities.

Tomorrow's cities—at least in North America, Japan and Europe—will be innovation and place dependent cities. Our product tomorrow will be knowledge and information. Information is an inventory that takes almost no storage space, can be created anywhere, can be transported instantly and cheaply, and can be adapted, expanded and modified at will.

By far the most far reaching, cutting edge book yet published about tomorrow's economic development strategy is Marketing Places, written by three professors at Northwestern University. They call their strategy "place development." In part they write, "A place's potential depends not so much on a place's location, climate, and natural resources as it does on its human will, skill, energy, values, and organization." And they add, "In this last decade of the twentieth century, a dominant factor in any community's life is the emergence of a global economy and its consequences for the local economy and the quality of life."

I have read every page in *Marketing Places* at least three times. I cannot find a single sentence that would suggest that either historic preserva-

tion or quality urban design is not fully compatible with tomorrow's economic growth.

I would like to read you one more paragraph from this book. "There are five time-honored approaches to place development, namely community development, urban design, urban planning, economic development, and strategic market planning." I am here to tell you that the National Trust's Main Street Program uses not one or two but all five of those approaches. No wonder it works so well.

There is one more economic consequence of these four economic trends that affects our cities and towns and historic preservation. It is the matter of community differentiation. Missoula mayor Kemmis says, "Almost without exception, any serious move...by a local economic development organization goes hand in hand with an effort to identify and describe the characteristics of that locality which set it apart and give it a distinct identity." The major reason preservationists struggle to maintain a city's historic resources is to maintain the city's distinct identity.

There is a principal in physics that says if a thing cannot be distinguished from any other thing it does not exist. If your community cannot be distinguished from any other community, sooner or later it will cease to exist. For our communities to have value they must be distinguished. And their physical distinction—particularly the historic built environment—is a crucial element in that search for value.

So what have we discovered? 1) That there are two powerfully emerging rediscoveries—the importance of sense of place and the importance of spirit of community. 2) That the built environment in general, and historic preservation in particular, is the nexus at which place and community intersect. 3) That there are major

shifts taking place in the economy—globalization and localization; quality of life as critical economic development variable; cities becoming place and innovation dependent and no longer location dependent. 4) That historic preservation and quality urban design is fully compatible with tomorrow's economic growth strategies; and 5) Community differentiation will be important for a place to be economically competitive.

Which brings me, at last, to the final part of this quotation-clogged colloquy—namely, the actions that preservationists and those concerned with quality urban design are going to have to take to capitalize on this convergence of interests.

First, we still have a whole lot of education to do. There are still far too many decision makers who are clueless about the concepts of place and of community. But people cannot be blamed if they don't know something. It is our obligation to teach them; and maybe we haven't done that well enough yet.

Second, successful long-term economic development must begin with a strategic planning process. That can't be left to the city's economic development director and the Chamber of Commerce executive. It is our community and we have to take an active part in planning its economic future.

Third, we must become advocates for economic growth. Preservation will not take place on any measurable scale in locations of economic decline; there simply will not be enough financial resources.

Fourth, it is high time we quit worrying about saving buildings. Our mission ought to be saving communities. When we focus on buildings we are only saving locations. True preservation is about saving places.

Fifth, we have to address this so called "property rights" movement head on. In forum after forum, point by point, we cannot allow their hogwash to go unanswered. Think about it. If quality of life is the significant variable for economic development, and if the physical environment is a major element of the quality of life criteria, then there is no greater threat to sustainable economic growth than the elimination of those community-based enactments whose sole purpose is the protection of that physical environment whether it is built or natural. In the name of real estate rights these, myopic fast buck artists are the one's dooming the economic future of our communities—not the preservationists, environmentalists and their allies. Yet the property rights advocates are getting away with claiming the opposite.

Sixth, you all know of, and many of you are a part of, the growing movement among design professionals called "The New Urbanism." From a design principles and human interaction standpoint, the "New Urbansim" is on target and very exciting-it is surely no coincidence that the sub title of Peter Katz's book called The New Urbanism is "Toward an Architecture of Community." But there is a troubling attitude among some within that movement. In reporting about a recent conclave of this movement, January's Preservation News reported, "Some complained that the [Congress of New Urbanism] itself was too exclusive. Duany responded that the congresses are intended to be 'elitist, not common.' A controlled and limited group, he explained, would serve as the best means of honing the new urbanism's mission and then of disseminating that message to a wider audience."

Nonsense! If there is anything we have learned in Main Street the last 15 years it is that the ego of expertise—regardless of how well in-

tended—is no substitute for bottomup public participation in the decisions for each community's future.

Finally, we need to more effectively define to others what it is we are doing: that we are fighting to maintain a sense of place; that preservation is essential for the spirit of community; that sustainable economic development is not only compatible with historic preservation accompanied by quality new urban design, it is not possible without it. If we first understand and then communicate that message, we will find allies we have never had before.

I want to conclude with two quotations which, I think, effectively convey both the importance of sense of place and the significance of the spirit of community. First, the widely admired American author Eudora Welty. In her collection of essays entitled The Eye of the Story, she writes, "it is our describable outside that defines us, willy-nilly, to others, that may save us, or destroy us, in the world; it may be our shield against chaos, our mask against exposure; but whatever it is, the move we make in the place we live has to signify our intent and meaning."

Finally, nearly 150 years ago, John Ruskin was referring to buildings, but I think what he wrote applies to our entire communities as well. He wrote, "When we build let us think that we build for ever. Let it not be for present delight, nor for present use alone; let it be such work as our descendants will thank us for, and let us think, as we lay stone on stone, that a time is to come when those stones will be held sacred because our hands have touched them, and that men will say as they look upon the labor and wrought substance of them, 'See! this our fathers did for us.' "

EDITOR: The author is principal of The Real Estate Services Group, a real estate and economic development consulting firm in Washington, DC.



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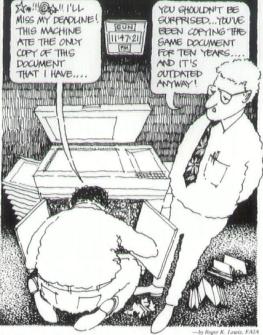
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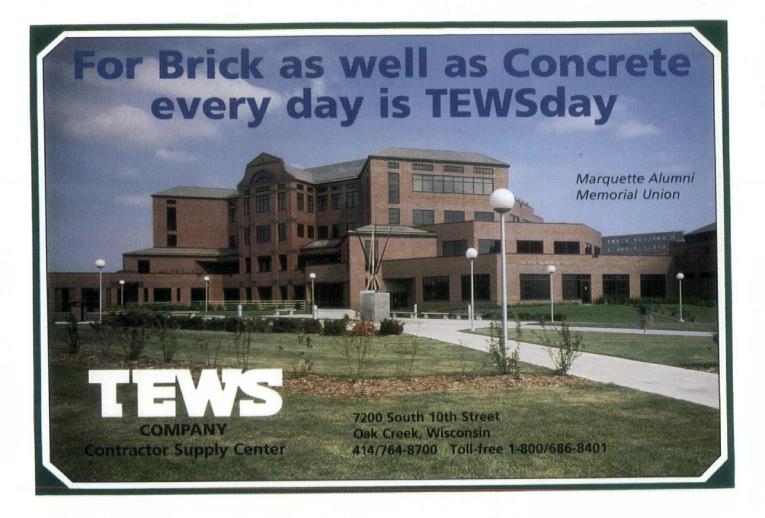
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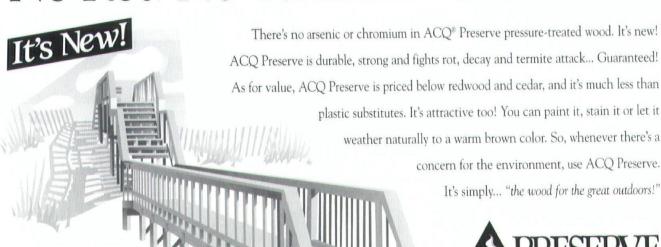


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For more information on the 1994 Fall Workshop, Financial Management: Things They Didn't Teach You in Architecture School, please contact the AIA Wisconsin office.

#### Sales Tax

The next major legislative battle for Wisconsin architects is influencing the debate on school property tax relief policy to prevent the expansion of the state sales tax to architectural and other professional services, says William Babcock, Executive Director of AIA Wisconsin.

"It seems that about every two years we have needed to beat back proposals to expand the sales tax to architectural services," Babcock reported at the recent Annual Meeting of AIA Wisconsin. "We are now facing our biggest threat that such proposals will become reality."

This past session, the Wisconsin Legislature and Governor Thompson enacted new school spending caps and, in the closing days, approved increasing state school aids in 1995– 96 by nearly \$1 billion for school property tax relief. The problem is, if these additional funds cannot be found through state spending cuts and/or from the growth in existing state taxes, the debate in the next legislative session will be how to increase state taxes in the leastobjectionable way.

"Unfortunately for architects and allied professionals, expanding the sales tax may appear to be a relatively attractive option," Babcock reported. The Legislative Fiscal Bureau estimates, for example, that expanding the 5% sales tax to architectural, engineering and surveying services would generate an additional \$17.7 million per year.

It is important that architects and allied professionals get involved in state legislative campaigns this fall as well as in the debate on school property tax relief proposals when the Legislature starts its new session early next year. If architects choose to not get involved, according to Babcock, "chances are good that professional fees, those paid both to and by architects, will become subject to the sales tax."

The following are ten good reasons why expanding the sales tax is a bad idea. Put them to good use the next time you are talking with candidates for the Wisconsin Assembly and Senate.

- Proposals to expand the sales tax to professional services in order to increase state aid to local school districts would represent a massive tax shift . . . not real tax relief.
- Expanding the sales tax to professional services would impede business expansion by increasing

the cost of doing business in Wisconsin, particularly the frontend development costs.

- Small businesses, traditionally the primary source for employment growth, would be hit the hardest by a sales tax on professional services. Larger companies would be able to avoid the increased sales tax burden by providing these professional services in-house.
- Expansion of the sales tax also would place Wisconsin architects and other professionals at a *competitive disadvantage* with respect to out-of-state firms.
- None of our neighboring states imposes a sales tax on architectural services; and only four states in the entire country have such a tax. Recent attempts to expand the sales tax in Florida and Massachusetts, for example, proved to be *very unpopular* and were quickly repealed.
- Because sales taxes are no longer deductible for federal income taxes, a shift from property taxes to an expanded sales tax would result in a significant new outflow of state tax dollars to the federal treasury.
- Expanding the sales tax to professional and other services would create significant *administrative and enforcement problems* and much higher compliance costs.
- As in all other states, architects in Wisconsin are regulated to protect the health, safety and welfare of the public. Expanding the sales tax would create an incentive for consumers, in order to avoid or

minimize the additional tax burden, to reduce the scope of architectural services to the detriment of *public safety* and the quality of our built environment.

- Proposals to expand the sales tax to professional services do not represent an elimination of an exemption or "loophole," but rather a significant and unjustifiable change in state sales tax policy.
- State efforts to reduce local property taxes go back as far as 1911 when the state enacted the first income tax. Property taxes have continued to climb despite the regular infusion of new state tax dollars. There is no free lunch. Many taxpayers would experience a net increase in their overall tax burden if the sales tax is expanded to professional services, with no guarantee that the resulting shift in tax burdens would be any more fair or equitable.

#### **WAF Annual Meeting**

At the Annual Meeting of the Wisconsin Architects Foundation, held in conjunction with the 1994 AIA Wisconsin Convention, the following individuals were elected unanimously to three -year terms on the WAF Board of Directors: Richard J. Griese, AIA, De Pere; Gil Snyder, Milwaukee; and Kerry L. VonDross, Waukesha.

WAF President Gary V. Zimmerman, AIA, also recognized retiring Board members Clarence Huettenrauch, AIA, and Robert C. Greenstreet for their dedicated service on behalf of the Wisconsin Architects Foundation.

The following 1993–94 WAF scholarship recipients also were recognized: Keith Biskobing, Keith Brown (Elmer Johnson Memorial),

Patrick Curran, Lisa Fesler (Richard Hunzinger Memorial), Laurie Fisher, John Holz, Brian Johnsen, Rebecca Kleinbaum, Amy Liebl, Ronald Mastalski, Laura Serebin, Douglas Voigt, Daniel Block, Sean Bowler and Paul Pietruska.

#### KI Contribution

The Wisconsin Architects Foundation is pleased to announce that it has received an \$8,000 contribution from KI, the Green Bay-based furniture manufacturer formerly known as Krueger International.

The contribution was presented to the WAF by John Schoenecker on behalf of KI. The gift reflects KI's commitment to quality design and its strong support of Wisconsin's architectural profession, according to Schoenecker.

In accepting the contribution, WAF President Gary V. Zimmerman, AIA, commented, "The gift from KI significantly enhances the WAF's ability to build a better Wisconsin through architectural education and to increase the public's awareness and appreciation of design excellence."

Established in 1954, the Wisconsin Architects Foundation has awarded more than \$190,000 in scholarships to over 200 architectural students. The WAF also provides annual program grants to student chapters at the University of Wisconsin-Milwaukee, MSOE and vocational colleges in Green Bay, Madison, Milwaukee and Rice Lake.

#### Legislative Report

During the recently completed twoyear 1993–94 session of the Wisconsin Legislature, over 2,100 separate bills were introduced in the Assembly and Senate. Of these, just under 500 were approved by both houses of the Legislature and signed into law by the Governor.

The following provides a brief description of the 1993 Wisconsin Acts that may be of particular interest to architects and allied professionals:

Act 16—1993–95 State Budget Law. Among many other items, the state budget bill established limits on annual increases in school district property taxes and other revenues as well as referendum requirements to exceed the spending cap. (SB 44)

Act 112—Authorizes limited liability companies for any lawful purpose. (AB 820)

Act 126—Requires builders of oneand two-family dwellings to obtain an annual certificate of financial responsibility. (AB 660)

Act 242—Requires DILHR to review energy conservation code and consider national ASHRAE standards. (SB 92)

Act 263—Establishes procedures for creating a local exposition district with certain tax levying authority and provisions for contracting for design and construction services. (AB 1052)

Act 268—Exempts city housing and redevelopment authority contracts and projects under a certain dollar value from bidding process. (AB 298)

Act 305—Allows counties and municipalities to impose impact fees on developers for specified public improvements. (AB 818)

Act 309—Establishes ten-year statute of repose for architects and others involved in the design and construction of improvements to real property. (SB 314)

Act 311—Clarifies provisions in statute of repose for design and construction industry. (SB 814)

Act 377—Requires the Department of Corrections to administer a youthful offender program and authorizes \$24.2 million in state borrowing for additional juvenile correctional facilities. (SB 810)

Act 397—Increases to \$10,000 the size of construction contacts that vocational colleges can approve without requesting bids. (AB 1018)

Act 414—Establishes state energy policy and includes designs that use daylight lighting in list of renewable energy system design elements to be considered by State Building Commission. (AB 701)

Act 437—State Budget Adjustment Law. Among other items, requires state to provide nearly \$1 billion in additional school aids in 1995–96 to reduce school property taxes. (AB 1126)

Act 462—Modifies registration requirements for land surveyors. (*AB 545*)

Act 463—Requires the state regulation of professional geologists. (*AB 1075*)

Act 465—Requires the state regulation of landscape architects and the use of the title "landscape architect." (AB 100)

Act 471—Requires city and village historic preservation ordinances by 1995 and expands eligible costs for state historic rehabilitation tax credit to include certain architectural fees. (SB 47)

**Act 477**—Creates a separate State Capitol restoration fund for gifts and grants. (*AB 608*)

Act 485—Increases by \$44.2 million public debt authorized for construction, development or improvement of adult and juvenile correctional facilities. (SB 825)

For copies of these 1993 Wisconsin Acts or any other legislation, please contact your State Senator or State Representative. The toll-free legislative hotline is 1-800-362-9472 (266-9960 in Madison area).

#### Wright for Kids

The following book review was written by John G. Peine, AIA, Wauwatosa. Published by the Chicago Review Press, the 138-page book may be ordered for \$14.95 by calling 1-800-888-4741 . . . or you may check it out from the AIA Wisconsin library.

Just as the architectural spaces created by Frank Lloyd Wright expand and contract, Kathleen Thorne-Thomsen's biography and children's activity book, *Frank Lloyd Wright for Kids*, successfully reduces the life and design concepts of this nation's greatest architect to the intimate scale of a child's perception.

For example, a youngster can experience the dramatic cantilevers of Wright's masterpiece, Fallingwater, by an activity which uses cake icing and graham crackers. In another, the

Robie House floor plan provides an ideal walk-through maze game. And what better way to explore hexagonal geometry than with oyster crackers?

This book is ideal for a cold winter's morning or a rainy day when children seem to be consumed with boredom. It opens with a short biography which is skillfully abridged and colored so as to be easily comprehended by a child when read to in the arms of a parent. It is not by chance that the first activity consists of cooking Wright's favorite breakfast, Steel-Cut Oatmeal.

Wright's own childhood is illuminated with the obligatory stories of his life on his uncle's farm and hours spent playing with the wooden shapes of the Froebel Gifts his mother bought for him. Today's child would find Victorian educational exercises using maple building blocks far less interesting than the reminiscence of the old architect would have us believe.

The majority of the activities are for TV-off, quiet times and many are intended to take place in the kitchen. Most of them are timeless in their appeal. My favorite is the study or design metaphor in which a hollyhock flower stalk is transformed, or "morphed," from a realistic sketch to the abstract geometric sculpture so often found in Wright's work. The concept is as fresh and contemporary as the latest Mac software, a Michael Jackson video or the "Mighty Morphin Power Rangers" television show.

As shortcomings of the book, I found the constant reference to Wright as "Frank" less than respectful. It may be an attempt to personalize the book by using today's casual speech, but it should be noted that he preferred to always be addressed as "Mr. Wright." Also, a few of the graphics and reproduced hand sketches seemed crude and inconsistent with the overall well-conceived and executed format.

The mostly black-and-white photography is excellent. An especially effective layout is found at the end of the biography section. At the top of the left page, a thin strip of a photo shows Wright's horse-drawn funeral cortege, in side elevation, below is the concluding paragraph. This concept takes advantage of the 8 1/2 x 11 inch horizontal format of the book. To add drama, the opposing page is a full-page shot of a winding gravel road through a bountiful Spring Green, Wisconsin, farm valley in the fall.

Overall, I believe that *Frank Lloyd* Wright for Kids would be equally at home in a comprehensive Wrightian library as well as in a child's toy box.

#### New QBS Manual

AIA Wisconsin's QBS Committee has produced a new and improved *Owner's Manual* to assist school district, municipal, county and other local government officials in Wisconsin establish a Qualification Based Selection (QBS) process for selecting architects for their projects.

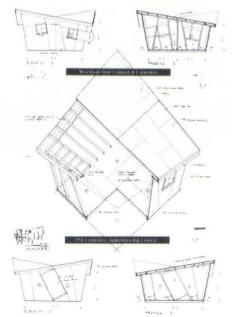
The QBS manual contains step-bystep instructions for implementing a qualifications-based selection process as well as sample QBS forms, correspondence, checklists and evaluation criteria. The new QBS materials incorporate the suggestions and recommendations received from AIA members and public officials. The innovative QBS public owner assistance program was created by AIA Wisconsin in 1986. Since that time, hundreds of Wisconsin school districts and other local governments have utilized the QBS program and the assistance provided by the QBS Facilitator to get their projects off to the right start. The Wisconsin QBS program also is being used as the model by other AIA Chapters implementing similar programs.

Questions, comments and suggestions on the QBS program always are welcomed. For a copy of the new QBS *Owner's Manual*, please contact Carol Williamson, QBS Facilitator, at the AIA Wisconsin office . . . (608) 257-8477 or 1-800-ARCHITECT.

#### **Carpenters Contest**

This spring, AIA Southeast Wisconsin, in conjunction with the Wisconsin State Council of Carpenters, sponsored a design competition for a structure to be constructed at the 1994 Wisconsin State Fair as part of the Wisconsin Carpenters Apprenticeship Contest.

The design submitted by Charles K. Simonds, AIA, Shorewood, was awarded First Place. The award-winning entry is reproduced below.



#### AIA/CES

Beginning in 1996, continuing education will be a condition of AIA membership. In 1992, the AIA instituted a pilot program to develop and test the Continuing Education System (AIA/CES) program. The AIA/CES database and record-keeping system will be fully implemented in January 1995.

Earlier this year, AIA Wisconsin and our four local AIA Chapters became Registered Providers under the AIA/ CES pilot program. This means that AIA members in Wisconsin can get a head start in accumulating valuable AIA/CES Learning Units (LUs) by attending state and local AIA programs . . . and AIA Wisconsin will take care of submitting a record of your participation to the Institute. Individual AIA members may also submit a Self Report Form to report participation in non-registered continuing education programs or in self-designed learning projects.

Each member will need to accrue a certain number of LUs over a two-year period to maintain his or her AIA membership. The specific number of LUs will be determined by the pilot study, but current estimates are that an architect will need between 48—80 LUs over the two years.

Members attending both days of the 1994 AIA Wisconsin Convention, for example, had the opportunity to earn up to 17 LUs. In fact, over 70 members already have accumulated an average of 10 LUs each by reporting their participation in AIA

Wisconsin Convention seminars and other sessions. AIA members attending the ADA training workshops this June sponsored by the Easter Seal Society of Wisconsin earned 12 LUs. Members who attend the AIA Wisconsin Fall Workshop in October (see related story) can earn up to 15 LUs.

For more information on AIA/CES, please contact the AIA Wisconsin office or Brenda Henderson at The American Institute of Architects.

#### Paul C. Brust, AIA

Paul C. Brust, AIA, Mukwanago, passed away this spring at the age of 88.

His architectural career began in 1933. He designed the Zablocki Veterans Affairs Medical Center, DeSales Seminary, St. Sebastian Church and many others prior to his retirement in 1978. His design firm, Brust & Brust Architects, eventually became what is now the Zimmerman Design Group. He was a member of AIA Wisconsin since 1934.

Paul Brust he was highly involved in religious organizations and was a head of the now inactive Milwaukee Archdiocesan Council of Catholic Men, a member of the Holy Name Society, the Catholic Information Society, the Serra Club, the St. Vincent de Paul Society and the Knights of Columbus, among others.

#### People & Places

Allan W. Wirth, AIA, has joined Wellman Architects, Inc., Waukesha, as Production Manager. He may be reached at (414) 523-0555.

**Larry Nichols, AIA**, has joined Foth & Van Dyke in Green Bay. He will serve as technical director for the architectural division.

Heinz Berner, AIA, is pleased to announce that his firm has a new name: Heinz Berner, Architecture & Interiors; a new address: 805 E. Locust Street, P.O. Box 12646, Milwaukee, WI 53212; new phone: (414) 372-6419 or (414) 442-4600; and new fax number: (414) 442-4641.

**Stephen Gries, AIA**, has changed the name of his firm to Gries Architectural Group, Inc. You can contact him at 307 S. Commercial Street, Neenah, WI 54956; phone: (414) 722-2445; fax: (414) 722-6605.

HSR Associates, Inc., La Crosse, has announced the election of **Jack Fleig**, **AIA**, and **Bradley B. Simonson**, **AIA**, as members of the firm's Board of Directors.

Robert Greenstreet, dean of the UWM School of Architecture and Urban Planning, has been elected president of the Association of Collegiate Schools of Architecture. ACSA, founded to advance the quality of architectural education, represents the 110 accredited schools of architecture in the United States and Canada. Dean Greenstreet will serve as president-elect in 1994–95 and as president during the following academic year.



Brian Spencer, AIA, Middleton, passed along the accompanying photograph of the "drafting room" at the Milwaukee firm of Kirchoff & Rose circa 1928. The photo is from the collection of George Kastner, who came from Germany in 1928 to join Frank Lloyd Wright's studio in Spring Green.

**Kevin Schumann, AIA**, Menasha, has joined Dana Larson Roubal & Associates in Appleton. Kevin can be reached at (414) 738-3506.

Tavarez & Associates Architects, Inc., has relocated its Madison office to 3220 Syene Road, Madison, WI 53713; telephone: (608) 271-1625; fax: (608) 271-2205.

The University of Wisconsin-Madison Department of Engineering Professional Development will be presenting the following programs this fall. Programs are in Madison unless otherwise noted. For more information, call 1-800-462-0876.

- Approaches to Successful Building Projects—Effective Decision Making Techniques for Owners (8/11–12, #5284).
- Controlling Building Project Costs (9/12–13, #4452).

- Planning and Design Functional R & D Facilities (9/26–30, Cincinnati, #4796 & #4797).
- Lighting Systems and Controls, Energy Convervation Strategies for Existing Buildings (9/28–30, #4660).
- *NCARB Design Refresher* (Tuesdays, 10/4–11/22, #5157).
- *Creativity Refresher* (Wednesdays, 10/12–11/30, #5159).
- Creativity in Design, Practical Keys to Innovation (10/26–28, #4662).
- *Basic Lighting Design* (Tuesdays, 11/1–12/20, #5158).

#### Membership Action

Please welcome the following new AIA Wisconsin members:

#### AIA

Domenico M. Ferrante, SE Thomas G. Larson, SW Timonthy F. Maertz, NE Peter J. Ogorek, SE Patrick Rio, SE Diane Stoll, SW (Transfer) Johnny Wong, SE

Associate Diana L. Dorschner, SW Alan P. Gerencer, SW

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William C. Schroeder, Jr., NE



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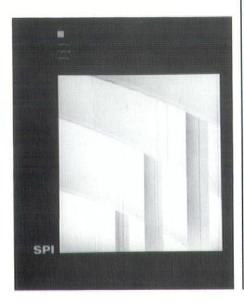
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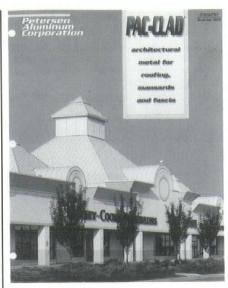
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SPI Lightings's Second Edition of the Concpt Borchure is a free publication featuring more than 50 full-color photos. A range of SPI products are shown in a wide variety of spaces including airport terminals, libaries, natatoriums, recreational and educational facilities and offices. Both large and small public spaces are represented.

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For more information on indirect lighting systems and a free copy of the brochure, contact SPI Lighting, 10400 North Enterprise Drive, Mequon, WI 53092, (414) 242-1420.





Petersen Aluminum announces the availability of their 1994 brochure and color chart. The brochure shows their complete line of quality metal roofing products, featuring the new SNAP-CLAD Metal Roofing Panel and TITE-LOC Coping System. PAC-CLAD, a full Kynar 500 paint system backed by a 20-year non-prorated warranty, is available from stock in 24 standard colors. Three production facilities enable Petersen to offer unmatched service, economy and availability. Call 1-800-PAC-CLAD.

Waukesha Block Company has announced that the company will manufacture SELECTedge, a decorative concrete edging product which can be used alone or with retaining walls, fences and foundations to emphasize landscaping. The product can also be used as a curb along sidewalks, driveways and patios.

The units weigh less than four pounds and their modular, trapezoidal shape offers numerous design possibilities including circular, straight and serpentine borders. They fit together without mortar or any adhesive.

For more information contact William G. Schaab, Vice President, Waukesha Block Company, at (414) 453-7980.



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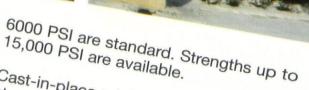
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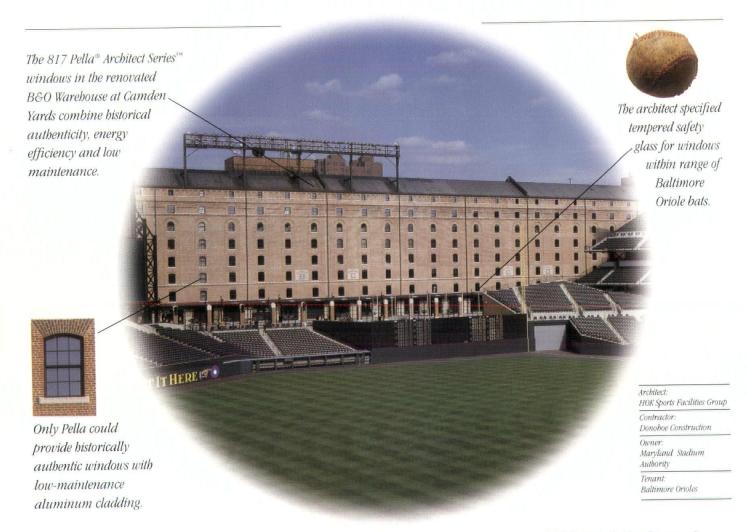
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