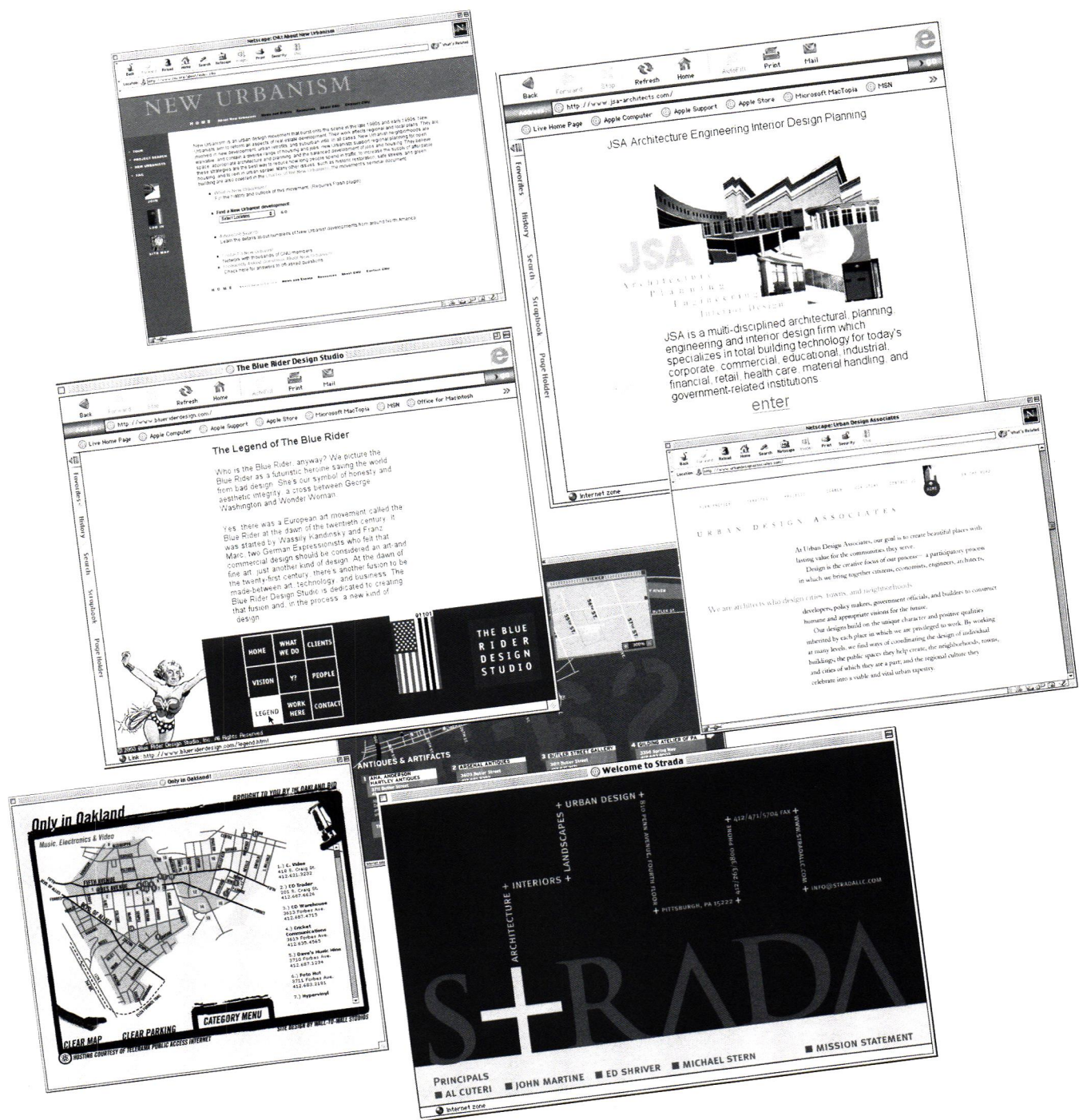


COLUMNS



Design As Identity: Corporate Branding and Web Sites

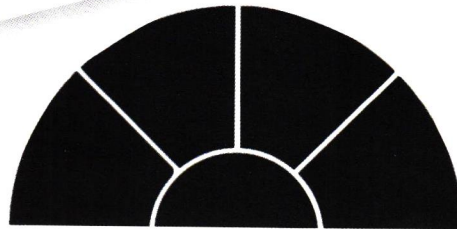
When it's YOUR construction project,
RESULTS are everything.



DEVELOPED BY *Cameron Mitchell Restaurants.*
BUILT BY CONTINENTAL BUILDING SYSTEMS.
DESIGN COLLECTIVE ARCHITECTS



DEVELOPED BY *Nationwide Realty Investors.*
BUILT BY CONTINENTAL BUILDING SYSTEMS.
HEINLEIN-SCHROCK ARCHITECTS



CONTINENTAL BUILDING SYSTEMS

GENERAL CONTRACTOR ■ CONSTRUCTION MANAGER

COMMERCIAL OFFICE ■ RETAIL ■ WAREHOUSE/DISTRIBUTION
HEALTHCARE ■ INTERIOR/EXTERIOR RENOVATION ■ RESTAURANTS

*Call Traci McGavitt-Yates at 412.464.8933 to get results
on your next construction project, or visit
www.continental-buildingsystems.com.*

Without You We are Nothing

By Tracy Certo



We appreciate your ideas and we act on many of them. And we publicize upcoming features in Columns so you have the chance to contribute and you're not surprised when the article appears.

A few years ago the major paper in town

ran an obituary feature of our beloved school crossing guard. The reporter called me about the story and I told her a few anecdotes about this wonderful man. Once when I was having a bad day, I told her, Ed said he wasn't used to me not smiling and would I please cheer up? That's the kind of guy he was. But please, I requested the reporter, leave my name out of it. I gave her other names to call and we ended the conversation. So when the obit appeared in print the next day I was mortified to read the very first line: Tracy Certo was having a bad day.

I almost fell off my chair. With a first line like that, the second line should have read: In fact, she died. Whose obit was it, anyway?

Meanwhile, that very day I went to Ed's funeral where I met his wife. She asked me my name so I spoke my first name clearly and mumbled my last one. Pressed to repeat it, I cringed when she instantly recognized it. (Oh, the girl having a bad day!)

As it turns out, she was grateful for the article which, after the first goofy story about me, was a nice tribute to a special guy. Even so, after that incident, I vowed never again to talk to the media.

Sound strange coming from a reporter? It's not the first mishap I had. Once in Los Angeles I appeared on CNN with my then year-old-son in a backpack. The subject was pesticides and my presence with my toddler was requested by the political group I was working with. Sure enough, the camera zoomed in on us when the talk turned to children and just then my son looked right at the cameraman and uttered loud and clear, "Daddy!" The cameraman thought that was hilarious and yes, they aired it. Nationwide.

Another time I was interviewed, major paper, along with my husband, about couples paying for their own weddings. I was quoted as saying, "because we paid for our own wedding, we felt obligated to talk to our guests." I kid you

not. Turns out the stringer had a bit of a drinking problem and there we were talking to her over a few beers in a North Side bar. Who knew?

All this leads to the following: Normally I don't ask people to do something I wouldn't do but I'm about to. Because even though I am wary of reporters and the media, one upshot has been the extra care I take when writing about others. If someone doesn't want his or her name used, I don't use it. If someone says something they regret and asks me not to print it, I don't. I'm not perfect but I am careful. This is a trade magazine, after all, and it's about you and your profession. And quite simply, we'd like to hear more from you. So I'm dusting off the welcome mat.

Case in point: We can thank Kelly Baker of Mizrahi Design Associates for this month's article on corporate identity and Web sites. She contacted us a few months ago and asked if we would be interested in the topic as it relates to architectural firms. I liked the idea and as it turns out, so did the communications committee. We added a few names to the list of graphic design firms to talk to, and another article was off and running (rather, the editor was off and running with another article).

We appreciate your ideas and we act on many of them. And we publicize upcoming features in Columns so you have the chance to contribute and you're not surprised when the article appears. The more you contribute, the better Columns will be. That goes for Breaking Ground items and photos, too. (We love photos, especially well-composed, well-lit ones.)

If you make an effort to contribute, I in turn will do my best to make you look good. At the very least, I promise never to write an obituary and mention you in the first sentence. That would be the makings of a very bad day.

Contact the editor at tcerto@adelphia.net

IN THIS ISSUE

Design As Identity 6
Corporate Branding and Web Sites

Developing Corporate Identity 10
An interview with Bernard Uy of Wall-to-Wall Studios, Inc.

Association for Community Design 12
Community Design Center of Pittsburgh to host 2002 Conference

Architectural Elegance 14
A Review of *The Henry Clay Frick Houses*

From the top 4
News 5
Breaking Ground 17
Calendar 21
Dossier 23

On the cover: Web site images designed by Mizrahi Design Associates; The Blue Rider Design Group; Terri Wolfe; and Wall-to-Wall Studios, Inc.

AIA Pittsburgh serves 12 Western Pennsylvania counties as the local component of the American Institute of Architects and AIA Pennsylvania. The objective of AIA Pittsburgh is to improve, for society, the quality of the built environment by further raising the standards of architectural education, training and practice; fostering design excellence; and promoting the value of architectural services to the public. AIA membership is open to all registered architects, architectural interns, and a limited number of professionals in supporting fields.

AIA Pittsburgh
211 Ninth Street
Pittsburgh, PA 15222
Telephone: 412/471-9548
FAX: 412/471-9501

Chapter Officers

Jonathan W. Shimm, AIA, President
Richard DeYoung, AIA, 1st VP.
Daniel K. Rothschild, AIA, 2nd VP.
Deborah Rouse, AIA, Treasurer
Elmer B. Burger III, AIA, Secretary
Anne J. Swager, Hon. AIA,
Executive Director

Columns Staff

Tracy Certo, Editor
Joseph Ruesch, Art Director
Joan Kubancek, Coordinator

Editorial Board

David J. Vater, AIA, Chair
Robert J. Bailey, AIA
Alan L. Fishman, AIA
Eileen M. Kinney-Mallin,
Professional Affiliate
Daniel K. Rothschild, AIA
Donald G. Zeilman, AIA

COLUMNS is published ten times a year by, and primarily for, members of AIA Pittsburgh, A Chapter of the American Institute of Architects. Preference may be given to the selection of works, articles, opinions, letters, etc. of members for publication. However, in the interest of furthering the goals of the Chapter, as stated monthly at the top of the masthead and in the membership directory, COLUMNS will publish the names of and properly credit non-members, whether as participants in the design of works submitted by a member, or as designers of their own work, or as authors of articles, opinion or letters.

Opinions expressed by editors and contributors are not necessarily those of AIA Pittsburgh. The Chapter has made every reasonable effort to provide accurate and authoritative information, but assumes no liability for the contents.

For information about AIA Pittsburgh, AIA Middle PA and the Northwest PA Chapter, call 1-888-308-9099.
Online: www.aiapgh.org
email: aiapgh@stargate.net.

Do To You or For You?

by Anne Swager, Hon. AIA

I've been doing a lot of thinking about politics,

politicians and public policy of late. Some of this is due to my annual trip to Washington DC to lobby Congress about issues near and dear to architects' hearts. Some of this is because I went to AIA Pennsylvania's Annual Architect's Day to do the same. But mostly, it is because for the first time a government action, passage of Governor Schweiker's proposed budget, could drastically affect the quality of my family's life.



*In the political arena,
you can either have the
government do to you or
for you. Money helps
make a difference.*

At ten days of age, my youngest child Ellen had a life threatening viral infection. She lived due to the miraculous efforts of Children's Hospital. Our health insurance policy covered the whole bill for the three-week stay, which exceeded my gross yearly salary. We knew she had sustained some brain damage, but it is difficult to measure such things in an infant and so we waited. By nine months of age, it was clear Ellen needed more intervention and we quickly put her into physical therapy, speech therapy and occupational therapy. She is now six years old. She has made incredible progress but still has a long way to go before she can ever be measured head-to-head with a typically developing child. Her therapists love her because they see a child for whom therapy makes a tremendous difference. They expect that because of her intelligence, tenaciousness and determination, she might completely overcome the brain damage that resulted from her illness. No one can be sure, but you can bet that Bill and I, as her parents, want nothing less for her. To achieve this, Bill takes Ellen to the Children's Institute for five therapy sessions a week. She also takes therapeutic horse back riding which substitutes for a physical therapy session, and a therapeutic dance class. Our health insurance covers 36 therapy sessions a year. By the end of each February, we have no more coverage for therapy.

This is due to an action the state took some time back which limited the liability of insurance companies and thus, the cost to employers who provide health insurance. The state agreed to allow the health insurance companies to sign a contract with you for a specific level of service. Of course,

this implies that you have the choice to opt for (in my case) more therapy coverage if you so choose. You don't. The health insurance companies cover "get well" care, not long-term rehabilitative care. The state does cover children like Ellen under Medical Assistance as a back up to our primary insurance. This is fortunate because Ellen's monthly therapy bill, excluding dance and horseback riding (which we pay for out of pocket), is \$3,400. With the economic downturn, the state is reconsidering the Medical Assistance Program. As I sit writing this, the proposal on the table is to have parents pay their own bills if their income exceeds \$100,000 a year. At this juncture, we don't have a problem. Our income level is significantly below \$100,000 because my husband does not work so he can get Ellen to therapy. But if the measure passes, what he can and cannot do will be largely affected by the income limit. Even at \$100,000 a year, we can't afford \$3,400 a month.

I wrote two checks in the past month, one to national AIA's ArchiPAC and one to AIA PA's PAC. In the political arena, you can either have the government do to you or for you. Money helps make a difference. When an uncontested congressional race can cost \$1.5 million, it is not hard to see why politicians need money to keep their jobs and why those who provide it have access. Another option is to be compelling in some way: Funding for children with disabilities they didn't create compared to funding for a crotchety old man who developed lung cancer by choosing to smoke. If you are standing for reelection which one would you rather kiss?

While I find design and the practice of architecture to be of utmost importance, I think a lot of politicians could easily be swayed towards other priorities. It is even more important that you think about writing a check to one or both of these political action committees. Giving only when a really hot issue (like sales tax on professional services) is in the face of a politician is akin to not supporting your fire department during their annual fund drive. If you don't, it is unlikely they will be there when you need them. As cross as it may feel, your name is much more easily remembered when it has been seen as a signature on a check.



Columns is printed on recycled paper.

Peddle (sic) Pittsburgh

Volkswagen Pedal Pittsburgh – City on a Roll, will be held Sunday, May 19. Designed for all ages and riding abilities, the event offers a fun, educational bicycle tour through Pittsburgh neighborhoods. No matter which course you select, you'll enjoy a great ride, gain a new perspective on Pittsburgh neighborhoods and see that Pittsburgh is truly a *City on a Roll*!

The ride will showcase design highlights from Pittsburgh's recent renaissance. PNC Park, the convention center, an expanding network of riverfront trails, redevelopment of former industrial sites and innovative neighborhood initiatives are contributing to a renewed sense of excitement and enhancing Pittsburgh as a world-class city. These highlights and others, will be featured along course options of 15-, 25-, 35-, 50- and 60-miles to accommodate everyone from the weekend cyclist and families to the hard-core fitness enthusiast.

The event, which has attracted more than 12,000 participants since its creation in 1994, has grown to be one of the region's premier cycling events.

For those registering by May 1, the entry fees are \$20 for individuals, and \$45 for families (parents riding with children under the age of 18). On-line registration is available by visiting www.pedalpittsburgh.org. For additional information, call the event hotline at (412) 232-3545 or e-mail info@pedalpittsburgh.org.

Volkswagen Pedal Pittsburgh benefits the Community Design Center of Pittsburgh (CDCP), a non-profit organization that helps to strengthen Pittsburgh and its neighborhoods through investments in planning and design. The CDCP provides

grants, technical assistance and educational programs that help homeowners and communities understand and effectively use professional architecture and planning services.

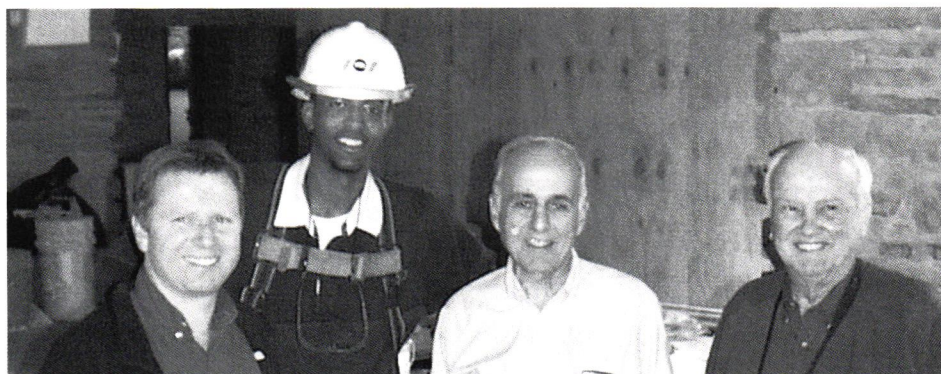
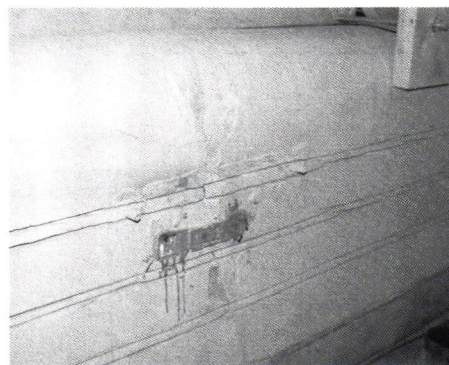
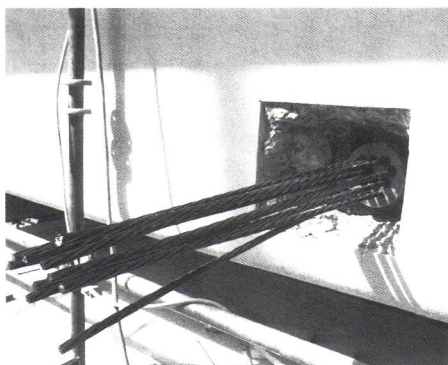


To ride or volunteer, call the Event Hotline at (412) 232-3545 or visit www.pedalpittsburgh.org.

Fallingwater: Work Continues

The \$11 million restoration of Fallingwater is well underway: the strengthening of the main level of Fallingwater is now complete, with no broken glass to report. As expected, the main level lifted about 1/2 inch and the temporary shoring is no longer supporting the building. In addition, the historic cracks on the master terrace are now gone. Looking pleased with the progress is John Matteo (from Silman's office), Jason Hughes (from VSL) and Bob Silman, and Mario Suarez (post-tensioning expert).

Fallingwater opened as planned in March with work continuing. VSL was scheduled to complete some crack repair and install carbon fiber rods over the historic cracks to prevent any further pulling up. Then work will begin running mechanicals through the living room and reinstalling the subfloor and stone floor, and the built-in furnishings. For more information or to schedule tours, call 724-329-8501.



Design as Identity: By Tracy Certo

Corporate Branding and Web Sites

STRADA: Design from Scratch

Instead of using principals' names or initials, the new architectural firm of STRADA opted to get more creative in designating a name for the company. It ended up taking six months. "It was a very involved process," says principal Ed Shriver, AIA. There was a series of brainstorming sessions with the firm's principals and the staff from Mizrahi Design Associates, which included consulting with English dictionaries, Italian dictionaries and even encyclopedias. "Typical designers," says Shriver with a laugh. "We had pages and pages of names." They circulated the long list of names throughout the firm for a reaction. If someone wanted to delete a name that was fine—but they had to give a reason.

It was a free-for-all creative activity, Shriver explains but always, they kept the criteria in the forefront: the name had to reflect the company and the kind of work they do. They also spent time on the web researching what other firms did and seeing what URLs were available.

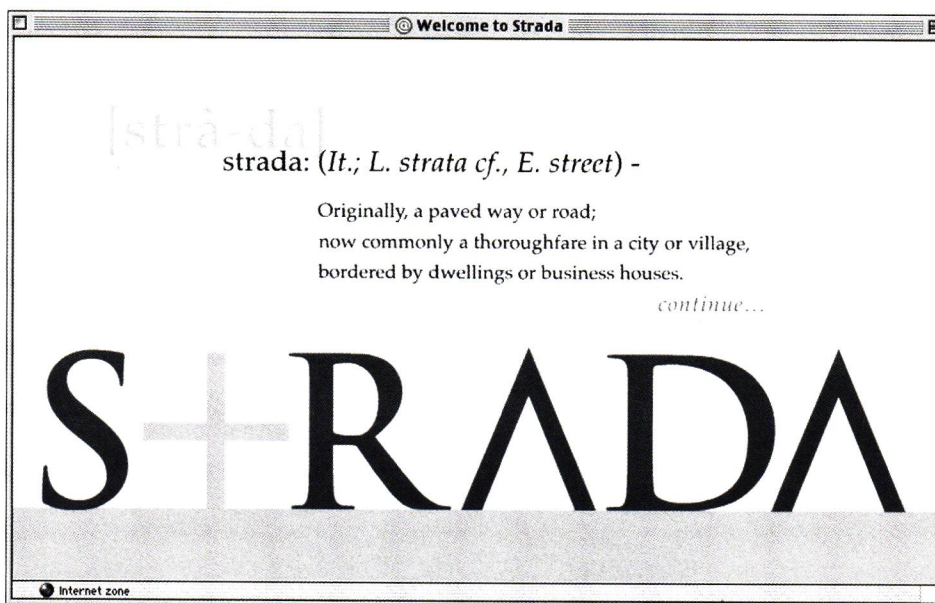
In the end, they whittled the long list to four or five names and sent them off to the lawyers. The attorneys then did a

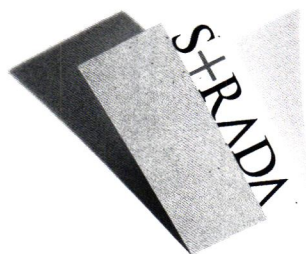
detailed search in Pennsylvania and a more general search elsewhere throughout the country. Finally, they approved of two. Shriver then presented the two names to the group only to have other suggestions raised, he said. "What if we combine them? What if we do this? Or do that? they suggested. I yelled, Time out! We're picking one of these two!"

STRADA, which means street in Italian, it was. The letter T in STRADA became the crossroads, representing the four partners in the firm: Ed Shriver, John Martine, AIA, Michael Stern, ASLA and Al Cuteri, AIA. Due to legalities, of course, the official name of the firm is STRADA Architects LLC since a) an architectural firm has to have the word architect or architecture in its name and b) the LLC is required in this case, too.

"The partners recognized the need to create more than a logo and a look—they looked to us to form the foundation of their brand...an integrated marketing strategy," says Laurie Mizrahi, principal and creative designer of MDA (www.mizrahidesign.com). "It was important to all to discuss and help to formulate the market's perception about the new firm through the creation of tangible communications tools.

"The Web is a strange medium. You can appear to be as large or small as you care to be," says Laurie Mizrahi of Mizrahi Design Associates.





We produced a plan document (maybe the parallel to a blueprint for communications and visual identity) and outlined the necessary components to get there. This included the logo, key consistent messaging (in all the language that went out about the firm) stationery, proposal kit, website, mailers, first press releases, etc."

Once the name was in place, it was "further developed into a classic, sophisticated visual identity" with an Italian flavor and connotation that reflected the firm and the work they do, says Mizrahi, adding, "It was a very specific format for a very consistent layout."

Now, with the firm's move scheduled for April, they are sending mailers that they hope will not only announce the move but will also generate traffic to the firm's Web site at the same time.

Meanwhile, they've had lots of comments on the Web site, all positive. "People do look there first to see if you're real," Shriver notes with amusement. "One of our biggest problems? You don't get that much traffic to your Web site."

As for the name, now that they've lived with it, they wonder what took so long to get it. "It's a perfect fit," Shriver notes with satisfaction.

Blue Rider Designs: Saving the World from Bad Design

Let's face it: when you're a graphic design firm offering cross media solutions and branding for clients, your own Web site and company design better be distinctive and outstanding. Take a look at the Blue Rider Design Web site, which scores on all counts: it's informative as well as hip, creative and humorous. The firm, which offers cross media solutions, logo designs and branding, is a good example of the very things they offer. (www.bluerider



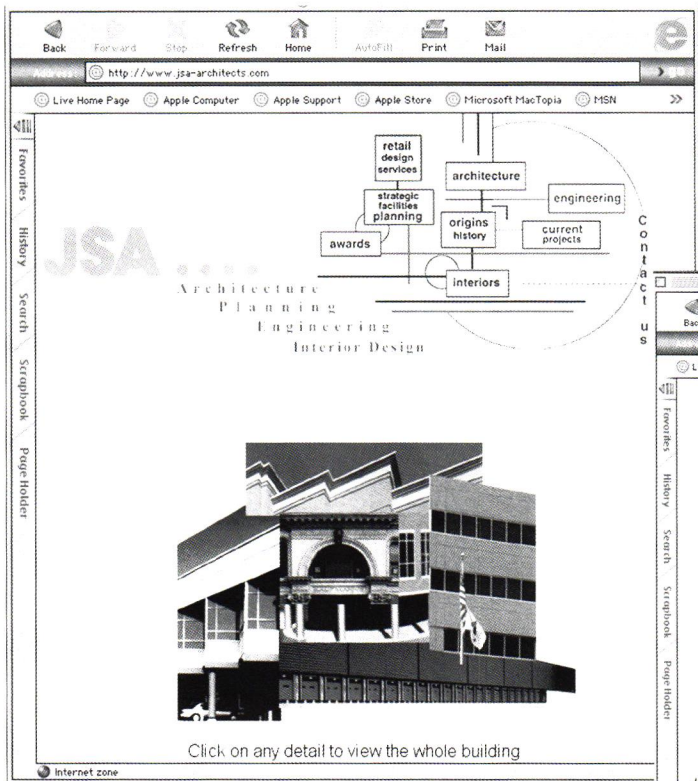
A logo and a look is just part of the integrated marketing strategy for STRADA.

design.com) Named after an arts historical movement in the early 1900s, the company uses its Web site to explain the Legend of the Blue Rider, a "futuristic heroine saving the world from bad design. She's our symbol of honesty and aesthetic integrity, a cross between George Washington and Wonder Woman."

You've seen their work. Co-founders Carolla Zap and Andi Rieber designed the logo for the TRI AIA, for instance, and a Web site a few years ago for JSA Architects. They've also worked for Graves Architects and the Master Builders Association. In addition, they design for a number of contracting firms who want to appeal to architects, says Zap.

"Architects are probably the most design-oriented clients we work with. That can be a challenge but makes it very fulfilling," Zap says. "It might not be the same design vocabulary but they have very definite ideas about what they want."

When the time came to design a Web site for JSA Architects, their corporate identity was firmly in place. Blue Rider Design worked with ten people from the firm to brainstorm



ideas. In the end, they chose to create a montage of JSA-designed buildings to showcase their work. The design features different elements of each structure, inviting viewers to click on a segment to see the entire building. If the firm needs to update the site, JSA has capabilities in house to do so which can save both time and money, adds Zap.

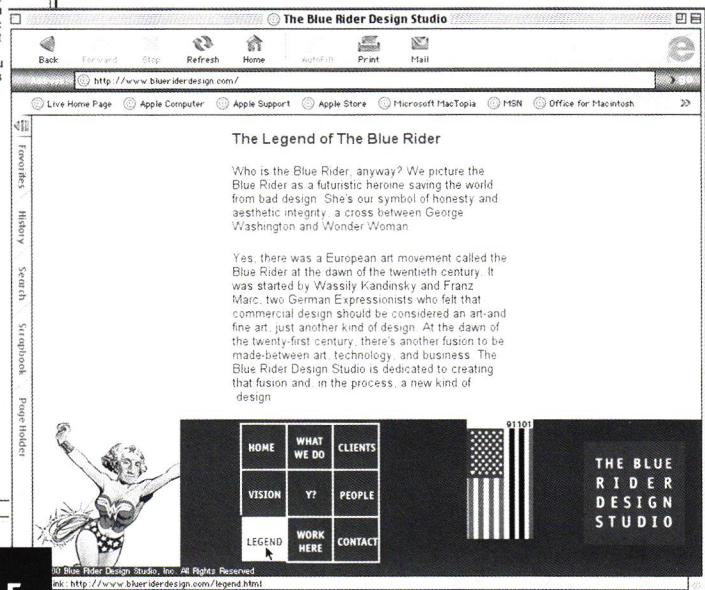
Terri Wolfe, Wolfe Design

Defining your company on your Web site is critical, says designer Terri Wolfe. "Who are we and what do we do? What types of services do we provide?" Wolfe asks. In charting an outline for the desired content of the site, it's a matter of organizing information and bringing the firm's graphic identity into play. Is the identity new or is it already well established? For a cohesive marketing approach, it is best if all materials have some unifying design element.

**THE BLUE
RIDER
DESIGN
STUDIO**

TRI AIA

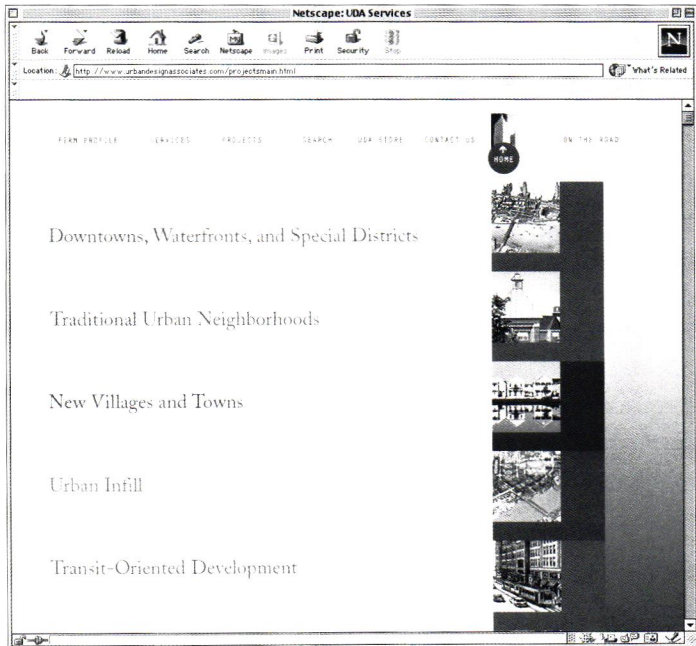
From JSA to TRI AIA, The Blue Rider is saving the world from bad design.



"The firm's graphic identity should reflect the core of what the firm is, their philosophy," says Wolfe. Charged with the responsibility to visually represent the ideas, she says "the identity should not only reflect the work, but the firm's personality and character as well."

Wolfe, who designed the Design Pittsburgh materials, has a number of impressive Web sites to her credit, including Urban Design Associates (in progress), the Congress for New Urbanism in San Francisco, and the Roy A. Hunt Foundation. Wolfe Design has also created graphic identity design for McCormick Architects and Designers, The Seaside Institute, and the newly-formed Seaside Pienza Institute in Pienza, Italy.

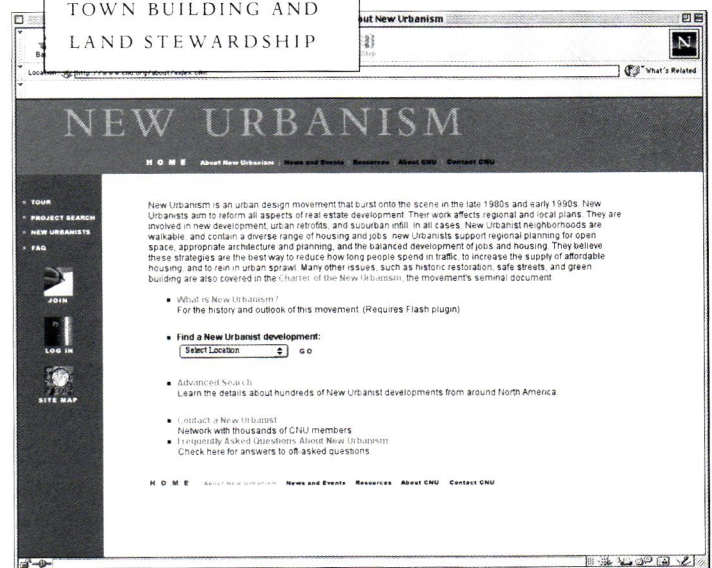
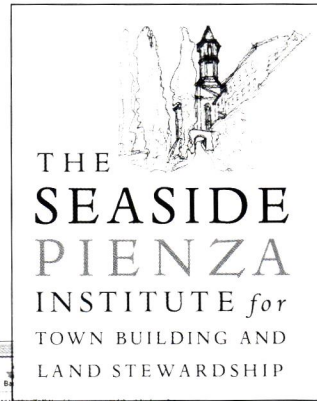
For UDA, Wolfe created a Web site that highlights the following components: firm profile; services; projects; and "on the road". The "on the road" section, which is currently being designed, will be an on-going process of UDA's work while on charrette. A consistent color palette that Wolfe



developed as part of the UDA graphic identity was also used as an integral part of the Web site design.

Ultimately the Web site “captured who they are and the types of projects they do and it is very user friendly,” says Wolfe. “There’s even a section for employment opportunities.”

As a medium, the Web site is never really finished but rather ever changing, says Wolfe.



Web sites are a good component for the entire industry, says Terri Wolfe. It's a way to refer clients to your work and it's a nice complement to a firm's identity design system.

The Nuts and Bolts

How long should it take to develop a good Web site? “Six to nine months is a realistic schedule,” according to Wolfe. One tip she offers: “The information design component needs to be really well thought out. It makes the process much easier. It’s hard to make changes once the structure of the site is built. You have to identify what those parts need to be. There’s a tendency to want to jump into the visual part of the site’s design. Sometimes it’s best to slow down the pace.”

As for cost, it’s hard to say since the size and scope of Web sites varies greatly. The Congress of New Urbanism Web site that Wolfe designed is complex with a member log-in component and an image library—the site is driven by a series of databases.

Although no designer interviewed here wanted to be quoted for price, several mentioned a minimum of \$10,000 for a simple Web site. From there, it can cost upwards of several hundred thousand dollars, depending on the size.

Regardless of the cost, Wolfe believes that Web sites are a “good component for the entire industry. It’s a way to refer clients to your work and it’s a nice complement to a firm’s identity design system, she adds.

Developing Corporate Identity

An Interview with Bernard Uy of Wall-to-Wall Studios, Inc.

"Companies should really think about investing in their own corporate identity whether they invest in the money to hire someone to develop it, or invest in the time it takes to develop it themselves.

As the co-owner of a firm that does primarily "identity development" for other firms, we're very familiar with the various ways in which companies think of and view themselves. However, often times, that view does not match the view or impression that the general public has about the company. A consistent and appropriate visual identity can help to clarify that view. A creative and memorable identity can help to get the company recognized and noticed in the first place.

We hold firmly to that belief ourselves. It's fairly common that a first meeting with a potential client is made in person (formally or informally), and often, that first impression of our company is accomplished with the simple act of exchanging business cards. Our own business cards are meant to stand out, among the many business cards one receives in their professional career. That single card can send a message that our company is "different", "creative", "fun", and hopefully, "good at what we do."

Nowadays, another initial impression is made without the benefit of meeting face-to-face. (Fortunately, or unfortunately, as the case may be.) Obviously, clients are becoming much more technically aware, Web-savvy and conduct more research online. A company is expected to have a Web site today, and beyond that, have a great one. More clients are looking for your Web site than you think, and when they find it, you better hope that there is something there that will impress them, and make them want to meet with you and work with you.

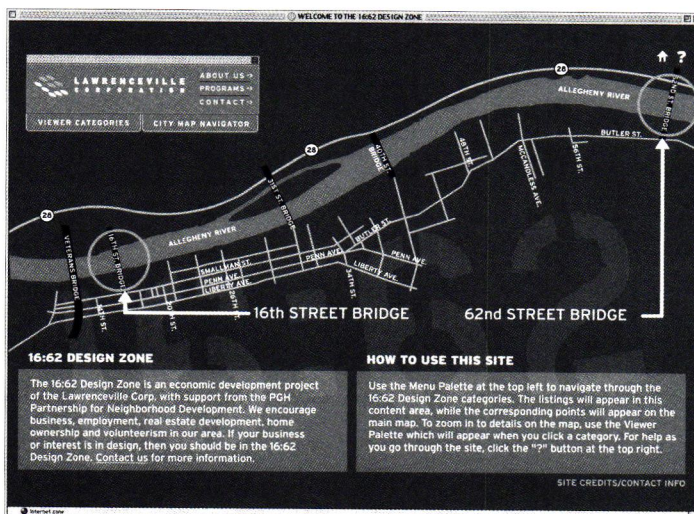
What impression does your site convey about your company or organization? Does it match the impression they have based on any print collateral they have seen? Does it help or hurt your image? Most clients that approach our firm already know that they could use some help. Perhaps they have already gone through the exercise of trying to develop their visual identity in-house. A company may be ready to graduate from their first or second-generation web site into something that can help them to compete in an ever-growing and sophisticated market.

So what's the best approach? A design firm can be a huge partner in unraveling the complexities of a corporate "make-



BERNARD UY
AS SHOWN ON HIS
BUSINESS CARD.

"Our own business cards are meant to stand out...That single card can send a message that our company is 'different', 'creative', 'fun', and hopefully, 'good at what we do.'"

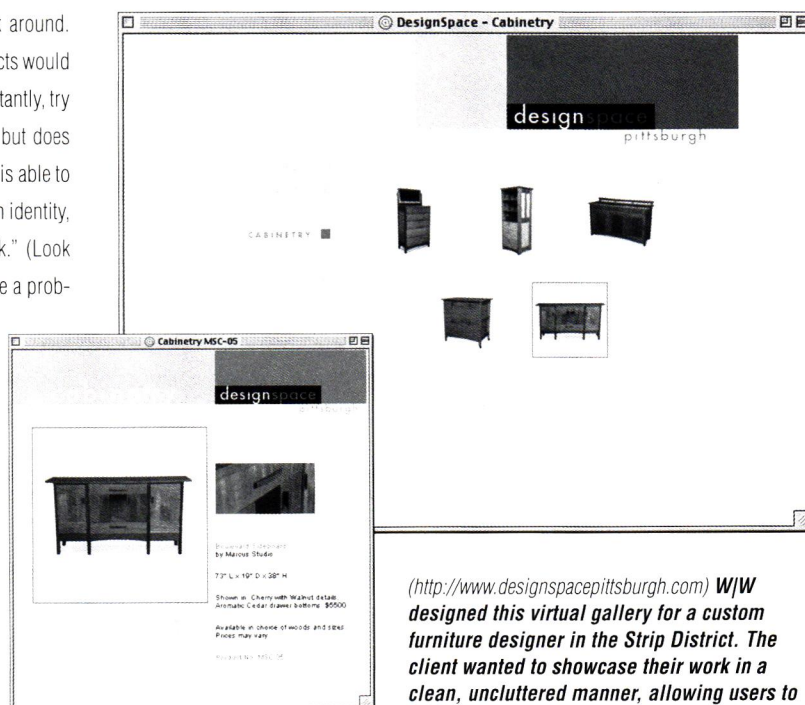


The interactive, online version of the hugely popular guide to Lawrenceville's "1662 Design Zone." Browse here for furniture, antiques, lighting, upholstery, custom work, interiors, etc. W/W Studios started by developing the "16:62" identity for print, including the walking map/booklet.

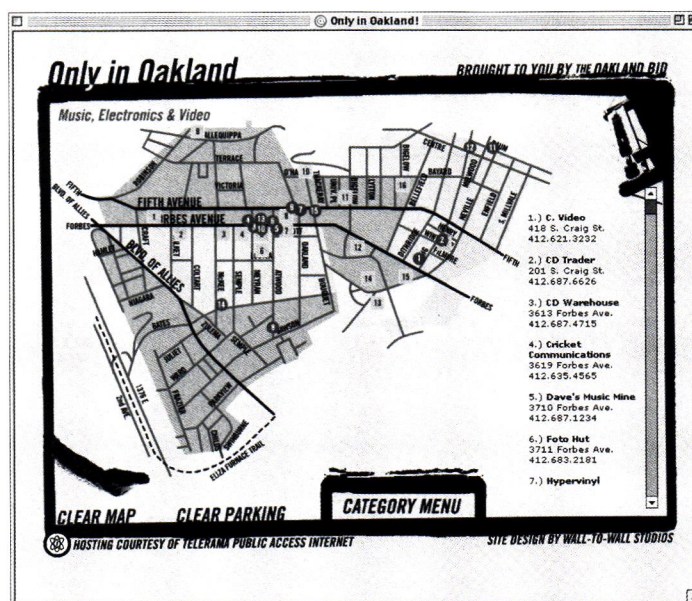
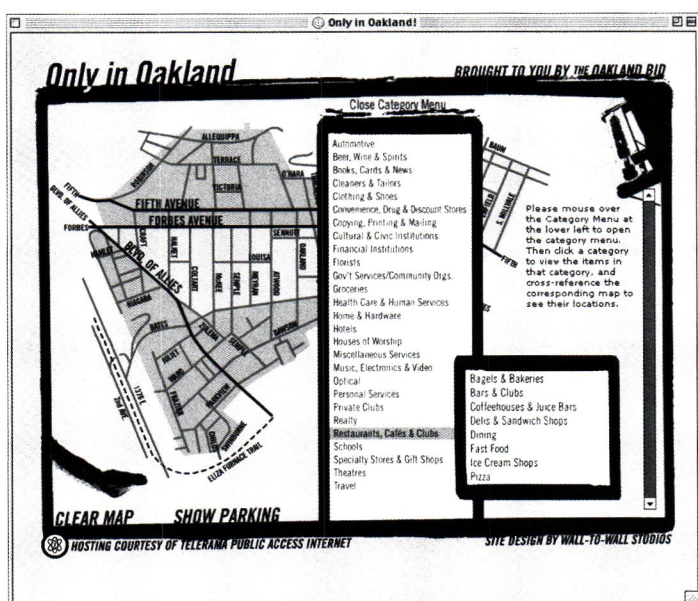
over." But how do you find the right one? Ask around. Search online. Get references. (Much like architects would hope to have their clients find them.) More importantly, try to meet with the firm in person. Nice portfolio, but does the company "feel right" to you? Find a firm that is able to help you to define your strategy for developing an identity, as opposed to one that can simply give you "a look." (Look closely at the portfolio. Did the firm help to solve a problem, or merely make things look nice?)

It's good to come to the table having already thought about your needs and the needs of your organization. A good design firm will ask a lot of questions and having some answers for them will save some time. BUT a successful project is collaboration, so expect that the design firm will be able to bring a lot of creativity and appropriate thinking to the table too. If you already know exactly what you want and need, then don't bother with a design firm; hire a freelancer or student."

Wall-to-Wall Studios is working on the new Web site for AIA Pittsburgh. (www.wall-to-wall.com)



(<http://www.designspacepittsburgh.com>) W/W designed this virtual gallery for a custom furniture designer in the Strip District. The client wanted to showcase their work in a clean, uncluttered manner, allowing users to navigate the site intuitively with minimal direction.



(<http://onlyinoakland.org>) Talk about branding: W/W Studios is in the process of branding the neighborhood of Oakland. No mean feat, given its perception, but the clients are happy with the results, which includes billboards, the marketing tagline ("Only In Oakland") and printed collateral for area merchants and restaurants. Browse all Oakland business here — and find parking too.

Association for Community Design

Community Design Center of Pittsburgh to host 2002 Conference

By Jason Vrabel and Sandra Heard, Community Design Center of Pittsburgh

ACD 2002@Pittsburgh! will not only be invaluable to the Community Design Center of Pittsburgh and to local architecture and planning professionals, but to Pittsburgh neighborhoods as well.

The Association for Community Design, Inc. (ACD) was formally created in 1975 as a national network of planners and architects committed to making their services accessible to community-based organizations in underserved neighborhoods. ACD is a membership organization composed of people who are dedicated to finding an alternate form of community planning and architectural practice that combats racism and policies that contribute to the persistence of poverty.

While addressing the American Institute of Architects (AIA) at its 100th Convention more than three decades ago, Whitney M. Young, Jr., Executive Director of the Urban League, condemned the AIA for its inefficacious role in promoting social and civic responsibility with regards to the design and planning of American cities. This criticism prefaced his challenge to the architecture profession to engage in the struggle to resolve complex social, economic and physical problems typical of distressed urban and rural environments. From this challenge the idea of the Community Design Center was born as an alternative to the traditional practice of architecture and planning.

Young's remarks changed the purpose of architecture for many in the audience. And while this event was largely responsible for the creation of the Community Design

Center (CDC) concept, existing centers adhere to different missions and philosophies. The number of active centers has fluctuated wildly over the last 20 years, with as many as 80 in 1978, and as few as 16 in 1987. The Community Design Center of Pittsburgh (CDCP) became one of only a handful of design centers led by a licensed architect when Anne-Marie Lubenau, AIA became the Executive Director in 2001. Most CDCs are non-profit organizations, and while many centers are managed by local chapters of the AIA, others are tied to universities or are independent organizations like the CDCP. By leveraging funds from private foundations with public funds (such as Community Development Block Grants), CDCs are able to support neighborhood projects with either in-house design services or through the provision of grants and technical assistance.

Though the political and social climates have changed dramatically since Young issued the challenge, many urban and rural environments have not witnessed the manifestations of this change. Concentrated levels of blight and disinvestment still persist in many regions across the landscape, and the mission of ACD is as vital as ever. However, there are numerous architecture firms in the Pittsburgh region and elsewhere that have worked with increasingly sophisticated community-based organizations to dilute the potency of physical decay.





Projects such as New Pennley Place in East Liberty illustrate the values and ideals central to CDCs. Perkins Eastman Architects PC.

The designers of New Pennley Place, Perkins Eastman Architects PC, produced more than 175 units of low- to moderate-income housing in East Liberty that replaced dilapidated high-density housing created during urban renewal efforts of the 1960's. New Pennley was developed under the stewardship of The Community Builders, Inc. and East Liberty Development Corporation, who actively involved the residents of the previously existing high-rise in the design process. The less salient but equally important benefit to such projects is the catalytic effect community-based development has on adjacent communities. Only a few blocks up the road from Pennley, the Penn Avenue Arts Initiative (PAAI) is unfolding along the borders of Garfield, Friendship and Bloomfield. Based on the belief that the arts can serve as a revitalization tool, community groups from all three neighborhoods have collaborated with the CDCP and local architects like EDGE

studio, Hammermann Designwerks and others in the rehabilitation of vacant buildings into artist's live/work spaces.

Projects such as these are illustrative of the values and ideals central to CDCs. In part, the ACD 2002 conference scheduled for Pittsburgh will celebrate this extraordinary work and numerous other projects in the region. Additionally, it will serve to encourage dialogue and information sharing for the network of professionals – including those associated with CDCs, practicing architects, public agencies, community development professionals, and others in allied fields who help to revitalize communities through neighborhood planning and design. Recent ACD Conferences include: San Francisco (1997); Denver (1998); New Orleans (1999); Portland (2000); and Indianapolis (2001).

For more information on CDCP, visit www.cdcp.org

ACD2002@Pittsburgh!

The CDCP is proud to be hosting the ACD 2002 conference in Pittsburgh. For five days, from June 19-23, design and community planning professionals from across the United States and abroad will exchange information with community leaders, tour our great city, and experience its neighborhoods and amenities. Highlights of the conference include:

- *Fallingwater tour, reception, and a night at PNC park*
- *Presentations of local and national community design projects*
- *Pittsburgh neighborhood tours:*
Downtown, Chatham Village, East End, Allegheny West, Manchester, Crawford Square and Southside Flats

As host to this year's conference, the entire Pittsburgh community is being recognized for its great strides in neighborhood revitalization. ACD members will join other design professionals from across the nation to learn from the unique nature of Pittsburgh neighborhoods and their respective histories, and to share strategies that have effectively ameliorated complex urban conditions common to other regions the country. ACD 2002@Pittsburgh! will not only be invaluable to the Community Design Center of Pittsburgh and to local architecture and planning professionals, but to Pittsburgh neighborhoods as well.

For more information about ACD2002@Pittsburgh! visit www.communitydesign.org.

Architectural Elegance:

A REVIEW OF *The Henry Clay Frick Houses: Architecture, Interiors, Landscape in the Golden Era*, by Martha Frick Symington Sanger Review by Larry Slater

Whether your interests lie in architecture, local history, art, family biography, landscape or interior design, *The Henry Clay Frick Houses: Architecture, Interiors, Landscape in the Golden Era* is a must-have addition to your library. Published late last year by the industrialist's great granddaughter, Martha Frick Symington Sanger, the lavishly-illustrated coffee table book is filled with intimate descriptions of six houses and estates owned by Frick and his family. Included among the architectural designs and descriptions of each house are intriguing and often delightful vignettes of a powerful, cultured, yet close and loving family who made homes and sanctuaries of these grand estates.

For devotees of Pittsburgh architecture, Ms. Sanger includes photos and details not only of Clayton, the Frederick Osterling-enhanced Point Breeze mansion (now part of the Frick Art & Historical Center), but also of Mr. Frick's Pittsburgh commercial real estate ventures. That includes the

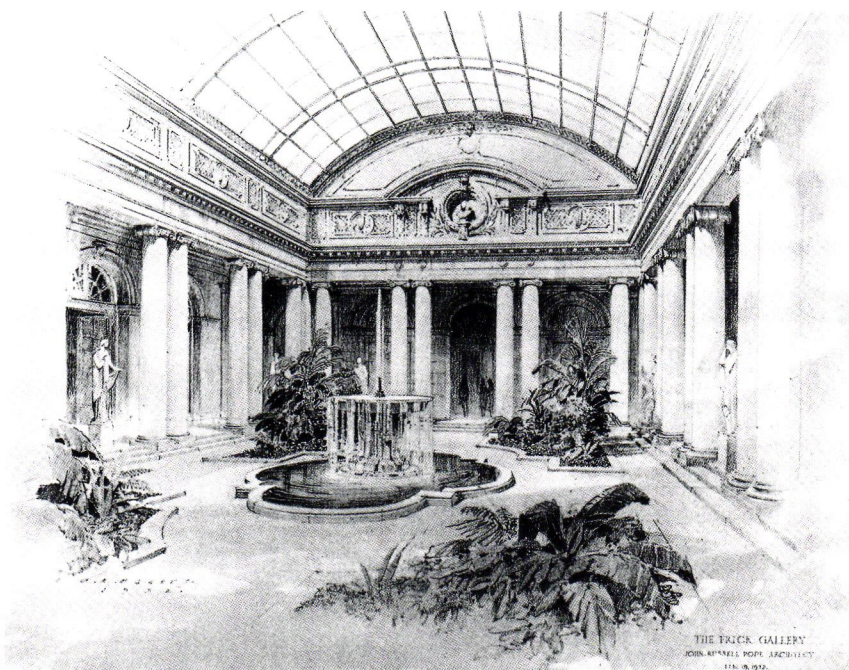
Frick Building, the Union Trust Building (one of the first enclosed shopping arcades) and the William Penn Hotel which still line Grant Street as Belle Époque Treasures of Pittsburgh's urban landscape.

In addition to Clayton, other Frick houses showcased in the book are One East 70th Street in Manhattan (now the renowned art museum known as The Frick Collection), Eagle Rock, a Boston-area summer retreat, and the Long Island mansion (now the Nassau County Museum of Art) bought by Henry Clay Frick for his son Childs.

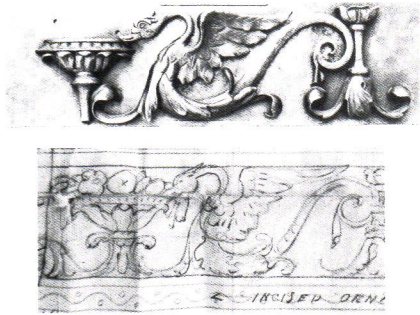
A series of top-drawer architects, interior designers and landscape architects worked with the Frick family over decades to develop these grand estates. At Clayton, Andrew Peebles and Frederick Osterling remodeled and added to the 23-room chateau. Osterling even designed key pieces of en suite furniture and chose patterns for allegorical stained glass windows. A 1903 redesign of Clayton incor-



Henry Clay Frick's Office at One East 70th Street in Manhattan. The furniture and cabinets in this room were not period pieces. The paintings are among the finest in Frick's collection.



Rendering by John Russell Pope for the conversion of East 70th Street from family home to public facility. The Frick Collection Garden Court is used for exhibitions and parties and a place for visitors to relax.



Samuel Yellin made "sketches in iron" instead of first making clay models. He was passionate about iron: "a dead metal...fun to bring...to life."

porated principles of Edith Wharton's 1897 book, *The Decoration of Houses*.

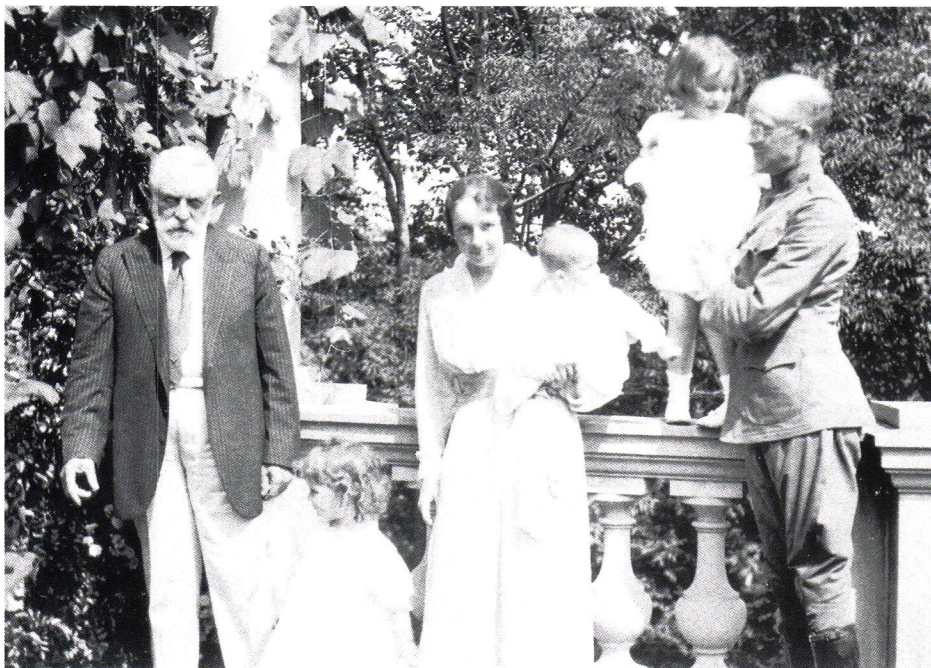
The Fricks' 104-room summer estate, Eagle Rock in Massachusetts, was designed by Boston architects Arthur Little and Herbert Browne in the neoclassical style. Interiors were by Elsie de Wolfe. Meticulously designed gardens and grounds were done by the Boston firm of Little and Browie, with ideas contributed from the renowned Olmstead Brothers firm. Frick's Manhattan palazzo was designed as a family

home with its future use as a museum firmly in mind. Now the Frick Collection, it was designed by Carrere & Hastings, architects of the New York Public Library.

Intertwined with architectural and artistic details are family memories of a multi-generational clan that shared joys, tragedies and everyday life within the halls of the mansions they called home. Martha Sanger does a credible job of detailing Frick family life and the story of a class and time period wreathed in elegance. She also chose wisely from copious family and museum photos and drawings to show each of the homes at its peak of perfection. *The Henry Clay Frick Houses: Architecture, Interiors, Landscape in the Golden Era* is available at the gift shop of the Frick Art & Historical Center at 7227 Reynolds Street in Point Breeze. You can purchase the black and white book for \$75 on site or contact the shop at (412) 371-0600 ext. 580 to order by phone.

280 pp
Monacelli Press
10 E. 92nd St.
New York, New York

Larry Slater is the research director for the Pittsburgh Business Times. Contact him at: lslater@bizjournals.com



On the terrace at Eagle Rock, a Summer Retreat on Boston's North Shore. Henry Clay Frick with his children and grandchildren after World War I. From left to right are Frick; his granddaughter Adelaide; his daughter-in-law Frances holding her daughter Martha; his granddaughter Frances; and his son Childs.



The Grand Staircase at One East 70th Street in Manhattan. At the lower level are the organ console and the Berthoud long-case clock.

STYLISSIMO!

Stunning Italian-made design classics—up to an incredible **50% OFF** *for a limited time only!*

Gorgeous leather chairs, sectionals, recliners, and accessories galore. All at spectacular savings!

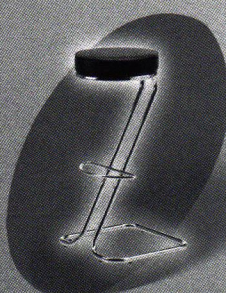


\$539

LeCorbusier Chaise
reg. price \$1100

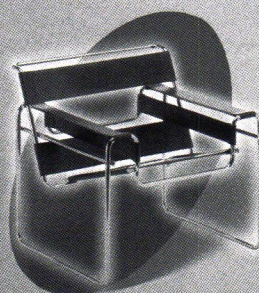
\$1099 In Pony Hair
reg. price \$2200

LEATHER
hide out!



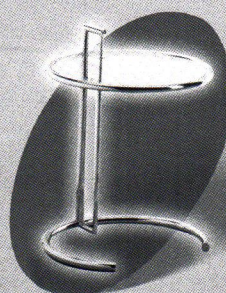
\$79

Bistro barstool
reg. price \$200



\$189

Wassily Chair
reg. price \$419



\$148

Eileen Gray Table
reg. price \$310

at the corner of 29th and smallman in the strip HOURS: MON-FRI, 10-6 SAT, 9-5 SUN, NOON-5 412.434.7425

From the Firms

► **STRADA** has been selected by Continental Real Estate Companies to be the local architect to design the renovation to the Galleria in Mt. Lebanon. Continental bought the 265,000 sf building, expecting to invest approximately \$10 million.

JSA Architecture Planning Engineering Interior Design has been selected by the May Department Stores Company to be the architect of record for a new Hecht's Department Store to be located at the Short Pump Mall in Richmond, Virginia.

JSA is nearing completion of construction documents for a remodel and expansion to an existing Filene's Department Store at the Solomon Pond Mall in Marlborough, Massachusetts. Project architect for both projects is **Mark Lighthall, AIA**.

TEDO Construction Corporation received contracts for the following:

- interior build-out for McGowan Center for Regenerative Medicine; **IKM, Inc.**, architects
- restoration of historic Romanesque building on Liberty Avenue to eight loft apartments, **EDGE studio**, architects.

TEDCO recently completed the following projects:

- law school at Duquesne University, **Gerard Nagar Architects**
- new headquarters building renovation for Spang & Co., **Burt Hill Kosar Rittelmann**
- branch bank in Leechburg for Citizens Bank, **Apostolou Associates**.

SAI Consulting Engineers, Inc. has been selected by Penn DOT to complete and alternatives analysis and provide preliminary engineering and final design for the Route 51 and 88 intersection improvements project in the South Hills.

Repal Construction Co., Inc. recently completed three projects for the Westmoreland County Community College including a 3200 sf classroom building at the Indiana County Campus and a 1200 sf fitness center on the Youngwood campus.

Repal has been awarded the contract for the interior renovations for the Panera Bread Store to be located at the Waterdam Plaza in McMurray, PA. Architect is Phillips/Sekanick Architects of Warren, Ohio.

CelliFlynnBrennan is working on a master plan for Lyons College and as architectural consultants at Westmoreland County Community College. The firm is also completing design for the Krispy Kreme store in the Miracle Mile Shopping Center and is doing renovation to Area 51 lounge as well as design for Jose's Border Café.

Business Briefs

► Christy Lederer has joined **Desmone & Associates** as an interior designer. She is a graduate of LaRoche College. Nancy Policicchio has joined the firm as an intern architect. She is a graduate of The Universidad de Mendoza in Argentina.

JSA Architecture Planning Engineering Interior Design is pleased to announce the following promotions: Jennifer L. Lindemuth to Senior Design Manager; Larry Kiec, Assoc. AIA to Director of Business Development.

Nello Construction Co. has added a new director of business development to their staff, Walter S. Krasneski.

J. Philip Andrews, FAIA has joined L. Robert Kimball & Associates as Operations Manager in the Architecture/Engineering Building Systems Division.

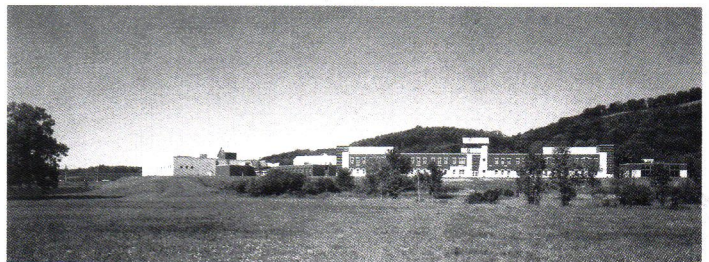
TEDCO Construction Corp. recently hired Elizabeth M. Quinn as safety director.

CelliFlynnBrennan Architects has announced a merger with Turkall Associates of Pittsburgh. Kevin Turkall, AIA, joins **CFB** as one of the managing principals. **CFB** also announced the hiring of Kathy Stoughton as Design Architect.

Kudos

► **Gina M. Vary, Assoc. AIA** of **Renaissance 3 Architects** has passed the L.E.E.D. exam and is now a L.E.E.D. Accredited Professional.

The renovation of the Mother of Divine Providence Chapel in McCandless Township won an AIA/Interfaith Forum on Religion, Art and Architecture award for **JDBA Architects** and general contractor Church Restoration Group. In addition, the Chapel was a subject of a case study in a recent Traditional Building and it was also featured in April's Faith & Form. The Chapel is organized spatially so that principle functions follow a linear pattern and reflect the notion of a journey.



Quad Three Group's Leo Karasinski, AIA, Director of Design, announced that the firm received a 2001 AIA Pennsylvania Citation Awards for excellence in architectural design for the Central Mountain High School in Lockhaven, PA. (pictured above).

Barbara J. Frantz, a principal of TEDCO, has been selected by the Construction Financial Management Association to receive the Debra Hahn Award at the national conference in May. Frantz was instrumental in establishing the Greater Pittsburgh Chapter of CFMA and served as president for several years.

TEDCO is pleased to announce that three employees have recently received their L.E.E.D. Accredited Professional Certification: David Leone, Brian Mathie, and Jim Majernik.



Save Time, Save Money, Save Resources



RSA National Printing Network

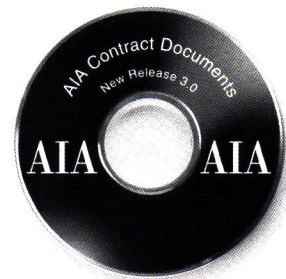
The RSA National Printing Network is a nationwide network of reprographics companies that provide same-or next-day printing and delivery services that eliminate airfreight charges. Gain an additional day for designing or bid preparation over traditional print-and distribute solutions.

For more information,
contact Mark Mathias
at (412) 281-1800.

www.mathiasrepro.com
950 Penn Avenue
Pittsburgh, PA 15222

**Nothing else
even comes close.**

AIA Contract Documents are the standard in the building industry. Created with the consensus of contractors, attorneys, architects and engineers. Honed razor-sharp by test after legal test spanning 110 years. Now, with custom formatting and flexible pricing. Call for your free demo disk of new release 3.0 today. **412-471-9548**



 THE AMERICAN
INSTITUTE
OF ARCHITECTS

If you would like to discuss your
building plans and possibilities,
please call **Gino Torriero**
at **412.278.0477**

TORRIERO
C O N S T R U C T I O N

3 GLASS STREET, SUITE B
CARNEGIE, PA 15106
412.278.0477

www.torrieroconstruction.com

We help award-winning landscape designs take shape.



Photo Courtesy of Richard P. Rauso, ASLA

2001 AIA Pittsburgh Design Awards in Landscape Architecture
Certificate of Merit

The Promenade at Pittsburgh Office and Research Park

Landscape Architecture: Richard P. Rauso, ASLA, Landscape Architects P.C.

Construction and Installation: Eisler Landscapes, Inc.

For help with your next landscape project:

(800) 420-8733

Over 75 years experience
helping to shape
Western Pennsylvania's
Environment.

400 Acre Nursery

Site Construction

Landscape Installation



Eisler Landscapes, Inc. • 1031 New Castle Road, Box 465 • Prospect, PA 16052 • Ph: (800) 420-8733 • Fx: (724) 865-9018

C O L U M N S

UPCOMING ISSUES

**COLUMNS welcomes
ideas, articles, comments
and suggestions for all our
upcoming articles.**

JUNE

THE PRESERVATION ISSUE: The Buildings,
the Firms, The People Who are Preserving History

THE BUSINESS OF ARCHITECTURE: Diana Rudoy on
Marketing.

JULY / AUGUST

SECURITY BY DESIGN

To contribute to an issue or to submit a
story idea, contact the editor at 412/563-
7173 or email: tcerto@adelphia.net

**AIA
PITTSBURGH
PLACEMENT
SERVICE**

Call us.
We work with employers and applicants
to help make a perfect match.

As for Joan Kubancek at (412) 471-9548.



Your mission:

- Its late in the afternoon and you have a pending owner submission.
- You need custom full size color renderings of your design.
- You need 30 bound sets of full color hand-outs.
- You need everything prepared overnight and delivered across town by noon tomorrow...

Contact:

Washington Reprographics

**WASHINGTON
REPROGRAPHICS**

...mission possible.

Four convenient locations in the Pittsburgh area
788.0640 www.washingtonreprographic.com
Pick-Up, Delivery, Same-Day and Overnight Service

Building Blocks

Send your event information.

*Continuing
Education Programs,
Seminars, Symposia
and Workshops.*

June 13, Thursday

**The Secrets of Selling Your Services by
Ava Abramowitz, Esq.**

She is back by
popular demand from the TRI AIA Conference.
8 a.m. to 4 p.m., Rivers Club, Oxford Centre.
\$185 for members, \$225 for non-members.

Limited Seating, reservations only.
412-471-9548
6 CES Credits

Please send your information to the attention of Joan Kubancek, AIA Pittsburgh, 211 Ninth Street, Pittsburgh, PA 15222, or fax it to Joan at 412/471-9501. The deadline for inclusion is normally six weeks prior to publication. If you would like information describing qualified continuing education programs, please call the AIA office at 412-471-9548.

AIA Pittsburgh is using e-mail to keep our members informed of the chapter's activities. If you would like to be included and are a member, please send your address to aiappgh@sgi.net.

AIA ACTIVITIES

May 3, Friday

Communications Committee Meeting,
noon at the Chapter office, 412-471-9548.

May 14, Tuesday

Professional Development Committee Meeting noon at the Chapter office,
412- 471-9548.

May 20, Monday

Urban Design Committee Meeting
5:30 p.m. at the chapter office, contact
Arch Pelley, AIA 412-456-0900

May 16, Thursday

Legislative Committee Meeting, noon
at the Chapter office, Chuck Coltharp, AIA,
724-452-9690.

May 22, Wednesday

**AIA Pittsburgh's Foundation for
Architecture** 5 p.m. at the Chapter
office. Contact Ed Shriver, AIA,
412-263-3800.

AROUND TOWN

Through May 12

Architecture + Water explores the challenges of designing buildings on or near water—a critical issue in Pittsburgh and other cities where waterfront architecture and development are increasingly linked with economic progress and quality-of-life concerns. The five international projects showcased in the exhibition (all of them built or under construction) demonstrate that incorporating water is not only possible, but can produce exceptional building designs. Heinz Architectural Center Carnegie Museum of Art www.cmoa.org

AROUND TOWN

May 8, Wednesday

Society of Design Administrators. Diana Rudoy, SMPS, will speak on "Creating a Marketing Culture at Your Firm - How do you Start?" Engineer's Club. 11:30 a.m. to 1:30 p.m. Lunch \$17 members \$19.50 non-members. Reservations call Cheryl Marlatt at 412-281-1337

May 10, Friday

Architects Invited To Design Build Competition/Open House. Gain a first-hand appreciation of the carpentry craft, the importance of good design, and the critical role of planning. Meet at the Carpenters Training Center, Neville Island 7:30 a.m. — 3:30 p.m. Young architects are matched with a young constructor and top apprentice to design, estimate, schedule and build a small wood project to be donated to a local community group. Directions and Questions 412-262-1830

May 14, Tuesday

CSI Meeting. A panel discussion on risk: Do the recommendations of product representative's affect the liability of contractors and design professionals? Holiday Inn Greentree 6 p.m. Social 6:30 p.m. Dinner Contact Deborah Merges at 412-855-0928 or dmerg@ATTBI.com by May 10th for reservations. \$25.00

May 29, Wednesday

ASLA Membership Meeting. 5:30 p.m. at KMA and Associates, 3501 Butler Street. 412-732-0200 to RSVP

May 31, Friday

The Wood Design Awards entries are due. The Wood Design Awards invites entries to the 2002 Program, the only combined Program for U.S. and Canadian architects honoring design excellence in all types of buildings and interiors in which wood has significant use. For information www.wooddesignawards.com or 1-800-520-6281x304

June 26, Wednesday

AIA/ASLA Social Hour, Bossa Nova, Seventh Street, Downtown 5:30 to 7:30 p.m.

CONTRACTORS' DIRECTORY

A LISTING OF AREA CONTRACTORS AND THEIR PROFESSIONAL SERVICES. To include your firm in this directory, call AIA Pittsburgh at 412-471-9548.

■ ALLEGHENY CONSTRUCTION GROUP, INC.*

456 Washington Avenue, PO Box 425
Bridgeville, PA 15017
PHONE: 412-221-0500 FAX: 412-221-0188
CONTACT: Laura S. Deklewa

**Commercial / Construction management
Exterior / General / Industrial / Interior
Renovations / Pre-engineered Metal
Buildings / Certified DBE/WBE**

■ ARMSTRONG WJG, INC.

P.O. Box 4286, Pittsburgh, PA 15203-0286
PHONE: 381-7098 FAX: 381-7698
CONTACT: William J. Gormley, Jr.
**Commercial / Construction management
Exterior / General / Interior / Renovations**

■ BRIDGES

1300 Brighton Road, Pittsburgh, PA 15233
PHONE: 321-5400 FAX: 321-9823
CONTACT: Paul R. Bridges
**Commercial / Construction management
Exterior / General / Industrial / Interior
Renovations**

■ BURCHICK CONSTRUCTION CO., INC.*

500 Lowries Run Road, Pittsburgh, PA 15237
PHONE: 369-9700 FAX: 369-9991
CONTACT: Joseph E. Burchick
E-MAIL: burchick@burchick.com
VISIT: www.burchick.com
**Commercial / Construction management
General / Industrial / Interior / Renovations**

■ BURNS & SCALO ROOFING CO., INC.

400 Bursca Drive, Suite 402, Bridgeville, PA 15017
PHONE: (412) 221-6300 FAX: (412) 221-6262
CONTACT: Jack F. Scalo, President
E-MAIL: info@burns-scalo.com
VISIT: www.burns-scalo.com
**Commercial / Industrial / Residential
Roofing / Architectural / Structural
Specialty Sheetmetal. 1998 National Roofing
Contractor Of The Year Award and 1999 SPRI
Contractor Achievement Award**

■ F.J. BUSSE CO., INC.*

P.O. Box 8540, Pittsburgh, PA 15220
PHONE: 921-1231 FAX: 921-9861
CONTACT: John Paul Busse
**Commercial / Construction management
Exterior / General / Industrial / Interior
Renovations**

■ CONTINENTAL BUILDING SYSTEMS

285 E. Waterfront Drive, Homestead, PA 15120
PHONE: 464-8933 FAX: 464-2994
CONTACT: Traci McGavitt-Yates
**Commercial / Construction management
Exterior / General / Interior / Renovations**

■ R.E. CRAWFORD CONSTRUCTION

1046 Pittsburgh Street, Springdale, PA 15144
PHONE: 724-274-5000 FAX: 724-274-2323
CONTACT: Thomas J. Churchill
**Commercial / Construction management
General / Interior / Renovations**

■ JOHN DEKLEWA & SONS, INC.*

1273 Washington Pike, P.O. Box 158
Bridgeville, PA 15017-0158
PHONE: 412-257-9000 FAX: 412-257-4486
CONTACT: Donald W. Dempsey, President
WEB SITE: www.deklewa.com
**General construction / Construction
Management / Design-Build / Development
Services**

■ DICK CORPORATION*

P.O. Box 10896, Pittsburgh, PA 15236
PHONE: 412-384-1320 FAX: 412-384-1215
CONTACT: John R. Bonassi
**Commercial / Construction management
Exterior / General / Highway / Industrial
Interior / Renovations / Design Build**

■ P.J. DICK INCORPORATED*

P.O. Box 98100, Pittsburgh, PA 15227-0500
PHONE: 462-9300 FAX: 461-7900
CONTACT: Bernard J. Kobosky
**Commercial / Construction management
Exterior / General / Industrial / Interior
Renovations / Institutional**

■ DYNAMIC BUILDING CORPORATION

51 Pennwood Place, Suite 200
Warrendale, PA 15068
PHONE: 724-772-9020 FAX: 724-772-5770
CONTACT: Judith Nadeau
E-MAIL: jnadeau@dynamicbuilding.com
**Commercial / Construction management
General / Industrial / Interior Renovations
Multi-Family**

■ FLYNN CONSTRUCTION, INC.

600 Penn Avenue, Pittsburgh, PA 15221
PHONE: 243-2483 FAX: 243-7925
CONTACT: Tom O'Connor
**Commercial / Construction Management
Exterior / General / Interior / Renovations**

■ GENERAL INDUSTRIES

15 Arentzen Blvd., Charleroi, PA 15022
PHONE: (724) 483-1600 FAX: (724) 483-0990
CONTACT: Donald Ivill, divill@genindustries.com
VISIT: www.genindustries.com
**Design-Build/Commercial Building
Contractors**

■ HARCHUCK CONSTRUCTION CO., INC.

705 Route 66, Building II, Suite 222,
Apollo PA 15613
PHONE: (724) 727-3700 FAX: (724) 727-2800
CONTACT: David A. Harchuck
**Commercial / Construction management
Exterior / General / Industrial / Interior
Renovations**

■ JENDOCO CONSTRUCTION CORPORATION*

2000 Lincoln Road, Pittsburgh, PA 15235
PHONE: 412-361-4500 FAX: 412-361-4790
CONTACT: John W. Zang III
**Commercial / Construction management
Exterior / General / Industrial / Interior
Renovations**

■ A. RICHARD KACIN, INC.

795-22 Pine Valley Drive, Pittsburgh, PA 15239
PHONE: 724-327-6694 FAX: 724-733-5993
CONTACT: A. Richard Kacin, Pres.
**Commercial / Construction management
General / Industrial / Residential**

■ KUSEVICH CONTRACTING, INC.

3 Walnut Street
Pittsburgh, PA 15223
PHONE: 782-2112 FAX: 782-0271
CONTACT: George Kusevich, Jr.
**Commercial / Construction management
General / Industrial / Interior Renovations
Institutional**

■ L.V. CONTRACTING, INC.

105 Thomson Business Park, Cranberry
Township, PA 16066
PHONE: 724-779-8300 FAX: 724-779-8305
CONTACT: Bob Leone
**Commercial / Construction management
General / Interior / Renovations**

■ MARCO CONTRACTORS, INC.

100 Commonwealth Drive P.O. Box 805
Warrendale, PA 15095-0805
PHONE: 724-741-0300 x.17 FAX: 724-741-0335
CONTACT: Lori Caplan
E-MAIL: lcaplan@marcocontractors.com
VISIT: www.marcocontractors.com
**Commercial / Construction management
Interior / Renovation / Restaurants / Retail**

■ A. MARTINI & CO., INC.*

320 Grant Street, Verona, PA 15147
PHONE: 828-5500 FAX: 828-6488
CONTACT: Angelo Martini, Sr.
**Commercial / Construction management
Exterior / General / Industrial / Interior
Renovations**

■ MELE & MELE & SONS, INC.

One Mele Place, Rankin, PA 15104
PHONE: 412-351-1234 FAX: 412-351-1278
CONTACT: Anthony W. Mele
**Site Development / Commercial Industrial
Institutional / Highway / Bulk Excavation
Grading / Utilities**

■ MISTICK CONSTRUCTION

1300 Brighton Road, Pittsburgh, PA 15233
PHONE: 322-1121 FAX: 322-9336
CONTACT: D. Thomas Mistick
**Commercial / Construction management
Exterior / General / Interior / Renovations
Residential**

■ MOSITES CONSTRUCTION COMPANY*

4839 Campbells Run Road, Pittsburgh, PA 15205
PHONE: 923-2255 FAX: 788-1169
CONTACT: M. Dean Mosites
**Commercial / Construction management
Exterior / General / Highway / Industrial
Interior / Renovations**

■ NELLO CONSTRUCTION COMPANY*

3 Glass Street, Carnegie, PA 15106
PHONE: 276-0010 FAX: 276-8123
CONTACT: Janet Torriero
**Commercial / Construction management
Exterior / General / Industrial / Interior
Renovations**

■ POERIO INC.*

467 Lowries Run Road, Pittsburgh, PA 15237
PHONE: (412) 366-6767 FAX: (412) 366-1404
CONTACT: Frank T. Poerio
**Commercial / Construction Management
General / Interior / Renovations**

■ RAIMONDO CONSTRUCTION CO. INC.

131 South Lincoln Avenue, Greensburg, PA 15601
PHONE: 724-837-3146 FAX: 724-837-3154
CONTACT: David A. Raimondo
WEB SITE: www.raimondo.com
**General Construction / Concrete / Pre-
Engineered Metal Buildings / Interior
Renovations / Commercial / Industrial**

■ SOTA CONSTRUCTION SERVICES INC.

80 Union Avenue, Pittsburgh, PA 15202
PHONE: 412-766-4630 FAX: 412-766-4634
CONTACT: Ernie Sota
E-MAIL: esota@sotaconstruction.com
VISIT: www.sotaconstruction.com
**Commercial / Construction management
Exterior / General / Industrial / Interior
Renovations**

■ TEDCO CONSTRUCTION CORPORATION*

TEDCO Place, Carnegie, PA 15106
PHONE: 276-8080 FAX: 276-6804
CONTACT: Beth Cheberenchick
**Commercial / Construction management
Exterior / General / Industrial / Interior
Renovations**

■ TURNER CONSTRUCTION COMPANY*

1400 Koppers Building
436 Seventh Avenue, Pittsburgh, PA 15219
PHONE: 412-255-5400 FAX: 412-255-0249
CONTACT: Raymond H. Steeb, III
**Commercial / Construction management
General / Industrial / Interior / Renovations**

■ JOSEPH VACCARELLO, JR. INC.*

P.O. Box 663, Carnegie, PA 15106
PHONE: 412-276-2755 FAX: 412-276-7985
CONTACT: Gary Dickinson
**Commercial / Highway / Industrial
Residential / Bulk excavation
Site development**

■ VOLPATT CONSTRUCTION CORPORATION*

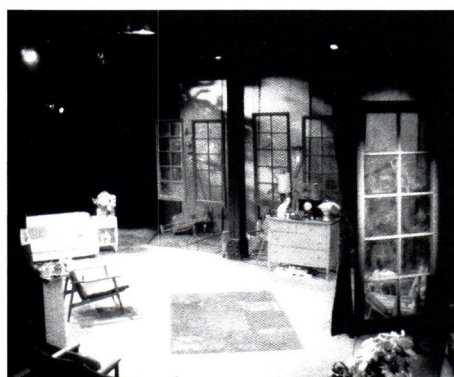
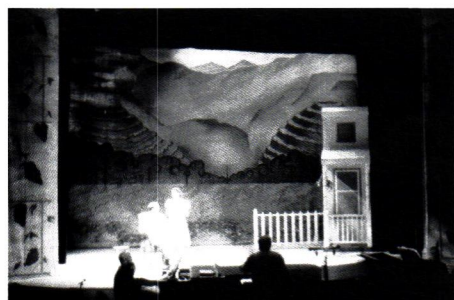
250 Curry Hollow Road, Pittsburgh, PA 15236
PHONE: 412-653-5454 FAX: 412-653-5755
CONTACT: Raymond A. Volpatt
**Commercial / Construction management
Exterior / General / Industrial / Interior
Renovations**

*Member of the
**MASTER BUILDERS'
ASSOCIATION.**

Amy Poettinger, Assoc. AIA



WHAT IS THE BEST PART OF YOUR JOB AND WHY?: Getting to use art supplies and getting paid for it.



FIRM: MacLachlan Cornelius & Filoni

WHAT WOULD YOU LIKE OUR READERS TO KNOW ABOUT YOU?: I design, build and paint sets for the theater. I also started running recently and I ran in the great race for the first time last summer.

YEARS IN PRACTICE: Almost 3

EDUCATION: Bachelor of Architecture from Carnegie Mellon University with a drama minor (included a six (6) month enrollment at Universidad Politecnica De Valencia in Valencia, Spain)

PROJECT THAT YOU DESIGNED THAT HAS SPECIAL MEANING TO YOU: Second year of architecture school. A house for a philosopher and a post office. My final crit was awesome and I got an "A" from Art Lubetz. I'll never forget it.

PROJECT YOU ARE PROUDEST OF AND WHY: The Kara Alumni House at California University of Pennsylvania. It is still under construction. It is the first project that I have been involved with from the first computer drawing to the final punch list. My blood sweat and tears went into it.

BUILDING YOU WISH YOU HAD DESIGNED AND WHY: Pick a theater. Any theater where every audience member can hear and see everything and forget that they are in a theater.

IF YOU HAD NOT BEEN ARCHITECT, YOU WOULD HAVE BEEN: A set designer and/or scenic artist – but you probably figured that out already.

IF YOU COULD LIVE ANYWHERE IN THE WORLD, WHERE?: Valencia, Spain – all the best of a Spanish City without the tourists. Not to mention the great beaches and Calatrava's Bridge. If only it was closer to my family.

WHAT IS THE BEST PART OF YOUR JOB AND WHY?: Getting to use art supplies and getting paid for it.

THE THING I WOULD CHANGE ABOUT MY JOB AND WHY?: I need more hours in the day!

WHAT IS THE MOST ANNOYING THING ARCHITECTS DO AND WHY?: Assume that someone with an architectural education, but no license is wasting their time in "diverse" jobs.

FAVORITE BUILDING AND/OR INTERIOR AND WHY?: Wright's Guggenheim in New York City. It is breathtaking.

FAVORITE CITY: To visit, New York City, NY and to live? Pittsburgh, PA.

FAVORITE ARCHITECT AND WHY?: Antoine Predock

FAVORITE ARCHITECTURE BOOK AND WHY?: "Film Architecture: Set Designs From Metropolis to Blade Runner"

BEST GIFT TO GIVE AN ARCHITECT AND WHY?: A gift certificate to an art store. Shopping is half the fun!

WHAT IS THE NEXT BIG ARCHITECTURAL TREND AND WHY?: I do not follow architectural trends. Good design is not a trend.

SOME DAY I'D LIKE TO: Buy an old house in Highland Park and renovate it.

I WANT TO BE REMEMBERED FOR: I just want to be remembered in happy thoughts.

I BELONG TO THE AIA BECAUSE: My best friend represents associates on the national board and I trust she's spending my dues properly.

ENGINEERS' DIRECTORY

A LISTING OF AREA ENGINEERS AND THEIR PROFESSIONAL SERVICES. To include your firm in this directory, call AIA Pittsburgh at 412-471-9548.

■ ALLEN & SHARIFF CORPORATION

700 River Avenue, Suite 237
Pittsburgh, PA 15212
PHONE: (412) 322-9280 FAX: (412) 322-9281
CONTACT: Anthony E. Molinaro, P.E.
*Consulting / Electrical / Mechanical
Telecommunications*

■ BARBER & HOFFMAN, INC.

215 Executive Drive Suite 202
Cranberry Twp. PA 16066
PHONE: (724) 741-0848 FAX: (724) 741-0849
CONTACT: Michael R. Miller, P.E.
E-MAIL: BHP@barberhoffman.com
Consulting / Structural

■ BRACE ENGINEERING, INC.

3440 Babcock Boulevard, Box 15128
Pittsburgh, PA 15237
PHONE: 367-7700 FAX: 367-8177
CONTACT: Frank C. Brace
Structural

■ CIVIL & ENVIRONMENTAL CONSULTANTS, INC.

333 Baldwin Road, Pittsburgh, PA 15205
PHONE: 412-429-2324 FAX: 412-429-2114
CONTACT: Gregory P. Quatchak, P.E.
*Civil / Geotechnical / Surveying
Environmental / Construction Consulting
Testing & Inspection*

■ CLAITMAN ENGINEERING ASSOC., INC.

1340 Old Freeport Road, Pittsburgh, PA 15238
PHONE: 963-6700 FAX: 963-7217
CONTACT: Robert Rosenthal
*Consulting / HVAC / Plumbing / Fire
Protection*

■ CONWAY ENGINEERING

Investment Building
235 4th Avenue, Suite 1408
Pittsburgh, PA 15222
PHONE: 765-0988 FAX: 765-2530
CONTACT: Bob Conway
Consulting / Structural

■ DODSON ENGINEERING, INC.

420 One Chatham Center, Pittsburgh, PA 15219
PHONE: 261-6515 FAX: 261-6527
CONTACT: Gregory L. Calabria, P.E.
Herbert J. Brankley, P.E.,
Consulting / Mechanical

■ DYNAMIC DESIGN ENGINEERING, INC.

416 Main Street, Suite 200
Johnstown, PA 15901-1828
PHONE: 814-536-1651 FAX: 814-536-5732
CONTACT: James M. Vizzini, P.E.
www.dynamic-engineering.com
*Consulting / Mechanical / Electrical
Telecommunications / Building Audits*

■ ELWOOD S. TOWER CORPORATION

115 Evergreen Heights Drive, Suite 400
Pittsburgh, PA 15229
PHONE: 412-931-8888 FAX: 412-939-2525
CONTACT: Theodore H. Dannerth, P.E.
*Consulting / Electrical / Mechanical
Telecommunications / Sustainable
Building Design / Energy Analysis
Building Commissioning*

■ ENGINEERING MECHANICS, INC.

4636 Campbells Run Road, Pittsburgh, PA 15205
PHONE: 788-3650 FAX: 787-5891
CONTACT: Daniel Grieco, Jr., P.E.
*Testing & Inspection / Geotechnical
Consulting / Environmental
Blasting Vibrations*

■ FAHRINGER, McCARTY, GREY, INC.

1610 Golden Mile Highway
Monroeville, PA 15146
PHONE: 724-327-0599 FAX: 724-733-4577
CONTACT: Dale K. Earl
E-MAIL: fmg1@stargate.net
Civil / Consulting

■ FIRSCHING, MARSTILLER, RUSBARSKY AND WOLF ENGINEERING, INC.

2 Parkway Center East
2030 Ardmore Boulevard, Suite 250
Pittsburgh, PA 15221
PHONE: 271-5090 FAX: 271-5193
CONTACT: Daniel J. Wolf / David D. Rusbarsky /
Ted Marstiller, P.E.
Consulting / Mechanical

■ FOREMAN ARCHITECTS ENGINEERS, INC.

P.O. Box 189, Zelienople, PA 16063
PHONE: 724-452-9690 FAX: 724-452-0136
CONTACT: David E. Foreman, P.E.
*Civil / Consulting / Electrical / Mechanical
Structural*

■ GAI CONSULTANTS, INC.

570 Beatty Road, Monroeville, PA 15146
PHONE: 412-856-9220 FAX: 412-372-2161
CONTACT: Anthony F. Morrocco, PE/PLS
*Testing & Inspection / Civil / Construction
Monitoring / Consulting / Environmental /
Geotechnical / Structural / Transportation /
Archaeological*

■ THE GATEWAY ENGINEERS, INC.

1011 Alcon Street, Pittsburgh, PA 15220
PHONE: 921-4030 FAX: 921-9960
CONTACT: Rose Griffin
*Civil / Testing & Inspection / Consulting
Environmental*

■ HERBERT, ROWLAND & GRUBIC, INC.

290 Executive Drive, Suite 1A,
Cranberry Twp., PA 16066
PHONE: (724) 779-4777 FAX: (724) 779-4711
CONTACT: James M. Lopresti, P.E., Regional
Manager
VISIT: www.hrg-inc.com
*Civil / Consulting / Electrical / Structural
Environmental / Site / Transportation /
Traffic / Wetlands / Surveying / Parking
Construction Phase Services*

■ HORNFECK ENGINEERING, INC.

1020 North Canal Street, Pittsburgh, PA 15215
PHONE: 781-1500 FAX: 781-5593
CONTACT: Richard W. Petrie, P.E.
*Consulting / Electrical / Instrumentation
Lighting / Telecommunications*

■ THE KACHELE GROUP

1014 Perry Highway, Suite 100
Pittsburgh, PA 15237
PHONE: 412-369-9020 FAX: 412-369-9021
CONTACT: Tony Moscollic
Structural

■ L. ROBERT KIMBALL & ASSOCIATES

415 Moon Clinton Road
Moon Township, PA 15108
PHONE: 262-5400 FAX: 262-3036
CONTACT: Thomas L. Blank, CIH, CSP
Joseph F. Moon, PE
*Asbestos Management / Environmental
Site Assessments / Indoor Air Quality
Lead Based Paint Management
Radon Testing-Mitigation
Industrial Hygiene-Safety
Civil / Site / Structural*

■ PETER F. LOFTUS DIVISION

Eichleay Engineers Inc., 6585 Penn Avenue
Pittsburgh, PA 15206-4407
PHONE: 363-9000 FAX: 365-3304
CONTACT: Glenn Avick
*Civil / Consulting / Electrical / Mechanical
Structural / Telecommunications
Fire Detection & Protection*

■ MURRAY ASSOCIATES, INC.

413 Penn Avenue, Turtle Creek, PA 15145
PHONE: 412-823-2020 FAX: 412-824-7302
CONTACT: Jack G. Murray, P.E.
*Structural / Civil / Geotechnical
Environmental / Testing & Inspection
Construction / Consulting*

■ SAI CONSULTING ENGINEERS, INC.

1400 Penn Avenue, Suite 101
Pittsburgh, PA 15222-2571
PHONE: 392-8750 FAX: 392-8785
CONTACT: Walter S. Krasneski, Jr.
*Testing & Inspection / Civil / Consulting
Structural / Transportation / Landscape
Architecture*

■ TAYLOR STRUCTURAL ENGINEERS

250 Mt. Lebanon Blvd.
Pittsburgh, PA 15234
PHONE: 412-344-1889 FAX: 412-344-4898
CONTACT: Dirk A. Taylor
E-MAIL: tsestruct@aol.com
Structural

■ TRANS ASSOCIATES ENGINEERING CONSULTANTS, INC.

2419 Baldwin Road, Pittsburgh, PA 15205
PHONE: 412-937-8070 FAX: 412-937-8071
CONTACT: Mark J. Magalotti P.E.
Civil / Consulting / Transportation

General Construction

Concrete Contracting

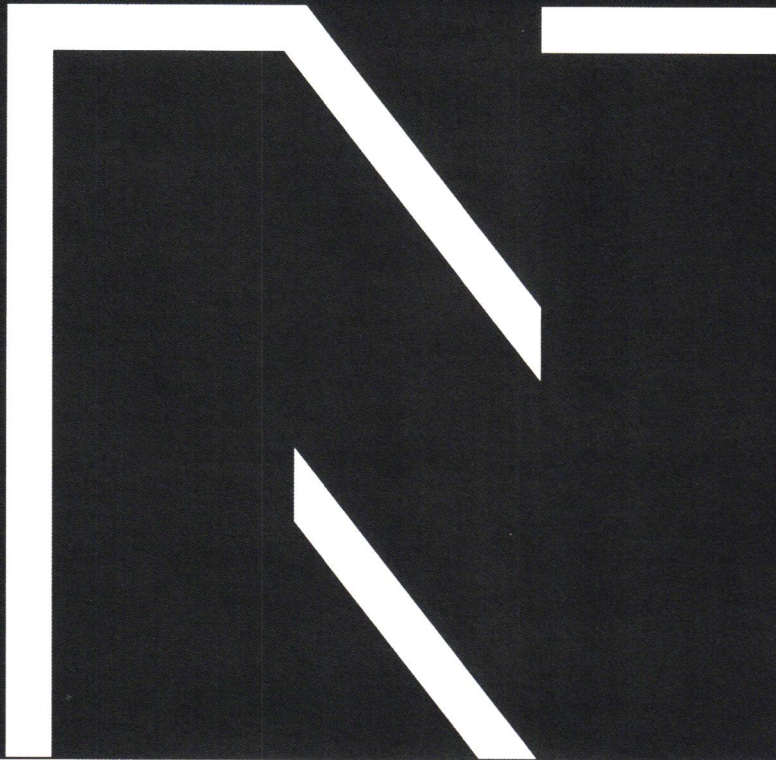
Pre-Engineered Metal Buildings



**Raimondo
Construction**
Company, Inc. Since 1903

Greensburg, PA
Phone: (724) 837-3146
www.raimondo.com

ENSURING QUALITY FROM THE GROUND UP



If you would like to discuss
your building plans and
possibilities, please call

George Leasure at

412.276.0010

N E L L O
CONSTRUCTION

Three Glass Street, Carnegie, PA 15106
412.276.0010 | www.nello.net

THE MASTER BUILDERS ASSOCIATION OF WESTERN PENNSYLVANIA (MBA)

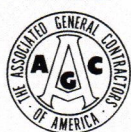
LET'S DO LUNCH...
At Your Place!

If you have 45 minutes, we have some food for thought about today's construction market conditions, the customer-oriented MBA trades and bottom line issues that impact architects and owners.

You supply the Audience. We'll supply the Lunch.

To schedule a free lunch at your place, contact Ann Billak, Master Builders' Association at 412-922-3912 or abillak@mbawpa.org

WESTERN
PENNSYLVANIA
CHAPTER OF



www.mbawpa.org 412-922-3912

GENERAL SERVICES DIRECTORY

A LISTING OF AREA BUSINESSES AND THEIR PROFESSIONAL SERVICES. To include your firm in this directory, call AIA Pittsburgh at 412-471-9548.

ARCHITECTURAL ILLUSTRATOR

■ TM DOVE ILLUSTRATIONS

120 Oak Hills Manor
Butler, PA 16002
CONTACT: Terri Mourningdove
PHONE: 724-283-2790
WEB SITE: www.tmdove.com
Presenting architectural designs in outstanding full-color, hand painted renderings. Finished work is frame ready. Prints are also made available.

BLUEPRINTS

■ F.L. HAUS COMPANY

921 Ridge Avenue, Pittsburgh, PA 15212-6093
PHONE: 412-231-7700 FAX: 412-231-7709
CONTACT: Clem Sutton
info@flhaus.com
plot@flhaus.com
Digital plotting/printing, Large format bond copies, Project document management, Electronic file transfer, specification copying, Mounting, Laminating, Authorized OCE imaging equipment & supplies dealer, Embroidery, Screen printing, Ad specialty, Awards programs, Pick-up & delivery

■ MATHIAS REPRO. TECHNOLOGY

950 Penn Avenue, Pittsburgh, PA 15222-3706
PHONE: 412-281-1800 FAX: 412-281-8243
CONTACT: Mark Mathias
VISIT: www.mathiasrepro.com
Online electronic document management, Online electronic job submission, Electronic national printing network, Construction document management, High-speed large document plotting/printing, Large & small format scanning/indexing, File conversion, Blueprinting, Spec copying, HP plotters, KIP digital systems, Service & repair, RSA superstore for materials & supplies.

■ TRI-STATE REPROGRAPHICS, INC.

907 Penn Avenue, Suite 700, Pittsburgh, PA 15222
PHONE: 281-3538 FAX: 281-3344
CONTACT: George R. Marshall
Document Management, Digital B&W Plotting, Blueprinting, Specs/Binding, Large & Small Format Color Copies, Mounting/Laminating, Supplies, Pickup & Delivery

■ WASHINGTON REPROGRAPHICS, INC.

DOWNTOWN PITTSBURGH • 514 Liberty Avenue
2 ROBINSON TOWNSHIP LOCATIONS
700 Vista Park Drive & 400 Hightower Boulevard
WASHINGTON LOCATION • 234 E. Maiden Street
CALL: 788-0640 or visit our website at
www.washingtonreprographic.com.
CONTACT: John J. Dziak
CADD Services, Digital black & white (D/prints), Plotting, Scanning, Print project management, Specs/Binding, Color display services, Mounting/Laminating, Equipment/Supplies, Blueprinting, Pickup & delivery.

ENGINEER/ARCHITECT SUPPLIES

■ ALMART ENTERPRISES INC.

1392 Frey Road, Frey Industrial Park
Pittsburgh, PA 15235
PHONE: 412-380-1335 FAX: 412-380-1020
E-MAIL: Almartent@juno.com
CONTACT: Martin H. Smith
Inkjet Plotter, Xerographic & Diazo Media and Supplies, Foamboard and Art Boards, Hanging and Flat Files, Drafting Tables, Drafting and Art Supplies, Builders/Surveyors Instruments and Supplies

FOODSERVICE DESIGN

■ BRYSCO FOODSERVICE DESIGN

590 Vista Park Drive, Building #5
Pittsburgh, PA 15205
PHONE: 412-787-3250 FAX: 412-494-0234
CONTACT: Ken Harris
E-MAIL: Ken@brysko.com
Complete Foodservice Design, Construction and Consultation, Restaurant Corporate, Educational, Hospital, Nursing Care, Custom Stainless Steel Design and Fabrication

LANDSCAPE ARCHITECTS

■ PASHEK ASSOCIATED, LTD.

619 East Ohio Street
Pittsburgh, PA 15212
PHONE: 412-321-6362 FAX: 412-321-9202
CONTACT: Nancy Lonnett Roman RLA
E-MAIL: nlonnett@pashkla.com
VISIT: www.pashkla.com
Environmental Green Design, Historic Preservation, Park and Recreation Planning, Site Master Planning, Streetscapes, Urban Planning

■ CHAMBERS DESIGN ASSOCIATES

P.O. Box 2016, 350 Northgate Drive
Warrendale, PA 15086
PHONE: 724-940-4222 FAX: 724-940-4229
CONTACT: Todd Chambers
E-MAIL: TC@zoominternet.net
Athletic Sports Complexes, Environmental Green Design, Park and Recreation Planning, Rails to Trails, Site Master Planning, Urban Planning

MASONRY

■ M. I. FRIDAY

148 Perrysville Avenue, Pittsburgh, PA 15229
PHONE: 412-931-7444 FAX: 412-931-2601
CONTACT: Mark Friday
Commercial, Industrial, Institutional Masonry Work, Brick/Block/Limestone/Granite

OFFICE FURNITURE

■ FRANKLIN INTERIORS

Suite 600, 2740 Smallman Street,
Pittsburgh, PA 15222-4720
PHONE: 412-261-2525 FAX: 412-255-4089
Complete project and furniture management. Reconfigurations and installations: non-union and union. Meeting any budget—we are your authorized Steelcase dealer.

■ WORKSPACE, INC.

1900 Lowe St., Pittsburgh, PA 15220
PHONE: 920-6300 FAX: 920-7570
CONTACT: Dave Sauter
Sales, Service, Installation and project management for all of your KNOLL & KIMBALL office furniture. Special discounts for architects.

■ WRIGHT CONTRACT INTERIORS

2735 Railroad Street Pittsburgh, PA 15222-4715
PHONE: 412-471-2700 FAX: 412-471-5008
VISIT: www.wrightcontract.com
Your KIMBALL office furniture and commercial flooring specialists. Try our client-centered approach to sales, service, project management and installation.

SANDSTONE

■ ANNADALE SANDSTONE

219 Golf Station Road, Boyers, PA 16020
PHONE: 724-735-4939 FAX: 724-735-4933
CONTACT: Raymond John or Sam Tiche
*Wide range of colors
Silicon dioxide 96.56% / Absorption 3.9%
P.S.I. 12,500 Total Load (IBF) 44,300
Weight Per Cubic Foot 144 LBS.*

SIGNAGE

■ BUNTING GRAPHICS, INC.

20 River Road, Verona, PA 15147-1159
PHONE: 412-820-2200 ext. 240 FAX: 412-820-4404
E-MAIL: jody@buntinggraphics.com
VISIT: www.buntinggraphics.com
CONTACT: Jody Bunting
Fabricated Graphics & Signage, Custom Railings & Architectural Metal Work, Decorative Truss Work, Cold Cathode Lighting, Custom Lighting Fixtures, Sculpture & 3D Graphics, Custom Fabrication, Latest Technology & Skilled Craftsmen. (Local 110,000 Sq. Ft. Mfg. Plant)

■ KOLANO DESIGN

6026 Penn Circle South, Pgh, PA 15206-3921
PHONE: 412-661-9000 FAX: 412-661-9606
E-MAIL: wk@kolano.com
CONTACT: William Kolano
www.kolano.com
Design of sign & wayfinding systems, design standards, fabrication packages and contract administration. For facilities, corporate, transportation, education, medical, retail, government, hospitality

■ MVP IMAGING

950 Penn Avenue, Pittsburgh, PA 15222-3706
PHONE: 412-281-1800 FAX: 412-434-5752
A division of A.H. Mathias & Co. Inc.
CONTACT: Chris Mathias
VISIT: www.mvpimaging.com
Full color exterior job site banners & signage, Fleet vehicle graphics, Trade show exhibits, Photo duplication, Large format digital imaging, Mounting & laminating, Interior signage, banners, exhibits, displays

WATERPROOFING CONTRACTOR

■ T-n-D OF PITTSBURGH, INC.

1422 Frey Road, Pittsburgh, PA 15235
PHONE: 412-374-1330 FAX: 412-374-1330
CONTACT: Art Hawk or John Gibbon
W. PA's selected contractor utilizing KOCH material's "TUFF-N-DRI" waterproofing systems. "GUARANTEED DRY"

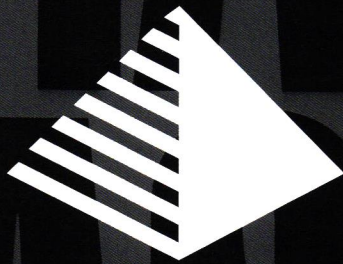
LIST YOUR SERVICES IN THE GENERAL SERVICES DIRECTORY

With the General Services Directory, you can list your business by specialty in *Columns*. List your firm under the heading of your choice.

- Security Systems
- Blue Prints
- HVAC
- Electrical Service
- Design
- Roofing
- Signage
- Windows and Doors
- Brick Waterproofing
- Interior Design
- CADD Services
- Lumber
- Masonry
- Data
- Flooring
- Carpeting
- Tile
- Plumbing

Call AIA Pittsburgh at
412-471-9548 for details.

COMMERCIAL • EDUCATIONAL • FINANCIAL • HEALTHCARE



R.E. CRAWFORD

CONSTRUCTION

724.274.5000 • WWW.RECRAWFORD.COM • PITTSBURGH, PA • BRADENTON, FL

HOSPITALITY • INDUSTRIAL • RESTAURANT • RETAIL

The right builder can bring a lot to your project.



*Pennatronics
California, PA
Architect: Gerard-Nagar
Associates*

The wrong one can take everything out of you.

Seeing your building come to life should be the rewarding culmination of all your creative efforts.

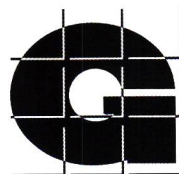
But it won't be unless your builder makes the process painless for you.

At General Industries, we know that how well we work with you is just as important as the quality of our construction.

That's why we're as diligent in your office as we are on your job site. Working hard to understand your needs is what enables us to make the process run smoothly.

To the professionals and tradesmen at General Industries, your project isn't just another job, it's our chance to show you how much we can bring to the table. It's also our chance to earn the opportunity to be the right builder for you.

Find out more about building with General Industries. Call Don Ivill at 724-483-1600.



**GENERAL
INDUSTRIES**

GENERAL CONTRACTORS

BUILDING YOUR BUSINESS

15 Arentzen Boulevard, Charleroi, PA 15022, 724-483-1600
www.genindustries.com