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Wisconsin Society of Architects
American Institute of Architects
March/April 1990

WISCONSIN Architect

Features

9 1990 WSA Convention Highlights
18 Office Portfolio
29 Moscow on the Milwaukee
Kevin J. Connolly, AIA
31 Practice in the Year 2000: A Legal Perspective
Carl Sapers
35 A Redefinition of "Architectural Practice" Robert Gutman
40 A City Puts Itself "Onstage"
Grace B. Stith

Projects

23 Allen Edmonds Shoe Store, Brussels, Belgium
Kabala Washatko Architects, Inc.
25 Milwaukee Transit Building, Milwaukee, WI
Tavarez Associates Architects, Inc.
27 The Trane Technology Center, La Crosse, WI
HSR Associates, Inc.

Departments

7 Guidelines
45 Forum
48 Society News
58 Marketplace
58 Advertiser Index

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After World War II, optimism for the future was at an all time high. Americans had dreams of a better world by the year 2000, and a vision of the ideal life. The 21st century would surely be paradise.

However, the 1960's and 1970's brought to light some harsh realities of the cost of paradise. As a result of our new carefree and leisurely lifestyle, problems such as pollution, energy shortages, and environmental decay plagued our cities. Political corruption deflated our sense of security as the supreme world power. Economic strains brought issues of homelessness, unemployment and crime to the forefront. It became hard to envision, much less embrace, the ideal life.

Finally, the economic upturn of the 1980's brought some relief. Construction thrived, unemployment declined, the standard of living rose, and as the decade progressed, the momentum began to build. Suddenly, the American people were once again looking at the future as an opportunity rather than an inevitable consequence. But what happened to our post-war visions? What happened to the goals we set for our new century? Is it a case of Paradise Lost or merely Paradise Postponed?

The last ten years of any century has historically been a time of reflection, evaluation and hope. As we step into the last decade of the 20th century, we do so with both hesitation and anticipation.

The program for the 59th Annual WSA Convention will give us a quick reflection on the past and a projection into the future. The return to the two day format guarantees a busy schedule packed with fantastic speakers to accommodate our fast paced lives. Featured speakers include Thomas Fisher, executive editor of Progressive Architecture; Edgar Tafel, FAIA, apprentice to Frank Lloyd Wright; David Zach, noted futurist; Hugh Hardy, FAIA, partner in Hardy Holzman Pfeiffer Associates; Jack Hartray, FAIA, Nagle Hartray and Associates; and Perry King Neubauer, AIA, president of The Architects Collaborative.

This year’s convention sees the return of two popular past events. On Wednesday morning, you are invited to participate in any of the following informative sessions: the Associates breakfast, the liability workshop or a workshop featuring speakers from agencies of the State of Wisconsin. On Wednesday night, get set for the Paradise Ball — a glamorous evening of food, conversation and live music.

Of course, the convention would not be complete without the traditional hospitality suites, a couple of scrumptious lunches and the fabulous array of exhibits.

Please join us for two days of evaluation and dreaming. Mark your calendar now for May 9 and 10, 1990 to attend “Paradise Postponed” at the Olympia Village in Oconomowoc. For additional information on the 1990 WSA Convention, call the WSA office...

Lisa Kennedy, AIA, Chair
ASSOCIATE MEMBER BREAKFAST

Wednesday, May 9
7:30 - 8:45 am

Attention current and potential Associate members of the AIA! Are you wondering what the WSA has done for you lately? Want to get together and commiserate with other intern-architects about preparing for the ARE, establishing an IDP record or obtaining the necessary experience for becoming licensed? If you answered yes to any of the above, then this “power” breakfast meeting is designed for you. Join Kent Calloway, the Associate Representative on the WSA Board of Directors; Arlan Kay, AIA, Wisconsin’s State IDP Coordinator and Chair of the Architects Section of Registration Board; Bill Babcock, WSA Executive Director; and other state and national dignitaries for coffee, croissants and an informal roundtable exchange of ideas and information that could help shape your future.

EARLY BIRD PRE-PARADISE SPECIAL

Tuesday, May 8
7:00 - 9:00 pm

If you are arriving at the Olympia Village the night before the WSA Convention starts, get a jump on the festivities by joining Convention Chair Lisa Kennedy, AIA, and the rest of the 1990 WSA Convention Committee for hors d’oeuvres, liquid refreshment, stimulating conversation and lively social interaction. This will be just for fun ... and will take place in Chair’s suite. Come early and renew old acquaintances and be prepared to discuss your views on the challenges facing the profession of architecture in the decade of the 90s. Architects, future architects, friends of architects and exhibitors are cordially invited.

CONVENTION REGISTRATION

Wednesday, May 9
7:30 am - 7:30 pm

Be sure to check in at the WSA Registration Desk at the entrance to the Expo Center at the Olympia Village and pick up your Convention program, registration badge and other materials. Located near the WSA Registration Desk will be the Convention Message Center, an exhibition of VTAE Student Drafting Competition winners and displays by Wisconsin Architect magazine, CSI, IBD, ASID, UWM SARUP, IDP and other design and construction industry affiliated groups and organizations. Also on display at the WSA Convention will be the Honor Award and Merit Award winning projects from the 1990 WSA Design Awards program plus the entries submitted for the first annual Affordable Housing Design Competition sponsored by the Southwest Chapter/WSA. For the latest information on WSA Convention seminars, workshops and other special events, you can also stop at the WSA Information Desk in the lobby of Olympia Village.

WORKSHOPS

WORKSHOP A:
Professional Liability
Michael B. Heatwole
Victor O. Schinnerer & Company

If you are concerned about the cost of professional liability insurance coverage for your practice and want to learn how you can better control your liability exposure, then this workshop is for you. Join Michael B. Heatwole, Assistant Vice President of Victor O. Schinnerer & Company, for a presentation on how professional liability insurance rates are established, what factors will determine the future trend in premiums, and what architectural firms are doing to control this significant component of modern-day practice. This Convention workshop sponsored by Schinnerer & Company, the underwriting manager for the professional liability insurance program commended by the AIA, will provide you with insights and practical suggestions for controlling your firm’s liability and insurance costs.

WORKSHOP B:
State Agency Panel
Michael Corry, DILHR
Bob Brandherm, DSFM
Freddie Marsh-Lott, DRL
Rick Kloiber, DPI

Architects must deal with a host of state and local government agencies and regulations on a daily basis. It’s part of the business. Here’s your chance to get answers to all those questions you’ve been dying to ask from the heads of four key state agencies. The State Agency Panel will include: Michael Corry, Administrator of the Division of Safety and Buildings at DIIHR; Bob Brandherm, Acting Administrator of the Division of State Facilities Management at DOA; Freddie Marsh-Lott, Director of the Bureau of Business and Design Professionals at DRL; and Rick Kloiber, Facilities Consultant at DPI So, if you have questions about the state Building Code, state licensing requirements, state aging school initiatives or all of the above, you’ll want to participate in this special Convention workshop.

PARADISE POSTPONED
“Waiting for Paradise”

Welcome to the opening general session of the 1990 WSA Convention. We are pleased to have futurist David Zach from Milwaukee onboard as the official moderator for the general sessions scheduled for both days of the conference. David will introduce the featured speakers and help guide us to Paradise utilizing the ideas presented by our speakers and your questions and comments.

Tom Fisher, Executive Editor of Progressive Architecture, will help set the stage by reviewing the expectations of the post-war era and the key choices made in the 1950s and 1960s that have had the most influence on today’s architecture ... design and practice. His presentation also will help us uncover the significant forces at work today that will shape the architecture of tomorrow.

Fisher joined the staff of Progressive Architecture as an Associate Editor in 1982 and was named Executive Editor of the Stamford, Connecticut based publication in 1987. As the Executive Editor of a leading architectural journal, he is a frequent commentator on the state of architecture and the direction in which he believes the profession should be heading. Prior to joining P.A. Fisher was the Director of Project Management for the Hartford firm of Jeter, Cook & Jepson Architects and an architect with the Connecticut State Historical Preservation Office.
KRAEMER BROTHERS, INC. LECTURE
"The Wright Path to Paradise"

John F. Hartay, Jr., FAIA Nagle Hartry & Associates Ltd.
Wednesday, May 9
12:00 - 1:30 pm

Edgar Tafel, FAIA
Edgar Tafel, Architect
Wednesday, May 9
1:30 - 2:45 pm

Edgar Tafel, FAIA, former apprentice to Frank Lloyd Wright, is the featured speaker for the afternoon general session. Through his slide and film presentation, Tafel will review Mr. Wright's many significant innovations that continue to exert a profound influence on the architecture of today and tomorrow. This special presentation is made possible by the generous support received from Kraemer Brothers, Inc. of Plain, Wisconsin.

The author of Apprentice to Genius — Years with Frank Lloyd Wright, Tafel worked on many projects with Mr. Wright and their subsequent restoration. During his time at Taliesin (1932-1941), he served as project architect for such noted buildings as Fallingwater, the Johnson Wax Building and Wingspread. A native New Yorker, Tafel started his own practice in Madison after his apprenticeship, but returned to New York City following the war where he continues to practice. Based on his years of close association with Mr. Wright and his work, Edgar Tafel will share his insights into what Frank Lloyd Wright would be up to if he were alive today.

THE PARADISE BALL!
"Refreshments, Live Music, Dancing!"

Wednesday, May 9
8:30 - 11:00 pm
Welcome to "The Paradise Ball". The WSA Convention Committee decided it could not postpone it any longer. Come and enjoy delicious hors d'oeuvres, your favorite liquid refreshment, live music, dancing and friendly conversation. "The Paradise Ball" can be found in the Ballroom at the Olympia Village.

This extra-special Convention event is sponsored by Victor O. Schinnerer & Company, Inc. and the Wisconsin Blue Flame Council. The music will be performed by Dave Kenney and Nite Flight Music, an exceptionally talented quartet from Milwaukee. You'll need a ticket to get into "The Paradise Ball" but they are included with your registration fee for Wednesday's programs. See you in Paradise.

DINING, DANCING & HOSPITALITY SUITES

Wednesday, May 9
5:30 - 9:30 pm

There are many other temptations available at Olympia Village and in Oconomowoc in addition to Paradise. There will be hospitality suites hosted by Convention exhibitors, dining in the Terrace Restaurant, casual conversation in the Polo Lounge and a DJ in the Bix Lounge at Olympia Village. You also may want to try one of the many fine restaurants in the Oconomowoc area . . . look for information at the WSA Information Desk on area restaurants and other attractions.

"Change is the law of life. And those who look only to the past or the present are certain to miss the future."

John F. Kennedy
CONVENTION REGISTRATION
Thursday, May 10
8:30 am - 6:00 pm
If you haven’t done so already, stop at the WSA Registration Desk at the entrance to the Expo Center at the Olympia Village to pick up your Convention materials . . . and to see if you have any messages.

WSA & WAF ANNUAL MEETINGS
Thursday, May 10
9:00 am - 10:30 am
Here’s an offer you can’t refuse . . . two Annual Meetings in one. Please join WSA President Jay A. McLean, AIA, and WAF President Gary V. Zimmerman, AIA, as they conduct the annual business meetings of the Wisconsin Society of Architects and the Wisconsin Architect’s Foundation. A continental breakfast with croissants, juice and coffee is also part of the deal.

As part of the WAF Annual Meeting, Gary Zimmerman will report on WAF scholarship programs and provide a status report on “Campaign 300” . . . the WAF’s ambitious campaign to increase its endowment for architectural education. Elections also will be held to fill three-year terms on the WAF Board of Directors. In addition, the WAF will have the privilege of formally accepting a significant gift from the Milwaukee Chapter CSI. Come and find out more about how the WAF is building a better Wisconsin through architectural education.

WSA President Jay McLean will present his report on the state of the WSA. In addition, WSA Committee Chairs, AIA North Central Region Director Robert Mutcher, AIA and WSA Executive Director Bill Babcock will comment on issues being tackled by the WSA and AIA on behalf of the profession.

This is your chance to talk about the many important issues facing the profession and to hear brief reports on how the WSA and the AIA are addressing them. You are encouraged to participate and ask questions in an open and free-wheeling forum intended to provide members with the opportunity to share your suggestions, comments and observations on WSA programs and services.

PARADISE POSTPONED
“Is Paradise In Your Future”

David M. Zach, Futurist
Innovative Futures
Thursday, May 10
10:30 - 11:45 am
David Zach, in addition to serving as moderator for the featured Convention presentations, will open the second day of the 1990 WSA Convention with his own down-to-earth guided tour of the fascinating trends, changes and traditions that will be a part of our life in the 1990s . . . and beyond. His program does not contain information gained from consulting tea leaves, astrology or Shirley MacLaine. Instead, using information gathered from a wide range of sources, Zach will identify probabilities, update you on current trends and help you take ownership of the future by identifying the skills and attitudes needed for dealing with change.

Zach will identify probabilities, update you on current trends and help you take ownership of the future by identifying the skills and attitudes needed for dealing with change.

David Zach is one of a few professionally-trained futurists in the United States, having earned his Master’s degree in Futures Research from the University of Houston. He has applied his training as a trend analyst with Johnson Controls and as an instructor of Future Studies at UW-Milwaukee. Zach now has his own firm called Innovative Futures in Milwaukee with an impressive client list, including Apple Computer, IBM and Credit Union Executives. How to use information about the future to your advantage will be the focus of this general session.

EXHIBIT IN PARADISE
The Paradise Deli
Thursday, May 10
12:00 - 1:30 pm
Take a stroll through the Expo Center while you enjoy hot dogs, brats, nachos and other popular fast food selections from the “Paradise Deli” set-up by the Olympia Village at the rear of the hall. Come and visit with exhibitors displaying the latest in design and construction industry products and services. Join a team and participate in the Lego Design Competition taking place during this exhibit period. Keep your eyes and ears open for exciting Door Prize contests. Examine the winning submittals from this year’s VTAE Student Drafting Competition. This exhibit period offers you a convenient opportunity to shop the full gamut of products and services necessary for successful projects . . . over the lunch hour!

PARADISE POSTPONED
“Which Way to Paradise?”

Hugh Hardy, FAIA
Hardy Holzman Pfeiffer Associates
Thursday, May 10
1:30 - 2:45 pm
The final general session of the 1990 WSA Convention will feature award-winning architect Hugh Hardy, FAIA, founding principal of Hardy Holzman Pfeiffer Associates. Established in 1962, HHPA has received numerous AIA Honor Awards and was awarded the prestigious Architectural Firm of the Year Award from the AIA in 1981. With a successful practice spanning nearly three decades, Hardy will supply an informed perspective on the important trends that have influenced architecture and architectural practice during the last half of the twentieth century as well as those that will have a significant effect on architecture in the 1990s and beyond.

Under Hardy’s direction, HHPA recently completed the interpretive restoration/reconstruction of three floors of the Romeo Building at Rockefeller Center, including the legendary Rainbow Room. He also directed the highly unorthodox renovation of the Majestic Theatre for the Brooklyn Academy of Music. Hardy has served as partner-in-charge for a number of the firm’s most well-known projects, including the renovation/restoration of the Joyce Theatre. The Cooper-Hewitt Museum/National Museum of Design and the St. Louis Art Museum. "What marks Hardy Holzman Pfeiffer’s work ultimately is not so much any physical aspect but a sense of balance — an understanding mixture of the pragmatic and the idealistic," according to Paul Goldberger of the New York Times. Join Hugh Hardy as he identifies the many challenges and opportunities facing the profession as we enter the 1990s.
**WSA Design Awards Reception!**

Thursday, May 10
3:00 - 6:00 pm

Come and celebrate design excellence with your friends, colleagues, consultants and clients in the Expo Center of the Olympia Village. This will be your last chance to visit the over 150 exhibit booths featuring the latest in design and construction industry service, products, equipment and furnishings.

An exhibit of the 1990 WSA Honor and Merit Award winning projects will be on display. Fabulous door prizes will be given away . . . and you must be present to win. The winner of the Lego Design Competition also will be announced. Entries to the Southwest Chapter/WSA Affordable Housing Competition . . . will be on display. There will be magic in the air, and your favorite refreshment will be available. There is no registration fee for this special exhibit period . . . so plan now to join in the fun.

---

**WSA HONOR AWARDS BANQUET**

Perry King Neubauer, AIA
The Architects Collaborative, Inc.
Thursday, May 10
6:00 - 9:30 pm

The WSA sponsors an annual Design Awards program as a means of recognizing design excellence by Wisconsin architects. A jury of distinguished architects from outside of Wisconsin select the Honor Award and Merit Award winners from projects submitted by WSA members. The grand finale for this year's WSA Convention will be the 1990 WSA Honor Awards Banquet. This Banquet will honor the architects, owners and contractors of this year's award-winning projects. There is a separate registration fee for this special event.

The celebration begins with a reception at 6:00 pm. Following the dinner, which begins at 7:00 pm, WSA Design Awards Committee Chair Emma Macari, AIA, and WSA President Jay McLean, AIA, will present the Honor and Merit Awards to representatives of the winning projects.

Award-winning architect Perry Neubauer, AIA, president of The Architects Collaborative in Cambridge, will be the featured Honor Awards Banquet speaker. His talk will include a presentation of TAC's work as well as entertaining and enlightening observations on design award programs and architect-client relations. He will also share his thoughts on how to get to Paradise. Since 1965, Neubauer and TAC have been involved with exciting, award-winning architectural and urban design projects located around the globe . . . Yugoslavia, Saudi Arabia, Washington, Florida, etc.

A current project includes the new School of Business for the University of Wisconsin-Madison campus.

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"The real change is not only unexplained, historically, but it is usually ridiculed long before it is accepted. So the question becomes: How can architects predict the unpredictable? The task is to be ready for the unexpected."

Daniel Boorstin, American Historian
Wednesday, May 9

7:30 - 8:45am  **Associate Member Breakfast**
9:00 - 10:15am  **Concurrent Workshops:**
                  A. Professional Liability  
                  B. State Agency Panel
10:30 - 11:45am  **General Session:**
                  Thomas Fisher  
                  "Waiting for Paradise"
12:00 - 1:30pm  **WSA Awards Luncheon**
                  Speaker: Jack Hartray, FAIA  
                  "Another Day in Paradise"
1:30 - 2:45pm  **General Session:**
                  Edgar Tafel, FAIA  
                  "The Wright Path to Paradise"
2:00 - 2:30pm  **Exhibitor Meeting**
3:00 - 7:30pm  **Exhibit Period:**
                  Construction Industry Reception
8:30 - ? pm  **The Paradise Ball**
             **Music:** Night Flight Music

**SCHEDULE AT A GLANCE**

Thursday, May 10

9:00 - 10:30am  **WSA & WAF Annual Meetings**
10:30 - 11:45am  **General Sessions:**
                  David Zach, Futurist  
                  "Is Paradise In Your Future"
12:00 - 1:30pm  **Exhibit Period:**
                  Paradise "Fast Food" Deli
1:30 - 2:45pm  **General Session:**
                  Hugh Hardy, FAIA  
                  "Which Way to Paradise"
3:00 - 6:00pm  **Exhibit Period:**
                  Design Awards Reception
6:00 - 9:30pm  **WSA Honor Awards Banquet**
               **Speaker:** Perry Neubauer, AIA

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AIA Vision 2000
Wisconsin Blue Flame Council
The Paradise Ball

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Lodging

A block of rooms has been reserved at the Olympia Village in Oconomowoc, Wisconsin. Exhibitors and registrants participating in the WSA 1990 Convention will be able to obtain rooms (single or double occupancy) for $60 per night. These rooms normally rent for $95 per night. Reservations should be made directly with the Olympia Village by returning the reservation envelope or calling 1-800-558-9573, (414) 567-0311 or 342-0414 (from Milwaukee). Tell them you are with the Wisconsin Society of Architects Convention.

Spouses

The spouses of individuals registered for the WSA Convention will be offered free admittance to all Convention general sessions and exhibit periods. Tickets may be required for special events. Please check the Registration Form for additional details. Each spouse should obtain an identification badge at the WSA Registration Desk.

Message Center

There will be a Message Center located at the WSA Registration Desk near the entrance to the Expo Center at the Olympia Village. Calls should be placed to the Wisconsin Society of Architects Convention at (414) 567-0311, and callers should ask for the WSA Message Center.

Door Prizes

Door prizes will be awarded during the exhibit periods in the Expo Center. You must be present to win. Due to security reasons, we are not allowed to divulge what he door prizes will be at this time. Schedule your time to be present in the Expo Center . . . you could be a winner!

The 1990 WSA Convention will include the biggest and best exposition of design and construction industry products and services ever . . . with over 150 exhibit booths featuring the latest in new technology and materials and staffed by knowledgeable service and product representatives.

The Expo Center at the Olympia Village will be open during both days of the WSA Convention, and registration is free for all exhibit periods. Exhibit periods for 1990 include: 3:00 - 7:30pm on Wednesday, May 9th and 12:00 - 1:30 pm plus 3:00 - 6:00pm on Thursday, May 10th. Find the answers to all your questions on new products and services from the following companies that will be represented on the exhibit floor. Their support makes the 1990 WSA Convention possible.

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Mike Rebholz
Project:
Pabst Garage Office Building Renovation

Location:
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Architect:
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<thead>
<tr>
<th>Project</th>
<th>Allen Edmonds Shoe Store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Brussels, Belgium</td>
</tr>
<tr>
<td>Architect</td>
<td>Kubala Washatko Architects, Inc.</td>
</tr>
<tr>
<td>Carpentry Contractor</td>
<td>Forever Rafter</td>
</tr>
<tr>
<td>Faux Finishes</td>
<td>Donna Girard</td>
</tr>
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As part of an aggressive international marketing strategy, the Wisconsin client wished to create an upscale store in which to sell its own premier shoes under its own name. This space, in an interior open-air mall in Brussels, Belgium, projects the image of a traditional English library, a richly detailed, classically proportioned design to parallel the timeless elegance of the merchandise.

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Moscow on the Milwaukee

Glasnost came to Milwaukee last October when three top ranking members of Goscomarkhitektura, (the USSR State Committee for Architecture and Town Planning) were shown some of this city's planning strategies, infrastructure and architecture. Dan Becker, AIA, and I were the tour guides for the Soviet architects who were on a four city tour to observe and learn how the United States has dealt with some of the same environmental design issues that are facing the Soviet Union.

Through CMT Inc., a Washington based company that gets Soviet and American businesses together, Johnson Controls, the Associated General Contractors and the Southeast Chapter of the Wisconsin Society of Architects sponsored the four member delegation that included: Dr. Eugeniy G. Rozanov, Chairman of Goscomarkhitektura and member of the Supreme Soviet; Eduard V. Sarnaskii, Deputy Chairman and National Head of Civil Construction; Oleg A. Koshkin, Head of Foreign Relations Department; Anatoly Romas, civil engineer and their interpreter.

Moscow Above The Milwaukee

The Milwaukee part of their trip started with a small formal reception at the top of the old Pfister Hotel. Introductions were made and uncertain handshakes, glances and nods were exchanged. Through the interpreter, Dr. Rozanov told Dan and me that they are looking for a professional exchange of ideas and philosophies on architecture. He said he had had an earlier meeting with the A.I.A. in Washington and had set up a professional journal exchange program.

Our discussion was interrupted when Mayor Norquist arrived. He was introduced to the delegation and after a short exchange of political thoughts the Mayor presented them with a 20 pound circular piece of Ambrosia chocolate with the city seal embossed on it. Dr. Rozanov returned the favor by giving the Mayor a book on Moscow. (There was a lot of symbolic gift giving during the entire tour.)

Dinner was served and toasts were made. During Dr. Rozanov's toast he offered his condolences for the victims of the San Francisco Earthquake and said he had, earlier that afternoon, faxed a letter to the governor of California offering the Soviet Union's help.

Koshkin sat at our table. He was quiet at first but opened up as he became more comfortable with the new interpreter at our table. He talked about his country, his family, told a couple of good jokes and confessed about his love of good beers. Having discovered this love, a Johnson Control representative and myself made arrangements for a special gift.

The next morning we met at the city of Milwaukee's Department of City Development with Dan Boyce, Assistant Commissioner and Tom Miller, City Planner. Discussions included housing development processes, urban growth, commercial development and Indian reservations. Boyce had planned a video program, but with all the questions and answers taking twice as long because of translations we quickly ran out of time and were off to the next stop.
Moscow Under The Milwaukee

When we arrived at the deep tunnel project at Jones Island we were met by radio and television reporters. The lights were on and cameras were rolling as an engineer with the sewer commission explained the overall concept of the project. We then descended nearly 400 feet into one of the pumping stations.

There Rozanov was interviewed. He said they had a similar system in Leningrad but that this tunnel reminded him more of the tunnel project under the English Channel.

Lunch was at the Pieces of Eight restaurant on the lakefront. They enjoyed the view of the lakefront and downtown as well as the fish fry which I convinced a few of them to try.

Moscow Around The Milwaukee

The Johnsons Wax administration building was the next stop. Dr. Rozanov, in his long coat and beret looked a little like Frank Lloyd Wright inspecting his project. They rode the open brass elevators, took an analytical look at the columns, poked their fingers into the sealant between the glass tubes and almost tipped over sitting in Wright's three legged secretarial chair. They thoroughly enjoyed the tour.

Next we stopped at Wingspread. They were almost like little children at Christmas as they stood in front of the four faced fireplace. We walked through the house, now a conference center, exploring and analysing the rooms and views. I could not get anyone to follow me up the spiral stair to the look out tower.

When I came down they were all outside walking around the house admiring the building from the outside and the sculptures on the grounds. When they met back with Dan and me, they had a sincere look of appreciation. They said, through the interpreter, that they have known of this building and its designer for many years and to finally visit the place was an experience they would never forget. Dan and I both felt a little honored.

A non-scheduled stop that they practically insisted on was an American building type of particular interest to them. The Pick N Save warehouse supermarket was an awesome experience for them. Russia has an enormous need to better distribute their food, so many questions were asked, sketches drawn and photographs taken. I think Sarnaskii couldn't believe his eyes when he walked down the breakfast cereal aisle.

As the evening and this segment of their trip came to an end, they thanked us for our openness in sharing our city and gave us an open invitation to visit Moscow. There were no more uncertain handshakes as we parted with an understanding that we all share a common set of values in terms of architecture and life.

Moscow On The Milwaukee

Later that evening while Rozanov and Sarnaskii attended a symphony at the P.A.C., Oleg Koshkin and Anatoly Romas along with Dan, myself and a few Johnson Control people attended an Admirals game across the river at the Bradley Center. We watched the game from Johnson Controls’ suite. These two Russians really enjoyed the hockey game cheering for good shots and strategies of both teams.

Koshkin also received that special gift arranged for the night before; a beer making kit of course. (What would have been a more appropriate souvenir from Milwaukee?)

As the evening and this segment of their trip came to an end, they thanked us for our openness in sharing our city and gave us an open invitation to visit Moscow. There were no more uncertain handshakes as we parted with an understanding that we all share a common set of values in terms of architecture and life.
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**Dimensional Characteristics**

- **VERSA-LOK®**
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  - Face Area: 2/3 sq. ft.
  - Unit Size: 6"H 16"W 12"D
  - Colors: Gray, Tan, Brown
  - Custom colors available.

- **VERSA-TUFF PIN**
  - length: 6¾"
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<table>
<thead>
<tr>
<th>Wall Ht.</th>
<th>Geogrid Type</th>
<th>No. of Layers</th>
<th>Length of Grid</th>
<th>Dimension A</th>
<th>Dimension B</th>
<th>Dimension C</th>
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<tr>
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<td>SS2</td>
<td>1</td>
<td>3.0'</td>
<td>2'</td>
<td>2'</td>
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<tr>
<td>3</td>
<td>SS2</td>
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<td>3.6'</td>
<td>1.5'</td>
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<tr>
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The preliminary design shown in the chart and drawing is an analysis and based on assumed site conditions. Final design must be by a qualified Engineer.

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Practice in the Year 2000:
A Legal Perspective

During the last two years several events occurred which harbinger a substantial change in the way architecture will be practiced when our current students are hitting their stride out in what we in Cambridge call the "real world."

The first event was the publication by the American Institute of Architects of the 14th edition of the General Conditions to the Construction Contract which some have denominated the "Contractors and Subcontractors Relief & Rehabilitation Act of 1987," elevating the protection of those two segments of the construction industry over the interests of owners. When a number of critics of the document pointed out that the draftsmen had in several places preferred the contractor and subcontractor interests over those of the architect himself, the Institute dug in its heels and told the listening world it would not change a misplaced comma in the document let alone renegotiate its Faustian bargain with contractors and subcontractors.

A second event occurred in Pennsylvania, where a state law forbidding corporate firms not in the control of architects from practicing architecture was challenged by some large engineering firms. The state architects registration board with the help of the state attorney general defeated the challenge, but not before the State AIA Council had filed a brief on behalf of the engineers. That action was so remarkable to a group of prominent Philadelphia architects that they filed a brief on the side of the state board and paid for it out of their own pockets, defying the AIA state council.

A third event, or rather brace of events, occurred almost simultaneously in New Jersey and Michigan, where joint architecture and engineering panels decided that the architectural profession has no exclusive claim on the prime professional role on buildings for human habitation. As long as an architect is hired as a consultant to design the finishes and the fire
safety, it is perfectly acceptable for a mechanical engineer to be the prime professional who has direct contact with the owner. This principle has been described by a colleague in Boston as entirely consistent with the notion that the exterior shape and skin of our John Hancock building should be properly viewed as a case for the mechanical system.

Then last fall, the AIA reversed its opposition to the proliferating efforts of other so-called construction professionals to obtain the monopolistic protection of state licensing laws and announced that, with reasonable safeguards, the AIA would support such efforts.

Finally, an event of less historic interest but nonetheless reflecting some consequential light occurred at a recent meeting of the Construction Industry Committee of the American Arbitration Association in which the notion was advanced—not, I may say, by the AIA—that the three-person panels of the Association should be block panels as once they were rather than undifferentiated panels as they currently are. Let me explain: Once AAA would produce a panel comprising an architect, a contractor, and a lawyer to hear a dispute between a contractor and an owner. The architect was thought to be sympathetic with the owner's interest, the contractor his fellow contractor, and the lawyer was expected to remind her colleagues of the applicable law. Now it is conceivable that the panel may comprise a plumber, a civil engineer, and a lawyer.

At one point in the discussion, I remarked that when my architect client is trying to collect his fee from a recalcitrant owner, he hasn't given up his right to a judge in court in order to have his fate decided by a plumber. I found myself attacked on all sides as an elitist: an experienced plumber, it was made clear, knows a great deal about what goes on between owner and architect. The acting chairman of the meeting, I learned to my embarrassment, was a very successful subcontractor from Long Island.

There have been a number of forces pushing architects away from their traditional fiduciary role and into their new team America role. I won't try to describe those economic forces here, because I think the main energy comes from a source deeper than economic forces.

I have often observed that if a lawyer sees a shiny, smooth surface, his skeptical mind believes that the placid surface, if carefully examined, will reveal disharmony and conflict. The architect, quite the contrary, when confronted with an encrusted and chaotic surface, believes that with only a small commitment of faith and some effort he can wipe the superficial discord aside and reveal the underlying harmony. More accurately, the architect, who composes and—in the biblical phrase—makes the rough places plain, distrusts controversy and conflict. He believes profoundly that men of goodwill will work together for the common advantage.

I do not wish to fasten values on the architect's position or on the lawyers, though being a lawyer, I share the world view I have described. I suspect it comes as an inevitable consequence of studying case law which is, of course, the study of political history; a study incidentally largely ignored by architectural students.
Isn't the logical result that architects will shortly resemble their Japanese brethren, that they will find themselves integrated into large development and construction organizations, that the architect will cease to be the leading edge of the process, and that the independent architect will go the way of most other endangered species.

"...architects will shortly resemble their Japanese brethren... they will find themselves integrated into large development and construction organizations and cease to be the leading edge of the process..."

The economic forces, of course, encourage this result. Contractors and developers are unbundling the design process in order to achieve greater control. If a significant design is economically important, Philip Johnson, Robert Stern, and Cesar Pelli, to name but three, are quite willing to provide the conceptual design component and have the balance of the architectural work undertaken by firms who blend into the corporate fabric of the developer or contractor or who are part of that fabric.

Public and institutional owners frequently have their program solved and the project's footprint laid before engaging the team to complete the design and construction.

I said earlier that I would fix no judgmental values on this change, but I cannot resist the opportunity to express some regret over the direction we have taken.

The independent professional has, I believe, greatly enhanced our lives. As one commentator wrote, the professional architect prefers his client's interest over his own and when the issues were clear, the public interest over both. Professor Salvadori contrasted architects and engineers by observing that architects come to know less and less about more and more until they know nothing about everything while engineers know more and more about less and less until they know everything about nothing. Two of the events noted at the outset which equate architects and engineers ignore that contrast, I suppose, because the architects involved have lost the faith to insist on their claim to be generalists not technicians, persons trained to apply humane notions to shape our environment. If we have become indifferent to that training, why not let the technicians take over.

One of the events elevates the contracting industry at the expense of the client/owner. The historic unity of purpose between the person who will own the building and his architect to achieve durability, commodity, and delight has given way to a new alliance between the constructors and the architect to achieve economy. The architect, rather than demanding from the contractor more than the contractor intended give, becomes the contractor's colleague holding the mysteries of design and construction in a black box never revealed to the owner.

The role of the professional in American society always contained some elitist elements. But the architect's sense of fairness and pragmatism kept the system workable. If in the 21st century there is little difference between the role of the architect and the plumber, I think our physical environment will be a sadder place.

EDITOR: Carl Sapers is an Attorney with Hill and Barlow and an Adjunct Professor, Graduate School of Design at Harvard University. This article is reprinted with permission from a paper presented at the third annual meeting of the Law and Practice in Architecture Group held in conjunction with the Association of Collegiate Schools of Architecture (ACSA) meeting in Chicago in March, 1989.
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A Redefinition of "Architectural Practice"

Architectural practice is the subject that is concerned with the institutional procedures through which architectural ideas and concepts are transformed into built form.

The field covers the organization of enterprises, including architectural firms, through which buildings are designed and constructed; the respective roles of architects, clients and builders in the building process; the methods of producing and organizing the technologies and supplies that go into construction; the cultural processes through which architectural ideas are formulated and transmitted; the allocation of design and related building responsibilities among the professions; and the division of control over the production of the built environment between private enterprises and the public sector.

This is clearly a broader definition of the subject of architectural practice than the standard approach represented by the AIA Handbook or most textbooks on the subject. These books, for the understandable reason that they are intended to help students and architects operate in the building industry as it is presently organized, affirm the existing context of building production and environmental development. The content of these books, as well as the courses in which they are assigned, is dedicated to instructing architects how to function within this context. To achieve these objectives, the Handbook and similar works discuss such issues as how the architect can increase her share of the design and building market, the most effective ways of managing the office, the problem
of contracts and liability, the 
relation of architects to consultants,
and so on. In other words, the 
books and courses do not criticize 
the prevailing structure of relations 
in the building industry which assume, for example, that the 
majority of architectural work will 
be done by private firms, that the 
roles of architect, client, and 
contractor will be separated, and 
that the individual design 
professions will be subject to 
independent licensing and 
examination rules and 
administrations.

It might be easier to go along with 
the prevailing definition of the field 
of architectural practice if programs 
carried out under this umbrella had 
been successful in improving the 
quality of the built environment or 
made architects more influential 
and powerful in the building 
process. But there is no evidence to 
confirm that the many changes that 
have been taking place in the 
techniques by which firms practice 
are having these effects. Firms are 
getting bigger, management 
procedures are more rational, and 
architects are more astute about 
marketing their services. The 
profession certainly is more fully 
employed than ever before in its 
history, and the demand for 
architectural services is increasing. 
However, the widespread 
popularity of architecture as a 
professional service and the 
celebration of architects by the 
culture industry has not overtaken the 
pace of environmental degradation. For evidence one need

An emphasis on broader issues is 
also necessary to help rescue the 
practice field from the intellectual 
limbo in which it now finds itself. 
The response generated by the 
ACSA Law and Practice Group 
indicates increasing recognition of 
the topic by architecture schools. 
However, as we all know we are 
still far short of our goal to make 
the field attain a central place in 
the curriculum. The limbo exists 
partly because faculty and students 
who are knowledgeable about the 
history of architecture, the history 
of the profession, and the problems 
of the contemporary environment 
know that the issues facing 
architecture run much deeper than 
questions of office management and 
other techniques intended to make 
firms more successful at getting 
work and impressing their 
clientele. As a consequence, critics 
simply cannot go along with the 
view that the solution to the 
problems of architecture, the 
profession, and the built 
environment can be achieved 
through the micro-manipulation of 
office practice.

Many of the problems of 
arquitectural influence in our 
society stem from the failure of 
environment-builders to have an 
incentive for building for the long-
term. Other difficulties are the result of the over-regulation of the environment on subjects that are of trivial significance to overall building quality, at the same time that we suffer from the absence of a tradition of public concern for architecture and landscape. Still other problems the architectural tradition encounters arise from the structure of existing relationships among the building professions, from the system of liability laws and our antiquated anti-trust legislation, from the lack of elementary and high school instruction in architecture, along with many more such contextual characteristics embedded in the social institutions of American society. Until courses and books about practice begin to engage in a fundamental analysis of these questions, there is little chance that we can convince our colleagues that we are addressing the issues with the depth, intellectual rigor and theoretical fervor the topics demand.

Those of us who are engaged in teaching courses relating to issues of practice often scorn the critical endeavors of our colleagues who teach in the history/theory and design curricula. We condemn them for being out of touch with the realities of the building process or for failing to confront the practical problems of building. The criticism is justified on the grounds that the theoretical critique is dependent on a rhetoric of alienation that often appears to relish the inability of architects to be more effective and persuasive in dealing with the problems of building production. Even in those instances in which the theoretical critique is intellectually powerful it fails to engage the day-to-day problems of building production. However, at the same time it is naive to ignore the appeal and significance of critical theory applied to architecture. In its own special fashion this style of thought is signaling the difficulties architects face who are trying to realize their disciplinary and professional ideals.

Many conclusions developing out of a position based on critical theory come close to the view I am espousing about the value of defining the field of architectural practice in the broadest possible terms. The language of the two discourses is different, of course. So, too, are our respective convictions about the chances of realizing the goals of architecture through the systematic investigation of the institutional context of practice and by formulating a political strategy founded on such an inquiry. However, these differences are small compared to the importance of the objectives different faculty constituencies share in common. In addition to making a greater effort to broaden the boundaries of the field of practice, therefore, we also should strive to unite our courses, research, and publications with other major intellectual movements in architectural education today.

EDITOR: Robert Gutman is a Distinguished Professor of Sociology, Rutgers University, and Visiting Professor of Architecture, Princeton University. This article is reprinted with permission from a paper presented at the third annual meeting of the Law and Practice in Architecture Group held in conjunction with the Association of Collegiate Schools of Architecture (ACSA) meeting in Chicago in March, 1989.
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A City Puts Itself “Onstage”

Wisconsin Architect is proud to display a few of the photographs from the Milwaukee Art Museum’s fall exhibit entitled “Capturing the Moment,” taken on the opening night of the lighting of the city’s downtown skyline. We thank these photographers.

The magic of Milwaukee is being brought forth in a new way as the new Landmark Lighting Program progresses. The Landmark Lighting Subcommittee, established in the summer of 1987, has the task of illuminating buildings, streets, walkways, parks, landmarks, statues, and other downtown highlights.

In the words of Mary Ladish, marketing director of the Greater Milwaukee Committee, “It has sought to paint downtown with light, to create a sparkling mosaic that brings a new and lively dimension to both tourism and business activities.”
Cities, as well as schools and private companies, are actually in the marketing business trying to attract newcomers. David T. Kahlcr, FAIA, is project director of the Lighting Master Plan. He explains, "It makes Milwaukee more competitive as a place to live and work and a more friendly place to visit."

A Lighting Master Plan has been developed by Kahler Slater Torphy Architects for the Central Business District to create a 24-hour city that is safe, friendly, and exciting. Many local people and businesses have contributed to this momentous project, to be developed in phases over a period of years.

The unique character of Milwaukee's architecture will be enhanced. Artful illumination will not only add beauty, but will strengthen linkages between various downtown sites to encourage pedestrian traffic which in turn will increase patronage of shops and restaurants.

Phase I of the master plan was completed last August. New lighting was designed for City Hall, Milwaukee County Courthouse, Wisconsin Avenue Bridge, Wisconsin Electric Power Company headquarters building, St. John's Cathedral, the Central Library, and Court of Honor. To coincide with National Night Out, an evening designated for awareness of safety and lighting of neighborhoods nationwide, Milwaukee celebrated the new illumination of their downtown buildings with a photographers' fling. More than 25 members of the Advertising Photographers of Milwaukee took to rooftops and planes to capture the moment. The evening was hosted by Wisconsin Electric Power Company and proved an exciting event for the citizens. Photographs from that evening were on exhibit at the Milwaukee Art Museum last fall providing proof that much of the drama of a city is never seen from the streets.

Assisting the project is nationally renowned lighting designer, Claude Engle. He has worked with the Milwaukee Art Museum, the National Gallery in Washington, D.C., and, more recently, the Louvre in Paris, France. Street, pedestrian, and building lighting must be carefully balanced. Combinations of flood and spotlights are being used with various styles of street lamps. Street lighting must compliment, not eclipse, the lighting of buildings.
Important details in the master plan design were the design of light fixtures and poles, height of the light source, amount and color of light, location of shadows and shaded areas as they create patterns on the streetscape. Combinations of floods and spots at many different levels direct attention to points of interest. Landmarks to be illuminated include places of historic significance and buildings of architectural significance and visual prominence. It was deemed wiser to focus on these special projects for illumination rather than to light an entire block.

Master plan concepts are implemented by public, private, and not-for-profit sectors. Private businesses are checking in to see how they can fit in with the overall plan. Residents from various ethnic neighborhoods are proud that parts of their local heritage will be on display and that their streets will become safer.
The actual lighting plan combines old and new. The Milwaukee harp light will be given special attention. This handsome street lamp was designed in 1916 by the City of Milwaukee Department of Bridges and Buildings. It blends well with the city’s older architecture and provides a special sense of civic identity and pride. The cold blue mercury vapor lights and cobra head lamps will gradually be replaced by more friendly lighting with less glare. Shepherd's Crook lights which give 360 degree light distribution around the pole will be a picturesque addition to some streets and parks. Some areas will require a more contemporary designed fixture.

As on a theater stage, dramatic impact is enhanced when only selected areas are lighted with the correct amount, color, and source of light. To really see Milwaukee's ongoing tapestry of light, come to see it after dusk and come by boat.

Photography: Mark Gubin   Milwaukee, Wisconsin

Photography: Todd Dacquisto   Milwaukee, Wisconsin
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Objective Criteria

We have enjoyed the controversy, of late, surrounding the publication of H.R.H. The Prince of Wales' book, *A Vision of Britain*, and the airing of it's companion program on PBS. There have been very favorable responses (see Christopher Alexander's book review in the December 1989 issue of *Metropolitan Home*) as well as predictably negative reactions from other members of the architectural profession (see Thomas Fisher's editorial in the December 1989 issue of *Progressive Architecture*).

We believe that two questions lie at the heart of this controversy: "Does Prince Charles have any business expressing an opinion about the state of 'architecture'?" and (as Prince Charles suggests) "Are there objective criteria for judging the beauty and wholeness of a design?"

In response to the first question, we unequivocally reject the position taken by Fisher that Prince Charles' intense involvement places architects in danger of becoming his pawns. We believe that it is more fair (and certainly healthier) to say that we practice our profession in an arena of "give and take" with people from all walks of life in a dynamic exchange of information and ideas. The opinions of others often serve to enrich our collective enterprise. What is required is that we become good listeners. Prince Charles is very forthright in his views, going so far as to subtitle his book, "*A Personal View of Architecture"*. He makes no claim to be an "expert" although he demonstrates manifold evidence to the contrary. His comments are clear-sighted and devoid of vacuous rhetoric.

To give a fair hearing to Prince Charles not only makes good sense, it also can be a testimony to our own confidence. The fear of manipulation only serves to point out the insecurity of some in the profession. We strongly feel that by taking immediate defensive postures against the views of Prince Charles, current architectural journals are missing the architectural conversation of the century. Such posturing is as immature and passe as the cold war.

With regard to the second question, "Are there objective criteria for judging the beauty and wholeness of a design?" we feel that this is the central issue of not only architecture but of all art. The attitude that "beauty is in the eye of the beholder" permits an architect, as expert, to make any sort of architectural statement he/she wishes. This is symptomatic of a profession lacking in a common set of standards or a common language, unsure of its direction, lacking a collective motivating force, splintering itself into myriad intellectual camps all vying for public recognition. This atmosphere is typical of any time when the old school can no longer answer new questions, when theoretical and practical challenges can no longer be absorbed. We suggest otherwise — that beauty is objectifiable, that a common language can be discovered, and that we as "professionals" should be leading the way.

It is time to move forward, away from architecture as fashion or as monuments to ego, and away from ugliness rationalized by abstract mumbo jumbo. Prince Charles has suggested ten criteria. Christopher Alexander, in his soon to be published book *The Nature of Order*, has suggested another set of fifteen objectifiable criteria present in beautiful "alive" buildings. Whether either set of criteria is adequate is not as important as the fact that attempts are being made to bring richness and a useful language to a design discipline which is currently without a clear direction or meaning.

Architects in Wisconsin have an opportunity and a challenge in addressing the central questions of our profession. The Wisconsin Society of Architects should encourage this dialogue as a matter of policy.
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Window of Hope

The AIA’s Search for Shelter program received a major boost late last fall when Wisconsin’s own Hurd Millwork Company, located in Medford, announced a one-year pledge program to assist AIA members involved in designing and building shelters for the homeless. Interestingly, Hurd, which manufactures high-performance wood windows and patio doors, became interested in the Search for Shelter program after company representatives participated in a homeless workshop at the 1998 WSA Convention.

Hurd’s nationwide “Window of Hope” pledge program is directed exclusively at registered architects who are AIA members. Through 1990, the manufacturer will pledge 50 cents for every Hurd wood window and door specified and reported by AIA members, explained Ray Doering, vice president of sales and marketing. Pledges will be made in the name of participating architects.

The money raised by the “Window of Hope” program will be sent to the national Search for Shelter Fund for distribution to the 70 shelter projects around the country. While Hurd pledges do not require window purchases, participating Hurd distributors will match the “Window of Hope” pledges whenever such pledges result in the purchase of the firm’s doors or windows.

Hurd Millwork Company also contributed to the recently completed Southside Milwaukee Emergency Shelter project undertaken by the Southeast Chapter/WSA Search for Shelter Committee chaired by Don Hanlon, assistant professor of architecture at UWM. Through its “Window of Hope” pledge program, Hurd offered windows at one-third the retail cost. Other corporate contributors included Kohler and Wisconsin Gas Co.

The Milwaukee emergency shelter is “a symbol of hope for the homeless as well as a good neighbor for the residential community,” Hanlon noted.

Safety and Buildings

Following a public hearing on a Legislative Audit Bureau evaluation of the Division of Safety and Buildings at DILHR, the Joint Legislative Audit Committee, co-chaired by Senator Burke and Representative Barca, directed the Division to submit regular status reports on its efforts to update state building codes and to report to the Committee by March 1, 1990 on the Division’s actions to:

• establish documentation standards and implement an independent review to resolve internal disagreements on interpretation of code requirements;
• establish a schedule for annual meetings of standing code advisory committees;
• establish quality control procedures for plan review decisions;
• provide equal levels of service to the public from the Department’s home office and regional offices; and
• enforce the requirements that a signed completion statement be submitted at the end of building projects as required by ILHR 50.10 Wis. Admin. Code.

Earlier this year, WSA representatives meet with Safety and Buildings staff to review and discuss the submission of completion statements under ILHR 50.10(3). The WSA expressed its support for this requirement as it helps ensure that owners have the involvement of an architect (or professional engineer) during the construction phase to observe whether a project is proceeding in conformance with approved plans and specifications. Division staff reported on statistics showing that completion statements have been submitted for only about 40% the projects for which plans have been reviewed.

There are a number of possible reasons for the poor submittal rate. For example, a portion of the projects for which plans have been reviewed by the state may never have gotten past the planning stage. WSA representatives also indicated that the language included on the state’s completion statement form may make architects think twice about signing it, e.g. “supervising” and “certify.”

What do you think about ILHR 50.10? If you haven’t submitted a completion statement for all of your projects, why not? Do you have any suggestions for improving the language in this section of the code and/or on the completion statement itself? Do you have any cost effective ideas for improving the submittal rate? Are you wondering what all the fuss is about? Any WSA member who has any thoughts, comments or suggestions regarding completion statements should contact Bill at the WSA office.
WSA Legos
The WSA's half-million "traveling" Legos were back by popular demand at the Madison Children's Museum in January and February of this year. Kids love the display . . . and the WSA gets recognized in all the promotional material on the museum. (Last year, the successful Madison mayoral candidate ran television spots featuring his family playing with the WSA Legos!)

School teachers in Madison also have been using the WSA Legos for various instructional purposes after seeing them at the Children's Museum. Recently, Mike Vena, the learning coordinator at Jefferson Middle School, used the Legos as part of the "Science Olympiad" project, an annual event composed of scientific problems that students attempt to solve.

This year, 6th graders at Jefferson were asked to construct an object from the Legos, using 25 pieces. Each student then tried to write a complete description of how they constructed their object. Careful attention to detail was stressed. The written descriptions were given to other 6th graders who attempted to reconstruct the original design from the written description.

Points were awarded for each correctly placed Lego. The entire lesson took approximately three science periods. The teachers and students were quite pleased with the project, according to Vena.

Associate Representative
Kent A. Calloway, Madison, has been appointed as the Associate Representative on the WSA Board of Directors. Kent works with Strang, Inc. and can be reached at the following address and phone number: 6411 Mineral Point Road, Madison, WI 53705-5019; (608) 276-9200.

He replaces Kevin Shumann, Oshkosh, who has stepped down after representing his fellow Associate Members for the past two years. Kevin worked hard in promoting Associate and IDP programs and activities at both the Chapter and state levels. He helped establish an Associates Network of leaders from each of the WSA Chapters and lobbied successfully for $1,000 to be included in the WSA budget for IDP seminars and other related programs.

Kent Calloway also serves as co-chair of the Associates Committee of the Southwest Chapter/WSA.

His fellow conspirator in this capacity is Chuck Western.

Kent's goals are to maintain and strengthen communications between the WSA Board of Directors and Associate members as well as between Chapters and to keep all Associates updated on WSA and Chapter programs and activities.

"If we work together, we can make the best use of our resources," according to Kent. He asks that Associate Members call or write him with any concerns, ideas or news they may have regarding Associate activities.

Kent also asks firm principals and partners to work with their Associate Member employees in providing flexibility in their schedules so they can participate in WSA and Chapter programs. "In return, you will have a more educated and competent employee," Kent notes.
Milwaukee Chapter CSI
In 1987, the Board of Directors of the Milwaukee Chapter CSI approved the transfer of its Erwin Lambrecht and Lester G. Seubert Memorial Funds to the Wisconsin Architects Foundation for administration and distribution as scholarships to eligible students.

With its contributions of $2,338 so far in 1990, the Milwaukee Chapter CSI has contributed over $12,000 to the WAF during this period of time, according to Clarence Huettenrauch, AIA, FCSI. This relationship with the Milwaukee Chapter CSI has allowed the WAF to significantly increase the scholarships provided to students attending the UWM School of Architecture.

"The Wisconsin Architects Foundation very much appreciates the strong support of the Milwaukee Chapter CSI as we work together to help build a better Wisconsin through architectural education and increased public awareness of our built environment," comments WAF President Gary Zimmerman, AIA.

Zimmerman points out that, with the help of the Milwaukee Chapter CSI, contributions to the WAF's "Campaign 300" totaled nearly $7,300 in the months of December and January. "This is a record-setting pace," according to Zimmerman, "and reflects the strong support the WAF has been receiving for its campaign from architects and a wide range of construction industry-related companies and organizations."

People & Places
Michael Satermus, AIA, Evansville, has received the Sally Hardy-Eager Historic Preservation Achievement Award from the State Historical Society. Mike, of Potter Lawson Architects, was honored for his strong commitment to historic preservation and exceptional leadership in the historic village of Cooksville.

John S. Eagon, AIA, Oregon, has been appointed as Director of the Buildings and Structures Bureau in the Division of Safety and Buildings at DILHR. John has worked with the Division for the last eleven years, most recently as the Acting Director of the Bureau.

Gordon Orr, FAIA, Madison, has been approved as an Emeritus Member of the AIA. Congratulations!

Ross Potter, AIA, of Potter Design Group, Inc., Madison, is pleased to welcome Palmer R. Haynes, AIA, to the firm. Palmer brings many years of varied professional experiences to the firm. He can be reached at (608) 257-3825.

David E. Malmgren, AIA, of HGM Architecture, Inc., Oshkosh, has been awarded the professional designation Certified Construction Specifier (CCS). Malmgren joins 28 other Wisconsin professionals who hold this honorable designation.

Mark Dillenburg, AIA, DePere, has been named to lead the project management section of Foth & Van Dyke's Architectural Disciplines and Services Group in Green Bay. Lou Shroba, AIA, is the new manager of the firm's Architectural and Services Section in Milwaukee.

WSA Associate member Uriel Cohen, an associate professor at the UWM School of Architecture, received a Research Citation as part of the P/A Awards Program sponsored by Progressive Architecture for the study "Holding on to Home: Designing Environments for People with Dementia." Cohen co-authored the study with fellow associate professor Gerald Weisman. The study was featured in the January issue of P/A.

The annual Wisconsin historic preservation conference for 1990 is scheduled for May 11-12 in Green Bay at the Radisson Inn. The principle cosponsors will be the Brown County Historical Society, the Wisconsin Trust for Historic Preservation, and the State Historical Society of Wisconsin. The conference will feature a series of workshop "tracks" on a variety of subjects. A Friday-night banquet will include a special presentation by Conrad Schmitt Studios of its restoration projects.

The WSA was well represented at the annual AIA Grassroots Leadership Conference in Washington, DC, in February. WSA President Jay McLean, AIA, participated in a panel presentation on QBS with representatives from Oregon, Florida, Michigan and New Mexico . . . states that are initiating a QBS program. Associate member Jeri McClenaghan-Ihde and Southeast Chapter/WSA Vice President Lisa Kennedy, AIA, presented information on the popular ARE-Prep Sessions sponsored by the Southeast Chapter at UWM. Other Wisconsin officers participating in the conference included Richard Eschner, AIA; Kevin Connolly, AIA; Doug Kozel, AIA; Horst Lobe, AIA; and Tim Larson, AIA.
The architectural profession recently lost two individuals who contributed significantly to the stature of the profession and their professional organization in Wisconsin... Julius "Sandy" Sandstedt, FAIA, and Richard W.E. Perrin, FAIA.

Sandy Sandstedt practiced architecture in Oshkosh from 1938 until his retirement in 1976. He was extremely active in AIA affairs at both the state and national levels. He served as president of the statewide Wisconsin Chapter in 1954 and 1955. Sandy also was a charter member of the group of architects that established the Wisconsin Architects Foundation. He served as Regional Director on the AIA Board of Directors representing the North Central Region. As president of the state chapter, he successfully instituted many policies that strengthened the organization including implementing the concept of having representation on the Board of Directors and a rotation of state officers from throughout the state. Also, Wisconsin Architect magazine was changed from a one-person operation into a function of the state chapter under his leadership.

Sandy was advanced to Fellowship in the AIA in 1967.

Sandy Sandstedt died in Oshkosh in December at the age of 81. His family asks that memorial contributions be made to the Wisconsin Architects Foundation.

Richard Perrin served as the Director of City Development in Milwaukee for 28 years. He contributed significantly to the public awareness and appreciation of Wisconsin architecture as the author of numerous articles and books on historic Wisconsin architecture and as a founder of Old World Wisconsin. He was advanced to the College of Fellows of the AIA in 1961.

Dick Perrin died in January in Milwaukee at the age of 80. Memorials to the charity of your choice would be appreciated.

The Wisconsin architectural profession benefited greatly from the leadership and foresight demonstrated by these two gentlemen. They provided an example and a legacy to which all WSA members can aspire. While they will be missed by their many friends, their many contributions on behalf of the profession will continue to help guide the profession of architecture in Wisconsin.

**Membership Action**

The following individuals were approved for AIA Membership:
- Seaman, Helmut, Southwest Chapter
- Haberman, Tamara, Southeast Chapter
- Dietrick, III, Charles E., Southwest Chapter
- Connolly, Thomas K., Southwest Chapter
- Kniesz, John, Southeast Chapter
- Kramer, Scott A., Southeast Chapter (advanced from Associate Member)
- Biller, Scott E., Southeast Chapter
- Blevsley, Stephen, Southeast Chapter
- French, James C., Southeast Chapter (advanced from Associate Member)
- Brockman, Patrick, Northwest Chapter (transferred from Boston)
- Dean, Daryl J., Southeast Chapter (transferred from Michigan)
- Drain, Daniel J., Southwest Chapter (transferred from California)
- Ernst, Mark R., Southeast Chapter (transferred from New York)
- Clark, Michael, Southwest Chapter
- Billman, Gregory, Southeast Chapter
- Corrigan, Michael, Southeast Chapter
- Vander Heiden, James, Southeast Chapter
- Zavalney, Paul T., Southeast Chapter
- Witteman, Brian J., Southeast Chapter
- Grunwaldt, Todd, Northeast Chapter (advanced from Associate Member)

The following individuals were approved for Associate Membership:
- Macho, James W., Southwest Chapter
- Draves, Scott A., Northeast Chapter
- Bayer, John J., Southeast Chapter
- Morley, Thomas, Southeast Chapter
- Russell, John M., Southeast Chapter
- Schultz, Steve L., Northeast Chapter

The following individuals were approved for Professional Affiliate Membership:
- Heinzelman, John, Southeast Chapter
- Dowling, Thomas E., Southwest Chapter
- Kohlmeyer, Joel H., Northwest Chapter

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