



THE FRANK LLOYD WRIGHT BUILDING CONSERVANCY
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Frank Lloyd Wright: On Home Ground



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Frank Lloyd Wright: On Home Ground

THE FRANK LLOYD WRIGHT BUILDING
CONSERVANCY ANNUAL CONFERENCE

MADISON, WISCONSIN
OCTOBER 13-17, 2004



“This Wisconsin valley with the spring-water stream winding down as its center line has been looked forward to or back upon by me and mine from all over the world, as home. And I come back from the distant, strange, and beautiful places that I used to read about when I was a boy, and wonder about: yes, every time I come back here it is with the feeling that there is nothing anywhere better than this is. . . .Wisconsin soil has put sap into my veins.”

— Frank Lloyd Wright, from “Why I Love Wisconsin”
for Wisconsin Magazine, 1932



Frank Lloyd Wright: On Home Ground

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INTRODUCTION

During his long and productive career, Frank Lloyd Wright traveled extensively and at various times maintained studios in Chicago, Oak Park, Fiesole (Italy), Tokyo, Hollywood, Chandler (Arizona), Scottsdale, New York, and San Francisco. Yet he always regarded Wisconsin as home and Taliesin, begun in 1911, as his anchoring place of work. He formed close associations with leading figures in Wisconsin and found some of his most enthusiastic and understanding clients in that state.

For his Wisconsin clients Wright produced a broad range of designs that particularly suited their locale. Accounts list nearly 150 projects for the state he regarded as home; nearly half of these were realized, and close to half of those were in the Madison area. These Wisconsin designs begin with the first Hillside Home School (Spring Green, Wisconsin, 1887, on land that would later become part of Taliesin) and continued through the Erdman Prefab No. 3 (Madison, 1959, unbuilt). They range in size from the Mendota Lake Boathouse (Madison, 1893) to Monona Terrace (Madison), a design begun in 1938 and only completed, in modified form, in 1997. Most were widely acclaimed, none more so than the Johnson Wax Administration Building (Racine, 1936).

Among his designs for Wisconsin houses, some were exceedingly small (Seth Peterson cottage, Lake Delton, 1958), some extremely large (Wingspread, Wind Point, 1937), and some designed as leisure retreats (Delavan Lake cottages). They also included the prototypical solution for the modern middle-class suburban dwelling (Jacobs House I, Madison, 1936) – widely regarded as the first of the Usonian – as well as proposals for the American System Built Homes and the Erdman Prefabs. When he gave form to his imagined Broadacre City, it was Wisconsin farmland that provided an ideal model. And it was in Wisconsin that he founded the Taliesin Fellowship, a school destined to sustain his name and his practice for years to come.

The first session of the conference, on Thursday morning, will provide an introductory overview of Wright's work in Wisconsin as well as an account of Monona Terrace, where the conference will be held. Focus sessions that morning will include one on Taliesin, dealing in particular with current restoration efforts. During the afternoon, visits will be made to Madison Prairie houses by Wright and other architects. The afternoon tours will conclude with a reception at the Unitarian Meeting House (1947), where Robert Campbell, architecture critic for the *Boston Globe*, will deliver the keynote address.



Photo © Pedro E. Guerrero 2004 TPI

LIVING ROOM AT TALIESIN, SPRING GREEN, WI

Friday sessions will focus on Wright's many designs for Wisconsin dwellings and related designs in other states. The first speakers will discuss Wright's ideals and objectives in these designs, relating his concepts to broader currents of the time. The prototype he designed for *Life* magazine, its nearly complete realization in Wisconsin, and its competing rival in *Life* will also be discussed. At the end of the morning, Wright's ongoing campaign to make his houses both affordable and widely available will be examined through presentations on the American System Built Homes and the Erdman Prefabs, both Wisconsin-based. Taliesin – perhaps the greatest house of them all – will be visited during the afternoon.

Saturday morning sessions will deal with issues of Wisconsin landscape as they relate to work by Wright, including not only his proposals for landscapes themselves, but also his imagined images of native America. Designs for summer camps that celebrated their landscapes – in particular, the Delavan Lake cottages – will also be discussed. During the afternoon, visits will be made to Wright's Usonian houses in the Madison area. The day will conclude with the Gala Dinner. Pedro Guerrero, the famed photographer who gave special shape to so much of Wright's work, will be the speaker.

Focus sessions on Thursday and Saturday mornings will provide opportunities to discuss technical and other thematic issues related to the conservation and appreciation of Wright's work. Held concurrently, these small group breakout sessions allow conference attendees to engage in a one hour in-depth discussion of a particular topic.

Two pre-conference tours will be held on Wednesday, giving conference attendees opportunities to travel to Milwaukee for a day of touring Wright properties and the Milwaukee Art Museum, or to stay in Madison and visit three local institutions for behind-the-scenes visits of their Wright holdings.

Post-conference events include a champagne brunch at the Eugene A. Gilmore house which is perched high above Madison and offers commanding views of downtown, the University and all four of Madison's famous lakes, and a tour of Delavan Lake and the cluster of summer homes Wright designed for his Chicago clients.



The Frank Lloyd Wright Building Conservancy

The Frank Lloyd Wright Building Conservancy is celebrating its 15th anniversary in 2004. Its mission, to facilitate the preservation of the remaining structures designed by Frank Lloyd Wright, is just as vital today as it was when the organization was founded in 1989.

The Conservancy's history began in the mid-1980s, when many individuals were disturbed by the wanton disregard for Wright's contribution to America's architectural legacy. After the tragic demolition of the Larkin Administration Building, the Imperial Hotel, the Francis W. Little House II, and many more of his designs, Wright building administrators nationwide decided to fight this trend by organizing to share information and initiate advocacy. After an initial meeting in Buffalo, NY, the group's annual conferences were expanded to include all Wright building owners. In June 1989, at a planning conference underwritten by the Johnson Foundation at Wingspread, Wind Point, WI, and attended by Wright scholars, homeowners, building administrators, and leaders in historic preservation, The Frank Lloyd Wright Building Conservancy was officially organized. The following March, after a meeting and conference at Taliesin West, the Conservancy was incorporated as a 501 (c)(3) organization in the State of Illinois.

As a not-for-profit organization, the Conservancy is open to anyone interested in Wright, including architects, scholars, preservationists, architecture buffs, artisans and especially Wright building owners. This vital network of dedicated members links individuals and organizations whose shared enthusiasm, expertise and resources make a critical difference in the survival of Wright's work. The Conservancy's web site, www.savewright.org, which debuted in early 1996, continues to be a heavily visited site and has expanded our exposure to include hundreds of inquiries from an international audience.

In our 15th year of operation, we are proud to report that not one Wright building has been destroyed since the Conservancy's formation. But the fight is not over. Wright buildings are threatened every day by neglect, encroaching development, and sometimes, custodians who are unable to care properly for Wright's work. We urge our members to become more involved by volunteering their time for our projects, programs, and committees. We at the Conservancy know that our success is due to our members' dedication to our mission and we thank you for your continued support.

GENERAL INFORMATION

Conference Registration Desk/On-site Office

Conference registration packets can be picked up at the Conference registration desk located at Monona Terrace. The registration desk is open Wednesday from 7:30 a.m. to 4:00 p.m. On Thursday, Friday and Saturday, the registration desk will be open from 7:30 a.m. to 1:00 p.m. You must have your name badge to attend all events and tours.

10th Annual Silent Auction

A major fundraiser benefiting the Conservancy's various programs, the Silent Auction offers unique and wonderful items as well as opportunities for special events and overnight stays at various Wright sites. After you register for a personal bid number at the registration desk, you may preview and bid on these items throughout the conference. Join the other conference attendees for hors d'oeuvres and cocktails (no host bar) during the Silent Auction reception, held before the Gala Dinner. The reception begins at 6:00 p.m. with final bidding closing promptly at 7:00 p.m. Don't miss out on this exciting experience and the chance to help the Conservancy!

Meals

A regular feature of our conferences is the continental breakfast served Thursday, Friday and Saturday mornings from 7:30 a.m. to 8:30 a.m. Lunch in connection with the afternoon tours on Thursday, Friday and Saturday is included in the general registration fee. If additional cost events include a meal in their fee, it will be stated in the event description.

If attending an evening event that states hors d'oeuvres will be served, please consider this an elegant snack which gives you the opportunity to visit, on your own, a local Madison restaurant for dinner afterwards. Events which include dinner will be clearly stated.

Schedule

Please be aware that each session will start precisely at its scheduled starting time; sessions will not be delayed waiting for latecomers. The timing for each session must be strictly adhered to in order to stay on schedule with the afternoon tours. Thank you in advance for your promptness!



Volunteers

This Conference would not be a reality had it not been for all of our volunteers who have graciously given of their time and energy to make this Madison Conference happen. Please remember to thank these people who are truly giving the *Wright way!*

AIA Registered Provider Information

Continuing in the tradition of the Conservancy's dedication to education, AIA continuing education credits will be available again this year. Please pick up the Form C-1 at the registration desk, check off the attended sessions, sign on the signature line, making sure to include your AIA number, and return to the registration desk before 1:00 p.m. on Saturday, October 16. *If your form is not signed or if you neglect to turn the form in at the registration desk, you will not receive your credits.* Please contact the Conservancy's office at 312.663.5500 or preservation@savewright.org if you have questions or problems.

Photography/Video Policy

Participants of tours and events are welcome to bring cameras. However, for security reasons, no photographs or videos of the interior of private homes are allowed. When taking pictures of the exteriors, please respect the time schedule as the tours are on a tight travel schedule to and from tour sites. Videos of Conference Speakers are available after the Conference from Video ARCHives. Please contact the Conservancy's office at 312.663.5500 or preservation@savewright.org for more information on purchasing videos.

Conference Attire

Please wear comfortable walking shoes for all tours; remember that "spiked" heels damage floors. We recommend the following for your attire:

Lectures/Tours: casual attire

Evening Receptions: business dress

Gala Dinner and Wright Spirit Awards Ceremony: business or evening attire (black tie not required)

Weather in Madison in October can be unpredictable, but the average high temperature for the month is 59 degrees, average low temperature is 37 degrees. Dressing in layers is recommended. Also, bring an umbrella!

Group Transportation

Group transportation will be provided for all events and tours. Buses will depart from and return to Monona Terrace. We request that you use the transportation provided, as parking is either limited or not available at any of the sites. If a bus arrives at Monona Terrace late from an afternoon tour, the Conservancy will hold the final bus departing for the next event ten minutes past the late bus' arrival. **If you miss the transportation provided for either the trip to the event or the return trip to Monona Terrace, it is your responsibility to find and pay for alternative transportation.**

Pets

Pets are not allowed at the Hilton Madison Monona Terrace, Monona Terrace, or at any of the conference's associated tour sites. The only exception is guide dogs for persons requiring additional assistance.

Special Requests/Assistance

If you require any special services or assistance, please contact the Conservancy's office at 312.663.5500 by September 24. After this date, we may not be able to accommodate your request. Please note any dietary restrictions on the registration form.

Smoking Policy

Smoking is prohibited on any transportation, tours or events unless specifically noted at the public sites.

Photo by Bill Martirelli



THE LOUIS SULLIVAN DESIGNED HAROLD AND JOSEPHINE BRADLEY HOUSE I, SITE OF THE BENEFIT DINNER ON FRIDAY EVENING, OCTOBER 15. SEE PAGE 25 FOR DETAILS.



REGISTRATION

Conference Pre-Registration

This year's conference is limited to 265 full conference participants. Registration for events and tours will be taken on first-come, first-serve basis. Please note that this year's conference has a number of limited attendance elements, so register early.

Please reference the registration form for all prices. There is no reduction in fee for meals not taken or events and sessions not attended. The deadline for General Conference Registration is September 24. There is a \$100 incremental fee applied to the full registration price after this date.

Payment Policy

In order to reserve your spot, please send your payment with your registration. The Conservancy accepts cash, personal checks (U.S. funds only), American Express, Discover, MasterCard and Visa. Make checks payable to The Frank Lloyd Wright Building Conservancy.

Confirmation Policy

Registrants will receive written confirmation either by fax or e-mail, depending on when your registration form was received. Registrations received after 5:00 p.m. Central Time on Friday, October 8, will not receive written confirmation.

Cancellation Policy

If for any reason you must cancel, please contact the Conservancy office by Friday, September 24. If there is not another registrant to fill your spot after this date, you may not receive a refund.

ACCOMMODATIONS

Monona Terrace Community and Convention Center

First proposed in 1938, Monona Terrace is a testament to the genius of Frank Lloyd Wright and the controversy both he and his design created. Of his plans, Wright said the building would be "the long awaited wedding between the city and beautiful Lake Monona." It was a long wait. Completed in 1997, the building now serves as a state-of-the-art convention center, community gathering place and tourist destination.

The Hilton Madison Monona Terrace

The Hilton Madison is adjacent to Monona Terrace and is connected via an enclosed climate controlled skywalk. When calling to make your hotel reservations, please refer to the "Frank Lloyd Wright Building Conservancy reservation." The rate you will receive is \$139 (plus tax) for single/double occupancy. The number of rooms available at this conference rate is limited. You are urged to make your reservations at the earliest possible date. Reservations must be made before September 12 to receive the discounted rate.

Contact information:

Hilton Madison Monona Terrace
9 East Wilson Street
Madison, WI 53703
1.608.255.5100
1.800.HILTONS, reference staying at the
Hilton Madison Monona Terrace

If you would like a roommate, please call the Conservancy office at 312.663.5500 and a list of people willing to share a room will be provided. The Conservancy assumes no risk or liability for any roommate arrangements you make with the names provided.

Parking

Parking is \$10 a day for hotel guests in the parking lot underneath the hotel. Valet service is an additional \$4. Commuters to the conference may park at the hotel for \$1.50/hour. Or, commuters may park at Monona Terrace's parking garage at a rate of 90 cents/hour (after 5:00 p.m. and on weekends there is a flat \$3 fee). However, limited space is available at Monona Terrace's parking garage, so it is recommended to use the Hilton garage for long-term and overnight parking.



SCHEDULE OF EVENTS

TUESDAY, OCTOBER 12

EVENING

4:30 p.m. – 7:00 p.m.

Leadership Circle Reception:

Taliesin Residences at Shepard Terrace

Busses will begin boarding at 4:30 p.m. and depart promptly at 4:45 p.m. from Monona Terrace.

Visit for a few hours at two wonderful homes designed by Wright's right and left hands – architects William Wesley Peters and John H. Howe.

These homes of the early 1960s showcase the individual talents of Wright's two most trusted colleagues. Built on adjacent lots that were classified as un-buildable, each home displays the same sensitivity to the site, the client's needs, and commitment to Wright's philosophy. The homes relate to the rugged site, to each other, and yet are truly individual responses.

The two homes are complete down to the detail of the original furnishings and fabrics. Visit with the current and original owners and savor the work of Wright's apprentices. Wine and heavy hors d'oeuvres will be served. Attendance is free and is limited to Leadership Circle members. Contact the office for information on joining the Leadership Circle.

7:00 p.m.

Wright Lecture Series: Frank Lloyd Wright and the Inspiration of Japan presented by Margo Stipe, Registrar and Art Collection Administrator – Monona Terrace Lecture Hall

We are fortunate that an installment of the fall "Wright Lecture Series," an ongoing lecture program at Monona Terrace, will coincide with our conference. Registrants are invited to join the general public in attending this free lecture. Since the program is not a conference-sponsored event, no registration is necessary. Please join us!

Frank Lloyd Wright admitted to only three influences: Louis Sullivan, the Froebel gifts, and the Japanese woodblock print. Of these, the print is the most in evidence. Wright openly admired the art and culture of Japan and amassed a remarkable collection of screens, textiles, pottery, lacquer and budist sculpture which he tastefully incorporated into his architectural spaces. But he also drew spiritual sustenance and inspiration from these "messengers to taliesin." This presentation takes a broad look at Wright's long association and fascination with Japan and how it inspired his life and work.

This event is co-sponsored by the Southwest Chapter AIA Wisconsin, Frank Lloyd Wright® Wisconsin, and Monona Terrace.

WEDNESDAY, OCTOBER 13

MORNING

General Registration

General registration begins at 7:30 a.m. and continues until 4:00 p.m. at Monona Terrace.

AFTERNOON

11:15 a.m. – 5:30 p.m.

Pre-conference tour: Milwaukee

Bus will begin boarding at 11:15 a.m. and depart promptly at 11:30 a.m. from Monona Terrace. Box lunches will be served en route to Milwaukee.

The first stop will be the spectacular expansion of the **Milwaukee Art Museum**, designed by renowned Spanish architect Santiago Calatrava. The first Calatrava building in the United States boasts a 90-foot high glass-walled hall enclosed by the Burke Brise Soleil, a sunscreen that can be raised or lowered creating a unique moving sculpture. There will be a guided architecture tour of the building, followed by some free time to explore on your own.

Next will be a visit to Frank Lloyd Wright's **Frederick C. Bogk House** (1916). Built during the period of the Imperial Hotel's construction, the structure has a strong Japanese influence. Featuring original furnishings, decorative concrete inside and an abstract frieze on the exterior, it is one of the few remaining examples of Wright's work from this period.

Developer **Arthur L. Richards** gave Wright an opportunity to put into practice his interest in low-cost housing by having Wright design a series of moderately priced apartments and single-family homes in Milwaukee. Four duplex apartments and two bungalows (1916) were the result. The structures were based on the **American System Built** process, eliminating the need for skilled carpentry by providing a kit of pre-cut lum-



MILWAUKEE ART MUSEUM BRIDGE



REGISTRATION FORM

Frank Lloyd Wright: On Home Ground

MADISON, WISCONSIN
OCTOBER 13-17, 2004

WEDNESDAY, OCTOBER 13

ber. We will have access to one duplex that has been painstakingly converted into a single family home. **This event requires an additional fee, which includes lunch and museum admission fees. Attendance is limited.**

Bus will return to the hotel and Monona Terrace by 5:30 p.m.

1:45 p.m. – 5:00 p.m.

Pre-conference tour: "Wright Rarities" in Madison

Bus will begin boarding at 1:45 p.m. and depart promptly at 2:00 p.m.

A rare behind-the-scenes visit to a cluster of three Madison institutions whose Wright holdings constitute the second-largest group of research material in the U.S. The Wisconsin Historical Society owns about 100 Wright drawings, 8,000 photographs, and numerous other materials. You can examine "Home Ground" items centering on Taliesin and the Fellowship as well as the drawings for the Rhododendron Chapel at Fallingwater. A block away, the Elvehjem Museum of Art is mounting an exhibition related to Wright's Japanese print collection, but you will have a private tour of the print room and see the museum's Wright holdings, including furniture. At the university's Memorial Library, the special collections curators will show you a surprisingly large collection of Wright-related publications and documents (ranging from the *Wasmuth Portfolio*, *Eve of St. Agnes*, *House Beautiful* of 1896, to Wright's parents' divorce file). **This event requires an additional fee which includes museum admission fees. Attendance is limited.**

Bus will return to the hotel and Monona Terrace by 5:00 p.m.

EVENING

5:45 p.m. – 8:00 p.m.

Opening Reception: Madison's New Overture Center

A five block walk from conference hotel. Or, the shuttle from Monona Terrace begins boarding at 5:45 p.m.

See Cesar Pelli's most recent arts center and theater. The \$100 million Overture Center – a gift to the city by a single donor – opens in September 2004 and will be home to the Madison Symphony Orchestra and Madison Opera among other local arts groups. The Promenade Terrace is available for the Conservancy's opening reception where we will enjoy wine and heavy hors d'oeuvres. **This event requires an additional fee. Attendance is limited.**

Buses will shuttle back to the hotel and Monona Terrace.

OR Evening on Your Own

Schedule continues on page 19.

Please complete and return with your payment to:

The Frank Lloyd Wright Building Conservancy
53 West Jackson Boulevard, Suite 1334
Chicago, IL 60604

Faxed registrations accepted if paying by credit card. Fax to 312.663.5505. You may also register online at www.savewright.org.

One registration per form (please copy for additional registrations).

PLEASE TYPE OR PRINT

- Please check this box if any part of your contact information has changed so that we may update our records

NAME *(as you wish it to appear on badge)*

AFFILIATION *(professional title, or other information to appear on badge – please note if you are a Wright homeowner or professionally affiliated with a Wright Building)*

ADDRESS

CITY STATE ZIP

DAYTIME PHONE EVENING PHONE

FAX E-MAIL
Please provide your email address to receive event updates and periodic news about the Conservancy.

- Do not include my street address in conference roster
- Do not include my phone number or e-mail in conference roster

Membership

- Current Conservancy Member
- I wish to be a new or renewed member of the Conservancy:
 - \$50 - \$99 Friend \$500 - \$999 Sponsor
 - \$100 - \$199 Associate \$1000 and above
 - \$200 - \$499 Supporter Leadership Circle

Questions? Contact the Conservancy office at 312.663.5500 or by e-mail to preservation@savewright.org.



Frank Lloyd Wright: On Home Ground

Please indicate your preference by checking the appropriate box and extending the amount to the right if there is a charge.

FULL REGISTRATION	TOTAL
General Registration (through September 24)	
<input type="checkbox"/> Member \$500 per person	\$ _____
<input type="checkbox"/> Non-Member \$550 per person**	\$ _____
Late Registration (after September 24*)	
<input type="checkbox"/> Member \$600 per person	\$ _____
<input type="checkbox"/> Non-Member \$650 per person**	\$ _____

PLEASE CHECK ALL BOXES FOR SESSIONS AND TOURS YOU PLAN TO ATTEND.

Tuesday, October 12

Leadership Circle Reception

- Open to Leadership Circle members only

Wednesday, October 13

Pre-Conference Tours –

(each tour is limited to first 50 people to register)

- \$75 Milwaukee Tour \$ _____
- \$45 Wright Rarities \$ _____

Opening Night Reception

- \$65 additional fee \$ _____

Thursday, October 14

Breakfast

(included with full conference registration, no discount for not attending)

Public Sites Networking Breakfast

- \$30 additional fee \$ _____

Lectures and Tours

(included with full conference registration, no discount for not attending)

Focus Sessions I (select one)

- I. Taliesin – The Problem of Working with a Laboratory
- II. Maintenance Planning for Wright Homeowners
- III. Advocacy Updates
- IV. Wright Fundamentals for Public Sites
- Not attending a Focus Session

Keynote Address

(included with full conference registration)

Friday, October 15

Breakfast

(included with full conference registration, no discount for not attending)

Lectures and Tours

(included with full conference registration, no discount for not attending)

Benefit: A Night at the Bradley House

- \$150 additional fee \$ _____
- (limited to first 125 people to register)*

Saturday, October 16

Breakfast

(included with full conference registration, no discount for not attending)

Homeowner's Breakfast Yes No

(no additional charge – for Wright homeowners only)

Lectures and Tours

(included with full conference registration, no discount for not attending)

Focus Sessions II (select one)

- I. Restoration of the Avery Coonley House
- II. Bringing the Madison Components of Wright's Autobiography to Life
- III. Unitarian Meeting House Roof Structure Investigation and Repair
- IV. Wright and Froebel for Public Site Educators
- Not attending a Focus Session

Gala Dinner, Wright Spirit Awards Celebration and 10th Annual Silent Auction Finale

(included with full conference registration, no discount for not attending)

- \$75 Guest *(non-conference registrant)* \$ _____

Sunday, October 17

Post-Conference Events

- \$125 8:30 a.m. – 5:30 p.m. Champagne Brunch at the Eugene A. Gilmore House and Tour of Delavan Lake properties \$ _____
- (limited to first 35 people to register)*
- \$75 10:00 a.m. – 12:15 p.m. Champagne Brunch at the Eugene A. Gilmore House \$ _____
- (limited to first 35 people to register)*
- \$75 8:45 a.m. – 3:30 p.m. A Tour of Delavan Lake properties \$ _____
- (limited to first 50 people to register)*
- \$75 10:45 a.m. – 5:30 p.m. A Tour of Delavan Lake properties \$ _____
- (limited to first 50 people to register – preference will be given to those attendees who have registered for the combined champagne brunch and Delavan Lake tour)*

REGISTRATION FEES SUBTOTAL \$ _____



GENERAL INFORMATION

Special Dietary Needs: _____

HOTEL RESERVATIONS

Please make your own reservations at the Hilton Madison Hotel by calling 1.800.HILTONS. Please reference staying at the Hilton Madison Monona Terrace. Be sure to mention that you are with The Frank Lloyd Wright Building Conservancy.

Please check one:

- Staying at the Hilton Madison Monona Terrace
 Commuting to conference

PAYMENT

FLWBC new/renewal membership fee*** \$ _____
Registration fees subtotal (from previous page) \$ _____
Additional contribution*** \$ _____

TOTAL DUE \$ _____

PAYMENT METHOD

Check enclosed for \$ _____ (made payable to The Frank Lloyd Wright Building Conservancy, U.S. Funds only, drawn on a U.S. Bank)

Please charge my:

- Visa MasterCard Discover American Express

NAME (as it appears on card) _____

CARD NUMBER _____ EXP. DATE _____

SIGNATURE (for credit card users only) _____

* Registrations received after October 8 will not receive written confirmation.

** The non-member rate includes a tax-deductible contribution of \$50 and a one-year complimentary membership to the Conservancy.

***The benefits of membership are of nominal cash value and no goods or services as defined by the Internal Revenue Service have been provided in consideration of this gift and therefore, your gift constitutes a charitable contribution for tax purposes.

By completing this form, the registrant acknowledges that they have read and understood the cancellation policy on page 10 of this brochure.

SCHEDULE OF EVENTS (CONTINUED)

THURSDAY, OCTOBER 14

MORNING

General Registration

General registration begins at 7:30 a.m. and continues until 1:00 p.m. at Monona Terrace.

7:30 a.m. – 8:30 a.m.

Continental Breakfast at Monona Terrace

7:30 a.m. – 8:30 a.m.

Public Sites Networking Breakfast at Monona Terrace Broadening Our Audiences

Join your colleagues from other public Wright sites to hear about the Terrace Town project at Monona Terrace and review the ways in which your site is working to bring in new or more diverse audiences. This event requires an additional fee.

8:30 a.m. – 12:30 p.m.

Silent Auction open

8:30 a.m. – 8:45 a.m.

Welcoming Remarks

Ronald Scherubel, Executive Director, The Frank Lloyd Wright Building Conservancy

President's Remarks and the Year in Review

Timothy Quigley, President, The Frank Lloyd Wright Building Conservancy

8:45 a.m. – 9:15 a.m.

How "Academic" is Frank Lloyd Wright's "Organic" Architecture?

Narciso Menocal, Professor of Art History, University of Wisconsin-Madison

Noted Sullivan and Prairie School scholar, Professor Menocal, who is speaking on his home ground, will open the speaker sessions with a presentation addressing this fundamental theme in Frank Lloyd Wright's architecture. Professor Menocal will also examine aspects of Wright's use of geometry and its meaning in his compositions.

SESSION I: Frank Lloyd Wright in Wisconsin

9:15 a.m. – 9:45 a.m.

Wright in Racine

Mark Hertzberg, Director of Photography, Racine Journal Times Wright's work in Racine can be seen as representing every significant stage of his career after 1900 (with the exception of the California textile block houses). This talk will review the wide range of that work. It will begin with the newly discovered Miles House remodeling project (1901) and include such built examples as the Hardy House (1905), Wingspread (1937), and



the Administration Building (1936; additions, 1951) and Research Tower (1944) for S.C. Johnson & Son. Unbuilt examples to be discussed are two projects for the YWCA (1949 and 1950) and an obscure design for community housing (late 1940s).

9:45 a.m. – 10:00 a.m.
BREAK

10:00 a.m. – 10:30 a.m.
Between Europe and Japan: The Frederick C. Bogk House and related Wisconsin Commissions

Paul Kruty, Professor of Architectural History, University of Illinois, Urbana-Champaign

The Bogk House (Milwaukee, 1916) is one of Wright's few dwellings constructed in the years between his extended sojourn in Europe and his departure for an extended sojourn in Japan. The talk will situate the Bogk house in this intermediate period by briefly exploring its design and construction, its client, and its relationship with Wright's other Wisconsin work of the decade. In addition to Taliesin, this work included such diverse projects as the Lake Geneva Inn (1911), the A.D. German Warehouse (Richland Center, 1915), and several unbuilt houses. The Bogk house offers a unique understanding of Wright's development in these years.

10:30 a.m. – 11:00 a.m.
The Long Evolution of Monona Terrace

Tony Puttnam, Architect, LLC, Madison, and member, Frank Lloyd Wright Fellowship

From its inception in 1938 until its completion in 1997 – a period just short of sixty years – Monona Terrace evolved through at least eight different iterations. Beginning with Wright's first conceptual sketches, this talk will trace the history of the designs, explaining how and why they changed. An outstanding example of urban design, Monona Terrace forges a grand unity between the State Capitol and Lake Monona, affirming Wright's skill in projects of this scale. As project architect for the realized Monona Terrace Community and Convention Center, Puttnam brings unique insights to the topic.

11:00 a.m. – 11:15 a.m.
BREAK

11:15 a.m. – 12:15 p.m.

FOCUS SESSIONS I

Please reference your registration packet for Focus Session room assignments.

I. Taliesin – The Problem of Working with a Laboratory

As Frank Lloyd Wright made many changes to Taliesin, some documented, some not, the challenges exponentially increase when faced with determining an on-going preservation plan. Learn about the many mysteries being solved concurrently with new mysteries being discovered, through physical evidence contained within the structure itself, as well as the process of studying such a complex structure. Carol Johnson, Director, Taliesin Preservation, Inc. and Mary Keiran Murphy, Historian, Taliesin Preservation, Inc.

II. Maintenance Planning for Wright Homeowners

This interactive session will educate homeowners to recognize potential maintenance problems early, as well as how to plan and budget for routine maintenance in order to circumvent the need for expensive and extensive restoration projects. Lauren Pinney Burge, AIA, principal architect in charge of the restoration of the Westcott House (Springfield, OH) and John Origlio, AIA, architect for the ongoing restoration of several Usonian houses in Ohio.

III. Advocacy Updates

Ron Duplack, VP of Preservation Services, FLWBC, Ron Scherubel, Executive Director, FLWBC, and other members of the FLWBC Advocacy Committee will discuss the Conservancy's advocacy mission, current projects and strategies.

IV. Wright Fundamentals for Public Sites

What are the most important things to be conveyed on a tour of a Wright site? Is Wright's personal life important or not? How do we support what we say about Wright's architecture? Through discussion, a short video presentation, and comments from docents at a variety of Wright sites, we will address these questions. Plan to bring tour outlines or docent handbooks to share and review with your peers. Hetty Startup, VP of Education and Outreach, FLWBC.

12:15 p.m. – 12:45 p.m.

Box lunch will be served at Monona Terrace.

AFTERNOON / EVENING

12:45 p.m. – 7:00 p.m.

Tour: Prairie School Houses in Madison

Buses begin loading at 12:45 pm and depart promptly at 1:00 p.m. from Monona Terrace.

This afternoon we will visit the Lamp House (Wright, 1903), built for Wright's childhood friend Robie Lamp. The house sits on a center-block parcel only a block and a half from the



Capitol Square. The plan of the house was perfected in Wright's famed *Ladies Home Journal* "Design for a \$5,000 Concrete House". We will also visit the Elliott house (George Washington Maher, 1910), one of Maher's smaller dwellings with his characteristic symmetrical simplicity. The architect's trademark arch over the doorway is echoed in the interior, particularly in the living room's unique fireplace. A walking tour of the University Heights neighborhood, a National Register Historic District, will feature exterior views of Wright's Gilmore House (1908), Louis Sullivan's Bradley House (1908-1910), and several other Prairie residences. Guided tours will be offered at the Unitarian Meeting House (Wright, 1947) where the famous "folded hands" prow, reflected in the diamond grid plan, influenced countless churches, commercial buildings and residences around the United States. Wear good walking shoes and clothing appropriate for Madison's variable October weather.

4:30 p.m. – 7:00 p.m.

**Reception and Keynote Address:
Unitarian Meeting House**

Robert Campbell, *Boston Globe* architecture writer

Buses will take you directly from afternoon tours to the Meeting House, recently named a National Historic Landmark, where light hors d'oeuvres and beverages will be served. Mr. Campbell will speak in the auditorium from the same pulpit that Wright used in 1951, just as the building was being completed.

Buses will return to the hotel and Monona Terrace immediately following the address.

Evening on Your Own



Photo by Bill Martinelli

LAMP HOUSE (1903), MADISON, WI

FRIDAY, OCTOBER 15

MORNING

General Registration

General registration begins at 7:30 a.m. and continues until 1:00 p.m. at Monona Terrace.

7:30 a.m. – 8:30 a.m.

Continental Breakfast at Monona Terrace

8:30 a.m. – 11:30 a.m.

Silent Auction open

SESSION II: Frank Lloyd Wright and the Ideal House

8:30 a.m. – 9:00 a.m.

Wright's Housing for the Many, 1900 – 1959

John O. Holzhueter, Historical Consultant,
Mazomanie, Wisconsin

The quest for a well-designed, low-cost, life-enhancing house has long engaged architects. Wright rose to this challenge with exceptional sensitivity to his society as it was changing around him. These changes involved varied needs of the family and changing economic realities of America. The success of these designs varied for his Wisconsin clients, but all reflect his deep sense of social responsibility. Focused on a selection of these houses, this talk will review questions of design related to clients, specific sites, plans, and materials.

9:00 a.m. – 9:30 a.m.

Wright's Vision of the House Beautiful

Virginia Boyd, Professor, Department of Environment, Textiles and Design, University of Wisconsin-Madison

The phrase "the house beautiful" appeared at the end of the nineteenth century, part of a design and social reform movement that reflected a belief that the quality of life could be improved through addressing the design of the material environment. It implied not only aesthetic goals, but also a broader moral connotation that the home was the source of cultural and ethical values, the place where individuals became productive citizens contributing to the betterment of society. Wright's commitment to this ideal, evident early in his career, took on new interpretations and energy after World War II, when he was responsive to profound changes in the American lifestyle. This talk will present ways that Wright implemented his "house beautiful" ideal in Wisconsin examples.

9:30 a.m. – 10:00 a.m.

'Style all the While': Wright's House for Life Magazine and Two Rivers, Wisconsin

Jane King Hession, Independent Scholar, Author,
Edina, Minnesota

In 1938, Wright was among eight architects invited by *Life* magazine to design houses for typical American families. Wright's modern design for a family in Edina, Minnesota, was



paired with a traditional design by Royal Barry Wills. The family built Wills's Cape Cod-inspired house, and Wright recycled his design a year later as the Bernard Schwartz house, built in Two Rivers, Wisconsin. The two designs will be compared in this talk, which will also consider why tradition at first won out and how Wright's original design later inspired other examples.

10:00 a.m. – 10:15 a.m.
BREAK

SESSION III: Making the Ideal House Affordable

10:15 a.m. – 10:45 a.m.
The American System-Built Homes in Milwaukee
Mike Lilek, Frank Lloyd Wright Wisconsin Heritage Tourism Program

The cluster of American System-Built homes erected in Milwaukee includes six designed by Wright, which are important examples of his early efforts at low-cost housing. A driving force behind these houses was the Milwaukee developer, Arthur Richards, who collaborated with Wright in their design. The history of the houses, including Richards' role in their manufacture and distribution, the development of the Burnham Street demonstration project, and the current state of the houses, will be subjects of this talk.

10:45 a.m. – 11:15 a.m.
Frank Lloyd Wright and Marshall Erdman: A Unique and Productive Collaboration
Daniel Erdman, Architect, Madison

Wright and Erdman's ten-year relationship began with the construction of the Unitarian Meeting House from 1947-51, but it was their collaboration in producing prefabricated houses, beginning in 1954, that has attracted greater attention. Eleven examples of three prototypes were realized, reflecting Wright's long interest in producing affordable housing through various systems of prefabrication. Drawing on family archives, this talk will examine the interaction between architect and builder, explaining business aspects and ultimately the financial losses that were incurred.



Photo © Pedro E. Guerrero 2004 TPI

TALIESIN, SPRING GREEN, WI

AFTERNOON

11:45 a.m. – 5:30 p.m.
Tour: Taliesin, Spring Green

Box lunches will be served on board buses en route. Buses begin loading at 11:45 a.m. and depart promptly at 12:00 noon from Monona Terrace.

Following his departure from family and practice in Oak Park, Illinois, Frank Lloyd Wright settled in the valley of his maternal Welsh ancestors. Here he built his home and studio, Taliesin ("Shining Brow" 1911), amidst other structures he had already designed for Lloyd-Jones relatives. This tour will highlight preservation efforts at Taliesin and at Tan-y-deri ("Under the Oaks" 1907), home to Wright's sister, Jane Wright Porter. Also featured on tour is Hillside Home School (1902), designed for two aunts' progressive boarding school and converted to house Fellowship activities. We'll visit the seldom-opened Unity Chapel (1886) by Joseph Lyman Silsbee, the first building on which Wright worked, and walk the grounds of the adjoining cemetery where Wright was interred in 1959. Tours will also stop at the Frank Lloyd Wright Visitor Center, originally designed as Riverview Terrace in 1953. Wear comfortable walking shoes and outdoor clothing suitable for variable October weather.

All buses will return to the hotel and Monona Terrace by 5:30 p.m.

EVENING

6:30 p.m. – 9:00 p.m.
Frank Lloyd Wright Building Conservancy Benefit, Bradley House

Buses begin boarding at 6:30 p.m. and depart promptly at 6:45 p.m. from Monona Terrace.

Wright's "Lieber Meister", Louis Sullivan designed this grand and well detailed Prairie School house (1908) for Harold and Josephine (Crane) Bradley. The couple – he a professor at the University of Wisconsin and she the granddaughter of the Crane plumbing magnate in Chicago – received the home as a wedding gift from her father. Steel cantilevers, sheathed with extensive quatrefoil ornament, and octagonal projections distinguish the house. In concept the house borrows from Wright's prairie work – the teacher, Sullivan, imitating his apprentice, Wright. George Elmslie collaborated on design. In 1915 the house was acquired by the Wisconsin chapter of the Sigma Phi Society; in 1972 a fire destroyed much of the second story. Fully restored it is among the finest prairie dwellings extant. Buffet dinner and wine will be served.

This event requires an additional fee. Attendance is limited.

Buses will shuttle back to the hotel and Monona Terrace.

OR Evening on Your Own



SATURDAY, OCTOBER 16

MORNING

General Registration

General registration begins at 7:30 a.m. and continues until 1:00 p.m. at Monona Terrace.

7:30 a.m.– 8:30 a.m.

Continental Breakfast at Monona Terrace

7:30 a.m. – 8:30 a.m.

Homeowners' Breakfast at Monona Terrace

An exclusive event for Wright homeowners.

8:30 a.m. – 12:30 p.m.

Silent Auction open

8:30 a.m. – 9:00 a.m.

Annual Meeting of the Membership

Frank Lloyd Wright Building Conservancy

SESSION IV: Frank Lloyd Wright and Changing Images of a Native Landscape

9:00 a.m. – 9:30 a.m.

Frank Lloyd Wright Landscapes

Carol J. H. Yetken, Landscape Architect, CYLA Design Associates, Oak Park

Wright's sensitivity in designing landscape settings for residential projects stems from his early grounding in the natural world and led to organic compositions that joined building with place. Moving beyond the use of existing plant materials that characterized his earliest work, he began to create more complex compositions, exploiting the ground plane and various types of planting areas to emphasize the natural site in relation to the elevations of his structures, as seen in the Heurtley, Westcott, and Robie houses, among others. He created horizontal planes that emphasized the long lines of the buildings themselves, enhancing effects through the integration of such elements as terraces, garden walls, pergolas, and plant containers. Drawing on research related to the restoration of Wright's landscape designs, this talk will offer evidence of his strong involvement in the design of settings.

9:30 a.m. – 10:00 a.m.

Frank Lloyd Wright and Native America:

A Postcolonial Critique

John F. Quinan, Professor of Art History, State University of New York at Buffalo

Wright's 1923 project for the Nakoma Country Club and Gateway in Madison, and in particular the Nakoma and

Nakomis figures that he designed as part of the Gateway, raise critical questions: What was his relationship to Native America? What was his proximity to, and awareness of, the so-called "Indian Wars" in the west, and to Native cultures, especially the Winnebago in southern Wisconsin? How was his personal experience in this regard reflected in his life and writings? How did his view of Native America differ from his view of Japan, and why? Reflecting major concerns in Postcolonial studies, this session will suggest how Wright became trapped with a concept that was stereotypical, amorphous, and even confused, in contrast with other work in which he made excellent and more subtle uses of Native American sources.

10:00 a.m. – 10:30 a.m.

Frank Lloyd Wright's Designs for Summer Camps at Delavan Lake

Brian A. Spencer, Architect, AIA, IAA

Wright's designs for houses, gatehouses, stables, boathouses, and a yacht club for Delavan Lake settings, done between 1894 and 1905, and his later design for the Wisconsin YMCA Camp, done in 1930 for the same area, reflect changing stylistic and philosophical design approaches to landscapes of summer retreat. Drawing on work done for the restoration of two of the houses, and on archival materials related to the design of the camp, this talk will deal with these changing approaches, with the relationship of clients to architect, the inter-relationships of clients, and the role of Franz Aust as intermediary with the YMCA group.

10:30 a.m. – 10:45 a.m.

BREAK

10:45 a.m. – 11:45 a.m.

FOCUS SESSIONS II

Please reference your registration packet for Focus Session room assignments.

I. Restoration of the Avery Coonley House

The restoration of the Coonley House to its "original" (circa 1911) appearance will be discussed, including the structure and its corresponding landscape design. Dean Eastman, owner of the Coonley house, will walk attendees through the "Before", "During" and "After" aspects of this large on-going project.

II. Bringing the Madison Components of Wright's Autobiography to Life

While many of Wright's clients and personal friends and architectural influences in the Chicago area are well known and have been deeply studied, Wright's relationship with Madison is less well known. Madison citizens and local buildings will be illustrated along with their connections and influence on Wright's developing career. Mary Jane Hamilton, Cross Plains, WI.



III. Unitarian Meeting House Roof Structure Investigation and Repair

Learn the ins and outs of the roof repair at the Unitarian Meeting House. Materials testing, computer analysis and the detailed restoration plan will be reviewed. The interactions between Wright, Wes Peters (who functioned as structural engineer) and Marshall Erdman – both of whom made revisions to the structure – will also be discussed. Fred Teitgen, PE, Flad & Associates.

IV. Wright and Froebel for Public Site Educators

A hands-on workshop for all educators, with a short orientation to the connections between Froebel and Wright's architecture. Try out a "gift" for yourself and take home some reference materials to share. Peggy Lami, Docent, Unity Temple Restoration Foundation, Emily Roth, Program Manager, Unity Temple Restoration Foundation, Wally Rogers, Founder and Senior Consultant, Learning Associates, West Lafayette, IN and Hetty Startup, VP of Education and Outreach, FLWBC.

12:15 p.m. – 12:45 p.m.
Box lunch will be served at Monona Terrace.

AFTERNOON

12:45 p.m. – 5:30 p.m.
Tour: Usonians in Madison

Buses begin loading at 12:45 pm and depart promptly at 1:00 p.m. from Monona Terrace.

Madison is home to the first Usonian house, designed for Herbert and Katherine Jacobs (1937). With innovations like in-floor heating, sandwich walls, carport, and corner windows, Wright came close to achieving his lifelong ideal of beautifully designed, affordable housing for ordinary Americans. When the

Jacobses moved to the country several years later they received another "first" from Wright – the first solar hemicycle design which the architect called "fresh enterprise in architecture" (1943). Its earth berm and orientation to the sun made it a prototype of passive-solar design. The residence designed for John Clarence Pew (1938) is, as Wright described it, "probably the only house in Madison that recognizes beautiful Lake Mendota." Spanning a small ravine and made of lapped cypress boards, glass, and locally quarried sandstone, the home is often compared to Fallingwater. The Eugene E. and Mary Van Tamen House was the first prefabricated dwelling designed by Wright for the young builder and developer Marshall Erdman. Erected as a showcase model in 1957, the house was purchased by the Van Tamelens in 1958. "We felt the design was just for us," Van Tamen said.

Buses will return to the hotel and Monona Terrace by 5:30 p.m.

EVENING

7:00 p.m. – 10:30 p.m.
Silent Auction Conclusion (open 6:00 p.m. to 7:00 p.m., cash bar), Gala Dinner and Wright Spirit Awards, Monona Terrace

Special Guest: Pedro Guerrero

The Gala dinner features distinctive cuisine followed by an address by Pedro Guerrero who photographed Wright's architecture and life at the Taliesins over a period of two decades beginning in 1939. He then moved on to a distinguished freelance career based in New York City where he specialized in photographing architecture and interior design as well as the work of Alexander Calder and Louise Nevelson. His photography is prominently displayed at Monona Terrace and beautifully presented in his book, *Picturing Wright*. He is also the author of *Calder at Home*.

The Wright Spirit Awards Ceremony will conclude the evening.



JACOBS HOUSE I (1937), MADISON, WI



A PICNIC AT TALIESIN

Photo by Bill Martinelli

Photo © Pedro E. Guerrero



SUNDAY, OCTOBER 17

MORNING/AFTERNOON

Post-Conference Event: Champagne Brunch at the Gilmore House followed by Delavan Lake Excursion

8:30 a.m. – 5:30 p.m.

Bus begins boarding at 8:30 a.m. and depart promptly at 8:45 a.m. from Monona Terrace. After the brunch, the bus will make a brief stop at Monona Terrace at 10:45 a.m. to pick up more passengers and will then travel directly to Delavan Lake. Box lunches will be served en route to Delavan Lake.

Brunch

Built for University of Wisconsin law professor Eugene A. Gilmore (1908), the house features cantilevered balconies, shallow pitched hip roofs and massive chimneys. Though considered a close relative to the Robie House, what sets the Gilmore house apart from its Chicago counterpart is its spectacular site – a large double lot crowning a hill offering panoramic views of the downtown, the University and all four of Madison’s famous lakes. Enjoy an elegant brunch in Wright’s Madison Prairie house, generously sponsored by homeowner and conservancy member Dr. Anne Beyer-Mears. **This event requires an additional fee. Attendance is limited.**

Delavan Lake Excursion

This excursion will take the backroads to Wright’s designs in beautiful southeastern Wisconsin. The Fred B. Jones estate (1900) on Delavan Lake, consisting of the main house, gatehouse (with adjoining greenhouse and water tower), stable, and boathouse have been reunited under one owner and carefully restored. This amazing collection of Wright buildings stylistically links Wright’s Japanese interests with the emerging Prairie School. The smaller, but nearby, Charles Ross summer cottage of 1902 will also be on the tour. Its Prairie vocabulary echoes the design for a guest cottage on the grounds of the Little House in Wayzata, Minnesota. An additional highlight of the tour will be a visit to the Smith Residence in Jefferson. Wrapped around a huge oak tree, this limestone and Cypress Usonian (1950) is an adaptation of diamond module studies by Wright in the late 40s and 50s. **This event requires an additional fee. Attendance is limited.**

Buses will return to the hotel and Monona Terrace by 5:30 p.m.

Post-Conference Event: Champagne Brunch at the Gilmore House

10:00 a.m. – 12:15 p.m.

Bus begins boarding at 10:00 a.m. and departs promptly at 10:15 a.m. from Monona Terrace.

Please see brunch description listed in first event description. **This event requires an additional fee. Attendance is limited.**

Buses will return to the hotel and Monona Terrace by 12:15 p.m.

Post-Conference Excursion: Delavan Lake (Choose one of two times)

8:45 a.m. – 3:30 p.m.

Buses begin boarding at 8:45 a.m. and depart promptly at 9:00 a.m. from Monona Terrace. Box lunches will be served en route.

Please see Delavan Lake Excursion listed in first event description. **This event requires an additional fee. Attendance is limited.**

Buses will return to the hotel and Monona Terrace by 3:30 p.m.

OR

10:45 a.m. – 5:30 p.m.

Buses begin boarding at 10:45 a.m. and depart promptly at 11:00 a.m. from Monona Terrace. Box lunches will be served en route.

Please see Delavan Lake Excursion listed in first event description. **This event requires an additional fee. Attendance is limited.**

Buses will return to the hotel and Monona Terrace by 5:30 p.m.

SUNDAY, OCTOBER 17

SUNDAY, OCTOBER 17



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