Objective:

    To help people develop a greater appreciation for Frank Lloyd Wright as a Wisconsin born architect who

designed Monona Terrace for his beloved Madison,  to give members of the public additional information

about the design principles used in the planning and construction of MT and  to showcase Monona Terrace

as a community and convention  center.

Three themes:

    factors that influenced Frank Lloyd Wright as a Wisconsin born architect

        the design and planning for Monona Terrace- labor of love

        the construction- better materials today

        Monona Terrace today- state of the art convention and community center

Part 1: by the gift shop

 Frank Lloyd Wright as a prolific architect - over 1000 designs

            born and raised in Wisconsin.  Spent majority of his life in Wisconsin.

           What influenced Frank Lloyd Wright?

            1.  midwestern Wisconsin upbringing - born Richland center- raised in Madison - adult Taliesen

            2.  appreciation of nature, patterns and symmetry.  Love of lakes also.

            3.  love of music from his father - repetition

            4.  love of shapes - froebel blocks from his mother.  (cathedral pictures in his bedroom)

                 natural forms can be reduced to simple geometry

                 grammar of Monona Terrace is circles and arches

            5. collapse of a capitol column when he was a preteen

            6. desire for a public building to be built in Madison

            7. desire to influence the architecture of the city in contrast to the rectangular office buildings.

            8. wanted  to honor the neoclassical architecture of the capitol but to give it a fresher more modern appeal

                curvalinear forms, exterior color, building symmetry

            9. desire to marry the city to the lake

           10.  thought it would bring visitors to Wisconsin.

            Designed MT in his early 70's about the same time as the Guggenheim, the Johnson Wax building,

            the Greek Orthodox church  in Milwaukee using a circular motif. Also Fallingwater and 1st Usonian house

            MT - 1938 was originally designed and presented to a Lion's club meeting.   Was

            redesigned  8 times over a period of 20 years.1959  Was not built for 60 years.

            1997 Tony Putnam lead architect as the building was built after Mr. Wright's death.

            Followed FLW design principles: building should respond to time,  use modern materials and construction processes.

            Mr. Wright  altered plans many times as needs changed. There were  over 4000 drawings for MT.

            Tony Putnam had worked closely with Mr. Wright on many of these drawings.

Part 2:  Model of Monona Terrace

            1. show relation to capitol

            2. point out narrow nature of the site, road, railroad corridor

            3. rectangular office buildings

            4. roof top gardens - sun, moon, earth - repetition of circles and domes

            5. rooftop drainage system, roof tiles, Otis Redding tribute  and Lakeside cafe

            6. public space used for public music events, receptions etc.

            7. helix shapes of the parking ramps

            8. how Monona Terrace connects the city to the lake

            9. point out skylight - circles as like the Guggenheim- reminiscent of the capitol building

           10. curved drywall in staircases- 3 weeks to finish gypsum in stairwell

Part 3: Lecture hall

            1. bust of FLW

            2. grammar of the building- repetition of circles and arches.

            3. seating for over 300

            4. "What do you know?" radio program

            5. color scheme used in the building

            6. used for lectures, multimedia presentations  and radio show, not larger performances

            7. high tech - big screens - etc drop down screen for high definition tv, wireless internet etc

            8. wonderful acoustics

           9. podium repeating the marquis shape

Part 4: hallways

            1. pictures by Pedro Guerrero

            2. Taliesin East in Spring Green, Taliesin West - other home in Oak Park, Ill

            3. apprentice system of education

            4. A buildings organic architecture is appropriate to time, place and people.

                 Carpet designed by Tony Putnam, Wall color inspired by FLW’s public buildings of the 1950’s

                 Furniture by Aubrey Banks

                 warm cherry wood used throughout

                 indirect lighting - soft not harsh

Part 5: up the stairs to the terrace

            1. relationship to capitol

            2. low overhang of the entryway- design principle - ceiling heights evoke feeling of shelter and freedom

            3. parking lot owned by state of Wisconsin - funding encouraged by Gov Tommy Thompson

            4. how terrace tend to draw one from the Capitol to the MT

            5. point out domes, arches as well as color of the building.

            6. if outside, point out fountains and walk ways - handicapped accessible but also

               they serve to again provide an enclosed space before being released into the larger space - for

               the ultimate view of the lake

            7. discuss impact of Monona Terrace on the revitalization of downtown Madison

Part 6: Capitol Promenade

            1. barrel vaulted ceiling - acoustical sprayed coating

            2.  again leads you from compressed space to larger space

            3. notice beautiful angles - saucers and light spires

            4. repetition of circles, arches and repeated as you look both ways down the hallway

            5. notice the indirect lighting that Mr. Wright used- soft - not harsh

            6. horizontal and vertical arcs, saucer light fixtures repeat saucers on rooftop (circular grammar)

            7. end of promenade 90 feet out over the lake

Part 7: Ballroom

            1.  point out arches and curves in the ceiling

            2. height restrictions created problems for modern day duct needs- 3 times as large as older ones

            3. huge span - 110 feet - can be divided into 4 rooms

            4. beautiful chandeliers- 18 jewels - glass with lights to give a neon effect

            5. Monona Caterers provide food for all functions- from small kitchen

            6. can have menu changed based on clients needs

            7. facility rent is based on a sliding scale dependent on cost of food items ordered

            6. curved ceiling vaults - decorative example of indirect lighting

            7. used for banquets, weddings, exhibition (67-84 booths)

            8. largest formal room - 1000-1500 guests

Part 8: Grand Terrace

            1. building is the frame for the beautiful picture - the lakes

            2. notice compressed  ceiling before you are drawn toward the lake - from shelter to freedom

            3. building is curved so you see both shorelines

            4. tinted glass to protect textiles of furniture and carpet (highlight carpet here)

            5. FLW original rendering show glass as tinted blue as a reflection of the lake

            6. arched window overhangs - glass fiber reinforced  concrete to reduce the weight

               so that it could cantilever out 7 feet. (lighter/strong)

            7. room used for parties, receptions and meetings. 400-600 people.

            8. good vantage point to imagine construction - 1700 piles into the ice,  30-90 feet deep

            9. materials: pre-cast concrete, glass fiber reinforced concrete and glass fiber reinforced gypsum

           10. design principle: nature of materials - unique properties and beauty -

                curved design takes advantage of the sculptural nature of concrete

part 9: Hall of ideas and meeting room

           1. can be divided into 6 rooms- 400-700 people

part 10: escalators

            1. shrink wrapped fully constructed when arrived at MT construction site

            2. glass shields for preventing smoke from fire from rising as quickly to next floor

part 11: community terrace

            1. meandering glass wall allows some privacy

            2. examples of walls that you can see through, that are dynamic and that do not

               divide space up into boxes but rather extend the view

            3. lowered ceiling creates intimacy but rises near the window

            3. used for smaller parties, receptions, weddings  and meetings.

            4. notice throughout the building the use of green plants inside and outside the building

part 12 : Dane or Wisconsin rooms

            1. smaller more intimate spaces for meetings

            2. one-half circle shaped boardroom

            3. again design principal of repetition in arc of ceiling, windows, and furniture

            4. discuss success of Monona Terrace - exceeding expectations

                        number of events held here

                        initial cost of building- $67.1 million

                        current funding from operating revenue and hotel tax

                        free community events

                        educational outreach programs

part 13:  Exhibition hall

           1. used for conventions, trade shows and Farmer's Markets

           2. large doors for entry of semi trailers that have to go through from east to west after being cleaned

               special ventilation system

           3. strong structural supports - sprayed with fire retardant- can hang an automobile from ceiling

           4. open ceiling above beige arcs - more decorative than anything but allows access to the ceiling

           5.  floor outlets allow water, electricity, internet access etc. for trade shows

           6. extra thick wall (12-14 inches) to insulate from road noise

part 14:  outside lakeside

           1. bike and walking path

           2.  bike elevator

           3. pendentive arcs

           4. precast concrete curves of cylinders

part 15: Sports Hall of Fame

        1. plaques for honored athletes- sports hall of fame inductees

        2.  room that non-profit organizations can use free for meetings

        3.  recognition of  the Goodman brothers

part 16: Rooftop Garden (weather permitting)

        1. celebrates the lake and relationship of the building to the lake

            of man to nature, human wish for space, greenery and vista (Tony Puttnam)

        2. sun, moon, earth- 3 domes, reflection of state Capitol

        3. $500,000 from Pleasant Rowland for the main fountain

        4. marries water to the capitol

        5. used for weddings, concerts, etc

        6. over 10,779 tiles, 30 states, 4 countries represented

        7. Otis Redding memorial

        8. Lakeside cafe

part 16: Summary: Effect of Monona Terrace

       1.  emphasizes beauty of the lakes

       2.  successful community and convention center

       3.  Madison takes pride in having a Frank Lloyd Wright building

       4.  economically viable

       5. has influenced the revitalization of downtown and new construction as well

       6. attracts large conventions members of the community  and visitors from around the world.

FLW said that Monona Terrace  would bring money and fame to Madison. He felt that the city and lake would both be more beautiful when they were tied together.

He felt that organic architecture would be appropriate to the time (timeless), the place in harmony with its natural

 environment, and that it should serve the people and their needs.

Monona Terrace has fulfilled

 this criteria and more.  Mr. Wright would be very proud to see how successful his 1938 design has

been adapted to the time, place and people of Madison and Wisconsin and also recognized

as great architecture around the world.

Questions:

 Book Store for further information about area FLW architectural significant structures.