“Yeah, I seen it a million times. Folks don’t use a decent caulk when they build their offices … coupla years down the road, they got all kindsa problems.”

Cut a few corners. Make a little extra profit. Right? Wrong! Mistakes like that can … well … come back to haunt you.

That’s why S & S Sales carries the full line of G.E. Silicone caulks. We know that G.E. Silicones perform better longer. They even gun easier and faster in any kind of weather condition. And G.E. Silicones eliminate the need for primers in most cases. You’ve saved time in the short run and money in the long run. You’ve also saved face by not having to come back and do the job right.

Talk to the experts at S & S Sales about the “new” Silglaze II Silicone sealants from General Electric. We’ll help you build a reputation. Not a house of horrors.

For your free “SINGLE SOURCE BOOK,” call or write:
S & S Sales Corporation, 12030 West Silver Spring Road, Milwaukee, WI 53225
1-800-657-0701
Wisconsin Society of Architects
American Institute of Architects
July/August 1992

W I S C O N S I N

Architect

Honor Awards

30 920 South Waukegan Road Commercial Building
Hammel Green and Abrahamson, Inc.

32 Integrity Mutual Insurance Company
Potter Lawson Architects

Merit Awards

34 Jacobson Rost
Kubala Washatko Architects, Inc.

35 Covenant United Methodist Church
Kenton Peters + Associates, Inc.

36 Kopp’s
Kubala Washatko Architects, Inc.

37 Stationside Village
the Zimmerman Design Group, Inc.

38 West Bend Mutual Insurance Corporate Headquarters
the Zimmerman Design Group, Inc.

39 Washington House Inn
Kubala Washatko Architects, Inc.

Features

7 1992 WSA Convention

14 WSA Convention Exhibitors

21 WSA Convention Lives Up to Its Name
Lynne Allen

25 The Progressive Ideals of Herbert W. Tullgren
Brian Wishne

42 Honorable Mentions

Departments

5 Guidelines

46 FYI

49 Forum

51 Society News

58 Marketplace

59 Advertiser Index

Cover: Integrity Mutual Insurance Company, Appleton
Potter Lawson Architects
Photographer: James T. Potter, AIA

The Construction Labor-Management Council is an organization of contractors and trade unions working together to achieve the high standards essential to our industry. That is why we consider our members TEAM SELECT. Our select team of highly skilled labor and management organizations believes that teamwork is one of the most important aspects of getting any job done right. By putting extra emphasis on quality workmanship, education, safety training, and safe work environments and practices we are creating a positive impact in both the work place and our community. Education and continued learning programs along with apprenticeship training contribute to the effectiveness and quality of our work. Next time you have a construction project, we encourage you to contact us before you get started. You win with quality and value. You win with TEAM SELECT.
Quality design in architecture is clearly in evidence in the projects receiving 1992 WSA Design Awards which are featured in this issue.

Eight awards, two Honor Awards and six Merit Awards, were granted by a distinguished jury of architects: S. Fiske Crowell, AIA, Kallmann, McKinnell & Wood Architects, Boston; Steven M. Goldberg, FAIA, Mitchell/Giurgola Architects, New York; and Diane Legge-Kemp, FAIA, Riverside, Illinois.

The jury was impressed by the appropriateness of the buildings to their sites and the timelessness of the design which avoided the faddishness of postmodern architectural fashion. They were equally impressed by the subtle differences found in the architecture which expressed a sophisticated use of materials—well crafted wood, stone and masonry structures built in a very solid manner with a well defined sense of permanence.

The award-winning projects represent approximately 10% of the 78 projects submitted. This number of quality submissions continues to reflect the commitment of Wisconsin architects to design excellence.

A successful work of architecture results from a meaningful and positive collaboration of the architect, consultants, owner and contractor. Those involved in these award-winning projects are congratulated for their significant contribution to Wisconsin architecture.

Robert D. Cooper, AIA, Chair
1992 WSA Design Awards Committee
"Twenty-two second graders participated in the program. Each day they could hardly wait to see the changes in their honey locust plant. What a worthwhile learning experience for children! We thank you again."

Lenora Rosera, 2nd Grade Teacher
Lincoln School, Green Bay

"It is extremely important to learn about the environment and how to preserve it. Hats off to Ver Halen, a company helping education!"

Patricia Andrews
Principal
St. Michael Elementary School
Watson

"Thank you for the "Grow Your Own Tree" program. It enriched our plant unit in science and helped us celebrate Arbor Day."

Susan Stredew
2nd Grade Teacher
Janssen Elementary
Combined Locks

"Thank you for the seeds and the filmstrip. We hope we can do something nice for the world by planting the honey locust trees."

Helen Reeve's Students
2nd Grade
Brookfield Elementary School
Brookfield

"The children enjoyed the entire program and were very excited as the first sprouts came up. Thank you for supporting education!"

Jill Griffin
Grant Elementary School
Kenosha

"It was excellent for our children. They truly enjoyed planting their own seeds and were very proud to take home their seedlings."

Diane Deutsch & Linda Aumann
2nd Grade Teachers
East Elementary School
Jefferson

"I wish to thank you for expressing an interest in our children's, as well as the environment's, future."

Lynn B. Anderson
2nd Grade Teacher
North Lake Elementary School
Ishpeming, MI

"Thank you for expressing an interest in our children's, as well as the environment's, future."

Ver Halen, Inc. – The Pella Window Store® is proud of our sponsorship of the “Grow Your Own Tree” Arbor Day Project. Through this project we touched the lives of more than 32,000 2nd graders throughout the state of Wisconsin and Upper Michigan. We sent out kits containing educational materials aimed at showing children how they can help save our environment. We in turn thank all teachers, whose enthusiasm and guidance made this program a success. We salute you and all others who believe that "Trees Improve Our View of the Future."

VerHalen INC.
The Pella Window Store
For your free Arbor Day poster, stop by your
local Pella Window Store®
The 1992 WSA Convention on April 29 & 30 at the Holiday Inn Madison West continued the dialogue on architecture and architectural practice in Wisconsin with a focus on regionalism and revitalization. From the opening WSA and WAF Annual Meetings through the concluding WSA Design Awards celebration of design excellence, the annual two-day statewide conference featured exceptional keynote speakers, practical practice-oriented seminars, educational displays of design and construction industry products and services and plenty of fun and social interaction.

**Chairman’s Remarks**

In his opening remarks, WSA Convention Chairman Michael Gordon, AIA, noted that this year’s Convention Committee felt it was important to examine the source of Wisconsin architecture and the local influences on design.

"I first considered ‘regionalism’ to be a sibling of postmodernism: a design philosophy that attempted to connect two styles in our past," Gordon remarked. "More recently, I’ve come to believe that ‘regionalism’ can relate to our practice in a more far-reaching and firmly rooted manner which can affect every facet of our design process."

Gordon noted that in a professional sense, regionalism "means searching for the true roots of every problem...listening very closely to your client—his history and his future" and "investigating the site, neighborhood, community and its social values as they exist today and how they may be influenced by history."

The WSA Convention also brought together national experts for seminar sessions on creativity, drawing and space programming. "When we think about restoring buildings, we shouldn’t forget about revitalizing ourselves...and exploring the roots of our professional development," Gordon said.

**Favorite Architecture**

As part of the Convention’s exploration of regionalism, WSA members were asked to identify their favorite Wisconsin architecture. A total of 26 ballots were returned, with 51 buildings receiving votes.

The top ten works of architecture were:

1. Taliesin, Spring Green
2. State Capitol, Madison & Johnson Wax, Racine (tie)
3. Wingspread, Racine
4. Unitarian Meeting House, Madison
5. Dairy Barns
6. Bradley House, Shorewood Hills
7. "My Home" & Central Wire & Steel, Milwaukee (tie)
8. Cudahy Condominiums, Milwaukee & Northwestern Mutual Life, Milwaukee (tie)
10. "My Home" & Central Wire & Steel, Milwaukee (tie)

**Kudos**

Special thanks are in order for the many members, individuals and companies whose contributions and dedication resulted in another informative, entertaining and successful WSA Convention.

WSA Convention Committee members for 1992 included: Michael Gordon, AIA (Chairman); John Calawerts; David Ewanowski, AIA; A. James Gersich, AIA; John Horky, AIA; Nancy Hubbard, Professional Affiliate; Richard Lickel, Professional Affiliate; Mark Osterhaus; David Petrulis, Intern AIA; Ross Potter, AIA; Charlie Quagliana, AIA; Mark Rapant, AIA; and Chuck Western, Intern AIA. Convention graphics and promotional materials were created by Debra Cerra and Lynne Allen with Flad & Associates.

The 1992 WSA Convention would not have been possible without the support of the companies that exhibited their products and services and stepped forward to help underwrite keynote speakers and special events. Convention sponsors for 1992 included J.P. Cullen & Sons, Inc., Klipstein Insurance Services, Inc., Wisconsin Concrete Masonry Association, Parker-Dean Wisconsin Office Supply, S & S Sales and Master Blue Print, Inc.

**Caught in the Act**

Thanks to ace photographer Joe Paskus, the following memorable moments and events from the 1992 WSA Convention were captured on film.
A: Kevin Connolly, AIA, WSA Public Awareness Committee. B: Gary Zimmerman, AIA, WAF President. C: James Miller, AIA, AIA Regional Director. D: Roger Roslansky, AIA, WSA President.
Nathaniel Sample, FAIA (r) receives 1992 WSA Golden Award.
Seminars

A: Jack Waite, AIA. B: State Capitol Panel (Cullen, Chadek, McClure, Kahler). C: Jim Franklin, FAIA (r). D: Kevin Kelly, AIA. E: James Stageberg, FAIA. F: Frank Ching.
Construction Industry Reception
"How do I end up with so much functional space in my buildings? By using natural gas furnaces in all my designs. The new high-efficiency furnaces are so small they can fit in a closet, leaving plenty of room for the dry heat reduces expansion and contraction of building materials.

All in all, I can't think of a better way to launch a new building than using natural gas furnaces."

If you'd like to discover how high-efficiency natural gas furnaces can help you get into space, call Wisconsin Gas at (414) 291-6985 (in Milwaukee) or (608) 837-8551 (outside Milwaukee) today. Your future tenants will be so happy, they'll be in orbit.
1. Prominence 2. Eminence in architectural design 3. An Architect’s best solution to providing the most effective method of illuminating a building with the highest insulation coupled with the creative mix of soft diffused light and controlling heat gain. 4. Cost effective 5. Consistent architectural award winning building material for the entire building envelope. 6. Generic for Quality

GUARANTEED TO YOU, OUR CUSTOMER!
Specify Kalwall in Total Cost Effective Confidence!!

IMPORTANT NOTICE
FREE COMPUTER DESIGN SERVICE
FOR MASONRY WALLS

THE WISCONSIN CONCRETE & PRODUCTS ASSOCIATION IS OFFERING A NEW SERVICE WHICH WILL ANALYZE OR DESIGN MASONRY WALLS FOR LOW, MID OR HIGH RISE BUILDINGS. THIS SERVICE IS OFFERED FREE TO DESIGN PROFESSIONALS—ARCHITECTS AND ENGINEERS—IN THE STATE OF WISCONSIN.

DATA PROVIDED: The program will check resisting moments limited by steel stress, masonry stress and deflection of the wall. It also checks shearing resistance limited by shear stress and bond strength and checks flexural compressive stresses, both allowable and actual. Once the stresses have been determined, the programs will check various masonry configurations to arrive at the configuration which would be the most economical construction.

CALL OR WRITE TODAY FOR COMPLETE INFORMATION
414 773-2888
1-800-722-4248
RICHARD H. WALTER, P.E.
EXECUTIVE DIRECTOR, WCMA

13 Wisconsin Architect July/August 1992
The 1992 WSA Convention included one of the largest exposi­
tions of design and construction industry products and services
ever...with over 125 exhibit booths featuring the latest in new
technology and materials. The support of the following 1992 ex­
hibitors made HOME AGAIN... Regionalism & Revitalization
possible. Thank you!

AACOA
2551 C.R. 10 West
Elkhart, IN 46514
Contact: Jeff Teeple
219-262-4685

A/E Graphics Inc.
4075 N. 124th St.
Brookfield, WI 53005
Contact: Fred Genna­rman
414-781-7744

Ackley-Dornbach, Inc.
716 N. 109th St.
Wauwatosa, WI 53226
Contact: Tom Ackley
414-453-8050

Acoustech
1710 S. 106th St.
Milwaukee, WI 53214
Contact: Thomas Popalisky
414-258-6929

Acoustical Floors of Wisconsin, Inc.
675 Industrial Ct., Ste. C
Hartland, WI 53029
Contact: Bob Gatchel
414-367-3306

Aero Painting, Inc.
610 Aero Dr.
Elkhart Lake, WI 53020
Contact: Shirley Quinn
414-876-3553

Pete Alexander Company, Inc.
4513 Highway 92
Brooklyn, WI 53521
Contact: Pete Alexander
608-455-7011

All Vinyl USA
P.O. Box 1243
Sheboygan, WI 53082-1243
Contact: Bill Priebe
414-791-7437

American Olean
1000 Cannon Ave.
Lawnsdale, PA 19446
Contact: Curtis Yocum
215-393-2241

Andersen Windows, Inc.
1507 Butler Dr.
Waukesha, WI 53186
Contact: James Sullivan
414-544-5085

Fred G. Anderson, Inc.
10300 W. Fountain Ave., #1302K
Milwaukee, WI 53224
Contact: Celia Sawicki
414-355-7789

Architectural Sales Corp.
187 E. Becher St.
Milwaukee, WI 53207
Contact: Jennifer Hansen
414-482-4860

Arcways, Inc.
1076 Ehlers Rd.
Neenah, WI 54956
Contact: Thomas Stilp
414-725-2667

Associated Builders & Contractors, Inc.
4797 Hayes Rd.
Madison, WI 53704
Contact: Michelle Nelson
608-244-5883

Automatic Entrances of Wisconsin, Inc.
W228 N727 Westmount Dr., Ste. C
Waukesha, WI 53186
Contact: Cindy Leuzinger
414-549-8600

Badgerland Supply, Inc.
809 Watson Ave.
Madison, WI 53713
Contact: Sean McConnell
608-274-6630

Baraboo Tent & Awning, Inc.
123 Second St.
Baraboo, WI 53913
Contact: Bob Roltgen
608-356-8303

Bend Industries, Inc.
11412 W. Brown Deer Rd.
Milwaukee, WI 53224
Contact: Dennis Wilichowski
414-362-7000

Best Block Co.
P.O. Box 915
Butler, WI 53007
Contact: Kerry VonDross
414-781-7200

Bend Industries, Inc.; Second Place

Interior Systems, Inc.; First Place

Wisconsin Architect July/August 1992
American Olean; Honorable Mention

Sullivan Brothers Supply, Inc.; Third Place

Lock Iron & Supply
21 Syene Rd.
Madison, WI 53713
Contact: Cory Knudson
608-271-2744

Blueprints, Inc.; Honorable Mention

Dow Chemical, Edwards Sales
6418 Cambridge St.
Minneapolis, MN 55426
Contact: David Plummer
612-929-6794

EFCO Corporation
P.O. Box 609
Monett, MO 65708
Contact: John Fuldner
417-235-3193

EWI/Woodward-Clyde Consultants
8383 Greenway Blvd.
Middleton, WI 53562
Contact: Mike Schultz
608-836-5040

Elastizell of Wisconsin
20070 W. Lincoln
New Berlin, WI 53146
Contact: Ray Munch, Jr.
414-547-5565

Fabcon, Inc.
3212 W. Briarwood Dr.
Franklin, WI 53132
Contact: Jim Pankowski
414-761-2323

Falls Dealer Supply
P.O. Box 904
Sheboygan Falls, WI 53085-0904
Contact: Gregory Busch
414-467-2671

Florstar Sales Inc.
8301 W. Parkland Ct.
Milwaukee, WI 53223
Contact: Thomas Peters
414-335-9555

Formica Corporation
5800 W. Douglas Ave.
Milwaukee, WI 53218
Contact: Trudie Burge
414-463-7550

GAF Building Materials Corp.
50 Lowery Avenue North
Minneapolis, MN 55411
Contact: Diana Anderson
612-529-9121

Gagnon Clay Products Co.
P.O. Box 2425
Green Bay, WI 54306
Contact: Jim Gagnon, Jr.
414-435-5318

Georgia-Pacific Corp.
133 Peachtree St.
Atlanta, GA 30303
Contact: Ron Blanchard
404-521-4000

Gerber Leisure Products
P.O. Box 5613
Madison, WI 53705
Contact: Chuck Gerber
800-236-7758

Giles Engineering Associates, Inc.
N8 W22350 Johnson Road
Waukesha, WI 53186
Contact: James Drought
414-544-0118

W.R. Grace
7221 W. Parkland Ct.
Milwaukee, WI 53223
Contact: Charmaine Hayward
414-354-4400

The H Window Company
1324 E. Oakwood Dr.
Monticello, MN 55362
Contact: Brian Pantzke
612-295-5305

Blueprints, Inc.; Honorable Mention
Hallmark Building Supplies, Inc.
6060 N. 77th St.
Milwaukee, WI 53218
Contact: Debra Prickett
414-464-5000

Halquist Stone Co., Inc.
23564 W. Lisbon Rd.
Sussex, WI 53089
Contact: Dave Johnson
414-246-3561

Hanscomb Associates Inc.
435 N. LaSalle St.
Chicago, IL 60610
Contact: Gary Mardon
312-744-0070

The Hartland Corp.
P.O. Box 385
Hartland, WI 53029
Contact: Kenneth Dickert
414-781-6806

Interpane Coatings, Inc.
201 Interpane Lane
Deerfield, WI 53531
Contact: Noel Valdes
608-764-5461

JWC Building Specialties, Inc.
3540 N. 126th St.
Brookfield, WI 53005
Contact: Jim Cogan
414-781-7060

Jaeckle Wholesale Inc.
2310 Daniels St.
Madison, WI 53704
Contact: Fred Jaeckle
608-221-8400

Kawneer Company
927 Old Oak Circle
Algonquin, IL 60102
Contact: Andrew Eisler
708-658-9738

Kinetik, Inc.
P.O. Box 7426
Madison, WI 53707
Contact: Janet Warren
608-241-4119

Lafarge Corporation
10201 W. Lincoln Ave., Ste. 103
Milwaukee, WI 53227
Contact: Robert Kight
414-545-6220

LaForce Hardware & Manufacturing Co.
P.O. Box 10068
Green Bay, WI 54307
Contact: Tom Hansen
414-497-7100

Landforms, Inc.
6302 W. Lacy Rd.
Verona, WI 53593
Contact: Michael Hariu
608-845-6778

Lennox Industries
4916 Enchanted Valley Rd.
Middleton, WI 53562
Contact: William Sharp
608-798-2265

MDC Wallcoverings
150 Sunnyslope Rd., #126
Brookfield, WI 53005
Contact: Dennis Raasch
414-784-2213

MM Systems Corporation
4520 Elmdale Dr.
Tucker, GA 30085-0326
Contact: Jan Fisher
404-938-7570

Madison Block & Stone
5813 N. Hwy 51
Madison, WI 53704
Contact: Joel Krueger
608-249-5633

Madison Reprographics Inc.
601 N. Whitney Way-Box 55193
Madison, WI 53705
Contact: William Young
608-231-4455

Marvin Windows
510 Sager St.
Deerfield, WI 53531
Contact: Russ Sparby
608-764-5825

Master Blue Print Inc.
810 W. Badger Rd.
Madison, WI 53713
Contact: Mark Osterhaus
608-256-4884

MeElroy Metal, Inc.
2907 Glendale Ave.
La Crosse, WI 54601
Contact: Steve Mikkelson
800-950-6532

Mid-State Concrete Products Co.
P.O. Box 58
Beloit, WI 53512
Contact: Bill Goetzke
608-364-1072

Millwork Distributors
P.O. Box 2465
Oshkosh, WI 54903
Contact: Mike Huszar
414-235-8110

Miron Construction
806 Valley Rd.
Menasha, WI 54952
Contact: Sue Jenks
414-749-3060

Modulex Inc.
2920 Wolff St.
Racine, WI 53404
Contact: Pierre Husson
414-632-5330

Monarch Tile, Inc.
3635 N. 124th St.
Brookfield, WI 53005
Contact: Loren Rushing
414-781-3110

Lon Musolf Distributing
2760 Fairview Ave., North
Roseville, MN 55113
Contact: Julie Cruz
612-631-8586

NSS at IMS
275 Market St., Ste. 156
Minneapolis, MN 55405
Contact: Tom Harms
612-375-9784

Norcraft Companies
30 E. Plato Blvd.
St. Paul, MN 55123
Contact: Jeff Lehman
612-297-0661

Oakbrook-Esser Studios
129 E. Wisconsin Ave.
Oconomowoc, WI 53066
Contact: Paul Phelps
414-567-9310

Otis Elevator Company
3720 N. 124th St.
Milwaukee, WI 53222
Contact: Robert Parish
414-461-8400

Parkwood Chicago, Inc.
2100 S. Foster Ave.
Wheeling, IL 60090
Contact: Deb Moore
708-577-8001
Iron Construction; Honorable Mention

Schindler Elevator Corp.
3315 N. 124th St.
Brookfield, WI 53005
Contact: Phillip Amend
414-783-3230

Schlage Lock
1114 McKinley St.
West Bend, WI 53095
Contact: Dan Sauer
414-334-9011

Sigma Environmental Services, Inc.
9555 S. Howell Ave.
Oak Creek, WI 53154
Contact: Paul Zovic
414-768-7144

Spancrete Industries, Inc./
Waukesha Block
10919 W. Bluemound Rd.
Milwaukee, WI 53226
Contact: Debbie Radske
414-258-4110

Stickler & Associates, Inc.
333 N. 121 St.
Milwaukee, WI 53226
Contact: Stephen Stickler
414-771-0400

Storage Systems of Wisconsin
2236 E. Bluemound Rd.
Waukesha, WI 53186
Contact: Elise Kubiak
414-785-9321

Sullivan Brothers Supply, Inc.
P.O. Box 7578
Madison, WI 53707
Contact: Jerry Sullivan
608-222-1277

Techline Madison
6333 University Ave.
Middleton, WI 53562
Contact: Ann Doody
608-238-6868

Technical Building Components
P.O. Box 70
Sugar Grove, IL 60554
Contact: Dennis Twarog
708-556-3111

Ver Halen, Inc.; Honorable Mention

WSS at IMS; Honorable Mention

Reprographic Technologies
2855 S. Moorland Rd.
New Berlin, WI 53151
Contact: Guy Ladd
414-796-8162

Republic Midwest, RM Inc.
2515 Pan Am Blvd.
Elm Grove, IL 60007
Contact: Gregg Johnson
800-323-0364

Riebau's Cabinets Ltd.
P.O. Box 458
Germantown, WI 53022
Contact: Jim Kraase
414-255-3040

S&S Sales
12030 W. Silver Spring Rd.
Milwaukee, WI 53225
Contact: Daniel Naumann
414-464-8550

Reliable Products
O. Box 580, Hwy 27N
Geneva, AL 36340
Contact: Jimmy Hicks
256-648-3621

Sam Thiel Sales
1671 Thiel Lane
Tigerton, WI 54486
Contact: Sam Thiel
715-535-2932

Thyroly Wallcoverings
3720 N. Kedzie
Chicago, IL 60618
Contact: Leslie Sturt
312-463-2634

Trenwth Industries, Inc.
P.O. Box 438
Emigsville, PA 17318
Contact: Lee Fischl
717-767-6868

Twin City Testing Corp.
662 Cromwell Ave.
St. Paul, MN 55114
Contact: Jody Elam
612-659-7395

USG Interiors, Inc./
Sullivan Brothers
1660 N. Prospect #608
Milwaukee, WI 53202
Contact: Jeffrey Johnson
414-271-3161

United Brick & Tile Inc.
5402 Lien Rd.
Madison, WI 53704
Contact: Joe Goodwin
608-241-3844

Vande Hey-Raleigh Architectural
Roof Tile
1565 Bohm Dr.
Little Chute, WI 54140
Contact: Erv Vosters
414-766-0156

Thermal Design, Inc.
113 W. McKinley
Stoughton, WI 53589
Contact: Jody Harkins
608-873-8170

United Brick & Tile Inc.
5402 Lien Rd.
Madison, WI 53704
Contact: Joe Goodwin
608-241-3844

Vande Hey-Raleigh Architectural
Roof Tile
1565 Bohm Dr.
Little Chute, WI 54140
Contact: Erv Vosters
414-766-0156
Avoid Costly Misunderstandings.
Small Change Could Cost You Big Dollars

Our beautiful sunrooms come with something extra... Complete technical assistance.

When you specify our products, we’ll give you full specifications, detailed drawings, design assistance and a wealth of experience. And it’s all as close as your phone, your fax or your overnight mail pickup.

We make a great sunroom a great deal easier to specify. Call us now. We’re easy.

Let's Talk Technical.  622 Airport Road, Menasha, WI  (414) 722-8786

Copy blank AIA Documents is illegal... and dangerous. The AIA Documents are revised period­ically to reflect current case law and the ever-changing practices within the construction industry. Copying an outdated AIA Document—that’s missing even a small change or revision—increases your liability and the possibility that you’ll pay big dollars to settle a dispute. Don’t take chances; order your current AIA Documents from us today.

The Wisconsin Society of Architects
321 S. Hamilton St.
Madison, WI 53703
(608) 257-8477

Let us know 4-6 weeks in advance so that you won’t miss a single issue of Wisconsin Architect. Please include a copy of the old label.

Moving?

New Address:

Name ____________________________
Address ____________________________
City, State, Zip ____________________________

Mail To: WISCONSIN ARCHITECT
321 S. Hamilton St.
Madison, WI 53703
Studies show that buildings using natural gas as the primary energy source are resold faster for higher values. For more information, call your local natural gas utility.

Wisconsin Blue Flame Council

How most insurance programs measure claims processing time

<table>
<thead>
<tr>
<th>JUNE</th>
<th>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>JULY</th>
<th>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>AUGUST</th>
<th>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</th>
</tr>
</thead>
</table>

How the ANET Insurance Program does

Most insurance programs can't pass the test of time. They fail when it takes weeks and months to handle your claim. They fail when they treat you like a number with a problem.

The ANET Insurance Program, however, passes the test of time with flying colors. Among the program's features:

- 48 hour average claims turnaround time
- A courteous and caring staff that treats you like a person, not a number
- Office hours from 8 a.m. to 8 p.m. central time
- Controlled by active AIA members as Trustees

It's your time and your money. If your insurance program isn't giving you the service you pay for, it's time to look into the ANET Group Insurance Program.

For more information, call Ken Hobbs or Lori Maloof at:

Association Administrators & Consultants
19000 MacArthur Boulevard, Suite 500
Irvine, California 92715
1-800-854-0491 Toll Free
This year’s WSA Convention theme, “Home Again—Regionalism & Revitalization,” was certainly well-chosen. Returning to Madison, after being held for several years in Oconomowoc, the Convention provided two activity-packed days of stimulating programs and events. Through an exploration of regionalism and architectural practice issues by Convention speakers Thomas H. Beeby, FAIA, Ralph E. Johnson, AIA, James R. Franklin, FAIA, and several other well-known and knowledgeable presenters, WSA members and Convention guests gained a deeper understanding of the forces that shape architecture.

Regionalism and Beeby
Madison architect Mark Henrichs welcomed participants to the Convention with a photo-essay/slide presentation, setting the tone for an exploration of regionalism. His stunning images were a visual reminder of Wisconsin’s vernacular architecture and served as an appropriate introduction for Thomas Beeby, who incorporates regional forms and materials into his work.

Thomas Beeby, principal of the Chicago firm Hammond Beeby and Babka, has designed several public buildings for the City of Chicago, most notably the Harold Washington Library Center and the Daniel F. and Ada L. Rice Building addition at the Art Institute of Chicago. He discussed both at his morning presentation.

In the process of designing for Chicago, Beeby became involved in what he called “a very interesting story”—the history of Chicago—that he retold and illustrated with a comprehensive selection of images depicting Chicago from its founding. To find a “viable expression” for the particular buildings he was designing, Beeby explored the influences that shaped architectural form in Chicago. Specifically, he studied Chicago’s public buildings and public spaces.

This study of Chicago’s past included an examination of Chicago’s Art Institute. Before beginning design for the Institute’s new addition, Beeby and members of his design firm examined the architecture of the Institute which had grown into a collection of several additions. Representative details from each addition illustrated a reduction in ornamentation over time resulting in a gradual simplification of form.
Beeby stated his goal for the new addition: "Instead of making a statement about a new kind of architecture, we brought in details from earlier periods to mend the building together into a coherent whole again."

Actualizing Beeby's goals, the skylit sculpture court of the new addition is based entirely on themes that were already existent in the building and now functions as the nucleus of the expanded Art Institute.

Beeby also discussed Chicago's Harold Washington Library Center, a commission his firm was awarded after participating in a city-sponsored design competition. In preparation for design, Beeby researched public libraries, of Chicago and elsewhere, and determined that "the idea of the library, as we understood it, had to have some of the grandeur of the old cultural center. It had to have some ceremonial spaces, such as the center dome space, but it also had to have spaces where people could read." Beeby described his design intent for the library: "It was meant to be a hybrid building, it wasn't meant to be any kind of privileged language." Accordingly, The Washington Library is architecture that uses history in a comfortable way and matches the image of what one expects a library to be.

Johnson also discussed several other projects he had designed or was currently working on, including Morton International Tower in downtown Chicago; Temple Buell Hall, on the University of Illinois campus; Orland Park Village Center, where he "sculpted" the site to give a generic suburban location a sense of civic presence; and the International Terminal for O'Hare Airport where, he described, "instead of thinking of the project as an exterior assembly of forms, we looked at it as an interior assembly of spaces, since most experiences at airports are from the inside, not the outside."

Of particular interest, because it allowed us to see Johnson approach a project in a more relaxed and lighthearted way, was what he called "a more ironic look at the suburbs." For this project, eight architects were asked to develop a prototypal suburban subdivision, each designing a house for one of eight lots. Although there was no actual client, Johnson invented a client based on the type of person likely to buy his very exposed site at the intersection of three roads. To choose a site such as this, Johnson imagined, the client must be very materialistic and looking for a place to flaunt his possessions, and thus Johnson labeled his project, "The House for the Exhibitionist." The house includes very transparent areas for displaying possessions, a car wash, a raised transparent bedroom pavilion, a living room that looks out on a platform covered with astroturf ("the perfectly manicured lawn"), and the Tower of Hedonism, with dining at the bottom and a stair to the exercise area. The design of the tower is...
based on the premise that one can "overeat at the bottom and overex­ercise at the top and continuously run up and down the stairs."

**James Franklin**

Although architectural practice and management specialist James Franklin gave two presentations at this year's convention, many left knowing they had only tapped a small portion of his knowledge.

Franklin, the Resident Fellow at The American Institute of Architects (he calls himself a "Transient Fellow" because he is always on the road giving seminars) gave a small-group seminar, "Optimizing the Small Firm," and also delivered Thursday's keynote luncheon address, "Organizing for Excellence."

In the seminar, Franklin and about 30 members of small firms met to discuss "how to wrap up management time to leave time for design." He covered a lot of ground in a short period of time, discussing issues that affect management of the small firm: negotiating contracts, billing, CADD alternatives, communication and time management techniques, and team building. Through discussion, the group discovered one of the ways he acquires his wealth of information: he asks questions and he listens. As he described in the luncheon program, seminars are his "field laboratory" — they are a rich resource for him, and he admitted that he adds more to his base of knowledge every time he meets with architects. Fortunately for us, he shares what he knows — through seminars, generous handouts and several books he has written.

James Franklin

At the luncheon program he talked about "star" (or signature) designers. According to Franklin, star designers are not that different from most architects, specifically in that their goals are to do excellent work and provide excellent service. He described characteristics of star design firms. First and foremost, they have a relentless commitment to quality, from which, these designers have told him, design excellence naturally follows. The key designer has 100% control of the design on 100% of the projects. In a firm of 100 people, this didn't seem possible, but Franklin described a scenario, very similar to a graduate school studio arrangement, where key designers spend their time going from board to board giving crits and reviews, overseeing design. Franklin said that one way large, star design firms control design is by starting with a very strong concept and by reaching consensus with the team, before design begins, on the aspira­tions of the project. Once the team (which includes the client) is in agreement about aspirations, work can be divided up and completed individually. He added that these design firms have a commitment to design throughout the process — all the way through specs and construction administration.

**A Complete Experience**

In addition to the three keynote speakers, seminars addressing everything from drawing, programming and being more creative to the wonders of small-scale architectural design kept Convention attendees continuously occupied. Numerous building product exhibitors, hospitality suites, musicians, breakfasts, luncheons and the WSA Design Award gala rounded out the experience. There wasn't a moment to spare, nor one to miss. It was two busy days, and certainly revitalizing!

**EDITOR:** The author is a writer for Flad & Associates in Madison, Wisconsin.

**Photography:** Joe Paskus
PROJECT MANAGEMENT

BY THE NUMBERS:

1-800-275-2525.

Profitable project management is a numbers game. And only CFMS provides a project-based accounting system that completely integrates all the numbers that are key to your firm’s profitability from initial budgeting to final billing. Perhaps that’s why it’s the only accounting system sponsored by the AIA.

Call 1-800-275-2525 today for a free demonstration of how to manage by the numbers.

Small Change Could Cost You Big Dollars

Copying blank AIA Documents is illegal...and dangerous. The AIA Documents are revised periodically to reflect current case law and the ever-changing practices within the construction industry. Copying an outdated AIA Document—with even a small change—increases your liability and the possibility that you’ll pay big dollars to settle a dispute. Don’t take chances; order your current AIA Documents from us today.

The Wisconsin Society of Architects
321 S. Hamilton St.
Madison, WI 53703
(608) 257-8477
The Progressive Ideals of Herbert W. Tullgren

Wisconsin is fortunate to be the home of two noteworthy modern architects. Though the architectural history of the twentieth century in the Midwest is dominated by the career and persona of Frank Lloyd Wright, it is also true that the Prairie Style did not offer a viable prescription for higher density housing for diverse urban populations. Wisconsin's other less-recognized modernist, Milwaukee architect Herbert W. Tullgren, devoted much of his abbreviated career to that problem.

The continuing importance of the modern movement lies in its attempts to combine explorations of abstract form and space, conditioned by new technology, with the idealism—some would say failed utopianism—of social transformation through architecture. Wright’s “Usonian” houses and LeCorbusier’s “Domino” and “Unite” housing types are perhaps the most brilliant of such experiments. Herbert W. Tullgren's development and promotion of apartment buildings comprised of two-story (duplex) units is a similarly progressive attempt to invent a new typology for affordable urban housing, in this case from within the tradition of American pragmatism.

Though his practice included numerous public school, commercial and hotel commissions throughout Wisconsin, it is Tullgren's three distinctive art moderne apartment buildings on Milwaukee's east side that warrant recognition as an important contribution to the history of architecture between the world wars. The nine-story Hathaway Tower, on the bluff overlooking Lake Michigan at the very eastern end of Kane Place, opened in 1931 and was Milwaukee's first true apartment “tower.” The Viking Apartments, constructed at the same time and just one block west at 1705-1717 East Kane, is the first design based upon the duplex apartment type that Tullgren was using to promote as a solution for the urban housing crisis throughout the decade of the 1930s. Finally, the apartment building at 1260 N. Prospect Avenue, opened in the improving economic conditions of 1939, represents a more luxurious refinement of the duplex type in what is perhaps Milwaukee's most distinctive residential building. In the opinion of certain architects and historians, the 1260 Apartments is among the finest surviving examples of art moderne architecture in the country.

Tullgren's achievement did not go unnoticed during his lifetime. Both the Viking and the 1260 Apartments were published in issues of Architectural Record Magazine devoted to innovative residential design. The Viking, moreover, was one of only four United States examples to be included in a 1937 British publication surveying the “best in modern apartment buildings” throughout Western Europe and North America. In this book, Tullgren's building in Milwaukee is placed in the context of works by such architects as Richard Neutra, LeCorbusier, and Lubetkin and Tecton.

Like his father Martin, in whose office he trained, Herbert Tullgren combined architecture with real estate entrepreneurship. Many of his and his father's apartment buildings were the products of development companies partly founded by the architects. It is this experience with the material conditions of the building industry that may account for Tullgren's pragmatism (or vice-versa).

Herbert Tullgren's commitment to developing innovative architectural solutions to the housing crisis of the 1930s is witnessed by the risky real estate ventures he was willing to undertake during the depression in order to establish his ideas. His many attempts to reach a wider audience than the architectural community is further evidence of his commitment and entrepreneurial spirit. Tullgren did not shy away from self-promotion. The design of the Viking Apartments was patented by Tullgren shortly after its construction in 1931.

The early history of the duplex apartment building in America takes place in New York between 1880 and 1914. The duplex was always presented in this period of extensive new apartment building construction as a response to the problem of how to make individual units within multi-dwelling buildings more “house-like.” This symbolic aspect of the two-story house with public spaces on the lower floor and sleeping rooms above was noted by Tullgren in the patent application of 1931. However, unlike earlier versions in New York and elsewhere, Tullgren's apartments were designed to further solve the economic problem of housing urban middle and lower classes families. In New York, on the contrary, there were two kinds of duplex apartment types established by the turn of the century: extensive and luxurious homes within buildings for the rich, and two-story “studio” apartments designed for artists. Tullgren, however, emphasized affordability for both

continued on page 28
Call 1-800-924-2772 for some great business connections.

Choosing a public telephone from Wisconsin Bell will keep you well-connected. You see, every one of our public telephones comes with a team of experienced people—your communication specialists. We'll provide reliable service, regularly scheduled testing, maintenance and prompt repair. All at no cost to you. We'll take care of set replacement and guarantee lost coin refunds.

Need to attract business and increase traffic? No problem. We'll help you choose the right location for your phone. And, when you need to expand we'll be there. No charge. No sweat.

For generations, we've been building our business by helping people like you build yours. For some great connections call 1-800-924-2772.

Wisconsin Bell

© 1992, Wisconsin Bell
People are standing in line to see our work.
And they don’t even know it.

Milwaukee County Stadium, Lambeau Field, Dairyland Greyhound Park and the Bradley Center are just a few of the many well-known sites that Wisconsin Pipe Trades members have played an integral part in building.

And yet, most of the work done by Wisconsin Pipe Trades professionals goes largely unnoticed, except for the obvious. That’s because the Wisconsin Pipe Trades are involved in more than plumbing alone.

Consisting of knowledgeable and skilled craftspeople, the Wisconsin Pipe Trades Association works to produce quality construction throughout the entire state. With members specializing in all facets of plumbing, steamfitting, fire protection and air conditioning/refrigeration the Wisconsin Pipe Trades Association can place trained professionals on the job when you need them, with the skills needed to guarantee quality workmanship.

The Wisconsin Pipe Trades members are proud of their work and this pride is reflected in increased productivity and efficiency. With their commitment to quality and care...the Wisconsin Pipe Trades will produce for you.

So when you’re lining up your next building project, keep the Wisconsin Pipe Trades in mind.
tenant and owner in what he called “an entirely new idea in multiple family dwellings” designed for the less than affluent.

Tullgren described the following advantages of the Viking Apartments prototype: 1. Public corridors are not needed on sleeping floors. This provides both an economic savings in that more of the building area is devoted to living space, and an advantage in terms of of dwelling privacy. 2. All apartments have two exposures and cross ventilation without sacrificing the efficiency of single-loaded corridor access. 3. As elevator stops are needed only every other floor there is significant savings in the cost of controls, doors and accessories. 4. The duplex arrangement avoids any adjacencies between public and private spaces, another more “homelike” feature. Bedrooms are only next to bedrooms insuring greater privacy and quiet. 5. Elimination of corridors on alternate floors gives tenants extra room at no additional cost and results in savings to owners of up to 20 percent in construction and maintenance.

In the midst of the Depression, Tullgren was part of the architectural team designing Parklawn, Milwaukee’s first subsidized WPA-constructed housing project. In 1937, he published his own pamphlet describing the social and economic benefits of “The Tullgren Plan for City Housing.” The document illustrates his concept of the duplex apartment type in four-story buildings he labeled “Tullgren Planned Residence Apartments.”

Unlike the Prairie Style with its basis in the customized building of the Arts and Crafts tradition, Tullgren’s modernism is related to European and American counterparts that emphasize the relationship between architectural design, industrial production and social reform. Indeed, many of the economies of the Tullgren Plan are augmented by his proposal for “prefabrication of standardized units in an essentially assembly operation...conducted advantageously by local labor.”

The 1260 Apartments, commissioned as an urban housing experiment by the owner of the Milwaukee Journal Company, opened in 1939. It is comprised of the most sophisticated version of the two-story apartment. The striking vertical circular bays that dominate the exterior expression consist of dining areas on the lower floors and solaria on the upper floors of each duplex. The building is a further testament to Tullgren’s design ability. Rather than the applied ornamental features of Art Deco, with which it is often confused, the 1260 Apartments illustrates a profound understanding of the formal principles of art moderne design.

Massing and plan are predicated on regular geometric shapes, in this case the intersection of square and circle. Vertical emphasis is achieved by the prominence of the stacked circular bays and terraces, while a counterbalancing horizontal continuity results from the win-

Viking Apartments
The concern for modern expression begins with the Hathaway and Viking buildings which provided Tullgren with his first opportunities to test his ideas. Both buildings were developed by the architect and his business associates as experiments in new urban residences for Milwaukee. In both buildings a glazed “Cream City Brick” cladding is hung from a structural frame. In the Hathaway, the detailing of the cladding foreshadows, for example, the “skin-like” surface quality of Wright’s laboratory tower for the Johnson Wax Company in Racine. The corner bricks of the Hathaway Tower are rounded, augmenting the moderne volumetric expression. Most striking is the fact that the Hathaway is nearly a perfect square in plan. The tower appears as an extrusion upward of the square geometry. The plan of the Hathaway is in the tradition of more luxurious flats with one apartment per floor surrounding a central elevator core. Each apartment is zoned with public rooms to the south, east lakefront exposures, bedrooms to the north and service areas to the western midblock exposure. The vertical striping of the windows and black stone spandrels is repeated at the Viking Apartments in what could be considered an attempt to develop a consistent modern exterior expression to accompany the progressive interior planning ideas.

Herbert Tullgren died from heart disease in 1944 at the age of 54. His apartment buildings provided a new typology and scale for Milwaukee’s east side that responds to and predicts the changing demographics and urbanity of the Prospect Avenue district throughout the twentieth century.

His firm provided experience for some of Milwaukee’s most notable postwar architects including Elmer Johnson, Maynard Meyer and Walter Domann. Despite his premature death and the curtailed opportunities of the Depression years, Herbert W. Tullgren’s work and ideas form a significant and overlooked contribution to the history of modern architecture in America. Wisconsin’s “other modern architect” combined progressive ideals with pragmatic realism in a city which, in its socialist era, could be described in precisely the same way.

EDITOR: The author is an Assistant Professor of Architecture at the University of Wisconsin-Milwaukee. The research on the architecture of Herbert W. Tullgren is supported by a grant from The Wisconsin Humanities Committee with funding from the National Endowment for the Humanities. The work will culminate in an exhibition on the topic of Tullgren’s residential architecture at the Charles Allis Art Museum in Milwaukee September 13 - October 18. For more information call (414) 278-8295.

Photography: Brian Wishne
Project
920 South Waukegan Road
Commercial Building

Architect
Hammel Green and Abrahamson, Inc.

Contractor
Valenti Builders, Inc. (exterior)
Associated Contractors, Inc. (interior)

City
Lake Forest, Illinois
The project attempts to recapture the advantages of the traditional city by proposing a new town square, using materials and a scale sympathetic to the heritage of the city and breaking the mass of the building into familiar "figurative" elements. These elements represent the activity inside: a tower contains the primary vertical circulation to the second-floor office space, a porte cochere accommodates the drive-through banking lanes. The banking facility itself is housed with a massive and "secure" brick plinth and the office space is represented by a continuous glass ribbon window.

The components are assembled into a long slender form to define the new town square. The interiors are accented with cherry wood throughout. The exterior of the building is primarily brick, with limestone and copper trim and a cedar shingle roof.

Photography: Jess Smith/PHOTOSMITH
Project
Integrity Mutual Insurance Company

Architect
Potter Lawson Architects

Contractor
Oscar J. Boldt Construction Company

City
Appleton, Wisconsin
Honor

The building is anchored, firmly yet sympathetically, to the site by a balance of horizontal and vertical geometries. Large, visually heavy masonry masses are juxtaposed with planes of glass. The masonry expresses the landscape with horizontal limestone bands which are broken by carnelian granite blocks to indicate the location of structural steel within the wall. The steel is revealed in corridors and in the detailing of the handrails and stairs. The building is functionally divided into production, management and special support. The community spaces of the lunchroom, training room and exercise room are expressed by three stepped volumes oriented diagonally for viewing to the woods beyond. The building is clustered around a paved and landscaped courtyard which is designed for use late into inclement months.

Photography: James T. Potter, AIA
Jury Comment

It has a most striking and skillful interior. There is a certain sense of tranquility that has been preserved and respected. It seems like a wonderful environment in which to work.

Project
Jacobson Rost
Kubala Washatko Architects, Inc.

Architect
Kubala Washatko Architects, Inc.

Construction Manager
Kubala Washatko Architects, Inc.

City
Sheboygan, Wisconsin

The project involved linking and renovating two buildings to function as one office for an advertising agency. The buildings consisted of a recently acquired church and the existing office, which was a previous renovation of three homes. On the exterior, the connecting link maintains a low profile by appearing as a garden wall from the street.

The interior of the former church retains a panoramic view of the 20-foot ceiling, stained glass windows, refurbished light fixtures and restored plaster moldings. The production department and art directors are connected by a mirrored and skylit stairway.

Photography: Steve Poast, CPP
Jury Comment
The quality of the space is very spiritual. The color gives you a hint of what's going to happen inside, which is quite a nice surprise. It is a completely contemporary religious experience.

Project
Covenant United Methodist Church

Architect
Kenton Peters + Associates, Inc.

Contractor
Ben B. Ganther Company

City
Fond du Lac, Wisconsin

Built at a prominent intersection downtown, the white stucco building ornamented with vibrant colors is a visual focus for the area. Inside, daylight from clerestory windows highlights the sanctuary where 400 worshippers are set in a circular arrangement around the altar. The space has an intimate and warm character.

The vibrant colors first seen on the exterior become the inviting element throughout the building and, in the sanctuary, join in a pattern abstractly expressive of the church's revitalizing efforts. The building also includes a large fellowship hall, a kitchen, choir room, library and narthex, and is connected to an existing education building.

Photography: Joe Paskus
Project
Kopp's

Architect
Kubala Washatko Architects, Inc.

Contractor
Schwabe Construction

City
Waukesha, Wisconsin

The steep roof and natural materials used for this frozen custard/hamburger restaurant reflect the forms in the neighboring shopping center. Expansive use of glass allows visual access to the service lobby and dinning areas; and patrons are able to enjoy watching the staff choreograph each order.

The porch motif of the dining room features exposed structure, a hand-painted articulated edge, laminated wood tables and benches, industrial vapor proof light fixtures and interior gardens. Tile floors and wainscot throughout coordinate with the cherry wood trim and pigmented plaster to create a feeling of richness and durability.

Photography: Steve Poast, CCP
The principal objective in this project was to reestablish and reinforce a sense of "street" while remaining within the tight budget. The site is surrounded by a fast food restaurant, parking lots, a commuter train station and rundown residential areas. The 150 units are intended for moderate income households and are distributed between apartment buildings and townhouses.

The units are designed so that the apartment blocks and each townhouse unit has a front door with a modest porch that faces the street. Front walks and yards are established and garages were designed so that the street is not dominated by garage doors and driveways. The interaction of building types and variations in the fenestration and roofing create a rhythmic interplay for visual interest.

Photography: Greg Gent
Jury Comment
This project was intriguingly sited and integrated with the landscape. It looks like a very pleasing environment in which to work. The planning is very intelligent.

Project
West Bend Mutual Insurance Corporate Headquarters

Architect
the Zimmerman Design Group

Construction Manager
Grunau Project Development

City
West Bend, Wisconsin

The project involved a 140,000 square foot insurance company headquarters, incorporating open office space with additional support spaces such as an agent training auditorium, conference rooms, kitchen and cafeteria, main frame computer, printing and office services. The resulting three-story masonry structure is built up of building blocks of varied size that are expressed in the building's internal volumes and external massing.

The design is anchored by a central tower containing a light-filled volume and monumental stair. The building incorporates advanced technology including an ice storage system for distributing peak cooling loads. A raised floor provides space for wire management and for innovative environmental control. Each employee, even in the open office, can control temperature, air movement, lighting and white noise in his or her individual workspace.

Photography: Ed Purcell
We offer experience, professionalism and reliability — your best guarantee for meeting deadlines and budgets.

The members of the Madison Area Sheet Metal Labor-Management Council want your business — and want to earn your continued confidence. That’s why they’re committed to seeing that you get the most value for your construction dollar on every job they perform.

Value means quality, efficiency and craftsmanship. It means using the best trained and most highly skilled labor to get the job done on time, within budget, and with strict adherence to the highest standards of superior workmanship.

When you hire one of our member contractors, you can be assured that you’re dealing with an experienced, knowledgeable, versatile, creative and dependable firm. One that has access to all the technical and logistical support necessary to ensure the highest levels of productivity and performance.

The Madison Area Sheet Metal Labor-Management Council serves as a shining example of union contractors and organized labor working together to maximize the value received by you, the customer. Our combination of experience, professionalism and reliability is your best guarantee that the job will be done right, and that you’ll save money in the long run.
This symbol is your assurance that construction users can count on their member contractor to do the job right — and keep it that way throughout the life of the system.
When only the BEST will do.

Quality materials and workmanship combined with attractive and energy efficient design, have made BiltBest Windows a popular choice with today's builders and home buyers.

Make BiltBest your next choice

OMNI GLASS & PAINT, INC.
2010 Dickinson, Oshkosh
2706 W. College Ave., Appleton
Toll Free 1-800-236-8222

PAC-CLAD®

prefinished galvanized steel and aluminum

Project: St. Paul’s Lower School Building
Brooklandville, MD
Architect: Greives & Associates
General Contractor: Henry H. Lewis Contractors Inc.
Roofing Contractor: Fick Brothers
Color: Arcadia Green
Profile: Integral Standing Seam

• Full Kynar 500®
• 24 ga. steel
• .032 through .080 aluminum
• 23 standard colors
• 20 year non-prorated warranty
• Metal roofing, gravel stops and copings
• UL 90 rated panels
• New PAC-CLAD metallic finishes

For complete information regarding the Petersen Product Line, and to be placed on our mailing list, please give us a call at 1-800-PAC-CLAD.

Distributed in Wisconsin by:
Milwaukee Insulation
1-800-242-7409

Represented by:
David Fogelstrom & Assoc.
1-414-782-7713

Petersen Aluminum Corporation
955 Estes Avenue, Elk Grove Village, Illinois 60007
1-708-228-7150 or 1-800-PAC-CLAD • FAX: 1-800-722-7150

Other Plant Locations: Annapolis Junction, MD and Tyler, TX

Wisconsin Architect July/August 1992
The jurors for the 1992 WSA Design Awards program were very favorably impressed with the overall quality of the projects submitted by member architects.

In fact, after selecting the eight projects to receive WSA Honor and Merit Awards, this year’s jury felt strongly that five additional projects should receive recognition as “Honorable Mentions”...even though the WSA Design Awards program has no such award category.

Congratulations to the architects, owners, contractors and consultants involved with these five projects recognized by the jury for the 1992 WSA Design Awards program.

Project: First Presbyterian Church of Baraboo
Architect: Prine Architects, Inc.
General Contractor: Padley-McGann Construction Inc.
City: Baraboo, Wisconsin
Photography: Eugene Roy Prine, AIA

Project: Italian Community Center
Architect: Hammel Green and Abrahamson, Inc.
Construction Manager: C. G. Schmidt, Inc.
City: Milwaukee, Wisconsin
Photography: Jess Smith/PHOTOSMITH
Project: General Clinic of West Bend
Architect: Plunkett Raysich Architects
Construction Manager: Oscar J. Boldt Construction Co.
City: West Bend, Wisconsin
Photography: Ed Purcell

Project: Lincoln Mill Apartments
Architect: Miller Wagner Coenen, Inc.
General Contractor: Preservation Services, Inc.
City: Appleton, Wisconsin
Photography: Jeff Lundrum

Project: Sheboygan Dental Clinic
Architect: Kubala Washatko Architects, Inc.
Construction Manager: Kubala Washatko Architects, Inc.
City: Sheboygan, Wisconsin
Photography: Mark Heffron
MARVIN WINDOWS WERE MADE TO ORDER FOR THESE AWARD-WINNING PROJECTS

Lincoln Mill Apartments
Miller Wagner Coenen, Inc.
Photo by Jeff Lundrum
J.W. Peters & Sons understands parking structure design and construction like few companies in America. Consider:

- Peters is the only producer in the Midwest to complete 100 or more precast/prestressed concrete parking structures.
- Only Peters has such in-depth experience with parking structures for every application—from municipal and health care to retail and office facilities.
- For more than 20 years, Peters has been a leader in developing more cost-effective design and more durable, corrosion-resistant structures.
- More than 72,000 vehicles park daily in Peters facilities in Illinois, Wisconsin, Indiana and Michigan.

Peters has earned a unique reputation by meeting the most exacting architectural requirements for precast components in shapes, colors and textures that have changed the appearance of parking structures forever.

After 115 parking structures...you can count on J.W. Peters.
Experience is the critical factor in parking structure design and construction... and few precast/prestressed concrete manufacturers in the nation have as much experience as J.W. Peters. The company is particularly experienced in serving the special needs of municipalities and health care facilities.

In 1990, J.W. Peters became the first precast/prestressed concrete manufacturer in the Midwest to complete 100 parking structures. Peters has been responsible for parking structures of every size and description for a wide range of clients. And, hospital and municipal parking facilities built with Peters' precast components represent over 5 million square feet of parking facility, with over 16,000 total spaces.

Among many notable hospital and municipal projects...

- St. Francis Hospital, Evanston, Ill., a seven-level, 1,300 vehicle parking structure constructed in two stages. In 1980, J.W. Peters completed the first five levels to provide parking for 950 vehicles. Peters returned in 1990, to add two new levels to the top of the existing structure, providing spaces for 361 additional cars.
- Froedart Hospital, Wauwatosa, Wis., a four-level, 1,000-space, 285,000-sq.-ft. parking structure.
- St. Mary's Hospital, Madison, Wis., a 900-space, 184,000-sq.-ft. five-level structure.
- Good Samaritan Hospital, Downers Grove, Ill., a 221,000-sq.-ft., 980-space, three-level structure.
- Milwaukee's Bradley Sports Complex, a 300,000-sq.-ft., 900-space, eight-level structure.
- Stolpe Island Place, a five-level, 122,000-sq.-ft. parking structure in Aurora, Illinois.
- and two parking decks in Wheaton, Ill., which together provide over 3,000 parking spaces for DuPage County government.

While each hospital and municipal project has its own requirements, the great majority share a need for accelerated construction schedules and superior durability.

Fast-Track Construction

Limitations on available land often mean that new parking structures must replace surface lots. Neither municipalities nor hospitals can long afford the loss of revenue and inconvenience that occur when existing parking lots are taken out of service. They are also critically concerned about their ability to maintain the orderly flow of traffic and business during new construction.

Precast concrete parking structures reduce disruption because much of the work can be done off-site and erection can be completed in less time than with other construction methods. Components are fabricated and stored off-site, then shipped to the project as needed. Problems are minimized by eliminating the on-site presence of the men and materials that would otherwise be required for cast-in-place structural work.

Site preparation and concrete production occur simultaneously, not sequentially. Precast components can be ready the moment the site is ready, potentially shaving weeks, even months, from the schedule. Both fabrication and erection of components can proceed throughout the winter months, regardless of weather.

Long-Term Durability

Hospitals and municipalities are long-term owners that must minimize maintenance and repair costs over decades. They demand superior parking structure durability.

Weather extremes, salt-induced corrosion, and vehicular traffic can rapidly deteriorate a concrete structure of lesser quality and significantly increase costly maintenance and repairs.

J.W. Peters parking decks are unsurpassed in their strength, durability and corrosion resistance. The trouble-free service life of a Peters parking structure can yield a savings of thousands of dollars per year.

J.W. Peters builds long life into its structures with superior concrete... careful design for drainage... adequate concrete cover to protect structural steel... and installation of the proper corrosion-protection system at the time of construction.

For example, J.W. Peters heat-cures every precast component, heating form temperatures up to 150 degrees Fahrenheit. As was demonstrated by a three-year study conducted for the Federal Highway Administration (FHWA), heat-cured precast concrete members are up to 50 percent more durable than moist-cured concrete of the type used in cast-in-place concrete construction.

For unrivaled experience, in-depth knowledge of the special requirements of hospital and municipal officials, accelerated construction capabilities and superior product durability... contact J.W. Peters & Sons, Inc., manufacturers of structural and architectural components for parking structures and other applications.
One Of America's Best Run Companies Gives 95% Of Its Money To Charity.

CARE was recently named the best run, best managed charity in America.

We aren't surprised. 95% of every dollar we receive goes to help impoverished people. Only 5% goes to run our organization.

No other company could survive on margins like that. But a lot of starving people can.

We Pump New Life Into Old Floors.

Gyp-Crete 2000 takes a worn, uneven floor and makes it smooth and flat. Poured from 3/4-inch to 3-inches deep, it fills the cracks and voids left after walls are removed. It covers old tile, wood flooring and concrete. Gyp-Crete 2000 is an ideal choice whenever minimum dead-loads are needed. And a compressive strength of up to 2,500 psi means it resists damage from construction traffic.

If your renovation project has a problem floor, call us for an estimate.

Milwaukee: Acoustical Floors of Wisconsin, Inc. (414) 367-3396

Green Bay: Superior Gypsum Floors (414) 336-7225

---

CARE

We're Helping People Learn To Live Without Us.
1-800-242-GIVE

Darn!

No Need To Be Out Of AIA Documents. Call Us Today.

Wisconsin Society of Architects
321 S. Hamilton St.
Madison, WI 53703
(608) 257-8477
(800) ARCHITECT
Workstation Performance: Understanding the Specs

With the rapidly decreasing costs of workstations, many decision makers will soon reconsider their information systems strategy as they learn more about the benefits of the UNIX Operating System that is utilized by hardware platforms based on RISC (Reduced Instruction Set Code) or SPARC (Scalable Processor Architecture Code) chipsets.

There is a deluge of information being supplied by vendors, consultants, systems integrator and the mailman—all of whom design and build or resell the promise to deliver the horsepower required to achieve an enterprise-wide and internetworked collaborative information architecture. Thus, a little help with performance criteria nomenclature will go a long way in sorting the wheat from the chaff.

• **SPECmark**: Developed by a non-profit consortium of system manufacturers known as the Systems Performance Evaluation Cooperative (SPEC). The SPECmark was designed to provide a set of benchmarks derived from CPU, I/O, memory, graphics and other system component interactions. The SPECmark consists of a suite of 10 tests that measure overall system performance and can be compared to results measured in MIPS—Millions of Instructions Per Second—an integer based value developed in the VAX minicomputer environment that utilizes CPU intensive floating point calculations. Even though it is the most commonly touted benchmark, using the SPECmark for comparisons between differing systems is not credible, as code for cross-platform comparisons has not been developed. Furthermore, integrators often mix and match internal components as required by the clients' needs. The extents of performance for a midrange workstation is 20 to 70 SPECmarks.

• **Dhrystone**: Developed by and for programmers, the Dhrystone provides an integer value that is used to measure the efficiency of processors and compiler operations during the development of a software application. It is often mistakenly used to describe the performance of software applications. The desired performance for a midrange workstation is 25 to 80 Dhrystones.

• **LinPack**: Developed at the Argonne National Laboratories, the LinPack is a series of FORTRAN routines that performs an extensive array of linear equations. The LinPack is a very reliable performance indicator for vector intensive scientific and engineering applications that require floating point performance. Two floating point values are reported in MFLOPS—Millions of Floating Point Operations Per Second. The extents of performance for a midrange workstation is 4 to 50 MFLOPS for single precision floating point values and 2 to 25 MFLOPS for double precision floating point values.

• **Whetstone**: Developed by and for system evaluators, the Whetstone is yet another series of FORTRAN routines that tests integer and floating point calculations, transcendental, array manipulations and conditional jumps. It is used to defeat compiler optimizations that may be used by system manufacturers in an attempt to skew reported performance values. Two floating point values are reported in KWIPS—Thousands of Whetstones Per Second. The extents of performance for a midrange workstation is 10,000 to 50,000 KWIPS for single precision floating point values and 6,000 to 43,000 KWIPS for double precision floating point values.

EDITOR: The author is an Intern member. His Wauwatosa firm InfoTech Inc specializes in graphic systems integration and spatial analysis consulting.
Design
Basement Parking
in your next Apartment, Condo or Office
Building... your client will appreciate that...

Building occupants enjoy the security,
convenience of basement parking.
This also saves valuable land space.

Flexicore/Flexicast systems offer you —
• A solid floor with sound
  and vibration control.
• A more "cost effective"
  system than "poured in
  place concrete"
• A quickly erected system
  by Mid-States' experienced
  field crews. Installed in all
  types of weather.
• Flexicore/Flexicast
  systems meet all state
  and local codes.
• Mid-State's experienced
  sales and engineering staff
  are ready to provide any
  assistance you may need.

For more information on Flexicore-Flexicast
systems... call or write —

MID-STATES CONCRETE PRODUCTS CO.
Box 58, Beloit, WI 53512
Phone 1-800-236-1072 Fax 1-815-389-2339

MID-CITY BLUE, INC.
810 NORTH PLANKINTON AVE.
MILWAUKEE, WI 53203
(414) 276-0950
Diazco Printing
Pin Bar Overlays
Specification Printing
Xerox 2080
Xerox 2510
Xerox 3080
Cad Plotting

IN MILWAUKEE CALL
FRED BERSCH
(414) 359-3505
IN MADISON CALL
JERRY HENRICH
(608) 222-5100

YOUR BUILDING PARTNER SINCE 1952
Let Your Imagination Be Our Guide

At Elipticon we feel that you should have the freedom to design your architectural millwork without limitations from your supplier.

Whatever kind of millwork you can imagine for your next project, Elipticon can make it a reality.

Call us today.

See our display in Magnum Opus at Woodlake Mall in Kohler.

ELIPTICON INC.
600 East Moosis Drive
P.O. Box 221
Little Chute, WI 54140
Telephone 414-788-9322
Fax 414-788-9366

Be Confident Your Walls Are Going Up Plumb and True.

With Igloo™ stay-in-place concrete forms you needn’t worry. Igloo forms interlock, like giant Lego building blocks, to form walls that are plumb, straight and level. Adjustable in two inch increments, dimensional errors are easy to locate and correct. You can rest easy knowing your foundation is being built to plan.

Use Igloo forms above grade as well as below. The high density EPS provides a stable substrate for stucco-type finishes, or any wall covering. Nearly four inches of insulation provide a factor close to R-18. You can choose the original ten inch form or pour solid concrete walls with the new variable width form.

IGLOO™ Concrete Forms (414) 632-6898
Racine Form Works Inc. P.O. Box 4179 Racine, WI 53404

ACCURATE PLANS

When it comes to architecture and engineering, your plans have to be accurate. Klipstein Insurance, we give you an insurance program that’s accurately designed to fit your business plans. We’ve been insuring architecture and engineering firms since 1978. It’s our job to make sure your insurance program covers every angle of your business. In addition, we’re Wisconsin’s exclusive carrier of Design Professional Insurance Company (DPIC).

Because accurate plans are what your business demands, accurate insurance planning is what you should demand for your business. Demand Klipstein.

Klipstein Insurance Services, Inc.
238-7181 • 216 N. Midvale Blvd • Madison, WI 53705
Paul Berta, Tom Dowling

Accurate Plans

When it comes to architecture and engineering, your plans have to be accurate. Klipstein Insurance, we give you an insurance program that’s accurately designed to fit your business plans. We’ve been insuring architecture and engineering firms since 1978. It’s our job to make sure your insurance program covers every angle of your business. In addition, we’re Wisconsin’s exclusive carrier of Design Professional Insurance Company (DPIC).

Because accurate plans are what your business demands, accurate insurance planning is what you should demand for your business. Demand Klipstein.

Klipstein Insurance Services, Inc.
238-7181 • 216 N. Midvale Blvd • Madison, WI 53705
Paul Berta, Tom Dowling

Accurate Plans

When it comes to architecture and engineering, your plans have to be accurate. Klipstein Insurance, we give you an insurance program that’s accurately designed to fit your business plans. We’ve been insuring architecture and engineering firms since 1978. It’s our job to make sure your insurance program covers every angle of your business. In addition, we’re Wisconsin’s exclusive carrier of Design Professional Insurance Company (DPIC).

Because accurate plans are what your business demands, accurate insurance planning is what you should demand for your business. Demand Klipstein.

Klipstein Insurance Services, Inc.
238-7181 • 216 N. Midvale Blvd • Madison, WI 53705
Paul Berta, Tom Dowling
The jury comments on the award-winning projects featured elsewhere in this issue represent only a small percentage of what S. Fiske Crowell, Jr., AIA, Steven M. Goldberg, FAIA, and Diane Legge-Kemp, FAIA, had to say about Wisconsin architecture. The following are their general comments about the entries submitted in the 1992 WSA Design Awards program.

**Steven M. Goldberg, FAIA**

I think coming from the East, one of the things that one always looks for is a regional character to the architecture. The best work that we saw here had that quality. You’re seeing work that is solid, well done, well detailed and has a certain sense of permanence and timelessness. That’s appropriate to the type of environment in this part of the country; it is very reassuring. I think some of the projects that tried to overreach were not as successful as the ones that were very honest to place and roots. The good part about being a juror and going to different parts of the country is that ultimately what you’re looking for is the soul and spirit of this place that has been captured in the architecture. We have been very fortunate today to find a number of projects that really succeeded in this.

**S. Fiske Crowell, AIA**

I have to admit to being a little bit uninitiated as to what to expect as a regional architecture. I think one imagines the Prairie Style to be something that might have some roots in this area. Also, there is the image of the midwestern farmhouse architecture—very strong buildings on large, open plains. Yet, that’s not different from a lot of the eastern farmlands where there are the same barn-like structures in the landscape. What impressed me was the subtle differences that are found in the architecture here. The forms are not distinctly different from what you see elsewhere in the country, but there is an attitude towards the use of materials which is quite sophisticated in terms of the craftsmanship of wood and stone and masonry structures built in a very solid manner. The buildings are rather muscular; they’re not tentative. They really have a presence which has to do with climate and exposure and a certain local tradition about those things. The better examples were noticeably different from those things. The better examples were noticeably different than elsewhere in the country.

**Diane Legge-Kemp, FAIA**

A lot of that has to do with our terrain, but you don’t necessarily have the views and mountains, for example, to capture your eye. The architecture is what captures your eye when you look across the horizon. You’re struck by the architecture; and I think that comes from the work we see here. There is nothing else but the building; so the complete statement needs to be made in the architecture. We missed seeing more interiors; and we missed the houses. It’s very unusual on an AIA jury to have practically no houses. It was actually terrific to have the tables reversed for a change, to have the non-house type to choose from.

**Goldberg**

It’s interesting that we gave awards to larger building types. This differs from what we’ve been seeing recently in other design awards programs where the smaller projects have been the ones to receive awards. I don’t think that was intentional; in this particular case, the larger buildings really stood out.

**Crowell**

It was also interesting to me that the two Honor Awards both present a strong horizontal orientation to their sites. My understanding of the regional vernacular of the prairie-style approach is that there are very large open sites. These buildings are particularly well fitted to the site in that horizontal manner and in very different ways. In the bank building, in a more traditional style, there was a very distinct attempt to break the building into horizontal layers in a way that makes it very comfortable. The architects do seem to work very well with that kind of idiom.

**Legge-Kemp**

Because of the weather, there is a certain defensiveness that buildings develop that make them look solid. These architects are comfortable dealing with solid walls and big roofs; and it’s fun to see. There is a kind of regionalism to Wisconsin work. It should really be encouraged.

**Goldberg**

There’s an important lesson for the architecture schools. You have a lot to learn from around here. It’s important to understand your own roots before you can do other things. It’s a real problem because everyone is looking at the magazines and they are fashion-oriented. Styles change so quickly. No matter where you go, you’ll find the latest this or that in every part of the country. One could lose track of the good things you have in a place; and it’s important to learn from those things.
Tilt-Up Concrete Buildings

Giving you more than beautiful savings

Tilt-Up Concrete offers all the advantages you've come to expect from concrete walls — durability, low maintenance, energy savings, fire resistance, low insurance premiums and lasting value.

As a bonus, Tilt-Up Concrete buildings feature rapid forming, casting and panel erection for exceptionally, economical construction.

Discover the many benefits of Tilt-Up Concrete buildings. Call Wisconsin Ready Mixed Concrete Association at 1-800-242-6298 for details.

Do It In Concrete.

Wisconsin Ready Mixed Concrete Association
9415 W. Forest Home
Hales Corners, WI 53130

1-800-242-6298

Black & White Murals
*8x10 Glossy Repros
*We Reproduce Blueprints or Masters For Making Blueprints

PHOTOCOPY
104 East Mason St. Milwaukee, Wisconsin 53202

For Service . . .
CALL: 1-(414)-272-1255

Your magazine depends on its advertisers.

Small Change Could Cost You Big Dollars

Copying blank AIA Documents is illegal and dangerous. The AIA Documents are revised periodically to reflect current case law and the ever-changing practices within the construction industry. Copying outdated AIA Document—that's missing even a small change or revision—increases your liability and the possibility that you'll pay big dollars to settle a dispute. Don't take chances; order your current AIA Documents from us today.

The Wisconsin Society of Architects
321 S. Hamilton St.
Madison, WI 53703
(608) 257-8477

AIA Documents: The foundation for building agreements.
1992 Fall Workshop
This year’s WSA Fall Workshop is scheduled for Friday, October 16, 1992, at the Sheraton Hotel in downtown Fond du Lac. Mark your calendar now, reserve the date and plan to participate in the WSA’s annual one-day, nuts-and-bolts professional development seminar.

Stan Ramaker, AIA, chairman of the 1992 WSA Fall Workshop, has assembled an outstanding program that will focus on ways you can improve your practice through better management. Architectural practice management and marketing consultant R.A. Sayers will outline how firms can increase profitability by negotiating better contracts, improving project management, producing better documents, expanding the resources of the practice and more.

In addition, since this is an election year, the AIA’s political education consultant Michael Dunn will share his insights on how you and other architects can become “players” rather than “victims” in the legislative process. This is one Fall Workshop you can’t afford to miss!

Hotline: PAGE TWO
The WSA Public Awareness Committee, chaired by Kevin Connolly, AIA, reports that nearly a hundred members have returned the initial edition of Hotline: PAGE TWO, expressing their concerns and questions as part of the self-awareness phase of the year-long prelude to the future WSA public awareness campaign. In fact, the fax machine at the WSA office continues to hum with additional PAGE TWO feedback from other architects.

Here are a few samples:

- “Many of us do not believe we are a service industry.”
- “We are too busy selling architecture to third party clients.”
- “What is the root of our own lack of self respect/self worth?”
- “Design is still being perceived as a commodity—We help by participating in ‘fee wars’.”
- “If we open our thinking, we will communicate and relate much better.”
- “An endless list of unregulated prospectors (on delivery choices).”
- “We have to learn to deal with the variety of delivery choices.”
- “Who says it’s (respect) gone?”
- “We need to educate, enlighten, and excite those outside the profession about what is possible.”
- “ATTACK, not defend!”

See the back of your Hotline: PAGE TWO for more thought provoking comments and opinions. This new feature has been created to help you in your quest to develop a clear understanding of and a positive attitude towards the present and future roles you, as an architect, play in society.

Through shared ideas, you will discover you are not alone in your thoughts. You will also be slapped with a little bit of reality. And, hopefully, you will begin to consider a preferred future.

Your strong thoughts are beginning to crack the barrier separating the “what is” from the “what can be.” Keep them coming!

Architects in Classroom
The WSA Environmental Education Committee, chaired by Lisa Kennedy, AIA, has been awarded a $1,500 grant from the American Architectural Foundation (AAF) to develop and carry out a program that will take architecture into elementary school classrooms this fall.

That’s the good news. However, Kennedy is still in need of volunteers from around the state to assist in the planning and implementation of this educational program. If you are interested in participating in any capacity on this project, you are encouraged to contact Kennedy at (414) 332-9072.

In a related development, the AIA, AAF and White House Historical Association have just produced an outstanding video, poster and resource kit that can be used by architects and primary and secondary teachers. The White House 200th Anniversary Architect’s Resource Kit was created as part of ongoing Accent on Architecture activities.

Focusing on the design and construction process, this kit is designed for architects to use in
local classrooms. It even includes a computer disk created by Auto- desk that looks at not only the design of the White House but also the world's built environment.

The WSA office has ten of these resource kits available to loan out to members. Your local WSA Chapter president may have a few kits available as well.

The pilot program being developed by the WSA Environmental Education Committee and the AIA’s new Architect’s Resource Kit, along with your involvement and participation, provide unique tools for increasing public awareness of architecture and educating future clients about the value of good design. Don’t miss out on this opportunity...call Lisa or the WSA office to volunteer.

High School Design
Each year, the Southwest Chapter/WSA sponsors a High School Architectural Design Competition. This year, 31 students from five Madison area high schools submitted designs for an energy efficient “ski chalet” located on a hypothetical site in northern Wisconsin.

Local architects served as advisors for each of the high schools and met with the students once a week for six weeks prior to the entry deadline. A jury of four local architects (Chris Gluesing, Brian Peterson, Mark Engman, AIA, and Kay Kornovich) evaluated the entries on the basis of creativity, design concept, presentation, technical skills, completeness and program compliance. The students participating in the competition were recognized and their entries displayed at an awards presentation in May at the Memorial Union on the UW-Madison campus.

The winning students all were from Madison Memorial High School and included: Eli Meyer, First Place; Steve Lautz, Second Place; Jeff Nicolson, Third Place; and three Honorable Mentions — Nicole Prien, Jenni Schleck and Bobby Glickman.

Master Blue Print Inc., Madison, provided a $250 scholarship for the First Place Award and Madison Reprographics, Inc., sponsored scholarships of $200 for the Second Place Award and $100 for the Third Place Award.

“The jury was very much impressed by the quality and expressiveness of the designs and presentations of all the entries,” according to Robert Shipley, AIA, President of the Southwest Chapter/WSA and co-chairperson of the 1992 High School Architectural Design Competition.

Executive Report
The following are excerpts from remarks made by William Babcock, WSA Executive Director, at the 1992 WSA Annual Meeting.

Every year about this time, I make a list of all the issues and other items that should be included in my report to the membership. Typically, I discover that there are too many issues and there is too little time to give each item all the attention it deserves. This year is no exception.

So, given the limited time available, I want to highlight about a dozen key issues and offer a brief comment or two on each item. Here goes:

• Last year at this time we were fighting legislative proposals to expand the state sales tax to architectural and other professional services. Working with a large coalition of other affected organizations, we were successful in killing these proposals before they reached the Governor’s desk. That’s the good news. The not-so-good news is the the Legislature, as part of the recent state budget adjustment bill debate, deferred between $200 and $250 million in spending into the 1993-95 biennium. This means we all have to be prepared to fight proposals to extend the sales tax early next year as the Governor and Legislature look for new sources of revenue to balance the state budget.

• The WSA and allied design and construction industry organization came very close earlier this spring in getting the Legislature to approve a new and improved statute of repose for architects and others involved in building projects. Our proposal hitched a ride with the budget adjustment bill and made it through the Senate, but was bushwhacked by the Assembly Democratic Caucus. This is the WSA’s number one legislative priority; and with your help we will continue to aggressively lobby for this important liability-limiting legislation.

• In other legislative news, provisions for a uniform multi-family dwelling code were approved as part of the budget bill; and DILHR will be promulgating administrative rules to implement the new code. A labor-backed proposal to require competitive bidding on school construction
projects of $5,000 or more “died” at the end of the session, but probably will be re-introduced next season. A pre-construction lien law for architectural plans and specifications failed to get out of committee.

- WSA members serve on a number of different DILHR task forces, including a “Plan Submittal Improvement Team” which has been meeting for nearly a year now to develop and implement recommendations for improving the plan review process. If you have any suggestions on items that should be addressed by this task force, I encourage you to contact WSA members Warren Bauer, AIA, and Gerry Schwoch, AIA. This is a unique opportunity to have an impact on the plan submittal and review process. As an aside, a new DILHR fee schedule was approved by the Legislature and will become effective July 1. The WSA met with DILHR Secretary Carol Skomika to discuss the fee schedule as well as a number of other related issues.

- An important and active committee, the WSA’s Liaison Committee with the state Division of Facilities Development continues to address a number of key issues, such as state selection and evaluation procedures for architects and professional liability insurance. If you have an issue that you think should be discussed by this committee, just let me know.

- Since 1986, the WSA has been assisting local governments set up a qualifications-based process for selecting architects for their building projects. We have worked with hundreds of local school districts, municipalities and counties in establishing a “QBS” process; and it has been perhaps the WSA’s most successful campaign to increase the public’s appreciation and awareness of the value of the services that architects bring to a project. The QBS program continues to evolve; and your input and feedback is vital to its ongoing effectiveness.

- Re-established last summer, a Liaison Committee with the Wisconsin Chapter of AGC and the Wisconsin Association of Consulting Engineers has been meeting regularly in Madison to discuss and develop recommendations on bidding procedures, contract language and administration and insurance concerns... to name just a few items. Clarence Huettenrauch, AIA, is the chairman of the WSA/AGC/WACE Liaison Committee and would welcome your suggestions on issues that need to be addressed by this group.

- Local WSA Chapters recently sponsored a series of three videoconferences on the Americans with Disabilities Act in cooperation with the AIA and PBS. This federal civil-rights law will continue to have a significant effect on the profession and the services you provide your clients. Over 300 people participated in the second video conference on accessible design. This is just one example of the type of quality programs that the AIA, the WSA and our local Chapters are providing members.

- As of January 1, 1993, an Intern Development Program (IDP) record with NCARB or an equivalent record of experience will be required to become licensed as an architect in Wisconsin. This IDP requirement, now in place in over 30 states, will have a significant impact on the profession...in terms of both interns working to become licensed and registered architects who will be called upon to volunteer as IDP “sponsors” and “advisors.”

- In responding to a WSA survey last summer, a significant percentage of members identified a need to increase the public’s awareness and appreciation of architects and architecture. Kevin Connolly, AIA, previously provided an introduction to the initial phase of a new WSA public awareness campaign. Your willingness to participate in this effort will be the key factor in determining its success.

- Wisconsin Architect magazine is a wholly-owned for-profit subsidiary of the WSA. It operates on an annual budget of about $100,000 that is supported entirely by advertising sales revenue. Not one penny of your dues goes to support the magazine, which is not only distributed to over 1,100 WSA members six times per year, but also to over 2,000 other design and construction industry leaders. Please help the magazine promote the work of WSA-member architects by submitting projects and articles of interest for publication and by supporting the companies who choose to advertise.
Relative to other AIA Chapters around the country, the WSA is doing very well. Membership continues to climb...and now totals over 1,100 members. Continued membership growth and the continued participation of members in WSA affairs will determine the future direction of the WSA and the menu of programs and services provided to the membership.

The WSA has benefited greatly from the vision of past and present leaders, including state and local Chapter officers, members of the Board of Directors and active members of state and local committees and task forces. You can make a difference in shaping the WSA's future by staying involved and encouraging others to do the same.

AIA Document News

The AIA recently published six new interiors documents (A171, A177, A271, A571, B171; and B177), with a seventh (A571) to be released in July. The 1990 editions of these documents bring them up to date with the 1987 editions of the A201 family. In addition, A271 includes hazardous materials and insurance provisions from AIA Document A512, and B171 includes travel by the Architect for the purpose of evaluating furniture, furnishings and equipment as an additional service. Copies of these new documents are available from the WSA office.

Another document soon to be published is titled AIA Document A121/CMc, Standard Form of Agreement Between Owner and Construction Manager Where the Construction Manager is the Constructor. Jointly authored with Associated General Contractors (AGC), the new document marks the first time that the AIA has published a CM-as-constructor agreement. In A121/CMc, the construction manager is expected to give the owner a Guaranteed Maximum Price (GMP) proposal, and, if accepted by the owner, the CM will also contract with trade contractors for the construction work.

The current CM documents are CM-as-advisor agreement forms, in which the construction manager acts as the owner's advisor, and is a limited agent in construction matters. These CMa documents are currently undergoing revision and are expected to be published later this year.

If you have any questions on these or any other AIA documents, please call Dale Ellickson, Senior Director of the AIA Documents department, at (202) 626-7440.

People & Places

Wilbert L. King, AIA, Madison, has been named State Chief Architect at the Division of Facilities Development in the Wisconsin Department of Administration. Bill can be reached at (608) 267-0365.

Samuel E. Johnson, a Milwaukee attorney and Associate member of the WSA, died in May of leukemia. He was 41. Prior to receiving his law degree, Sam earned a Bachelor's Degree in Architecture from Howard University. He chaired the State Bar's construction and public contract law section and was always willing to share his knowledge and expertise for the benefit of the WSA and the profession. His compassion, concern and leadership will be missed.

Under the leadership of Patricia Frost, AIA, Shorewood, and Renee Kubesh, AIA, South Milwaukee, the WSA's Women In Architecture (WIA) Committee has been extremely active during the past year. Pat serves as the Regional WIA Liaison, and Renee is the WIA Liaison for the Southeast Chapter/WSA. The WIA has conducted a survey of women architects in southern Wisconsin and has sponsored several programs, including a seminar and display of work at the 1992 WSA Convention, to encourage women architects to pursue decision-making positions in the public and private sectors, participate in local, state and national AIA affairs and develop a support and promotional network. Holly Kiessau, AIA, Appleton, recently signed on as WIA Liaison for the Northeast Chapter/WSA and can be reached at (414) 725-6346. For more information on WIA activities and programs, contact Pat or Renee at PACE Architects, (414) 332-3369.

Michael A. Ciofani, AIA, Milwaukee, and Richard J. Bloomer, AIA, Brookfield, have each been promoted to the position of Vice President with Petersman Associates Inc., Mequon, in conjunction with a reorganization of the firm's management structure. They can be reached at (414) 241-9040.

Scott Simpson, AIA, has been named President of Flad & Associates, Madison. Scott joins the firm with over seventeen years of experience in the design and construction of architecture for medical, high technology, institutional and university clients.

Potter Lawson Architects is pleased to announce that Warren R. Bauer, AIA, David J. Engelke, AIA, and William T. Gray, AIA, have become new stockholders in the firm.
Mark F. Pfaller, AIA, Milwaukee, with Warner, Pfaller & Associates, Inc., has been appointed by NCARB to the International Architectural Exam Cut Score Review Program for 1992-94. Mark joins 45 other architects who will assist in the establishment of passing scores for each of the seven divisions of the Architect Registration Examination.

Energy Expo 92 is scheduled for September 2 & 3 at The La Crosse Center. It is the largest commercial and industrial energy management conference in the midwest and is sponsored by nine of Wisconsin's largest investor-owned electric and gas utilities. For more information, contact Gaye Jaenchen at (800) 292-9234.

Friends of Wausau Historic Landmarks will sponsor its annual Historic House Tour on September 26. For more information, contact Mary Jane Hettinga at (715) 848-6143.

Several new publications on building near wetlands are available from the Wisconsin Department of Natural Resources. Copies are available at no charge from any DNR field office. For more information, call Katie Kazan at (608) 266-8035.

The Milwaukee Art Museum will present an exhibition examining Frank Lloyd Wright's work in Wisconsin in the Journal/Lubar Galleries from September 11 through November 8, 1992. The Wright State will include some 40 built and unrealized architectural projects designed from the 1880s to the 1950s. For more information, call (414) 224-3200.

The Wisconsin Concrete Masonry Association presented its Awards of Excellence at the 1992 WSA Convention to Potter Lawson Architects, Madison, for the Heurikon Corporation; Enberg Anderson, Milwaukee, for the Astor Lyon Row House condominiums; and City of Milwaukee Bureau of Bridges and Public Buildings for the Central Field Headquarters. Congratulations to the winning architects!

Membership Action
Please welcome the following new WSA members:

AIA
David N. Bearss, Southeast
Dean G. Mueller, Southwest
(Disclosure)
David G. Hanson, Southwest
(Disclosure)
Karen W. Plunkett, Southeast
Alain Evinrude, Southeast
Brian G. Forseth, Southeast
Wm. C. Rattunde, Southwest
Roger C. Daniels, Jr.,
Southeast
Frank M. Kohl, Northeast
(Transfer)
Stephen J. Kuhnen, Northeast
Todd W. Hutchison, Southeast
Garrick R. Maine, Southwest

Associate
Robert J. Arntz, Southwest
Eileen P. Gleeson, Southeast
Todd Y. Gordill, Southwest
Thomas Hoffman, Southeast
James M. Triatik, Southwest
Jeanine Zwart, Southwest
Jeffrey C. Spencer, Southeast
Randy Schmitgen, Southwest

Professional Affiliate
Angie McDuffee, Northeast
Marcia Carlson, Southwest
Charles F. Doyle, Southeast

Student Affiliate
Peter W. Schwenzfeier,
Southwest
Mary Jo H. Sternitzky,
Northeast
Karolyn Brisson, Northwest
Dean G. Glattling, Northeast
Are You Reading This?

If you don’t see your company advertised in the pages of this magazine, then neither do the architects, engineers, interior designers, contractors, facilities managers, specifiers and landscape architects who read Wisconsin Architect all year long!

(608) 257-8477
What You Don't Know Can Hurt You!

Before beginning your next digging project, stop and think about the thousands of miles of buried and overhead power lines, gas pipelines and other facilities throughout Wisconsin, possibly directly at your work site.

State law requires you to notify owners and operators of transmission facilities at least three working days before you dig.

Call Diggers Hotline, because what you don't know CAN hurt you.

Diggers Hotline
TOLL-FREE 1-800-242-8511 MILWAUKEE (414) 259-1181
TDD FOR HEARING IMPAIRED 1-800-542-2289
To better serve the needs of architects and designers, *Weather Shield Mfg., Inc.*, offers the QUIK-CAD design system software package. Weather Shield QUIK-CAD software lets the user insert elevations and window and door specifications into any CAD drawing, allowing for almost instant examination of product-specific details and greatly reducing the shop drawing loop.

QUIK-CAD’s user-friendly design includes easy to follow, step-by-step instructions, pull-down menus, extensive on-screen prompts and “help” menus, and high quality graphics. All selections can be placed, scaled and modified easily. In addition, QUICK-CAD generates product schedules which can be inserted into graphics files or printed reports. An area is included for building conditions and notes.

Weather Shield's QUIK-CAD software uses the AutoCAD® Release 10 operating system and works on either a hard disk or floppy disk resident system.

For more information, contact Weather Shield Mfg., Inc., 531 North 8th Street, Medford, Wisconsin 54451. Phone (715) 748-2100.

---

**Wausau Metals Corporation** recently introduced Wausau Standards, a new line of economical, standard windows available with a variety of design options.

Wausau Standards are affordable, high quality GS-001 Architectural Grade windows designed for schools, hospitals, office complexes and other low-rise buildings. Their standard design allows for quick delivery on fast-track projects when speed is important and quality is critical.

For more information about Wausau Standards contact Wausau Metals Corporation, 1415 West Street, Wausau, WI 54401. Telephone (715) 845-2161.

---

**PowerSavers** is pleased to introduce LightAlert!, a sensor-controlled light switch that reduces lighting costs. LightAlert! PS1000 turns lights off automatically to save electricity whenever a room is unoccupied. It also turns lights on automatically when someone enters for convenient hands free operation.

Utilizing an infra-red detection system that senses body heat, LightAlert! emits no radiation and is UL Listed. It can control up to 800 Watts of fluorescent or incandescent lighting at 120 or 240 volts. It fits single or multiple gang boxes. Installation is simple. There are only 2 wires to connect. Decorator-style wall plate included.

For more information, contact PowerSavers, 9 Orangetown Center, Suite 100, Orangeburg, New York 10962. Or call 800 POWERSAVE.

---

**Polygal U.S.A., Inc.** has recently announced the addition of Polyclip to their line of extruded Polycarbonate panels for skylights, windows and solariums. Polyclip’s integral fastening system allowing panels to be attached to a support structure and joined together without special extrusions, retainers or tools. The result is a smooth, uniform and waterproof surface of any size.

Polygal completed laboratory air and water infiltration testing and found the panel system to be virtually watertight. Field trials have shown substantial labor savings during installation. Polyclip easily fastens to support members with ordinary hardware. Adjacent panels snap together progressively without sealants, gaskets or special tools.

For further information contact: Mr. Greg Huffman, P.E., Polygal U.S.A., Inc., P.O. Box 1567, Janesville, WI 53547. Or call (800) 537-0095.

---

A lever lever handle which can be readily adapted to standard doorknobs, to meet guidelines of the Americans with Disabilities Act, has been introduced by *Access Specialties and Products, Inc.*

The Model ADA-I lever can be fitted to most doorknobs in about two minutes, using two standard Allen wrenches.

The machined aluminum device is non-handed, available to fit common 2 1/8” and 2 1/4” doorknobs and is available in brushed aluminum, or anodized bronze or black. Special finishes are available on request.

For information, contact the manufacturer: Access Specialties and Products, Inc., 211 Beeline Drive, No. 3, Bensenville, IL 60106. FAX: 708/766-2609.
Advertiser Index

62 Arnold & O'Sheridan, Inc.
56 Artemide, Inc.
57 Arwin Builders Specialties, Inc.
20 Association Administrators & Consultants
64 Best Block
44 Builders World
4 Construction Labor Management Council
57 Diggers Hotline
62 Dolan & Dustin
48 Elipticon, Inc.
19 Four Seasons Design Group
62 Bert Fredericksen, Inc.
62 Donna Girard Studio
45 Great Lakes Gypsum Distributors
24 Harper and Shuman
59 IDAC, Inc.
48 Klipstein Insurance Service
62 La Force Hardware & Manufacturing Co.
62 Lang Associates, Inc.
24 Langer Roofing & Sheet Metal, Inc.
40 LFI-Landscape Forms, Inc.
insert Madison Area Sheet Metal Labor Management Council
62 C.R. Meyer and Sons Company
47 Mid-City Blue, Inc.
47 Mid-States Concrete Products
62 Midwest Visual Equipment Co.
62 Milwaukee Blueprint Service
13 Nielsen Building Systems
41 Omni Glass & Paint
60 PBBS Equipment Corp.
insert J.W. Peters & Sons, Inc.
41 Petersen Aluminum Corporation
50 Photocopy, Inc.
40 Post Commercial Photography
48 Racine Form Works
60 The Radford Co.
insert SPI Lighting
2 S & S Sales
62 Soils & Engineering Services, Inc.
20 Spancrete Industries
47 Stevens Construction
59 Tews
6 Ver Halen, Inc.
insert Weather-Tek
62 Wind Mill
26 Wisconsin Bell
20 Wisconsin Blue Flame Council
60 Wisconsin Brick & Block Corp.
3, insert Wisconsin Concrete Masonry Assn.
40 Wisconsin EPS
63 Wisconsin Electric Power Co.
12 Wisconsin Gas Co.
26 Wisconsin Pipe Trades
50 Wisconsin Ready Mixed Concrete Assn.
62 Wisconsin Testing Laboratories

This index is published at no cost to advertisers, as a service to readers of Wisconsin Architect. Publisher assumes no responsibility for errors or omissions. When writing to advertisers, tell them you saw their message in Wisconsin Architect. They want to know.

For Brick as well as Concrete everyday is TEWSday

The Milwaukee Center

Contractor Supply Center
7200 South 10th Street, Oak Creek, Wisconsin
414/764-8700 Toll-free 1-800/686-8401

Do you read this magazine? If so, please support the advertisers you see in these pages. They make this publication possible.
Arcways presents a premium collection of architectural quality stair parts in Red Oak, Cherry, Birch and Mahogany. Offering Georgian and Neo-Classic reproductions for today's finest residential and commercial applications.

Arcways, America's Mastercraftsmen.

For more information, contact your Arcways distributor.
"Clearly, the noise and disorder of conventional construction would have disrupted the lives of the three hundred residents already living at San Camillo when we began the Phase II addition.

"Spancrete enabled us to literally fabricate the addition off site, then bring it to the construction site and erect it quickly. Normal activity in the existing building continued with minimal interruption.

"All of San Camillo’s structural and exterior components were made by Spancrete. Of all available materials, Spancrete’s precast concrete offered the best sound resistance and the least maintenance. And, with Spancrete Industries' records of the original color mixes, matching the color of the existing building was easy.

"What Spancrete allowed us to do was complete a perfectly matched, ten-story addition in just sixteen months."

Jack Shepherd, Shepherd Legan Aldrian Ltd.

Spancrete Industries, Inc.
10819 West Bluemound Road
Milwaukee, Wisconsin 53226 • 414-258-4110
Crystal Lake, Illinois • 815-459-5580
SMART MONEY.
THE PIVOTAL PART OF ANY NEW CONSTRUCTION PROJECT.

If you're in the design or contracting business, Wisconsin Electric's Smart Money For Business program can provide added value to your service. Contact us with your new construction projects early on. We'll help you design and build more efficient, comfortable, higher-value facilities. And, we offer cash incentives to make it worth your while.

Your clients benefit immediately, and later, when energy-efficiency measures translate into lower energy costs and higher productivity and profits.

To include Smart Money in your next new construction project, or to apply for your Professional Design Incentive, contact Wisconsin Electric at 1-800-544-7989. In the Milwaukee area, call 221-4900.

SMART MONEY FOR BUSINESS PROGRAM
CALL 221-4900. OUTSIDE MILWAUKEE, 1-800-544-7989.
Introducing

THE OPTIMUM SERIES

From Best Block Company

The Ultimate In Expression

From the leader in products and service comes an exciting new product line developed to provide a dramatic design element for both exterior and interior masonry applications — The Optimum Series. Our new series provides the ultimate in expression by offering designers and architects new face dimensions of 4"x24", 8"x24", 12"x24", 16"x16", 16"x24" and 16"x32".

And, you'll find The Optimum Series available in a painter's palette of integral colors suitable for any creative application or design. Styles can be specified with a cast face, ground face, or textured split face surface for a bold visual character.

The look of the 90's and beyond is here today with the beauty and functional versatility of the all new Optimum Series.

For more information on The Optimum Series masonry units, please contact:

Best Block Company
P.O. Box 915, Butler, WI 53007-0915
Wisconsin: 414-781-7200
Chicago: 312-782-5379
Toll Free: 1-800-782-7708