



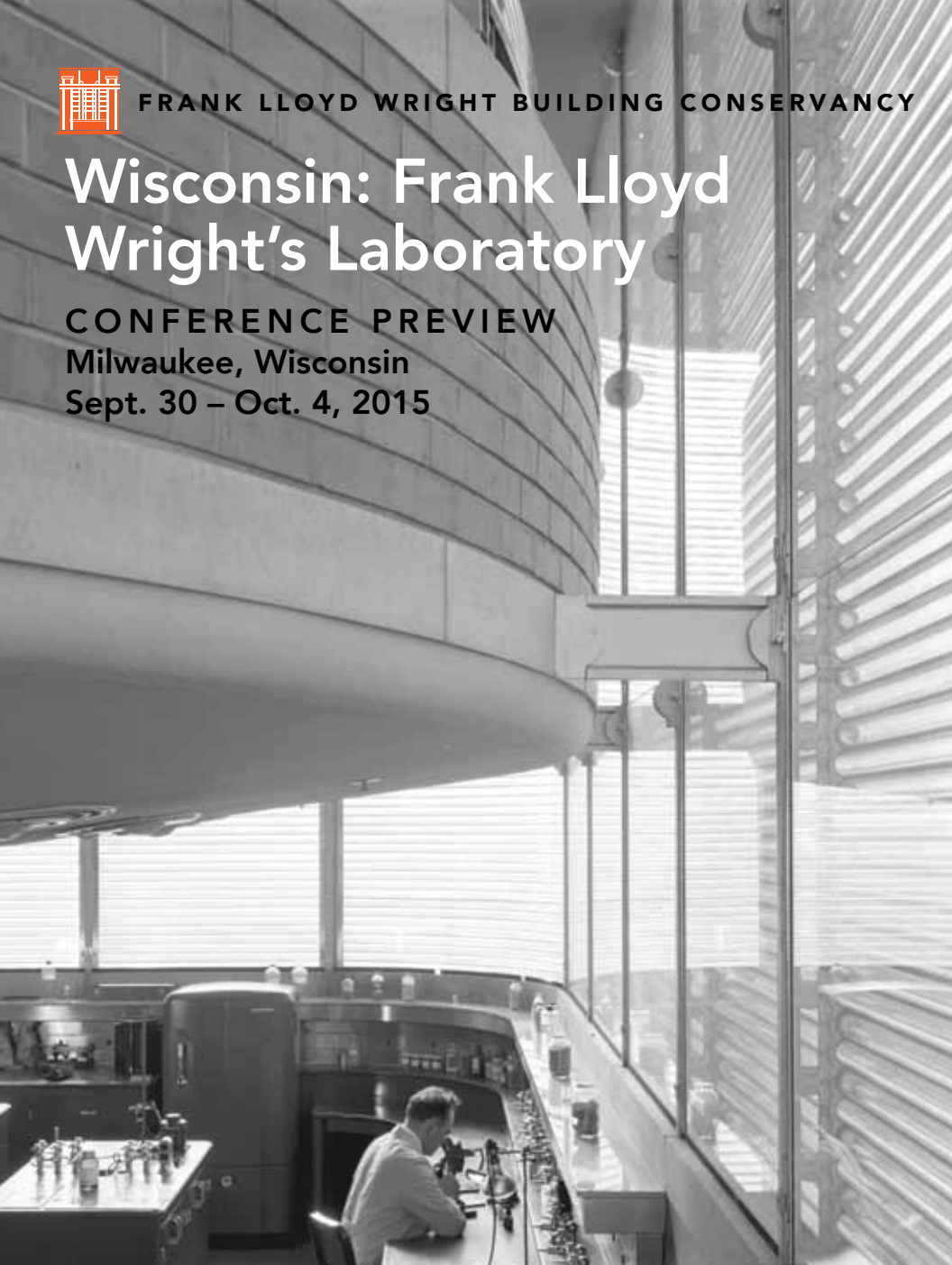
FRANK LLOYD WRIGHT BUILDING CONSERVANCY

# Wisconsin: Frank Lloyd Wright's Laboratory

CONFERENCE PREVIEW

Milwaukee, Wisconsin

Sept. 30 – Oct. 4, 2015



# Wright's Laboratory

Frank Lloyd Wright's life story is intimately entwined with his home state. To Wisconsin he left a built legacy unmatched by any other area, spanning more than seven decades. He built houses—both simple and elaborate—schools, religious buildings, commercial and industrial buildings, apartments, and one of only two tall buildings he ever constructed. Join us for tours of more than 15 of these Wright buildings, educational sessions that explore *Wisconsin as Frank Lloyd Wright's Laboratory*, special events in houses by Wright apprentices and contemporaries, a silent auction with one-of-a-kind Wright items and experiences, the Wright Spirit Awards gala and more.

Denise Hice | Ron Scherubel  
Conference Co-Chairs

Barbara Elsner  
Honorary Chair

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The mission of the Frank Lloyd Wright Building Conservancy is to facilitate the preservation and maintenance of the remaining structures designed by Frank Lloyd Wright through education, advocacy and technical services.

*All programs, tours and times are subject to change. Attendees will receive a final conference schedule upon check-in. Register early to avoid disappointment. Space is limited and events may sell out before deadline.*

COVER PHOTO: SC JOHNSON RESEARCH TOWER CA. 1950. © SC JOHNSON. INSET PHOTOS L TO R: WINGSPREAD BY MARK HERTZBERG, AMERICAN SYSTEM-BUILT HOME MODEL B-1 BY MIKE LILEK, SC JOHNSON WORKROOM BY MARK HERTZBERG, BOGK HOUSE BY PATRICK MAHONEY

# At a Glance

## The Pfister Hotel

The AAA Four Diamond Pfister was designed in the Romanesque Revival style by architect Charles Koch. It opened in 1893 with state-of-the-art technology like electricity, fireproofing and individual thermostats. Today The Pfister, a Historic Hotels of America member, houses the largest Victorian art collection of any hotel in the world and hosts an artist-in-residence program.

*Special group rate: \$159 per night Book before Monday, Aug. 31 by calling 800.558.8222 or follow link at [savewright.org](http://savewright.org) to book online. NOTE: Rooms are limited and may sell out in advance.*



## Conference Registration at The Pfister

Sept. 29	5 – 9 p.m.
Sept. 30	8 – 9 a.m., 1 – 8 p.m.
Oct. 1-3	8 a.m. – noon

## Wednesday, Sept. 30

**9 a.m. – 4 p.m.** Pre-conference tour: Schwartz House, Williamson House, Schulz House

**5:30 – 7 p.m.** Opening Reception at The Grain Exchange

**7 – 9:15 p.m.** Leadership Circle Reception at Jeffords House

## Thursday, Oct. 1

**8:30 a.m. – noon** Morning Session

**12:30 – 5:30 p.m.** Tour American System-Built Homes, Wingspread, Hardy House

**6:30 – 9 p.m.** Homeowners and Public Sites Dinner Meeting at Pfister

## Friday, Oct. 2

**8:30 a.m. – noon** Morning Session

**12:30 – 5:30 p.m.** Tour Annunciation Greek Orthodox Church (tentative) and SC Johnson campus

**5:30 – 7:30 p.m.** Benefit: Keland House and Christensen House

## Saturday, Oct. 3

**8:30 a.m. – noon** Morning Session

**12:30 – 5 p.m.** Tour Bogk House, Adelman House and Mollica House

**6:30 – 11 p.m.** Silent Auction, Gala Dinner and Wright Spirit Awards

## Sunday, Oct. 4

**8 a.m. – 12:30 p.m.** Post-conference tour: Arnold House, Greenberg House, Lantz House

**2:30 – 3 p.m.** Drop off at airport, Amtrak station downtown, Pfister



## Events



CLOCKWISE FROM LEFT: SCHWARTZ INTERIOR PHOTO BY T.J. PROJECH; SCHWARTZ EXTERIOR BY MARK HERTZBERG; SCHULZ HOUSE, WILLIAMSON HOUSE BY ANTHONY V. THOMPSON

### Pre-Conference Tour

Wright's many Wisconsin works are spread far and wide throughout the state. This pre-conference tour will travel an hour and a half north of Milwaukee for a relaxing lunch and tour at Wright's **Bernard Schwartz House, Still Bend** (1939) in Two Rivers. Originally designed as a "dream house" for *LIFE* magazine in 1938, the two-story house with brick and cypress board-and-batten construction is set diagonally at a scenic turn in the East Twin River. Along the way, we'll tour two houses from Wright contemporaries: the **Russell Barr and Nola Mae Williamson House** (1950), built on the shores of Lake Michigan by architect Russell Barr Williamson, who worked for Wright in the late 1910s and supervised some of his Wisconsin projects, and the **Harold and Janet Schulz House** (1961) by organic architect and former draftsman to Williamson, John Bloodgood Schuster. *Tickets \$150. Tour departs at 9 a.m. from The Pfister.*



### Opening Reception

Located in the 1879 Mackie Building, an eclectic Gilded Age building designed by E. Townsend Mix and listed on the National Register of Historic Places, **The Grain Exchange** is a soaring, 10,000-square-foot Italianate hall that once housed the world's largest wheat exchange. Catch up with your Conservancy friends and make new acquaintances as we kick off the conference with an open bar and hors d'oeuvres in this beautifully restored local landmark. *Tickets \$40. The Grain Exchange is located within easy walking distance, 2.5 blocks from The Pfister Hotel. A shuttle also will be available.*



### Leadership Circle Reception

Following Wednesday's opening reception, members of the Leadership Circle will step inside the rarely seen **James Jr. and Patricia Jeffords House** (1963) in Elm Grove. Designed by John Howe for Taliesin Associated Architects, the three-level house on a sloping site was originally built for public exhibition as *The Milwaukee Journal's* "Ultimate House of 1963." Guests will enjoy dinner and fine wine in this little-known TAA gem. *By invitation only.*



PHOTO COURTESY OF GENESIS ARCHITECTURE

### Conservancy Benefit

Guests at our annual benefit will receive an exclusive exterior tour of Wright's **Willard H. Keland House** (1954, at right) in Racine before enjoying food and drinks at the exceptional **Richard and Ada Christensen House, Ogawa-uchi** (John Randal McDonald, 1954). *Tickets \$150. Transportation will be provided directly from SC Johnson campus after Friday tour.*



PHOTO BY MARK HERTZBERG

### Homeowners and Public Sites Dinner Meeting

Own a Wright house? Or work in one? This one's for you! Staff and docents from Wright sites open to the public and owners of Wright homes are invited to a special gathering at The Pfister Hotel on Thursday, Oct. 1 with dinner, cash bar, useful presentations and time to talk with other owners, site managers and volunteers. *Tickets \$55. Specify affiliated house/site upon registering.*

## Architecture Tours

### SC Johnson Headquarters (1936-43)

Explore one of Wright's crowning achievements and other architectural highlights on a campus-wide tour. The **Great Workroom**, with its mushroom columns and Pyrex glass tube ceiling, was conceived as a space where one would bathe in sunlight among pine trees. The 14-story **Research Tower**, one of only two tall buildings Wright realized, opened to the public for the first time in 2014 after a one-year restoration. The **Golden Rondelle Theater** was built as a pavilion for the 1964 World's Fair in New York and later redesigned for the Racine campus by Taliesin Associated Architects. The gallery inside the 2010 Norman Foster-designed **Fortaleza Hall** will feature an exhibit on the rare Wasmuth Portfolio.



PHOTOS BY MARK HERZBERG EXCEPT GOLDEN RONDELLE COURTESY OF SC JOHNSON AND FORTALEZA HALL COURTESY OF FOSTER+PARTNERS

## Registration

### Wisconsin: Frank Lloyd Wright's Laboratory

Milwaukee, Wisconsin Sept. 30 – Oct. 4, 2015

Name(s) *(to appear on ID badge)*

Professional Title/Affiliation

*(specify if you own a Wright house or are affiliated with a Wright building)*

Address

City

State

ZIP

Phone

Email

☐ Include my name, city/state and email contact on conference roster  
(Distributed only to conference attendees. ☐ Check to leave off email.)

**Deadline to register:** Friday, Aug. 28

Space is strictly limited. General registration or events may sell out before the deadline. Register early to avoid disappointment.

### Conservancy Membership

- |  |  |
|--|--|
| <input type="checkbox"/> Friend, \$50-\$99           | <input type="checkbox"/> I am new member       |
| <input type="checkbox"/> Associate, \$100-\$249      | <input type="checkbox"/> I am a current member |
| <input type="checkbox"/> Supporter, \$250-\$499      | <input type="checkbox"/> Renew my membership   |
| <input type="checkbox"/> Benefactor, \$500-\$999     | at the level indicated                         |
| <input type="checkbox"/> Leadership Circle, \$1,000+ |  |

**NOTE:** Friend and Associate members receive member price at conference and events for one person. Supporter, Benefactor and Leadership Circle members receive member price for two. Members at Associate level and higher receive benefits of the National Reciprocal Sites program and free entry to 30 Wright sites nationwide. Visit [savewright.org](http://savewright.org) for more details.



*Includes morning sessions, afternoon tours and lunch Thursday-Saturday, and silent auction reception and gala dinner Saturday. Space is limited; register early to avoid disappointment.*

- |                              |                |                |
|------------------------------|----------------|----------------|
| Member: \$595 per person     | Quantity _____ | Total \$ _____ |
| Non-Member: \$695 per person | Quantity _____ | Total \$ _____ |

- |                              |                |                |
|------------------------------|----------------|----------------|
| Member: \$695 per person     | Quantity _____ | Total \$ _____ |
| Non-Member: \$795 per person | Quantity _____ | Total \$ _____ |

	Quantity	Total \$
<input type="checkbox"/> Pre-Conference Tour: \$150		

- |  | Quantity | Total \$ |
|--|----------|----------|
| <input type="checkbox"/> Opening Reception: \$40 |          |          |

- ☐ Leadership Circle Reception Quantity \_\_\_\_\_  
By invitation only.

Dinner Meeting: \$55                      Quantity \_\_\_\_\_ Total \$ \_\_\_\_\_  
*Open to owners of Wright houses and  
 staff and docents of public sites.*

	Quantity	Total \$
<input type="checkbox"/> Conservancy Benefit: \$150		

☐ **Additional Gala Dinner Ticket: \$150**      Quantity \_\_\_\_\_ Total \$ \_\_\_\_\_  
*One admission to the silent auction reception and gala is included with general conference registration. Check only for additional tickets.*      Name \_\_\_\_\_

Entree: ☐ Beef ☐ Chicken ☐ Fish ☐ Vegetarian ☐ Vegan/Gluten-Free

- ☐
- I will NOT be attending the Gala

	Quantity	Total \$
<input type="checkbox"/> Post-Conference Tour: \$150		

Conference registration fees subtotal	\$
---------------------------------------	----

Frank Lloyd Wright Building Conservancy membership	\$
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Additional tax-deductible donation to the Conservancy \$

Total Due \$

Made payable to the Frank Lloyd Wright Building Conservancy. U.S. banks only.

- ☐ Visa    ☐ Mastercard    ☐ American Express    ☐ Discover

Name \_\_\_\_\_

### Billing Address

City

State

ZIP

**Card Number**

**Expiration Date**

Signature

\_\_\_\_\_ (Initial) I have read the liability waiver and cancellation policy and accept the terms.

Remove or photocopy form portion and return with payment.  
The office will confirm your registration via email if one is provided.

Frank Lloyd Wright Building Conservancy  
53 W. Jackson Blvd., Suite 1120  
Chicago, IL 60604

Fax to 312.663.5505 or register with a credit card at [savewright.org](http://savewright.org)

## General Information

### Cancellation Policy

If you must cancel your registration, call (312.663.5500) or send an email ([preservation@savewright.org](mailto:preservation@savewright.org)) by Aug. 28 for a full refund. Cancellations between Aug. 28 and Sept. 11 receive a 50 percent refund. Cancellations after Sept. 11 will not receive a refund.

### AIA/CES Registered Provider

AIA continuing education credits will be available for architectural tours and speaker sessions. Forms will be available at the registration desk.

### Conference Attire

Please wear comfortable walking shoes for tours. Ladies, please no high heels. Business attire is acceptable for evening receptions and the gala. Weather in the Midwest can be unpredictable and all tours are rain or shine. Average temperatures range from the high 40s to low 60s.

### Meals

Breakfast is not included in the general registration fee. Box lunches will be provided during afternoon tours Wednesday through Sunday. Saturday silent auction reception and gala dinner are included in the general registration fee.

### Special Assistance

If you require special assistance, contact the Conservancy at 312.663.5500 or [preservation@savewright.org](mailto:preservation@savewright.org) by Aug. 28.

### Transportation

Group transportation for conference registrants is provided for all events and tours. Airport/hotel transportation is not provided except on the post-conference tour. Please note group transportation to the Friday night Conservancy Benefit in Racine will commence from the SC Johnson campus in Racine, not from The Pfister. We apologize for any inconvenience.

### Liability Waiver

In consideration of my admission to the properties toured through the Frank Lloyd Wright Building Conservancy ("FLWBC"), I agree to waive, release and hold harmless the FLWBC, and the owners, operators, members, students, officers, directors, trustees, agents, successors and assigns, of each and every house and entity included in the conference, including any announced changes, from any and all claims, injuries, causes of action, demands, costs, liability and/or harm of any kind that I may have or may acquire against each of them as a result of my participation in this event. This release shall not be effective if the claim or injury is the result of the sole negligence of the named entity.



### Arthur Richards American System-Built Houses (1915)

The six structures on Milwaukee's Burnham Street exemplify Wright's lifelong interest in reasonably priced housing concepts for the middle class. The American System had been developed by Wright beginning in 1911. Arthur Richards, a Milwaukee real estate developer, had first engaged Wright to design the Lake Geneva Hotel in 1911. The structures consist of four two-story, flat-roofed stucco-clad duplexes, and two one-story cottages of different design. Nonprofit Frank Lloyd Wright Wisconsin owns and is restoring four of the buildings.



### Herbert F. Johnson House, Wingspread (1937)

Wright's home for Herbert Fisk Johnson Jr., grandson of SC Johnson founder Samuel C. Johnson, was built at approximately the same time as the Administration Building. Its construction was supervised by Wright apprentice John Lautner. The house is comprised of four zoned wings emanating from a central core in a pinwheel configuration. At the center is an elongated masonry mass containing four fireplaces on the first floor. The roof incorporates three levels of clerestory windows with a spiral staircase leading to a glass chimney-top observation platform.





PHOTO BY PATRICK MAHONEY; DETAIL BY MARK HERTZBERG

### Frederick C. Bogk House (1916)

The Bogk House is one of the few surviving Wright buildings from the period that includes notable structures such as Midway Gardens in Chicago, the Francis W. Little House in Minnesota and the Imperial Hotel in Tokyo, which have all been demolished. A concrete house with a brick veneer, the Bogk House is unique in several respects. Its extensive use of decorative concrete and the impressive abstract frieze across the front facade are precursors of the concrete block houses Wright would build in California. It is transitional and bears a strong Japanese influence, which is evident in many of the original pieces of furniture and rugs Wright designed for the interior.



### Joseph Mollica House (1958)

With four bedrooms and a garage this is the largest of the nine prefab homes Wright designed for Marshall Erdman in 1956. The gable-roofed house is a mirror image of the Erdman Prefab #1 plan and features Wisconsin limestone as a primary material. Masonite board and wooden horizontal battens complete the material palette for the exterior. Other Wisconsin homes based on the Erdman #1 plan include the Dr. Arnold Jackson, Eugene van Tamelen and Frank Iber houses.



PHOTO BY MARK HERTZBERG



PHOTO BY MARK HERTZBERG

### Annunciation Greek Orthodox Church (1956)

The Greek Orthodox community of Milwaukee commissioned Wright to design their church in 1956. Construction began five weeks after Wright's death in April 1959 and was completed by 1963. The plan of the church derives from the Greek Cross and the Hellenic Dome. The 106-foot diameter of the concrete shell roof dome is reversed into a bowl shaped seating area that forms the main worship space. The dome was originally surfaced with small blue tiles but was later replaced with an integrally colored spray applied synthetic resin. *This tour is tentative.*

### Thomas Hardy House (1905)

Completed in 1906, the Hardy House stood in stark contrast to its more traditional neighbors. The multi-level house hugs a steep site on the edge of Lake Michigan. The dining room and kitchen are set one half level below the street, while the living room is set a half level above. A third floor overlooks the living room to a dramatic lake view and contains two additional bedrooms. The house features a hip roof and stucco-clad walls with wood trim and art glass panels. The current owner has extensively restored the house inside and out.



PHOTO BY MARK HERTZBERG

### Albert Adelman House (1948)

Albert (Ollie) and Edith Adelman approached Wright with a three-acre lot and a \$75,000 budget to build their home. After two preliminary plans (including a striking multi-story design with a roof deck) were too expensive to construct, Wright proposed this tinted concrete block in-line single-story structure. A two-year restoration of the house culminating in 2013 was commissioned by the current owner, Adelman's youngest son, and overseen by The Kubala Washatko Architects. It included the installation of a large skylight initially planned for the building but omitted in the original construction, as well as a restoration of the cedar shake hip roof and geothermal wells.



PHOTO COURTESY OF THE KUBALA WASHATKO ARCHITECTS



## Morning Sessions

**Thursday, Oct. 1 8:30 a.m. – noon**

- ANNUAL MEETING** **Conservancy President Richard Longstreth**
- PANEL** **Taliesin: Preserving the Buildings**  
Jim Erickson, Ryan Hewson, Sidney Robinson (moderator)
- PANEL** **Taliesin Viewscape Conservation**  
Dave Clutter, Mike Strigel, Gary Zimmer, Sandra Shane-DuBow (moderator)
- PRESENTATION** **Taliesin Diary, 1942** – Sarah Leavitt

**Friday, Oct. 2 9:00 a.m. – noon**

- PRESENTATION** **Understanding Wright by Understanding Wright's Work in Racine** – Jonathan Lipman
- PRESENTATION** **Wingspread: Unpacking Fallingwater / Operationalizing Usonia** – Michael Desmond
- PRESENTATION** **The Architecture of Research (Johnson Wax)** – Brigid Boyle
- PRESENTATION** **An American Home by Frank Lloyd Wright (American System-Built Homes)** – Mike Lilek
- PANEL** **Saving the A.D. German Warehouse**  
Lon Arbegust, Randy Henning, Peter Rott, Ron Scherubel (mod.)

**Saturday, Oct. 3 9:00 a.m. – noon**

- PANEL** **Madison's Lamp House**  
Michael Bridgeman, Nan Fey, Ledell Zellers, Jack Holzhueter (moderator)
- PRESENTATION** **Penwern: Wright on Delavan Lake** – Mark Hertzberg
- PRESENTATION** **Wright's Annunciation Greek Orthodox Church: The Byzantine Tradition and Modern Architecture** – Joseph Siry
- PRESENTATION** **The Architecture of Nature: Frank Lloyd Wright – A Future for Structure, Shelter and Space** – Anthony Puttnam
- PRESENTATION** **Wright's Language for Unusual Finishes** – Anthony Kartsonas

## Gala and Wright Spirit Awards



Cap off the Conservancy's 26th conference on Saturday, Oct. 3 at The Pfister with our annual gala and Wright Spirit Awards. First enjoy drinks and hors d'oeuvres while placing your final bids for items in our silent auction. Then move on to dinner and the presentation of this year's **Wright Spirit Awards** to individuals and organizations from Wisconsin and nationwide who work in various ways to ensure Wright's legacy.

### Silent Auction



Donate unique memorabilia, artwork, overnight stays and more to our silent auction fundraiser! Deadline Aug. 3. Details at [savewright.org](http://savewright.org).



## Post-Conference Tour



PHOTOS BY MARK HERTZBERG (LEFT AND MIDDLE) AND GEORGE HALL



Another survey into Wright's farther-afield Wisconsin work, this half-day tour takes in three houses: Wright's **Maurice Greenberg House** (1954, left) in Dousman, with its cantilevered wraparound balcony offering treetop-level views of the valley below, and **E. Clark Arnold House** (1954, middle) in Columbus, a long, low Y-shaped design now occupied by a second generation of the Arnold family. We'll also see a unique Usonian-style design by Wright contemporary LaVerne Lantz at his own **LaVerne and Mollie Lantz House #2** (1966, right). Tickets \$150. Tour departs at 8 a.m. from Pfister and drops off at Milwaukee airport at app. 2:30 p.m. then Amtrak downtown station and returns to hotel.





**FRANK LLOYD WRIGHT  
BUILDING CONSERVANCY**

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## Tour 15+ Wright Buildings!

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