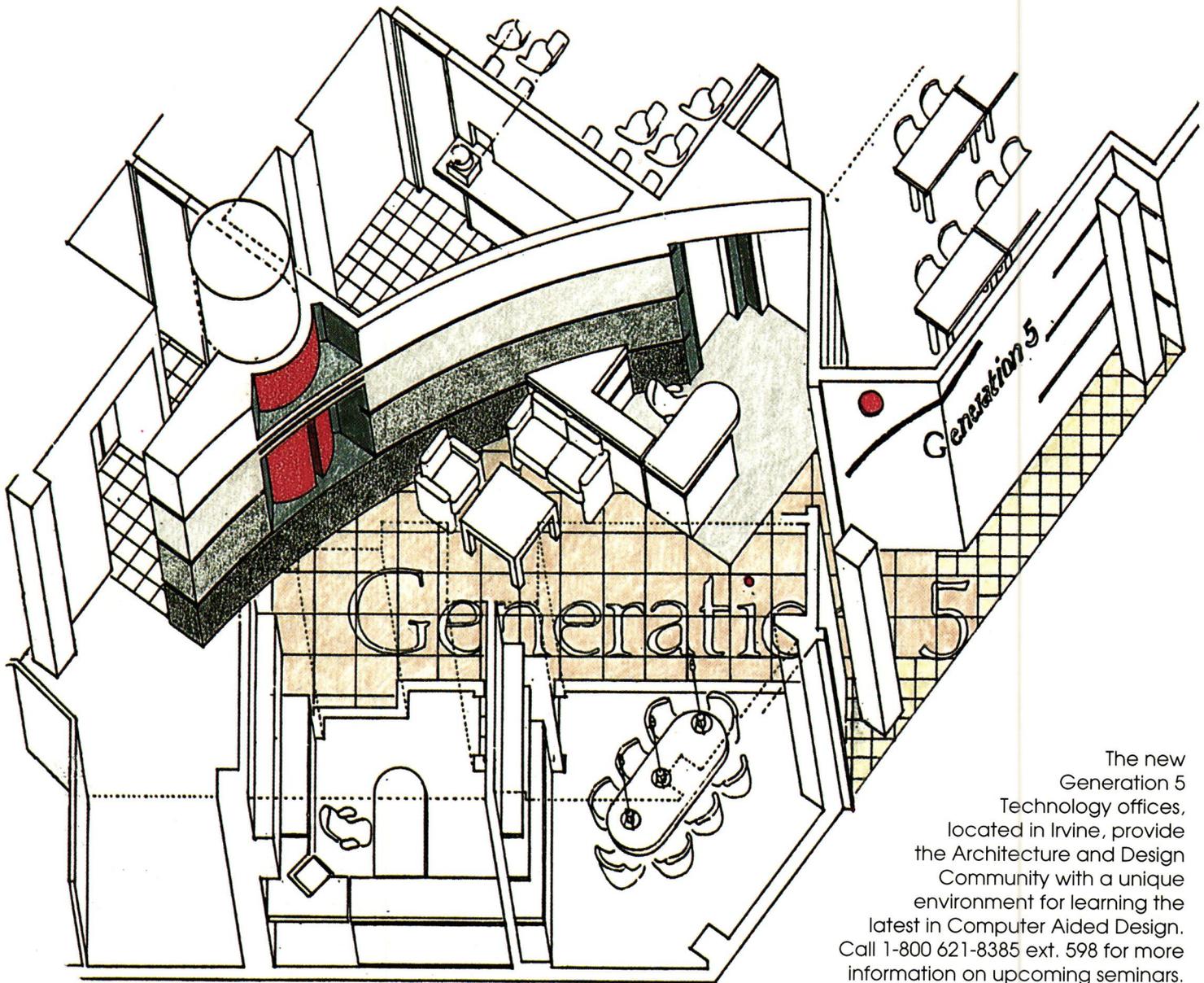




The Winner.



The new Generation 5 Technology offices, located in Irvine, provide the Architecture and Design Community with a unique environment for learning the latest in Computer Aided Design. Call 1-800 621-8385 ext. 598 for more information on upcoming seminars.

Congratulations to Werner Ruegger, AIA for his winning design of the new Generation 5 Technology West Coast Offices.

Our new facilities posed a complex problem. As many as fifty architects, designers and engineers will visit us in a single day. People will come in for demonstrations, conferences, CAD/CAM training. And yet behind the scenes the technical staff needs to work unseen, installing computers for a dozen new clients a month.

Mr. Ruegger addressed these design constraints with an elegant solution. He added a unique design element: the placing of a curved 3-dimensional Generation 5 Technology corporate logo in the center of the main lobby.

Q: How did you come up with your design?

A: I was intrigued by what I could do with your company. How could I design a space that would make the most sense for such a wide variety of activities? We developed a 1/4" scale model, and took it through a number of revisions.

Q: What gave you the idea for the logo?

A: I was looking for a central focus, and with the logo, I realized I could also separate the space quite nicely. It worked perfectly. The receptionist can see both the public and the private space. The kitchen, technical rooms, and staging area for your

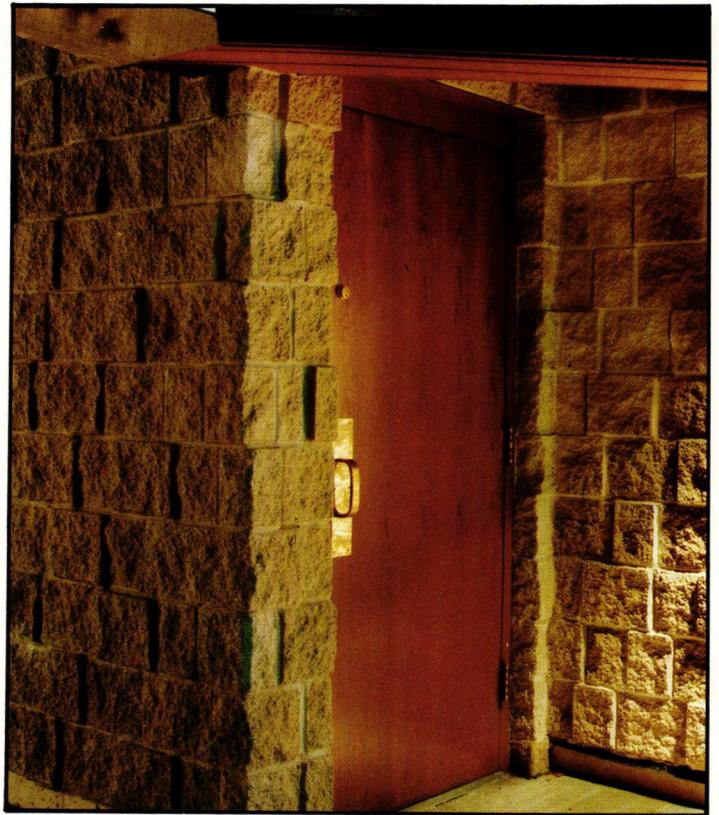
seminars are all located behind the scenes, behind the logo. As you walk in, the corporate image surrounds you in a central theme.

Our warmest thanks to Wayne Lippold, our Consulting Architect, the judges: Lee Iverson, AIA, Sarah Mathews, Gary Thill of Sigma Design, and all the participants who made the design competition possible.

CASTLE ROCK

Elegant and Efficient

The richly textured face of **Castle Rock** exhibits a vivid variety of shapes when laid in simple running bond. When illuminated by natural or incandescent light, the shimmering shadows of **Castle Rock** produce countless new patterns and depths. This vibrant masonry unit results in walls with rugged beauty at the cost efficient price of **Designer Series Block**.



***4 different shapes
in each pair of block.
Randomly installed
and running bond.***



BLOCK CO. INC.

CONCRETE
LIGHT WEIGHT
VENEER
STRUCTURAL SLUMPED
& SPLIT FACE BLOCK

Circle 602 on Reader Inquiry Card

ORANGE COUNTY

8042 Katella Avenue
Stanton, CA 90680
714 / 527-2239

RIVERSIDE

4510 Rutile Street
Riverside, CA 92509
714 / 685-1521

