Wisconsin Society of Architects
American Institute of Architects
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Wisconsin Architect
Architect

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On behalf of the Wisconsin Architect editorial board and the production staff, I am delighted to present to you our new format for 1986. Mr. Steve Quinn, a Milwaukee graphic designer will be our art director to guide this magazine to a higher level of individual identity and professionalism. As you can see in this issue, we have come a long way in the past several years.

Each change we make is having a dramatic effect and is helping the image of our WSA organization and the profession.

In addition to the change in image, we have decided to incorporate more editorial comment and articles of general interest into the magazine. We are going to feature technical and related articles in addition to displaying local projects. You will be seeing reviews written by architects about Wisconsin architecture. These reviews will be objective in their content to show the buildings in terms of value, function, and design. A new feature "Forum" will be in each issue with information and insight into issues on design, practice, and legal concerns that are important to all of us.

We will strive to improve the quality and content of Wisconsin Architect and will represent The Wisconsin Society of Architects with the highest professional and ethical standards.

We appreciate your continued support and welcome your comments and suggestions for improving our magazine. Remember, the Wisconsin Architect is the voice of our profession. We have many readers other than architects who receive this publication monthly. We will strive to improve the quality and content of Wisconsin Architect and will represent The Wisconsin Society of Architects with the highest professional and ethical standards.

Harry J. Wirth, AIA, ED, IBD
Editorial Director
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Architecture has a long and rich tradition in its devotion to mentorship as a means of transferring knowledge from one generation of practitioners to the next. Unfortunately this "tradition" means different things to different people and there has been little or no uniformity in the application of this tradition to the relationship between the "student" and the "teacher". In fact, many observers of architecture speak of the internship "gap" in which aspiring architects disappear for several unaccountable years between completing their education and applying to take the registration examination. In addition to the problems associated with this internship "gap", there have been many who have observed that there is a substantial variant in the quality of the professional practice between firms and that an institutionalized internship process will be a positive step towards raising the competence of those who practice architecture.

As a means of filling this gap the Intern-Architect Development Program (IDP) has evolved. IDP has been promoted as a way of helping intern-architects to help themselves, while at the same time helping the profession elevate its level of practice and competence. In other words, assuming that the IDP is a fundamentally sound concept, it is suggested that it has a benefit not only for intern architects, but to others inside and beyond the profession.

The fundamental strength of IDP resides in the quality and the diversity of the training experience it requires an intern architect to gain. To complete the program, a person must have achieved specific levels of exposure in three major training categories. These are design and construction documents, construction administration, and office management. To successfully complete the program the intern must attain a minimum exposure in at least 14 areas. In Wisconsin this program has been somewhat institutionalized by the Architects Examining Board adopting a definition of the experience requirements necessary to gain registration as an architect to include all of these 14 areas.

The theory behind IDP involves the intern, the intern's employer and a third party architect, all of whom come together to provide guidance and direction as the intern seeks to obtain exposure in the 14 specific areas where experience is required.

In Wisconsin the theory is very, very slowly transforming into practice. As indicated above, the IDP materials are available (through the National Council of Architectural Registration Boards) and the rules of the Registration Board require experience in the 14 areas established through IDP. Unfortunately, to the best of our information, there are only ten individuals in Wisconsin currently using the IDP format. There apparently is not a commitment by either the interns or the employers to fully institutionalize an IDP procedure. Instead, it appears that each intern is left in a "catch as catch can" method to attempt to gain experience in the 14 areas. There have been articles, chapter meetings, and discussions on this matter with the Registration Board. While the implementation of a formalized IDP appears to be in the interest of the profession, interns, and public, neither the interns or the architectural firms seem interested in giving the program the push that is apparently necessary in order to make the program viable in Wisconsin.

IDP can help you. Whether or not you are an intern, an employee of a firm, or a principal of a firm. What do you think? Is it a waste of time, the salvation of the profession, or something in between? Your thoughts and comments are needed.

P.S. We have been told that there will be an IDP information booth at the WSA Convention.

by Eric Englund
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Kohler Showcase

Many said it was folly when in 1977 Herbert V. Kohler, Jr., Chairman and President of the Kohler Company, one of the country's leading manufacturers of plumbing and specialty products, adopted a 50-year plan to develop 4,500 acres of company-owned real estate to create a "destination" resort area. However, with the world famous American Club resort, sports core recreational complex, and River Wildlife outdoor sporting club operating successfully, those same people had to sit up and take notice.

The next key project in the plan, the Kohler Design Center, has produced traffic of nearly 2,000 persons per week since its opening in Summer, 1985. It has gained national attention and has already become a major attraction for the State of Wisconsin. Once again, Herbert Kohler has demonstrated great vision and standards of excellence.

In February, 1984, the Kohler Company retained Heike/Design Associates, Inc. of Milwaukee, Wisconsin, to provide architectural, engineering, planning, and interior design services as well as assistance in nominating of the building to the National Register of Historic Places for the new Kohler Design Center.

Housed in the north end of the historic stores building, the 36,000 sq. ft. Design Center is a skillful blend of the rich heritage and strong architectural character of the Village of Kohler. A tour through the new Design Center is like a trip through a time machine. Displays change periodically so that visitors will come again and again. The three level center addresses the needs of designers, architects, engineers, contractors and those interested in better living through well-designed bathroom and kitchen decor. An element of surprise awaits visitors while crossing the lavishly landscaped brick plaza. Via old authentic wooden and glass doors trimmed in polished brass, they are greeted by a futuristic, curved glass block reception desk. Walls and ceilings are purposely washed in white to focus attention on splashy display colors. A white and grey motif, even to the suits of the reception desk hostesses, follows the "factory modern" theme tempered by elegance.

The main level highlights Kohler engines, hanging as if from factory paint tracks. A striking floor-to-ceiling stack of baths, toilets, bidets, and lavatories stretches across the south wall representing 1985 Kohler shape, form, and color. Grey banners with black grids hang from the ceiling. White letters identify individual product groupings. Coves called color vignettes illustrate the color coordinates program. Display lighting is carefully used to enhance the drama.

The architect designed an ash spa platform which rises in multiple levels to a mezzanine surrounded by fountains. The water washing over glass block and stainless steel provides a visually and audibly exciting space.
A futuristic, glass block reception desk greets the Kohler Design Center visitor with a surprise as the first transition in time from old to new begins.
The mezzanine level features a series of 26 designer kitchens and bathrooms. Themes vary from post modern to a child's whimsical bath.

Careful use of detail, material application, and a soft grey color pallet allows a successful transition from the "high tech", first floor/mezzanine to the sophisticated lower level museum and theater space.

Exhibits include the first milling machine, bathtub, as well as local memorabilia. It includes works created by artists participating in Kohler Company's "Artists in Industry" program.

A small theater with the latest in audio visual equipment features an informative video tape presentation of the Kohler manufacturing process. Other programs are also possible. A sunken display area is the setting for ceramic art produced in company kilns by artists. A reception space with kitchen is available for parties and for use by bus tour groups.

All interior floors and walls were removed from the original building, the Kohler Recreation Hall designed in the 1920s. Rafters, beams, and spots were left exposed as they would be in a factory. A former gymnasium in the building offered an opportunity to create the impressive 40-foot high first floor product display area and mezzanine. All new structural and mechanical components are painted white and remain exposed.

Early in the planning process, it was determined that a 10,000 square foot addition would be required to accommodate all the program space requirements. A more prominent facade was also desired for the Stores building since it is the first building which welcomes visitors as they enter the historic Village of Kohler. Large arched windows in the new addition provide a glimpse into the design center from the street. Windows in the existing building were replaced with authentic, but more energy efficient ones. Repairs were made to the exterior masonry facade and the red brick used on the addition is difficult to distinguish from the old.

The Kohler Design Center allows visitors to Kohler to experience the rich history, exciting new products, and interesting manufacturing process all under one roof.
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Despite the fact that architects are highly esteemed by the general public for their godlike wisdom, some architects display disturbing voids in the fabric of their knowledge. One of the worst failings of architectural education lies in matters mathematical. In fact, almost all architects have serious problems with numbers. It's obvious: It takes architects five years to get a bachelor's degree that other people get in four.

While George Bush charged Ronald Reagan with inventing "voodoo economics," nothing could be farther from the truth. Voodoo economics was invented by architects, and it is practiced by architectural firms of all sizes.

Architectural academicians, themselves beneficiaries of an education riddled with lacunae, understand nothing of economics. Thus they fill the void with voodoo — producing practitioners whose axioms include:

1. Six percent of any number is fair compensation for a project of any size or complexity.
2. Bright, energetic, young people will always be attracted to a profession whose median entry-level pay approximates that enjoyed by welfare recipients.
3. Success and continuity are guaranteed to firms that run up $30,000 in costs to win $5,000 in a "developer's competition."
4. Firms without enough work should purchase a $250,000 CAD system, on credit, at 14 percent interest.
5. A professional-liability insurance policy with a $300,000 deductible is adequate for any firm with a net worth of $100,000.

Some may attack architectural education for not providing knowledge of history, or of the skills needed for drawing and decoration. There are, however, attempts made to provide students with at least a smattering of such knowledge. It is the voids that leave us unprepared for life in today's business jungle. A few practical electives, added to the curriculum, could make all the difference. These could include:

1. Breaking for Lawyers 101. For those who prefer not to leave their futures in the hands of plaintiffs' attorneys.
3. Neighborhood Preservation. Workshop Instructional format, drawing on a committee of people who have lived in Texas less than six months.
4. Developer/Owner Psychosis and Its Treatment. School of behavioral science. Includes two visits to Rusk State Hospital. Each student must bring a wet sheet.
5. The True Meaning of Contextualism. School of theology, first semester only. To be followed by Language Difficulties/Communication Skills for Architects. Second semester, only at Texas A&M.
6. Understanding The Out-Of-Town Consultant Syndrome. University of Texas School of Behavioral Sciences only. Course dwells on basic insecurities of local people and other phobia fears. 3 semester hours.

Please Note: If you missed any of these courses in architectural school, they will come to you naturally.
Two New DILHR Checklists

DILHR has recently released two "checklists" which may be of interest to the Wisconsin architectural community. The "Compliance Control Checklists" are used by DILHR supervisors in their plan review unit to monitor the uniformity and accuracy of work being done by individual plan reviewers. The function of this list is to provide a uniform format for reviewing a plan for major code items. It does not cover all code items, but will be used by DILHR as an evaluation method to determine completeness of plans.

The "Plan Submittal Package Checklist" is used by DILHR plan review staff when making priority appointments. Its function is to assure that when the plan package is received at DILHR that it contains sufficient information to enable DILHR to process the plan. Plans submittors may wish to use it to assure that appropriate information is included when plans are submitted so that delays do not occur.

Both of these checklists are reproduced in their entirety following this article.

Compliance Control Check

I Plans Signed and Sealed
II Occupancy Identified
III Class of Construction Identified
IV Review for Consistency
1. Petition
2. Consistency
V Plot Plan Review
1. Setbacks versus Class of Construction and Occupancy
2. Streets and Open Area
VI Floor Plan and Elevations Review
1. Number of Stories
2. Area Limitations
3. Fire Rated Walls/Floors/Ceilings Required
   a) Isolation of Hazards
   b) Occupancy Separation
   c) Horizontal Exits
   d) Area Separation
   e) Class of Construction
4. Exit Pattern
   a) Acceptable Types
      1) Stair Enclosures
      2) Exit Distance
      3) Exit Distribution
      4) Width
5. Access Per ILHR 52.04
6. Toilet Facilities
7. Systems Required
   a) Sprinkler
   b) Standpipes
   c) Smoke Detection
   d) Fire Alarm
   e) Extinguishers
8. Shaft Enclosures
9. Attic Compartment
VII Section and Details Review
1. Class of Construction Members
2. Rated Walls/Floors/Ceilings
3. Door Schedule/Rated Doors
4. Use of Foam Plastic, Glazing, Interior Finish

VIII Structural
1. Major Components
2. Member Sizes/Shown on Plan
3. Material Approval Information

IX Thermal Performance Calculations

X HVAC Plans
1. Plans Match Building
2. Heat Loss Calculations
3. Ventilation Requirements
4. Location of Equipment

Plan Submittal Package Checklist

I Fully Completed Application Form (SB-118).
ILHR 50.12(5)
1. Check all boxes relating to the information wanted approved.
   (i.e.: ☐ Building plan approval, ☐ Heating plan approval, ☐ other - footing/foundation, etc.)
2. Must be properly signed if total volume of building over 50,000 cubic feet (name of registered professional who signed and sealed plans plus the name and signature of professional taking responsibility for supervision).

II Fees as figured on the above application form. ILHR 69.09

III Four (4) complete and bound sets of plans must be provided. ILHR 50.12(3)
1. Including a plot plan (for new or additions and some alterations) or location plan (for alterations).
2. The plans must be properly signed and sealed if the total volume of the building is over 50,000 cubic feet. (All sheets signed and sealed by Wisconsin registered Professional or index sheet signed and sealed by Wisconsin registered Professional).
3. Foundation plan.
4. Floor plan.
5. Elevations.
6. Sections and details.
7. Schedules.
8. Specifications.

IV Appropriate calculations must be included. ILHR 50.12(4)
1. Sample structural calculations for all new buildings, all additions and those alterations which affect the structure (including change of use as noted in paragraph 1.e. above).
2. Thermal performance calculations with all new buildings, additions and change of use which increases heat load (i.e. unheated warehouse to a heated warehouse). This is the building submitters responsibility, not to be submitted later with the heating/ventilating.
3. Heating and ventilating calculations if they want heating approved even if only a minor alteration.
Explore new options at the largest Designer's Saturday west of New York.

View some of the newest, most imaginative design concepts in the industry during this year's ASID-sponsored 3-day event at International Market Square.

If you haven't visited IMS lately you'll be delighted with all the new additions. It's bigger and better than ever. And now Designer's Saturday, themed "From The Inside Out," promises even more to see.

It all kicks off Thursday afternoon, showrooms exploding with new product displays. In addition, over 100 temporary exhibits from national manufacturers have been brought in specially for the occasion.

Thursday evening is "Client/Guest Night"—with an extravaganza of entertainment, good food and music.

On Friday and Saturday, seminars and accredited coursework will be conducted. Plus there'll be more time to view the exhibits and showrooms, open on Saturday just for this event.

Don't miss out on this opportunity to discover the design future firsthand and network with your industry peers from throughout the Midwest. All designers, architects and facility managers are welcome.

Call or write for additional information on attending or exhibiting. It may be called Designer's Saturday, but the excitement starts on Thursday.

MAY 1-3

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Asbestos Contract Language

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"The architect hereby states, and the owner agrees, that the architect has no professional liability or other insurance, and is unable to reasonably obtain such insurance, for claims arising out of the performance of or failure to perform professional services related to the investigation, detection, abatement, materials or process containing asbestos. Accordingly, the Owner agrees to bring no claim for negligence, breach of contract, indemnity, or otherwise against the architect, his principals, employees, agents and consultants if such work in any way involves the architect's services for the investigation of or remedial work related to asbestos in the Project. The Owner further agrees to defend, indemnify and hold the architect harmless from any such asbestos-related claims that may be brought by third parties."

Who's Going to Sue You?

According to figures released from the insurance industry, the following building types have the largest incidence of liability claim and loss:

Garages, churches, hospitals, and schools. Why? Some of the reasons cited are that these groups typically have laymen on their building committees and are working from a limited budget.

WSA Gold Medal Awarded

The first annual WSA Gold Medal has been awarded to Dave Lawson, FAIA, of Madison. Dave has been designated the recipient of this award by the WSA Board of Directors at its December meeting in accordance with previously adopted rules and procedures. The award will be presented at the WSA annual Convention May 7-8, 1986 at the Olympia Resort in Oconomowoc. Congratulations Dave.

Good News - QBS

The voice on the phone had a problem. They knew that they wanted a new church . . . but were not sure how to proceed. A couple of architects, a contractor and a design/build firm had been in touch with them. One of the architects suggested a call to the WSA office to get additional information from Eric on qualification based selection (QBS).
After some discussion, Eric was requested to provide to the owner a model request for qualification (RFQ), an article on selecting architects utilizing qualification based selection, and some suggestions for topics to be discussed amongst the shortlisted architectural firms.

At the conclusion of the telephone call the owner was excited about choosing an architect and looking forward to utilizing QBS. Thanks to Jim Gersich, AIA, for referring that owner to the WSA office.

**Bad News - QBS**

The voice at the other end of the phone was concerned and doubting. His firm was one of nine that had been asked to "bid" on a feasibility study. When questioned, he admitted that the owner had no program and very little comprehension of what they wanted in their "feasibility study." He had done some preliminary cost estimating based upon their firm's past experience and felt that they could do a good job for about $13,000.00. He felt that price was too high, so was prepared to reduce the scope of what he would do (even though he knew that it was less than what the owner needed) to $7,900.00. He still questioned whether or not he would get the "bid" and so was considering quoting the owner half that fee and proposing that the balance would be billed only if the project went ahead and his firm was selected to do the conventional architectural services.

A call to the owner from the WSA office brought surprise on the owner's part that they shouldn't be "bidding" their feasibility study. The owner had gone through the WSA firm roster and picked out nine firms, all who had extensive experience in their building type. The owner assumed that all nine firms knew what was in a feasibility study and that "bidding" would give them a competent professional service at the best possible fee. Not one of the nine firms had bothered to attempt to educate the owner regarding the pitfalls of bidding professional services... and especially a feasibility study.

After a lengthy conversation the owner requested that Eric meet with her.

The WSA is back to promoting QBS. Is it asking too much for the profession to participate in this educational effort?

**Membership Action**

Tillmann, Wayne, was approved for AIA Membership in the Southeast Wisconsin Chapter

Beardmore, Mary C., was approved for Professional Affiliate Membership in the Northeast Wisconsin Chapter

Schneider, Larry A., was approved for Associate Membership in the Southeast Wisconsin Chapter

Hoffer, George J., Jr., was approved for AIA Membership in the Northeast Wisconsin Chapter

Bernhardt, Jill, was approved for Associate Membership in the Southeast Wisconsin Chapter

Parker, Jonathan, was approved for Associate Membership in the Southeast Wisconsin Chapter

Grapentin, Robert H., was approved for AIA Membership in the Northeast Wisconsin Chapter

Herum, Scott J., was approved for AIA Membership in the Southeast Wisconsin Chapter

Good, James, was approved for Associate Membership in the Southwest Wisconsin Chapter

Peterman, Steven K., was approved for AIA Membership in the Southeast Wisconsin Chapter.

**People & Places**

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The brochure shows both designer and installer the latest technology now available for data, phone and power wire services. Illustrated and described are the Multi-A-Cell II access floor delivery modules for delivering data, phone and power cable services in spaces served by raised or access floors; the Multi-A-Cell underfloor duct system; the Multi-A-Zone in floor trench system; specially designed custom floor boxes; the Poke-Thru wire service line, including the latest addition, the IBM cabling compatible Poke-Thru wire service. Also illustrated are the conduit fed Concealed Service floor box and conventional single and multiple gang floor boxes.

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