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WISCONSIN

Architect

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Project: Peter Schwabe, Inc., Headquarters
Location: Big Bend, Wisconsin
Architect: PSI Design, Inc., Architects
General Contractor: Peter Schwabe, Inc.
Photography: Eric Oxendorf

Project: Office Condo
Location: Oshkosh, Wisconsin
Architect: Richard Kempinger
General Contractor: Fox Cities Construction Corp.
Photography: Richard Kempinger
As a result of its rapid growth, Visa Lighting, a Milwaukee, Wisconsin, manufacturer of high quality light fixtures, required expansion of its facilities. The new space was designed to fulfill two purposes: to meet the functional needs of an efficient office/manufacturing area and to serve as a product showroom which captures the imagination of visitors through display of Visa's high design products in a variety of working applications.

Inside the glass barrel vault entrance are dramatic wall-mounted Visa sconces. To introduce a gallery-like theme, Visa products are artistically displayed at various heights on custom-designed pedestals in the reception area.

Each area of the office interior is designed around a different Visa product line with innovative concern for function, color, and intensity. The general clerical area is adorned with a custom, contemporary, central chandelier hanging from a 12-foot ceiling as well as concealed fluorescent cove lighting and task lighting at work stations. Each executive office features a different one of Visa's many styles of wall sconces.

Photography: Ed Purcell
Everbrite celebrated its 60th anniversary with the construction of new corporate headquarters—a bold, artistic statement of their optimism for the future. They needed to incorporate all of their departments in well designed and functional spaces. The design developed into four offset pods which are linked by skylight passageways. Each pod houses a separate department and function. The skylight passageways are used as circulation spines in the building and also serve as display areas for company products.

Large open general office areas are divided by movable partitions. An important factor was locating the design department toward the north side of the building to take advantage of the north light and locating the conference room adjacent to the model shop which contains a 16-foot diameter turntable for use in displaying products to clients.

Photography: Tom Koboss
Project
Location
Architect

Toy Shop in a Mall
Wauwatosa, Wisconsin
Peterman Associates Incorporated

Within the constraints of a space 17 feet by 71 feet in length and the challenge of two existing columns, the architect has created an exciting shopping place. Visual interest was created by varying the heights of display islands, but always keeping them at a height that is accessible to children.

A contemporary scheme was requested as a background for the fine imported and domestic toys, dolls, books, and games to be sold here. Merchandise was to be the main focal point displayed in a "hands on" manner.

Fluorescent cove lighting teams up with spot track lighting for versatile lighting of changing merchandise. A sloping shelf at rear of store is provided above the wall display to draw attention to the back, once customers have entered. A blue and grey color scheme accent the colorful nature of the toys, with blue and yellow banding to lead the customer eye to special displays. Signage at entrance is done in red neon and polished brass.

Photography: Michael A. Ciofani
Situated overlooking the bank of the Pewaukee River, the Wisconsin Bell Data Center is something of an anomaly, one part an austere structure housing mechanical equipment and one housing people. The facility was designed to take advantage of light and views for the office workers.

There were additional challenges. The data systems department required an acre of space for sophisticated computer equipment with the flexibility for future adjustment and change. Also, the design through occupancy time span was to be within 16 months. It was finished on schedule.

The sloping site helped provide the visual security and low profile required by the client. Black glass, to reduce glare, and red accent panels of precast concrete on the exterior, add dash to the curvilinear design of office spaces.

*Photography: Harold Bagley & Eric Oxendorf*
Having outgrown their start-up location in less than 12 months, Gallery 333's first move was in order.

Gallery 333 represents its owners' philosophy that their customers are the "focal point." The salon space was to compliment, not compete with, their customer's fashion.

A customer moves from public space to private while passing product displays planned as part of each functional area.

Budget concerns dictated finding imaginative ways to use as much of the previous tenant's construction as possible. In addition, built-in displays, equipment, furniture, fixtures, and lighting were carefully removed from the old salon and installed in the new salon.

Through careful planning and the efforts of a quality contractor, the entire relocation resulted in only two lost working days. The result is a "special" experience for the salon customer, a quality and efficient workplace for the employees, and a profit center for the owners.

Photography: Eric Oxendorf
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The consensus of the Commission is that with proper and careful preservation, Taliesin will continue to act as a cultural magnet to visitors from all over the world who are interested in seeing the work place and home of Frank Lloyd Wright.

Based on the findings of the four committees and their special consultants, the Governor's Commission on Taliesin recommends the following steps to assure the timely, credible and enduring restoration of Taliesin in Wisconsin:

• A non-profit Wisconsin corporation under Chapter 181 of the Wisconsin Statutes and qualifying under I.R.C. s. 501(c)(3) should be created. Taliesin would be transferred or leased in some form to this new entity. Its function would be to preserve the buildings and assets of Taliesin. It would not interfere with the continued activities of the Frank Lloyd Wright Foundation.

• The articles and by-laws of the new corporation shall be drafted to assure that the new corporation can accomplish its purposes. A lease and other necessary contractual agreements shall be drafted to assure that the activities of the Taliesin Fellowship and Frank Lloyd Wright School of Architecture will continue to operate as they have in the past and that the Fellowship will be assured that the design and architecture of Mr. Wright is maintained in all restoration and preservation work on Taliesin.

• Taliesin should be stabilized and restored. In order to generate visitor interest and encourage private sector support, the recognized standards of restoration are critical to the success of this project. Consequently, a credible historic structure reports and a master plan for preservation are essential. The cost of this work is estimated at $14,700,000 and $1 million for furnishings and decorative arts, exclusive of the costs for the requisite historic structure reports.

• All restoration work should adhere to the highest professional standards and materials. Materials and methods used in the original construction of Taliesin should be considered as optimal, acknowledging there has been a continuous evolution of the buildings over time. The Taliesin Fellowship shall be consulted on questions of architecture and materials.

• A visitors center should be constructed to maximize visitor access and revenue. The center should be conveniently situated, but not interfere with present buildings or views. It is recommended that the center provide a strong educational experience, and be capable of accommodating 200,000 visitors annually. It is estimated that the capital costs would be $3,900,000 exclusive of land acquisition and a possible tram system cost estimated at $400,000.

• An educational program for visitors should be developed to include Mr. Wright's concept of organic architecture and a brief outline of his life and work; an introduction to the buildings at Taliesin and the architectural ideas embodied in them; information on the Taliesin Fellowship's life, history and current activities; and the ways in which the ideas of organic architecture affect the future.

• The Board of Directors of the proposed new corporation should hire a competent marketing consultant to conduct a feasibility study for fund raising to design a program; and to identify potential markets and staff requirements. Fund raising should target foundations, private individuals and other entities. A fund raising program should generate a majority of the funds needed for restoration, operation of a visitor program and maintenance of the Taliesin premises.

Frank Lloyd Wright was a prominent figure in the history of the State of Wisconsin and the father of modern architecture. Mr. Wright's masterpiece, Taliesin can become a valuable cultural and economic asset for the state. Therefore, the Commission recommends that the State of Wisconsin contribute to the preservation of Taliesin. This contribution may include financing for restoration activity. The Commission believes that this type of commitment will produce additional revenue for south central Wisconsin, and the remainder of the state, and will enhance the prestige of the State of Wisconsin nationally and internationally.

EDITOR: The above is the "Summary of Recommendations of the Governor's Commission on Taliesin." Governor Tommy Thompson established the Commission by executive order in June, 1988. The Commission issued its report in March, 1989. Marshall Erdman was Chairman. WSA member David Uihlein, AIA, served as a member of the Commission.
Insurance Commissioner

Last November, the Wisconsin Commissioner of Insurance, Robert D. Haase, proposed new administrative rules relating to liability insurance policies that contain duty to defend, defense costs within limits and claims-made provisions.

After reviewing the proposed rules and discussing the proposals with representatives of companies that offer professional liability coverage to architects and engineers in Wisconsin, the WSA, working cooperatively with the Wisconsin Society of Professional Engineers and the Wisconsin Association of Consulting Engineers, requested that the Insurance Commissioner withdraw the proposed rules. We argued that the proposal, if adopted, "would have serious adverse ramifications on the availability and cost of professional liability coverage for Wisconsin architects." The WSA noted that the proposed claims-made and defense costs within limits provisions would dramatically drive up the cost of professional liability insurance and/or significantly reduce its availability in Wisconsin.

The good news is that, as a result of the efforts of the WSA and others, the Insurance Commissioner announced in March that he had decided to withdraw his proposal.

Search for Shelter

In March, a special open house was held in a recently renovated single-family home on Madison's near eastside. It was special because it represented a unique public/private effort to provide temporary housing for homeless families.

Transitional Housing, Inc. bought the home with Community Development Block Grant Funds. WSA members Jerry Sargent, AIA and William Herbert, AIA, served as consultants on the needed rehabilitation as part of the Southwest Chapter's "Search for Shelter" program. The Wisconsin Builders Association and Madison Area Builders Association provided expertise, materials and labor to finish the project.

The first homeless family has now moved into the home. They sent a thank you note to the many volunteers who made it possible, signing off as "A Happy Family at 2104 Winnebago Street."

The WSA's Southwest and Southeast Chapters have submitted proposals for AIA Search for Shelter Grants of up to $2,500. One proposal is for a statewide shelter providers conference to be held in Madison on September 26 & 27, 1989. Tentative plans are for participants to develop a program and design solutions to meet transitional housing needs of the homeless across the state.

Annual Golf Outing

It's nearly time for the WSA's 16th Annual Architect-Exhibitor Golf Outing. This event is for WSA members and suppliers who exhibited at the 1989 WSA Convention.

This year's Golf Outing will be held June 26, 1989 at Old Hickory in Beaver Dam, Wisconsin. For more information, please contact Karen Linley at the WSA office.
IDP Requirement
The WSA Board of Directors has unanimously endorsed a position in support of requiring IDP or an equivalent record of experience to become licensed as an architect in Wisconsin. The position was adopted at its March meeting in Milwaukee.

The Architects Section of the Joint Board of Architects, Professional Engineers, Designers and Land Surveyors has discussed the Intern-Architect Development Program (IDP) at its recent meetings and the possibility of recommending administrative rules that would require an IDP record or an equivalent record of experience for licensure. Present state rules regarding experience requirements correspond to IDP guidelines. Registration Boards in 28 states currently required IDP training for licensure.

IDP is the most comprehensive training program available to an intern-architect. The program’s policies are established by a national IDP Coordinating Committee. The AIA and NCARB have specific responsibilities relative to the program’s objectives. AIA’s primary responsibilities include organizing and maintaining the program’s advisory system and providing supplementary education resources for interns. NCARB is responsible for establishing, interpreting and enforcing the IDP training requirements and providing resources for documenting internship activity.

People & Places
Richard J. Bloomer, AIA, has joined Architectural Designs, 6484 North Lake Drive, Milwaukee, as a Project Architect. Richard was previously employed as a Project Architect/Project Manager for Heike/Design Associates, Inc.

Clarence Huettenrauch, AIA, reports that a number of architectural firms, in addition to competing for commissions, will be competing in one of Milwaukee’s slow-pitch softball leagues. The teams include the HEKC Fighting Flamingos, the Zimmerman Design Group Z-Dogs, Kahler Slater Torphy Architects, PKR/KWA and BHS Architects. Remember . . . it’s not how you play the game, but whether you win or lose.

The Fourth Annual Frank Lloyd Wright Symposium will be held July 26-30, 1989 at Domino’s Farms in Ann Arbor. For information, contact University of Michigan Extension Service, 200 Hill Street, Ann Arbor, Michigan 48104-3297.

A course entitled “Computer Application in Interior Design and Architecture” will be offered from June 19 - August 13, 1989 in the Interior Design Program at UW-Madison. For information, contact Robert Bartholomew at (608) 262-2651.

Membership Action
Schultz, Robert J., was approved for AIA Membership in the Southeast Wisconsin Chapter.

Schmerhorn, Thomas R., was approved for AIA Membership in the Northeast Wisconsin Chapter.

Short, Steven F., was approved for Prof. Affiliate Membership in the Southwest Wisconsin Chapter.

Klein, Scott J., was approved for Prof. Affiliate Membership in the Southeast Wisconsin Chapter.

Weber, Richard, was approved for Prof. Affiliate Membership in the Southeast Wisconsin Chapter.

Rohe, Peter J., was approved for AIA Membership in the Northeast Wisconsin Chapter.

Hrush, Douglas R., was approved for Associate Membership in the Southwest Wisconsin Chapter.

Schroeder, Richard L., was approved for Associate Membership in the Northeast Wisconsin Chapter.

Ankeny, Thomas C., was approved for AIA Membership in the Southeast Wisconsin Chapter.

Cohen, Uriel, was approved for Associate Membership in the Southeast Wisconsin Chapter.

Haberman, Mark C., was approved for AIA Membership in the Southeast Wisconsin Chapter.

Kennedy, Kevin C., was approved for AIA Membership in the Southwest Wisconsin Chapter.

Marie, Suzanne, was approved for Student Membership in the Northwest Wisconsin Chapter.

Grosskopf, Tom R., was approved for Student Membership in the Northwest Wisconsin Chapter.

Timm, Joel, was approved for Student Membership in the Northwest Wisconsin Chapter.
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The trim ring supports a polished aluminum forward-throw optical system that accommodates high pressure sodium or metal halide lamps with maximum wattage of 250, as well as other compact fluorescent light sources. For more information on the Renaissance sconce series, contact SPI Lighting, 10400 North Enterprise Drive, Mequon, WI 53097.

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For more information, contact CCC, P.O. Box 636, Elmira, NY 14902, (800) 631-5979.

Long-time Madison brick distributor and block manufacturer, Wisconsin Brick & Block Co., has been selected by Robinson Brick Company to market its 'Designer Classics' series of more than 50 colors and textures of modular brick.

Founded in 1906, Wisconsin Brick & Block distributes brick, block, fireplaces, and a full line of masonry supplies throughout southwestern Wisconsin. Their show rooms at 6399 Nesbitt Road and 3711 Ori Road in Madison will have samples and displays of Robinson's residential and commercial brick lines.

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