

Prefabrication - The Appropriate Use

LEARNING OBJECTIVES:

JP Cullen, Wisconsin's largest self-performing general contractor, presents an innovative approach to prefabrication and modularization in the traditional construction industry.

Cullen launched a full-force prefabrication and modularization initiative and is now leading the state, and possibly the Midwest in these efforts.

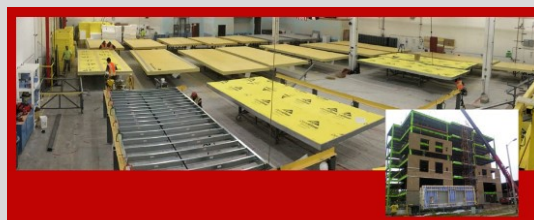
The session will cover the following learning objectives:

- Identify the benefits of prefabrication and modularization – learn how to identify the right opportunities.
- Understand the methods of prefabrication and modularization for commercial construction through case studies.
- Distinguish considerations for prefabrication and modularization focused on safety, quality, schedule, and cost impact.
- Attendees will leave the session with a deeper understanding of how building components should be designed to be manufactured for the construction industry.

PRESENTERS:

Mike LaRue and **Pete Scharanbach** of **JPCullen**

November 13, 2018



Continuing Education: 1.0 AIA / CES LU

MEETING SCHEDULE:

Social hour: 5:00 PM
Dinner: 6:00 PM
Meeting: 7:00 PM

LOCATION:

Radisson Hotel - Twist Bar & Grill
517 Grand Canyon Drive
Madison, WI

COST:

Chapter Members \$25
Non-members \$35
Students \$7
Cost includes meal and presentation

REGISTRATION:

Please register online [Here](http://madison.csinet.org)
Or visit our site at <http://madison.csinet.org/>
By Friday November 9, 2018

No cancellations within 72 hours, but substitutions are allowed.
Please note any dietary restrictions.



Madison.csinet.org | csi.Madison.wi@gmail.com | **Celebrating over 50 years as a Chapter!**

Madison, Wisconsin Chapter CSI meets the second Tuesday of each month, except for June, July, and August, at The Radisson. Check for other events listed inside. Cocktails 5:00; Dinner 6:00; Program 6:45. Guests are always welcome to attend Chapter meetings. Members are encouraged to bring prospective members to a Chapter meeting.

About CSI:

The **CONSTRUCTION SPECIFICATIONS INSTITUTE** is a National technical Society embracing the entire construction industry, including research and development, manufacturers, material suppliers, subcontractors, prime building contractors, as well as design and specifying Professional Architects and Engineers.

The Society is dedicated to continuing education through free interchange of information and experience among its members throughout the entire construction industry.

Information about CSI and applications for membership are available at Chapter meetings from the Membership Committee. Those interested in membership are urged to attend Chapter meetings and get to know us.

About mad-spec:

Mad-spec is the monthly newsletter of the Madison, Wisconsin Chapter and is distributed free of charge to all Chapter members and interested parties in the Construction Industry in the Southern Wisconsin area, other CSI Chapters in the North Central Region, and selected CSI Chapters nationwide.

Mad-spec does not approve, disapprove, sanction or guarantee the validity or accuracy of the data, claims, or opinions published in this newsletter.

Republication rights of any original article appearing in mad-spec is granted to other CSI-affiliated publications providing credit is given to the author and mad-spec.

Mad-spec advertising rates are based on 9 or 10 issues as follows:

1/9 page—\$75	2/9 page—\$110
1/3 page—\$165	2/3 page—\$285
Full page—\$375	

Rates are based on the advertiser providing electronic file compatible with Microsoft word processing software. The deadline for copy for the following month's issue is the third Wednesday of the month.

Mad-spec will publish personal ads, help wanted, positions desired, office equipment for sale, announcements of new appointments and assignments, and other notices of interest from Chapter members, advertisers and others (at the discretion of the Editor and space available) free of charge on a one-time basis. Contact the Publications Chairperson for extended time rates.

Another service provided is the option of the advertiser providing an 8-1/2 by 11 print-ready advertisement in which it will be included as an insert into the mad-spec at the rate of \$100 per month of publication

About Madison Chapter:

BOARD MEMBERS:

President.....	Karl Kraemer 608-516-9300 1775honeycreek@gmail.com
First Vice President.....	Jolene O'Brion 608-630-1827 jolene.obrion@mg-aec.com
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Immediate Past President.....	Owen Landsverk 608-266-1438 owen.landsverk@wisconsin.gov

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Academic Affairs.....	Curt Norton 608-576-7108
Membership.....	Ross Mori 608-837-7899
Certification.....	Janet Diercks 608-232-1396
Golf Outing	Ross Mori 608-837-7899
Publications	Jolene O'Brion 608-630-1827
Advertising.....	George Keehn 608-273-0552
Website.....	Harry Peck 608-254-6181

PAST PRESIDENTS:

Roger E. McMullin.....	1958-1959
Ronald Starkweather (D).....	1959-1960
Harold L. Olsen	1960-1961
Robert C. Cashin	1961-1962
Norman Kenny	1962-1964
Stanley Anacker (D).....	1964-1966
Robert C. Kendall	1966-1968
Howard R. Steinmann (D).....	1968-1970
Harold R. Ames.....	1970-1972
Dwight D. Zeck.....	1972-1975
Anthony P. Pawlowsky.....	1975-1978
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Eileen K. Bey	1982-1986
James C. Gaskell.....	1986-1987
Larry W. Ryan.....	1987-1989
Al Martinson.....	1989-1992
H. Steven Schatz (D).....	1992-1996
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Noel Valdes.....	2000-2002
Ross Mori	2002-2006
Curtis D. Norton.....	2006-2010
Kent Calloway.....	2010-2014
Todd Lewis.....	2014-2016
Owen Landsverk.....	2016-2018

FELLOWS OF THE INSTITUTE:

Ronald S. Starkweather, FCSI
Harold L. Olsen, FCSI
William P. Vickers, FCSI
Howard R. Steinmann, FCSI
Lynn Javoroski, FCSI, CCS
Ross Mori, FCSI

NC REGION DIRECTOR:

Ross Mori, FCSI
Phone: 608-837-7899
E-mail: rmori@trachte.com

2018 -19 Meeting Schedule

December 11, 2018: Madison Chapter Holiday Party, Porta Bella Restaurant, Madison, WI

January 8, 2019: Integrated Project Delivery, joint meeting with AIA

February 12, 2019: Engineering of school of music acoustics

March 12, 2019: Technology for architects/designers

April 9, 2019: Communication between GC and designer/specification writer topic/panel discussion

May 14, 2019: Tour - Exact sciences

June 11, 2019: Social event

PRODUCT REPRESENTATIVES

Would you like the opportunity to do an inexpensive sales pitch to our professional members? If so, I would like to remind you, that we do offer tabletop presentations at our chapter meetings. The cost for doing a tabletop presentation is \$50.00 for chapter members, and \$75.00 for non-members. Your fee includes a table set up for you to display your products, and a chance to do a brief (10 minute max.) introduction for yourself and your products.

To reserve a space at one of our upcoming meetings, please contact Curtis Norton, at (608) 576-7108 or at the Chapter email address: csi.madison.wi@gmail.com

If you are not already a subscriber to the **Construction Specifier Magazine**, the official magazine of CSI, you can view it online:

<https://www.constructionspecifier.com/>

MEMBER FORUM: Mad-spec is your newsletter. Local news is always of interest to our members. If there is personal or company news worth sharing, please send it in. Articles on technical issues are always welcomed. Writing from local talent is what will make our newsletter shine.

Email: csi.madison.wi@gmail.com

Deadline for the next issue: November 28, 2018

Thank you,
Jolene O'Brion, Editor

BuchNotes #80

From Bauhaus to Our House

By Tom Wolfe

Ed Buch, CSI, CCS, AIA, LEED AP

Los Angeles, CA

Nov/Dec 2018

One of my favorite writers, Tom Wolfe, died earlier this year so I thought it would be good to reread his 1981 book on architecture. Even if you don't know From Bauhaus to Our House, some of you will remember Wolfe's popular books from the 1960s and '70s; "The Right Stuff" reporting on the Mercury Seven astronauts, or his "Electric Kool-Aid Acid Test" about Ken Kesey's Merry Pranksters. Not knowing very much about either of these topics when I read them, I took them to be accurate portrayals of the subjects. However, after reading his views on architecture in From Our Bauhaus to Our House I'm not so sure anymore. Wolfe's portrait of American architecture since WWII is at extreme variance with the way most of us view this period in architecture. He doesn't like it at all, and he likes the architects even less. His characterizations of the most famous architects of the 20th Century are almost mocking in tone and his descriptions of their buildings are peppered with ridicule and tinged with sarcasm. Like all of Wolfe's writing, it's colorful and fun to read but, but should we believe it? It's something to think about nearly 40 years later.

Wolfe traces the origin of mainstream modern architecture back to Walter Gropius and the founding of the Bauhaus in 1919. He describes the Bauhaus as a communal, spiritual movement based on socialist ideals and focused on an architecture to benefit the "workers". It was anti-bourgeois and rejected all ornamentation in architecture, furniture, and art. Functionalism was the starting point for a new architecture that was labeled the International Style. It was to have shear facades, flat roofs, and structure expressed on the exterior. Mies van der Rohe and Marcel Breuer were two of the early practitioners. The results, says Wolfe, were buildings that mostly looked the same regardless of their function. Similarly at about the same time in Paris, LeCorbusier started to attract a following among architects and students with his writing and drawings since he had completed only a few buildings.

In the period between the two world wars, American architects were drawn to Europe and the design theories of the Bauhaus even if the Bauhaus's social and political roots were less relevant here. An exhibition in 1932 at the Museum of Modern Art in New York, organized by the young American architect Philip Johnson, introduced America to the Bauhaus and its International Style. It was viewed favorably and heralded as the first great style since the Renaissance. But while the International Style grew from the Bauhaus social movement in Europe, in the US it was promoted, not by a bohemian group of avant-garde architects and artists, as it had been in Germany, but by the

wealthy businessmen and their wives who headed the Museum of Modern Art. In America, this was this just another style, a new fashion, Wolfe suggests.

The International Style took hold here in the 1930s due in part to the fact that many German Bauhaus refugee architects were teaching in American architectural schools. As a result, the works of architects such as Louis Sullivan, H.H. Richardson, and even Frank Lloyd Wright receded into the background. By the 1960s everything was in glass, steel, and concrete, and Wolfe contends they all looked pretty much the same. The "Yale Box" prevailed. He hits a little too close to home for me with his mocking description of the standard, architect designed interior spaces; white walls, sisal rugs on the floor, track mounted down lights, a plant in the corner, and furnished with uncomfortable architect designed and totally unaffordable chairs. Ouch! We were slaves to the fashion of the day and it was ironic for Wolfe, who only dressed in white suits, to criticize all-white interior spaces.

He doesn't have much good to say about the architecture of Louis Kahn, (the exposed concrete interior of his Yale Art Gallery addition has the appearance of a parking garage), or of Meis's Illinois Institute of Technology, (the glass and steel boxes have the appearance of an LA carwash). Even Meis's Seagram Building doesn't escape criticism where Wolfe describes the bronze WF elements on the exterior as "decoration" in clear violation of the tenets of modernism. (See BuchNotes #54, "Building Seagram" for a different point of view on this building.) Wolfe goes on to describe how Eero Saarinen, Frank Lloyd Wright, E. D. Stone, and John Portman were too parochial to be part of the International Style "club" of architects and, therefore, out of the mainstream of late 20th Century architecture.

The last two chapters of the book take us up to the 1980s. Wolfe gets on his high-horse in his take-down of Robert Venturi's architecture and his book, "Complexity and Contradiction in Architecture"; his architecture was modernist in contrast to the theme of his writings. Wolfe also provides a detailed description of the war, on paper, between the "New York 5", or the "Whites" as they were called, and the "Grays". Architects Peter Eisenman, Michael Graves, Richard Meier, Charles Gwathmey, and John Hejduk, were the "Whites, and the "Grays" were led by Venturi and included Charles Moore, Robert Stern, Jaquelin Robertson, Allan Greenberg, and Romaldo Giurgola. The "Whites" were slaves to Modernism, according to the "Grays". The "Whites" wrote about their architecture in incomprehensible jargon, ("archibable" is the term used today), understood by only those in the "club". Wolfe cites several examples but one from Peter Eisenman stands out; "Syntactic meaning as defined here is not concerned with the meaning that accrues to elements or actual relationships between elements but rather with the relationship between relationships." Talking about architecture? Maybe that had something to do with why the "Grays", who became the Post-Modernists, won that war. Further

Continued, pg. 5

George Keehn, CSI
District Sales Manager
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BuchNotes — Con't.

evidence of the "Gray" victory, for the time being, was the design for the ATT tower in New York City by Phillip Johnson, who was up to that time one of the most devoted Mieslings. He capitulated from his modernist roots with his design of the high-rise tower in the form of a Chippendale highboy cabinet. Apostasy!! cries Wolfe.

From Bauhaus to Our House was published in 1981 by Pocket Books. It appeared originally as a two-part series of articles in the June and July 1981 issues of Harper's Magazine. It has 128 pages and includes only a few photographs.

Ed Buch, FCSI, CCS, AIA, LEED AP
Los Angeles, CA
Oct. 13, 2018



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Master **SPECIFIERS RETREAT** CSI

June 2019 **CSI Master Specifiers Retreat**

June 19-21, 2019
Swissotel Chicago
323 E Upper Wacker Dr
Chicago, IL

Specifiers: Applications accepted for the June 2019 MSR starting December 3. Please check the link below for the application as it becomes available.

<https://www.csiresources.org/msretreat/msrjune2019/junespecifierapplication>

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BOARD OF DIRECTORS MEETING MADISON CHAPTER - CSI

DATE: 10/9/2018

PLACE: Twist Restaurant and Bar at the Radisson

CALL TO ORDER: 4:05 PM

ATTENDANCE: Present: Karl Kraemer, Ross Mori, George Keehn, Curt Norton, Owen Landsverk, Absent: Kendall Kolb, Jolene O'Brion, Lynn Javoroski Guests: none

MINUTES OF LAST MEETING: None presented.

TREASURER'S REPORT: George Keehn presented a financial statement, which was read and approved. Total balance of \$35,941.78 September income was \$2,327.66. September expenses were \$2,272.01.

CORRESPONDENCE: None presented.

COMMITTEE REPORTS:

CERTIFICATION: No Report for this month.

EDUCATION/ACADEMIC AFFAIRS: Ross will contact MATC to see if he wants the chapter to do a CSI presentation for his students, and to discuss other ways the chapter can get involved with the Architectural Technology program.

MEMBERSHIP: Current membership is 92 members. 10 student, 77 professional, 4 emerging professional and 1 emeritus. Ross will assume the duties of Membership Chairperson and will recruit at least one other member to participate.

PLANNING/MEETING TOPICS:

October 9, 2018: Building commissioning and testing.

November 13, 2018: Offsite construction.

December 11, 2018: Holiday Party at Porta Bella restaurant. George to coordinate.

January 8, 2019: Integrated Project Delivery, joint meeting with AIA

February 12, 2019: Engineering of school of music acoustics.

March 12, 2019: Technology for architects/designers.

April 9, 2019: Communication between GC and designer/specification writer topic/panel discussion.

May 14, 2019: 60th Anniversary Celebration

June 11, 2019: Tour, Exact Sciences.

PUBLICATIONS: Submission deadline: October 25, 2018 for November issue.

WEB SITE: Submission deadline: October 25, 2018.

OLD BUSINESS:
None

NEW BUSINESS: Discussed filling vacant board positions. Kendall Kolb has resigned from the board, which leaves 2 positions open. Owen and Ross have candidates in mind and the board agreed to have Owen and Ross contact the candidates to verify that they are still interested.

Discussed reviving the dormant Awards committee and discussed the importance of recognizing people for the work that they do for the chapter. Discussed doing awards as part of the 60th anniversary celebration.

Discussed moving the chapter website to Star Chapter. Curt will set up a demonstration for the board, and will prepare a proposal for a future board meeting.

DATE/TIME/LOCATION FOR NEXT BOARD MEETING:
November 13, 2018, 4:00 p.m. at the Radisson.

ADJOURNMENT: 4:55 PM

Respectfully Submitted:
Ross T. Mori, PE, SE, CSI
Secretary
CSI Madison Chapter



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