Wisconsin Architect

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Are we blazing a trail? Are architects trying to change the regimented neighborhood by designing homes that are unique?

Are we rebels or are we blazing a trail to a new frontier and creating a new and better environment?

Is the gap narrowing between the typical builder's home and the architecturally designed home? Are we succeeding?

Read the following pages to find answers to these questions.

David J. Raysich, AIA
Simple Addition.

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San Camillo Retirement Community
Wauwatosa, Wisconsin
With the introduction of Campus Circle in 1991, Marquette University joined with area businesses, community organizations and residents to revitalize the near west side of Milwaukee. The historic Cedar Square renovation is a major effort to provide quality neighborhood housing; and more than one hundred remodeled apartments have been completed.

Two historic mansions, Kraus House and Trimborn Mansion, are a part of this area providing housing for students and their families. Cedar Square is only one block from the Marquette campus. The neighborhood is rich in diversity and rich in history.

Kraus House is the oldest standing house in the area, built in 1874. Extensive deterioration throughout the years meant carefully moving the house to rebuild the foundation, thus ensuring its long-term existence. Exterior walls, floors and roof were rebuilt to correct damage caused by time and weather. Floor plans were redesigned to include larger living space, larger bedrooms and additional bathrooms. The Italianate style was carefully maintained throughout the rehabilitation. Handicap accessibility was incorporated into the plans to meet ADA requirements. Over $300,000 was spent to restore this important piece of history. It is used to house international students as a quality seven-bedroom home with three full baths.

Trimborn Mansion required extensive space reconfiguration to convert 11,200 square feet of space into twenty apartments. They vary from one to two and three bedroom units. Again, the building had suffered much deterioration. It is located next door to Kraus House. Its turn-of-the-century exterior is highlighted by gabled and turret roof forms. Housing units were tucked into attic spaces punctuated by dormers. Uniquely designed units include one-bedroom apartments with open ceilings in each of the corner turrets. Some units have contemporary kitchens and bathrooms enhanced by simple natural lighting. All first-floor units are accessible. Decorative fencing and landscaping provide the finishing touch for this historic home.

The simultaneous renovation of Trimborn Mansion and Kraus House was completed in just four months. The architect for these projects was Eppstein Keller Uhen, Inc., Milwaukee. The general contractor was Grunau Project Development.

EDITOR: Photographs and information for this story provided by Sherri Wille, Communications Director of Campus Circle. The 1994 AIA Wisconsin Convention includes a seminar on the Campus Circle Project.
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Building for a solid future.
This addition is actually larger than the original house. It is built onto the back, which faces south. The grade sloped up approximately eight feet into the woods. This obstacle later proved to be an asset.

The program called for the addition of a sun room, lap pool, master bedroom suite and remodeled kitchen with dinette. Emphasis was placed on windows, bringing in more light and outdoor views. The kitchen was completely gutted and enlarged with the dinette having access to the pool. The master bedroom was placed on the second floor above the kitchen, allowing a cathedral ceiling in the sun and pool rooms. The interior bathrooms use glass block and skylights to bring in natural light.

The pool, ten by fifty feet long, was built into the natural backyard slope which also provided a court-like patio on each side.

Cedar siding and shake roof were used to match existing house, and roof lines were designed to flow together. Inside, the foyer stair was updated with a metal rail with wooden cap. The original brick fireplace was enhanced with a simple marble surround and wood moldings.

Photography: Ed Purcell
A married couple with two young children had particular criteria for the design of their home. A family member's debilitating disease could lead to wheelchair confinement in the future. The site, at the bottom of a wooded hill in an area of multi-story residences, dictated a structure of height.

The solution was an illusion. With a two-story outward appearance, the entire living space is on one floor. The one exception is an upper level loft for the owner's at-home office. Contemporary structural forms and angles, skylights and even landscaping configuration contribute to the multi-level impression.

Traditional roof pitches and exterior materials harmonize with the neighborhood. Yet, unique forms and details make this a non-traditional home.

Another criterion was to provide additional space for possible living quarters for an aging parent. This led to the two-story entrance design being repeated on the second garage. It adds interest to the overall structure and flexibility for the future.

White walls and woodwork serve as a backdrop for the owner's extensive contemporary art collection.

Photography: Steve T. O. Poast
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A young family requested a four-bedroom, timber framed home using true post and beam construction with pegged mortise and tenon joints.

The house proper is an almost cubical mass with a steep pitched roof and dormers perched at the edge of a bluff behind a stand of trees. A low-slung mass joined to the side house the garage and service areas. The front entrance is via a traditional porch in a symmetrical facade. Once inside, the living areas are located at the opposite side of the house, taking advantage of the view while preserving the resident’s privacy. From the entry, partial views hint at the dramatic surprises awaiting inside and out.

After passing through a wide reception hall/gallery lined with Mexican art, the full scope of the great room explodes around the visitor. A massive cream city brick fireplace and hearth with a 20-foot tall chimney rises unsupported through the space. A three-story window wall frames the scenic view beyond.

Photography: Brian Miller
This project involved the redesigning of an existing house on a very narrow lot. A tight budget resulted in a two-phase design. The lakeside facade was the first phase, along with the associated major interior spaces. A semicircular form was introduced to exterior facades.

The original basic house remains, after a dramatic change in appearance with new fenestration to optimize the lake view, new lighting and ceiling design. Dining space has been moved to the lake side of the kitchen. The two-story master bedroom has been closed off to allow for a third floor bedroom and lounge with a superb lake view.

A deck and semicircular brick terrace extend living space to the outdoors.

Photography: Skot Weidemann
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This new, 6,460 square foot home capitalizes on the beauty surrounding its seven-acre site. All major rooms orient toward sweeping vistas of the Mississippi River and the Wisconsin bluffs. Each interior space has a corresponding deck or garden space to take full advantage of the landscape and views. The massing of the home is broken by gabled forms and decks which also reduce its scale.

The three-bedroom home’s major design element is from the shingle style, but uses a blend of stone and stucco with double hung windows. A stone/stucco guest house over the garage adds two bedrooms and a second living/cooking/dining area.

The family room, with oak flooring and vaulted wood ceiling, has a spiral staircase leading to the second floor. A kitchen inglenook provides a cozy place to read/visit during food preparation. The two-story, wood-panel library features a rolling ladder to retrieve books from tall shelves on two walls.

Photography: Roger Grant
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Resembling a lighthouse rising above a pile of rocks—about 250 tons of rocks—this house provides more than 2,600 square feet of living space. Because of required setbacks, the house is situated on a 40 foot lot and is only 22 feet wide. The plan is simple and accessible because an elevator was planned from the beginning.

The living area is on the top floor, bedrooms are located below and the two lower levels are office space. All floors are level; spatial “explosions” have been created with varying ceiling heights. Awesome views of Lake Michigan and downtown Milwaukee are provided in every room.

Photography: Joseph Albert, AIA
Located on the rolling open prairie in the countryside of Cedarburg, this house recalls the rural farm house with prairie influences. The cascading roof forms and separate garage structure reflect the grouped outbuildings of the traditional farmstead complexes. The program is based on the client’s informal lifestyle. The functions of the home are layered from north to south in plan by locating service areas along the entrance facade, allowing the principal living spaces to open to the light and view. The dark green roof shingles and natural cedar siding allow the house to blend into the landscape, while local stone is used to create a stable base that anchors the house to the ground.

Photography: Dennis Felber and Michael D. Healy
In a neighborhood built circa 1920, this project consisted of 12 narrow scattered sites, some adjacent, each varying from flat to steeply sloped. The requirement was to design a new duplex for each site so the large home effect would fit in the existing 1920s buildings and, yet, would not all look alike.

The solution was a simple two-story plan with porch and deck for each unit which could be repeated in various ways with the possibility of widely diverse exterior elevations. Siding, porches, trim and roof lines could vary considerably. Any garages provided are reached via back alley.

For speed in construction and economy, the walls and roof trusses were carefully designed and constructed at a factory off-site so they could be assembled by crews with limited carpentry experience. Three standard window sizes were used throughout, but were assembled in various configurations. The illusion of 1920s transom windows was created by inserting horizontal bars at the upper third of a window. Exterior colors vary on each building.
A SPECIAL AIA WISCONSIN CONVENTION ANNOUNCEMENT

A SPECIAL BREAKFAST
We invite you to join us at the 1994 AIA WISCONSIN Convention for our 6th Annual “Excellence In Masonry” Design Competition Awards Breakfast. Be our guest at 7:45 A.M., Wednesday, June 8th, to enjoy the Holiday Inn’s finest ‘Something Extra’ breakfast buffet. View the finalists in our design competition and find out who will receive “Best of Show” and “Excellence” honors.

A SPECIAL PROGRAM
WCMA has sponsored the “Excellence In Masonry” Design Competition program for outstanding utilization of concrete masonry since 1989. This year we are ‘Rebuilding’ our program with ‘the Future’ in mind by honoring an outstanding Wisconsin architect.

A SPECIAL AWARD
With the support of Mrs. Meyer and family, and with great respect and honor, the WCMA has dedicated it’s “Excellence In Masonry” Award in memory of Maynard W. Meyer for his outstanding contributions and services to the architectural community.

A SPECIAL PERSON
“Maynard W. (Mike) Meyer, FAIA, made one of the largest and most long-lasting impacts of anyone in the profession of architecture in Wisconsin. Many current principals of state architectural firms had direct training under him. He designed many award-winning projects and was responsible for establishing Wisconsin Architect magazine. I cannot say enough about his stature as a leader, friend and mentor... as well as his dedication to and love for the architectural profession.” - William M. Babcock, Executive Director, AIA Wisconsin

A SPECIAL PRIZE
One fortunate breakfast attendee will be awarded a $1,500.00 vacation for two to Cancun, including an excursion to the Mayan ruins at Tulum!

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Visit our exhibit at Booth #111. See how the many aesthetic and practical advantages of concrete masonry can be utilized as you ‘Rebuild the Future’.

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1994 AIA WISCONSIN Convention
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Robert V. Goldman
President, WCMA
As we approach a new century, the year 2000 is becoming more than a simple historic moment or cultural focal point. It will mark the beginning of a new period in American architectural history when the era of building shifts to the era of rebuilding.

The trend of national statistics indicates that additions, alterations and extended use projects will comprise more than the 50% of the total construction volume by the year 2000. This trend also is mirrored in Wisconsin, with interest in the reuse of existing facilities expected to grow well into the next century.

The issue of recycling existing facilities extends beyond market driven factors such as over supply of commercial space, slow economic growth or zero population growth. The reality is that our nation's values are changing. We are realizing our social and economic limits, placing a greater emphasis on the past and embracing recycling, environmental sensitivity and resource management. We, as a nation, are finally attempting to nurture a "Green" society and create livable communities.

Our youthful vision of a futuristic gleaming city on the edge of forever is being replaced. We are REBUILDING THE FUTURE with a more pragmatic vision of a diverse landscape rich with old and new structures, a multicultural society and a goal to be sensitive to finite resources and the environment.

How will Wisconsin architects face the era which will challenge our long held assumptions and aspirations? James Marston Fitch said it well: "No doubt it will be painful, but architects will have to learn to be more curators, rather than creators, of the built environment."

Susan Maxman, FAIA, 1993 President of The American Institute of Architects, recently said, "The profession pays far too much attention to little gems of new buildings. If we are to survive, let alone prosper, we must fundamentally retool. We must equip ourselves with new kinds of knowledge, skills and attitudes which support our work as renovators."

The 1994 AIA Wisconsin Convention welcomes you to embrace the new era of REBUILDING THE FUTURE.

Charles J. Quagliana, AIA, Chairperson
1994 AIA Wisconsin Convention Committee
Building Products Exposition
The annual AIA Wisconsin Building Products Exposition is June 7 & 8 in the Trade Center of the Holiday Inn Madison West. This special event features one of Wisconsin’s largest displays of design and construction industry products and services.

Admission is FREE to the Building Products Exposition! Everyone allied with Wisconsin’s design and construction industry is cordially invited. It’s your chance to get answers to all of your questions.

Construction Industry Reception
Tuesday, June 7
3:30-8:00 p.m.

For the grand opening of the Exposition, AIA Wisconsin and 1994 Convention exhibitors are hosting the annual Construction Industry Reception right in the Trade Center.

Join friends and our region’s suppliers of construction materials and services for the latest information on building products, hors d’oeuvres, musical entertainment, displays of award-winning architecture, door prizes and more! Make time to visit the hands-on virtual reality exhibit sponsored by Trans-Phonics Inc.

Post-Reception Reception
Tuesday, June 7
8:00-10:00 p.m.

Rendezvous with colleagues in the Ballroom for a strictly social event featuring Michael Feldman of public radio’s Whad’Ya Know? with musical guests John Thulin and Jeff Eckels.

Plan now to stop by for some healthy social interaction, snacks, music and side-splitting fun!

Exposition & Lunch
Wednesday, June 8
11:00-2:00 p.m.

Enjoy a walking lunch as you tour the displays in the Trade Center . . . and have a piece of cake to celebrate Frank Lloyd Wright’s birthday.

This will be your last chance to gather valuable information on the latest product research and innovations that will shape the future of Wisconsin’s building industry.

Convention Registration
Please use the Registration Form to sign up for all of the outstanding programs and special events scheduled for the 1994 AIA Wisconsin Convention.

Your name badge and other Convention materials will be available at the Registration Desk in the lobby of the Trade Center.

Continuing Education
Beginning in 1996, continuing education will be a condition of AIA membership. You can get a head start and begin earning valuable Learning Units (LUs) for The American Institute of Architects Continuing Education System (AIA/CES) at the 1994 AIA Wisconsin Convention.

AIA Wisconsin is a Registered Provider for AIA/CES. Convention professional development seminars and special workshop sessions are Quality Level 2 programs, so you will be able to earn 2 LUs per hour by participating in these Convention programs. The general sessions, featuring Convention keynote speakers, are Quality Level 1 . . . and AIA members can earn 1 LU per hour by participating in these sessions. Forms to record your AIA/CES Learning Units will be available at the AIA Wisconsin registration desk.

Convention Hotel
The Holiday Inn Madison West in Middleton is the official hotel for the 1994 AIA Wisconsin Convention. It is easily accessible from the West Beltline (Hwy. 12). Take Greenway Blvd. exit (#252) and you can’t miss it.

1994 Convention Committee
The following individuals contributed their time, creativity and energy to make the 1994 AIA Wisconsin Convention possible:

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SCHEDULE AT A GLANCE

TUESDAY, JUNE 7

8:00–9:45 a.m.
AIA & WAF Annual Meetings

10:00–11:50 a.m.
Opening Keynote Addresses:
A Vision of Architecture of the New Era
Thomas Fisher
Place, Community
& Economic Development
Donovan D. Rypkema

12:00–1:50 p.m.
Golden Award Luncheon
Architecture & Diversity
Richard Thieme

2:00–3:30 p.m.
Professional Development Seminars:
• Main Street Makes Good
  Alicia Goehring
• Synergy in the City
  Robert D. Cooper, AIA
  Campus Circle Project Team
• Architecture & Landscapes of Rural Wisconsin
  William H. Tishler, FASLA

3:30–8:00 p.m.
Construction Industry Reception
& Building Products Exposition
  Displays of innovative products & services for the
design & construction industry, virtual reality exhibit,
door prizes, student drawings of future buildings, food
& drink . . .
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8:00–10:00 p.m.
Whad'Ya Know?
Michael Feldman
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for architects & exhibitors!

WEDNESDAY, JUNE 8

7:45–9:00 a.m.
• Excellence in Masonry Awards
• Preservation Breakfast

9:00–11:00 a.m.
Professional Development Seminars:
• Once is Not Enough
  Michael Chusid, AIA
• Desperately Seeking Inspiration I & II
  Wilbert R. Hasbrouck, FAIA
• Older Buildings & ADA
  Carol Ann Nelson, AIA
• Archaic to Perfection
  Harry J. Hunderman, AIA
• Peak Performance
  John G. Waite, AIA

11:00–2:00 p.m.
Building Products Exposition
Walking lunch, birthday party . . . and more!

2:00–3:15 p.m.
Closing Keynote Address
Planning the Future
Peter Calthorpe

3:15–4:00 p.m.
Panel Discussion
Rebuilding the Future
Chusid, Nelson & Waite

4:15–5:00 p.m.
Special Sessions:
• Condition Assessments
  Carol Ann Nelson, AIA
• Selective Removal & Documentation
  Robert Corbett, AIA & Jeffrey Neidorfler, AIA
• Digital Documentation
  MasterGraphics
• Saving the Prow
  Peter Szotkowski, PE & Jonathan Lipman, AIA

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A couple whose children had grown up wished to build a house in the "Wright" style. The heavily wooded site was a double lot; and the house was planned so it occupied only one lot, in case they decided to divide and develop the second lot in the future. Major elements of the house have a south orientation and enjoy a view of the natural environment of the site.

Local stone is the main design material inside and out. A large fireplace dominates the core of the house and a wood-burning furnace provides heat. The lower level houses a guest room and bath, storage area and a wood supply room with an access opening to the fireplace.

A focal point for the dining area is a solarium, providing an outlet for botanical interests.
The architect was asked to design a house to "capture the feeling of its heavily wooded site." It was to be affordable and not so contemporary as to limit its appeal to the public, since it was being built on speculation.

The exterior composition was designed to reflect the gable roof forms typical of the neighborhood. A varied width cedar siding to suggest the rhythm of a log cabin was chosen to downplay the contemporary character of the house.

Sheltering the open plan is a vaulted pavilion, created by two rows of typical roof trusses rotated upside down, which rest on two exposed glue-lam beams. Skylights separate these beams which are supported by the twin chimneys of a central hearth. The glass end walls and the skylights above provide an ever-present view of the surrounding tree canopy, maintaining the charm of a walk through the woods.

Photography: Jim Gempler and Dale Hall
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This condominium project is an integral part of the marina complex at the Racine Harbor on Lake Michigan. Residents and neighbors have maximum views of the surrounding waterfront. The tower, located at the pivot point of the building, reinforces the gateway statement to the residential area of the site. The program called for 52 units ranging from 1000 to 1800 square feet, including one, two and three bedroom units. Additionally, the building includes a public lobby with balcony, outdoor pool and boathouse, and underground parking for 70 vehicles.

Exterior design reflects the style of New England waterfront housing. The use of pipe railing at the balconies continues the nautical theme. Interior details include boat-shaped wall sconces in the public corridors.

Photography: Howard Kaplan and Larry Schnuck, AIA
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Maintaining the form of what was once a turn-of-the-century barn was the most desired element in this home addition. To find appropriate materials, the architect and owner explored the region, searching for old barns with stone matching the original structure. Heavy timbers in the "tuck under" screened-in porch recall the original barn framing.

The kitchen remodeling, a sun room addition, bedroom bay alterations, an added deck and pergola on the first floor adjacent to the kitchen and dining area all extend the inside of this rural home outside for an unobstructed view of the surrounding gardens.

A brick walk with cascading stone steps to and around the milk house creates a special point of interest between the deck and the garage. The garage addition, again using matching materials, creates an additional stall and room for the garden tools necessary to maintain the landscape so critical to this home's magnificent beauty.

Photography: Roger Grant
The existing first floor of a 1915 commercial building was converted for use as a full-service attorneys’ office. With false suspended ceilings and added partitions removed, an exposed space with dramatic 14-foot ceilings provided an interesting design challenge. The new plan coordinated with existing structural columns. New enclosures are treated as free-standing elements, visually terminating well below the high ceiling. Thus, natural light from the windows and the historic prismatic high transom glazing at the front of the building can be directed to interior spaces.

The cascading step vocabulary became the unifying motif. Wall heights step down and away from the north front facade spreading the flow of natural light. A transition from the ten-foot high storefront spandrel beam down to a seven-foot height helps define functional areas within the space. Upper butt glazing provides acoustical privacy where needed without interrupting the flow of light and space.

Photography: George Holt Blaustein, AIA
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OVERVIEW OF VERSA-LOK®

The VERSA-LOK Standard Retaining Wall Unit was developed in 1987 to answer the need for a simplified, easy-to-install retaining wall system; one that permitted architectural flexibility without sacrificing wall stability. The VERSA-LOK unit introduces a new, dramatic look of graceful lines and textures to modern retaining wall design. Its uniqueness, when compared to other systems, is highlighted by the fact that one unit provides the ability to install steps, inside and outside corners, various radii and serpentine curves.

Today, VERSA-LOK Retaining Walls are recognized across North America for their beauty and structural integrity. Fifty of North America’s leading concrete products manufacturers have produced millions of square feet of VERSA-LOK for in-place projects, ranging from complex Corps of Engineers flood control applications to residential landscape walls. Distribution of the product is achieved nationwide through a network of authorized distributors.

PRODUCT PROFILE

- Weight: 80 lbs.
- Face Area: 2/3 sq. ft

PRODUCT PRESENTATION

- Standard Unit
- Half Unit
- Cap Unit

UNIT INSTALLATION

VERSALOK retaining walls are designed as gravity wall systems. The weight of the wall, friction between units, and its unique pinning system all contribute to resist the retained soil. The VERSA-LOK system features high strength, low absorption, solid concrete units designed to interlock with non-corrosive nylon/fiberglass pins. No poured footings or mortar are required. Interlocked units achieve an attractive linear setback of 3/4" per course. VERSA-LOK units come ready to lay in standard colors of gray and tan with a pleasing split rock face texture. Specialty colors may be available from your local manufacturer.

Because VERSA-LOK is a solid unit, custom sized pieces are easily split. Standard units are grooved for splitting on the back side to create a 2-sided split face that may be desired when both sides of the wall are to be exposed.

HALF UNIT

Half units can be factory split (by order) or easily split on the job with hammer and masonry chisel. Both right and left halves are provided from one split standard unit.

GEOSYNTHETIC REINFORCEMENT

When the weight of VERSA-LOK units alone is not enough to resist soil pressures, horizontal layers of geosynthetics are used to reinforce soil behind the wall. Geosynthetic reinforced VERSA-LOK walls can exceed heights of 30 feet in a wide variety of site and soil conditions.

Geogrids, the most common type of geosynthetics used to reinforce soil, are high-strength plastics formed in an open, mesh-like configuration. The tensile strength of the geogrid holds the reinforced soil together. This creates a coherent soil mass which resists soil loads from behind the wall system. The length and number of geogrid layers is dependent on soil type, loading, wall height, and geogrid type used. The project manager or contractor should consult a qualified engineer to provide a site specific geogrid design.
**PINNING UNITS**

Two non-corrosive, nylon/fiberglass reinforced pins are used per unit. They aid in alignment, provide consistent setback of units from course to course, and aid in shear strength between the units. The pins are inserted into two of the four front holes, depending on bond pattern, and extend into elongated slots in the preceding course of units.

This flexible pinning arrangement allows for a variable bond in the wall. Pinning is done after each course is laid, and begins with the second course.

**BUILDING CURVES**

The trapezoidal shape of standard VERSA-LOK units allows various radius curves to be constructed while maintaining tight vertical joints between the units. Construction of either convex or concave curves is the same as for straight walls, i.e. foundation preparation, backfill, compaction requirements, etc. remain the same. Receiving slots in the top of all units allow for easy pinning of curved sections; maintaining a half bond is not required to properly pin. For convex radius walls, place sides of adjacent units tight; fan the backs of units to achieve the desired concave radius.

**BUILDING CORNERS**

The standard VERSA-LOK unit provides simplicity and flexibility for construction of both inside and outside 90° corners. By sawing or splitting the solid VERSA-LOK unit, structurally stable outside corners ranging upward from 25° and inside corners up to 140° can also easily be built. Normally 90° outside corners are started by splitting a standard full size unit in half and alternating them at the corner as shown. Merely alternate full size units past the inside corner face as shown for inside 90° corners.

Technical Bulletin #3 provides complete information on design and installation of corners and curves.

**BUILDING STEPS**

By using the standard VERSA-LOK regular and cap units, you can also build steps in a straight line, fan or spiral shape. There are two methods used to build steps, either pedestal or “cut-in” (both are fully illustrated and described in VERSA-LOK’s Technical Bulletin #2. In both procedures, regular VERSA-LOK units are used as risers; cap units are used as treads. When side (return) walls are required, standard units are used to build these vertical walls, with halves needed for 90° outside corners and caps used to finish off the top of the wall.

**CAPPING WALLS**

Caps with matching color and texture are made in tandem and split at the plant. Type A are used for concave (inside) radius walls; Type B for convex (outside) radius walls. By combining types, straight and serpentine walls will achieve an attractive, continuous cap. Use VERSA-LOK concrete adhesive to bond caps to the wall. Technical Bulletin #4 fully illustrates capping of the walls.
Municipal use of VERSA-LOK adorns highway interchange.

ADVANTAGES OF THE VERSA-LOK SYSTEM

...TO THE DESIGNER

Freedom to design; built-in steps (straight, fan, or spiral shaped); inside/outside corners with a smooth transition regardless of degree turn; radius and serpentine walls with tight fitting vertical joints and uniform setback; caps with matching color/texture for both straight and radius walls; custom colors to match architectural preference; unit module creates a natural, classic look.

...TO THE ENGINEER

High-strength, low absorption units exceed ASTM standards; high strength non-corrosive nylon/fiberglass reinforced pins provide positive alignment, setback and interlock; heaviest retaining wall system per cu. ft. of wall; solid unit durability provides excellent sliding resistance unit-to-unit. Structural integrity of VERSA-LOK retaining wall system when installed to design guidelines.

...TO THE INSTALLER

One basic unit to work with; install straight or radius walls, corners, curves and steps; make halves, partial units, right and left corner units, step risers, double-sided split face all with one standard VERSA-LOK unit. Pins interlock after unit placed; no lifting and searching for pins in preceding course; ease of leveling with solid, flat surface; solid durability minimizes chipping/breakage of units due to handling or compaction of backfill. No cores to fill; units delivered ready to lay – no breaking of “lips” to make units fit; shape and weight allows ease of handling; variable bond flexibility.

...TO THE CUSTOMER

Economical – lowest life cycle retaining wall cost; unmatched aesthetics – timeless beauty; multiple application offers unlimited design opportunities to blend with any landscape plan; durability of solid unit adds to a lifetime of maintenance free service; environmentally safe VERSA-LOK units contain no toxic properties.

VERSALOK Retaining Wall Systems are available through a network of companies across North America who are authorized to manufacture and sell the system. Please write/phone/fax us for the name of your closest manufacturer/distributor, and for additional literature and complete specifications.

Color samples shown in our brochure are as accurate as photography and the printing process will allow. Final color selection should be made from actual samples.
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The entrance is marked by skeletal forms, one sitting astride a giant knife blade projecting from the wall. Inside, changes in ceiling height and lighting focus attention on merchandise which includes science books, educational models, apparel and gift items.
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<tr>
<th>FLOOR SECTION and</th>
<th>JOINT-RACK LAYOUT</th>
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<tr>
<td>FREEZER WAREHOUSE</td>
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<td>NOTES:</td>
<td>CONTRACTION JOINTS</td>
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<td>STEEL ANGLE JOINTS</td>
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<td>• PNA Steel Angle Joint™ in all traffic</td>
<td>STEEL ANGLE JOINTS™</td>
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<td>• 3/4&quot; x 18&quot; square dowels @ 1&quot; centers</td>
<td>(Aisles and Doorways)</td>
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<tr>
<td>• PNA Expando-Lok™ on 1/2 bar length</td>
<td>CONSTRUCTION JOINTS</td>
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<td>• 3/4&quot; x 18&quot; square dowels @ 1&quot; centers</td>
<td>• PNA Concrete Forms™ set on pads of concrete</td>
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<td>• PNA Expando-Lok™ on 1/2 bar length</td>
<td>• 3/4&quot; x 18&quot; square dowels @ 1&quot; centers</td>
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<td>• PNA Freezer-Fill™ in all joints</td>
<td>• PNA Expando-Lok™ on 2/3 bar length</td>
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ELEVATION is similar to the “Neat Files” you see in Architecture magazine, except the information exchange in Wisconsin Architect is about client relationships not technical details. Architects, managers, interns, clerical people, principals and anyone else concerned with the stature of the architectural profession are encouraged to contribute ideas and practical suggestions for publication.

Send your submission to:
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Madison, WI 53703

Some Suggestions
As architects, we must become more actively visible in community activities; i.e. political forums, service clubs, other organizations, etc. to help lead and direct activities in the community. Through these activities, we individually will gain credibility. This involvement will benefit our architectural work from a business standpoint when we show that we have leadership skills and sound reasoning to offer to our communities. We have to be involved in a wide variety of forums just as attorneys have been for decades.

Sometimes we take ourselves too seriously and feel our work as architects will solve all of the ongoing community problems. We must realize that, whether we like it or not, architecture will never be viewed as an absolute necessity at the same level as law and medicine. When looking at Maslow’s hierarchy of human needs, people are concerned about beauty and design only when other more basic needs, which are covered by the other professions, are met.

We must learn to communicate with the public more from a layman’s standpoint. We love to use architectural jargon in talking about our work, but most of the public (and ourselves included) cannot interpret what we are talking about. As a case in point, Bill Pederson’s comments about Milwaukee when he toured the city were printed in one of our newspapers. It was a great article and critique of the city, but I have a feeling that the average lay person really didn’t understand the architectural verbiage such as “contextural,” “urban fabric,” etc.

If we want to be respected and valued as a profession, we must always present ourselves in a professional manner. We must command respect by performing all of our services in the most credible and professional manner. When we can consistently show to a client or a group of clients that a final project meets their program, budget, and schedule (in addition to our own aesthetic goals), we will be credible to the community.

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Historical Restoration Capabilities
AIA Round Table on the Licensing of Interior Designers

The Institute of Business Design (IBD) issued a set of guidelines for use by its members to inform potential clients of the scope of their services. *The Science of Interior Design: A New Vision* explains services from programming to construction administration, focusing on the interior designer's contribution to each phase of a project. As an outline of professional practice for interior designers, these services parallel those of architects and reflect the changing role of interior designers in the design and construction process.

With this changing role, the image of an interior designer as a person with a "flair" for picking colors and fabrics is also changing and is no longer valid for a growing number of well-educated and well-trained professionals. With their strong background in design, these designers have become valuable partners to architects in creating high-performing, safe and enjoyable spaces.

This group of professionals, however, is at the center of a controversy which is dividing design professionals across the country. In a young profession at a major crossroads in its development, interior designers are looking for the recognition that accompanies their gains in education, training and stature. They are looking for a way to differentiate between those who have reached this level of professionalism and those who have not. In 35 states they are looking at legislation to protect the title of "interior designer." Title acts that have already passed legislatures in 15 states differ greatly. However, the basis of any title act restricts the use of certain titles to those who, by virtue of their education, experience and examination, possess qualifications above those of the general public. These laws, while not prohibiting the practice of interior design by anyone, allow potential clients to identify those who have achieved this higher level of professionalism. In essence, a title act is a consumer protection vehicle recognizing and differentiating between highly trained individuals and those who have not achieved that level of experience.

Most people can agree that recognizing a higher level of professionalism benefits all the design professions. The controversy lies not in protecting the title of interior designer, but in the attempts by the leaders in the interior design organizations to introduce essentially practice acts similar to those for architecture, medicine or law (professions regulated to protect the health, safety and welfare of the general public). Around the country, architects and interior designers are battling over legislation that goes beyond the accord agreed to by the AIA and the interior design groups and includes language limiting those who can practice interior design, establishes sealing requirements and, in some cases, opens the exemptions in the architectural laws for review and modifications. Turf war aside, as the building process changes and as the role of interior designers grows in the design process, their impact on the
general public will need to be assessed; and the questions of whether or not to regulate the practice of interior design will have to be addressed.

One major issue will be the scope of services interior designers can and will provide. Their traditional services, revolving around finishes and furnishings, are having a growing impact on the general public’s safety. Studies point to a direct correlation between an occupant’s survival and the toxicity of finishes when faced with a fire. Moreover, the growth of movable office systems has blurred the line between architecture and furniture. These issues along with others require the interior designer to determine required safety features for the spaces they design.

With their role in every phase of the design process expanding beyond their traditional services, the “decorator” image is no longer valid as they program, design and sometimes execute complex and complicated projects (some state laws exempt the design of non-structural, interior partitions by non-licensed individuals). The impact of this profession on the welfare of the public is no longer limited to types of finishes or the placement of furniture. The interior designer’s work now affects numerous aspects of the health safety codes governing our designers.

Another issue which must be considered in the questions of licensing are the services that interior designers can provide without being registered. The exemptions allowed by building codes and by architectural practice laws differ across the country. In general, they allow for non-licensed persons to design certain sizes or types of buildings. Interior designers and other construction-related fields have begun to push these to their limits, challenging the ceiling imposed on their professions. At the same time, building systems have become more complex, requiring more expertise in examining what were once basic issues of public safety. From pounding nails to designing the structural system, every act in the design and construction process affects the safety and welfare of the occupants of the buildings. As these become more and more complex, new and traditionally non-regulated services will have to be reviewed as to whether these exemptions should stay in place or be tightened to reflect the more complicated requirements of today’s buildings.

The other question which must be examined is who, by virtue of education, experience and examination, is qualified to perform the services that have a direct and measurable affect on the safety of the public. As architects, we have long worked to establish our standards of knowledge and experience as the basis of entry into the profession. The curriculum in our schools and the development of our internship program have evolved to meet the new challenges of today’s designs.

At the same time, the standards of the interior designer’s four-year education have evolved and has begun to focus on the health, safety and welfare issues forming our building codes. Their examination process is developing along the same basic principals as NCARB’s ARE and, for many, an internship is a required part of their formal education. As stated earlier, there is a growing number of interior designers with these credentials that have developed a high standard of professionalism and have worked diligently to meet the challenges of today’s designs.

The issues surrounding the regulation of aspects of the interior design profession are just beginning to surface in Wisconsin. Arguments for and against such regulation will soon enter the public arena. Should the title “interior designer” be restricted? As a consumer protection measure and to recognize an individual’s achievement in reaching a high level of professionalism, the answer is probably yes.

Should the practice of interior design be protected? At this point there are many questions to be addressed and no firm answers. All that can be said is that a dialog between architects and interior designers must take place to work through these issues and come to conclusions that protect the health, safety and welfare of the people of our state. We must also learn from other groups that have gone through this struggle and realize that these issues are too important to be debated as if these were issues in a turf war between the professions.

EDITOR: The author participated in an AIA Roundtable on the licensing of interior designers last October in Washington, DC, sponsored by the AIA Government Affairs Department.
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Wisconsin Architect May/June 1994
Statute of Repose Law
In a ceremony at the State Capitol on April 14, Governor Thompson signed into law 1993 Act 309. This legislation restores the statute of repose for Wisconsin's design and construction industry.

The new law bars action for damages after ten years from the date of substantial completion of an improvement to real property, with certain exceptions. The effective date of the law is April 29, 1994.

AIA Wisconsin members participating in the bill signing ceremony included Fred Zimmermann, AIA, Noble Rose, AIA, Jim Gersich, AIA, David Lawson, FAIA, and Joe Powelka, AIA. The Legislative Committee thanks every member who helped get this remedial legislation passed by contacting their state legislators.

Several individuals will be recognized for their strong leadership in support of this important legislation by a presentation of a Citation for Distinguished Service at the AIA Wisconsin Annual Meeting on June 7 at the Holiday Inn Madison West. Citation recipients include: State Senator Joanne Huelsman, State Representative Alvin Baldus, State Representative Michael Wilder and attorneys Thomas Pyper, Donald Stitt and Barbara Ulichny with Whyte Hirschboeck Dudek.

1994 Design Awards
The jury for the 1994 AIA Wisconsin Design Awards program selected ten projects to receive Honor and Merit Awards.

Honor Award recipients are:
• Engineering Building Addition & Remodeling, Madison; Architect: Berners-Schober Associates, Inc., Green Bay, and Bowen Williamson Zimmermann, Madison; Owner: State of Wisconsin; Contractor: Kraemer Brothers.
• Truax Avionics Shops - Truax Field ANGB, Madison; Architect: Flad & Associates, Madison; Owner: Wisconsin Air National Guard; Contractor: P.G. Miron Construction Co.
• BareBones, Bloomington, Minnesota; Architect: Kubala Washatko Architects, Inc., Cedarburg; Owner: Anatomical Chart Company; Contractor: Carlson La Vine.
• Harambee/Brewers Hill Townhouses, Milwaukee; Architect: Sunarc Studio, Oconomowoc; Owner: E.S.H.A.C. Community Organization; Contractor: Master Builders, Inc.

Projects selected to receive Merit Awards are:
• Single Family Residence, Middleton; Architect: Bowen Williamson Zimmermann; Owner: Karen Kobes Bowen and Ronald Gene Bowen; Contractor: Ronald Gene Bowen, FAIA.
Correction
The firm of Mark A. Pfaller, FAIA, Architects, Inc., Elm Grove, was inadvertently omitted as the architect for the Concours Motors Addition and Renovation project featured in the March/April 1994 issue of Wisconsin Architect. Lynn Bichler Architects was the design architect. The editorial staff regrets this omission and apologizes for the error.

Golf Outing
Cancel all your appointments for Monday, June 27! That’s the date of the 21st annual Architect/Exhibitor Golf Outing at Old Hickory in Beaver Dam.

This special event is for AIA Wisconsin members and 1994 AIA Wisconsin Convention exhibitors. For more information, please contact the AIA Wisconsin office.

Architects’ Worth
The following quotes are from an article, “What’s an Architect Worth?” in the March issue of Architectural Record:

“Architects work harder and longer hours for less reward than any other profession. This is to some extent self-imposed, however. There's an architectural work ethic that comes out of the studio charette process, so there is a great deal of work that is fundamentally volunteered.”

Weld Coxe
The Coxe Group, Inc.

“Given how hard they work, the liabilities they assume, and the level of responsibility they have, architects have a right to expect to earn more. However, firms will have to start by demanding and justifying high fees from their clients—and refusing to work for less.”

Frederick D. White
Mark Zweig & Associates

Risk Management Kit
The AIA Risk Management Committee has announced the release of its Risk Management Kit, an informative publication designed to benefit design professionals. Titles in the three-part set include “How to Select a Professional Liability Insurance Broker,” “Liability Insurance Survey” and “Office Guide to Insurance Programs.”

Copies of the Risk Management Kit (publication number J364) may be obtained by calling the AIA at (800) 365-2724. The cost is $18 for AIA members and $20 for nonmembers.

On the Big Screen
Can’t stay away from the office? Well, here’s a selection of movies which involve architects, reprinted from the February 1994 issue of L.A. Architect.

The Black Cat (Edgar Ulmer 1934) A revengeful doctor seeks out the Austrian architect and devil-worshipper who betrayed his county in World War I.

Secrets of an Actress (William Keighley 1938) A star actress falls for one of her backers, a married architect.

The Secret Beyond the Door (Fritz Lang, 1938) An heiress marries a moody architect with a death fixation, and comes to think of herself as his next victim.

Hard to Get (Ray Enright 1938) An architect is reduced to working at a gas station; there he meets and falls in love with a millionairess.

The Palm Beach Story (Preston Sturges 1942) A wife leaves her husband, a ne’er do well architect, to become an adventuress.

Mr. Blandings Builds His Dream House (H.C. Potter 1948) A New York advertising man longs to live in the Connecticut countryside, but finds the way to rural satisfaction is hard. The portrayal of the architect is familiar.
The Fountainhead (King Vidor 1949) An idealist architect, modeled after Frank Lloyd Wright, clashes with big business. Ayn Rand also wrote the screenplay.

The Second Woman (James Vern 1950) An architect, apparently paranoid, is proved to be a victim of a revenge plot.

Land of the Pharaohs (Howard Hawks 1955) A pharaoh is obsessed with life after death and builds a great pyramid for himself and his treasures.

The Girl in the Red Velvet Swing (Richard Fliescher 1955) In New York at the turn of the century, a rich unstable man shoots his mistress’ former lover, the famous architect Sanford White.

Spanish Affair (Don Siegel 1958) An American architect in Madrid falls in love with his interpreter and is pursued by her lover.

Strangers When We Meet (Richard Quine 1960) A successful architect starts an affair with a beautiful married neighbor.

House of the Damned (Maury Dexter 1963) An architect is asked to make a survey of an old empty castle, but he and his wife find that someone or something is hiding there.

Don’t Look Now (Nicholas Roeg 1973) After the death of their small daughter, an architect and his wife, now working in Venice, meet two old sisters who claim a mediumistic connection with the dead girl.

The Glass Cell (Hans Geissendorfer 1978) An architect is framed, then blackmailed, for an accident at a construction site; but he gets his revenge.

The Draughtsman’s Contract (Peter Greenaway 1982) In 1694 a young draughtsman receives a curious commission from a country gentlewoman, his rewards to include bed and bawd.

Belly of An Architect (Peter Greenaway 1987) An American architect in Rome discovers he is terminally ill, is deserted by his wife, and commits suicide.

Jungle Fever (Spike Lee 1991) A black architect has an affair with his white assistant, and then starts his own practice.

Housesitter (Frank Oz 1992) An eccentric waitress moves into an architect’s empty dream house and life and proves to be of great help as a faux wife.

Indecent Proposal (Adrian Lyne 1993) An ambivalent architect sells his wife to finance their dream house but later feels remorse.

Sleepless in Seattle (Nora Ephron 1993) A lonely architect finds love via a radio talk-show.

Fearless (Peter Weir 1993) An architect and a mother of a small girl survive a plane crash and both get new insights on fear.

Death Wish 5 (Al Goldstein 1994) After retiring from vigilantism and teaching under a new identity, architect Paul Kersey must avenge the death of his girlfriend.

Intersection (Mark Rydell 1994) An architect must choose between his wife and lover but ends up in a car crash, symbolic of his out-of-control life.

People & Places
Watch out for a new crop of future women architects! Brownie Troop 960 from Richards School in Whitefish Bay demonstrated their creative abilities using AIA Southeast Wisconsin’s Lego stock. The project was part of a program to help the group earn their “Building Art” badge.

Kahler Slater Architects, Milwaukee, has announced that Lawrence J. Schnuck, AIA, and Joan C. Suchomel, AIA, have been named Associates of the firm.

Emeritus member Frederick W. Raeuber, AIA, Manitowoc, died on April 2 at the age of 87. He retired from Raeuber Stark Assoc., Inc., in 1984.

The Easter Seal Society of Wisconsin is sponsoring ADA Accessibility Guidelines training sessions on June 21 in Neenah and June 22 in Wisconsin Rapids. The featured speaker for both sessions is Lois Thibault, Training Coordinator, Office of Technical and Information Services at the Access Board (formerly the Architectural and Transportation Barriers Compliance Board).

Roger D. Roslansky, AIA, La Crosse, has been appointed by Governor Thompson to the Examining Board of Architects, Professional Engineers, Designers and Land Surveyors to serve for the interim term ending July 1, 1997.

The Frank Lloyd Wright Heritage Tour Program is sponsoring a Wright Here in Wisconsin: Heritage Tour Weekend on June 2–5. Eight buildings designed by Mr. Wright will be open for special tours and events. For information, call Gail Kohl at (608) 238-1608.

Membership Action
Please welcome the following new AIA Wisconsin members:

AIA
Daniel L. Blumer, NW
Joseph Gregory Kizevitz, SE
Michael W. Krause, SE
Richard W. LaMuro, SW
Mark D. Linser, SE
Dale B. Poynter, NW
Steven M. Rowley, SE
Michael G. West, NW

Associate
Daniel J. Kabara, SE
Sara S. Lenz, SW
Gregory T. Sloniger, SW

Professional Affiliate
Ted W. Firmin, SE
Fieena Zvenyach, SE

Wisconsin Architect May/June 1994
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