

BUILDING SCENE

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BUILDING SCENE'S NAMES & PLACES

Chaszar joins Dul

Brad Chaszar has joined the Birmingham landscape architecture firm of Michael J. Dul & Associates.

A landscape architect, Chaszar will be responsible for the design and supervision of corporate, commercial and recreation projects.

He is the former director of estimating for Pontiac landscape contractor, Reinhold & Vidosh.



Achievement in government

Hubbell, Roth & Clark of Bloomfield Hills has been named winner of the 1992 Engineering Achievement in Government Award by the Michigan Society of Professional Engineers.

The award was for the installation of an Advanced Traffic Management System for the Oakland County Road Commission. The ATMS incorporated the Sydney Coordinated Adaptive Traffic System (SCATS) and the Autoscooper Machine Vehicle Detection System. SCATS is a system of hardware, software and traffic control philosophy that aims to minimize traffic jams.

Oakwood contract

Ford & Earl, a Troy commercial interior design firm, has been awarded a long-term contract to provide interior design services for Oakwood Health Services Corp.

Seven Oakwood acute care facilities are currently undergoing renovation and expansion programs.

Architectural kudos

TMP Associates, Bloomfield Hills, has been selected as one of nine firms nationwide to receive citations from the American Association of School Administrators for architectural achievement. The company was cited for its work on Walled Lake Middle School.

The jury noted: "This Michigan middle school combines a beautifully designed (exterior) brick treatment . . . and an exciting and workable interior. The students are provided with a dynamite media center that incorporates an integrated computer and technology system which enables video and data communication to all class areas."

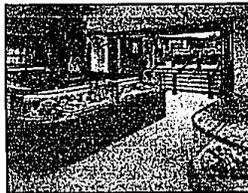
LTU contest winners

Three Lawrence Technological University architecture students teamed to win first place in a contest held as part of the Carpenters International Apprenticeship Contest & Exhibition held last month at Cobo Center.

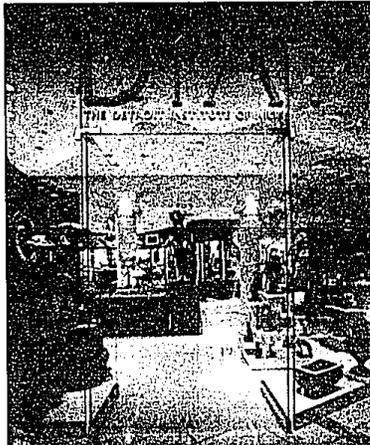
David Goodrich, Robert Jordan and Janice Guell designed the winning 30-square-foot playhouse that was built by apprentices and donated to Oakland Family Services.



Museum reminders: The Detroit Institute of Arts store features a Pewabic Pottery compass medallion and a photo detail of the Diego Rivera mural.



New York style: The architectural features of Tiffany & Co. at Somerset emulate the straightforwardness and simplicity of the New York store.



Inviting: The arches inside the museum store were duplicated from the Woodward Avenue entrance of the museum.

Architectural persuasion in retailing

How a store presents itself to shoppers is determined by more than just window dressing. Design plays a major role in whetting the appetites of shoppers.

By DALE NORTHPUR
SPECIAL WRITER



One of the major commercial enterprises in the United States is retail merchandising. It can be compared to a picture that is a condensation of the senses — the visual senses, that is. And, like a picture, the display of merchandise is worth a thousand words that increase the appetite of our mass-consuming culture.

In 1899, architect Louis Sullivan had the right idea when he designed the Carson Pirie Scott store (originally Schlesinger & Mayer) in Chicago. He incorporated his rich, decorative design detail in the framework of the display windows on the street level where it could be viewed by the pedestrian. But his architectural counterparts continued to imbue their commercial buildings with architectural detail above the street where it couldn't be seen, often leaving the lower retail level barren. Sullivan became one of the primary American architects who was instrumental in the look of retail merchandising.

Today, the architecture of retailing has become a stage for the American way of life. Consumers are the pivotal players in an all-too-often Disneyesque setting where shopping is entertainment. The glut of retail signage and display has been an enterprise of visual enticement for the age of spending.

But present day shoppers are be-

See RETAILING, 2F

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