

# WRIGHT IN WISCONSIN

■ NEWSLETTER OF FRANK LLOYD WRIGHT® WISCONSIN ■

VOLUME 18 | ISSUE 1

FEBRUARY 2013

## Special Spring Event: Hardy House Tour

"What does it look like inside?" "Is there any way to get in to see it?" These questions have been asked about Racine's spectacular Thomas P. Hardy House for many years.



*Workers remove trim from the living room balcony as restoration work continues in January.*

Photo Credit: ©Mark Hertzberg

We are pleased to announce that the Hardy House will be open on Saturday, April 27 for the first public tours in about 40 years as our Spring Event. Opportunities like this are one of the benefits of membership in Frank Lloyd Wright® Wisconsin.

The house, which Frank Lloyd Wright designed in 1904, is perched on a bluff above Lake Michigan. It was purchased by Eugene Szymczak in September, and he is generously opening the house to you.

The Hardy House is undergoing restoration. It is unknown what work will have been completed by the tour date. Such is the nature of restoration. This is a unique opportunity not only to tour the house, but also to get a good look at a restoration-in-progress.

Admission will be limited to 90 people, in groups of 15, with priority for reservations given to members. Reservations must be made for specific times for one of the

six half-hour tours offered between 9:30 am and 3 pm. The times of the tours are listed below.

The tours will be led by Mark Hertzberg, a board member and author/photographer. Two of Hertzberg's books, *Frank Lloyd Wright's Hardy House* (Pomegranate, 2006) and *Wright in Racine* (Pomegranate, 2004), will be for sale by the Racine Art Museum at the house. He will sign books between tours.

Reservations can be made, by telephone only, with Sherri Shokler at our Madison office at 608.287.0339. Non-members will be allowed to make reservations for any unfilled slots beginning on March 4.

Regrettably, there is no disabled access to the Hardy House because of its narrow staircases. We look forward to seeing you at this exciting event.



*The Hardy House, Racine, Wisconsin.*

Photo Credit: ©Mark Hertzberg

### Tour schedule:

Group One	9:30 - 10:00	15 people
Group Two	10:15 - 10:45	15 people
Group Three	11:00 - 11:30	15 people
Lunch Break	11:45 - 12:45	
Group Four	1:00 - 1:30	15 people
Group Five	1:45 - 2:15	15 people
Group Six	2:30 - 3:00	15 people

### In This Issue

- 3** Wright Spirit Awards
- 4** Burnham Beat
- 5** Faces of Our Organization
- 7** At Taliesin
- 10** Ron McCrea

### Save the Date

**Wright & Like 2013**  
**Delavan & Lake Geneva, June 8**

# From the President

## Thoughts on the New Year

On behalf of Frank Lloyd Wright® Wisconsin, I wish all of you the best for the new year. Whether you are a longtime member or are new to our membership, thank you for your support. 2013 promises to be another exciting year, with a special Spring Tour, Wright & Like™, Fall Tour and initiation of restoration work on another of Wright's American System-Built homes on Burnham Street.



Robert Hartmann

## First Public Tour in Over 40 Years.

### Thank you, Gene.

We will begin 2013 with a very special Spring Tour. Frank Lloyd Wright® Wisconsin will be offering its members (on a first-come, first-served basis) the unique opportunity to tour Wright's Thomas P. Hardy House in Racine, Wisconsin on Saturday, April 27. Frank Lloyd Wright designed this iconic Prairie Home in 1904, and you can be among the first to tour this Wright structure that has not been open to the public in more than 40 years. The tour would not be possible without the willing cooperation of its new owner, Gene Szymczak. Gene is president of Educators Credit Union and is a former member of our board of directors. He is also someone who lives and breathes Frank Lloyd Wright architecture. Shortly after purchasing the Hardy House, Gene was asked if he would ever consider opening the house to our nonprofit organization for a fundraiser. He said "yes" without hesitation. We are thankful to him for sharing his treasure with us.

Photographer/author Mark Hertzberg also played a key role in making this tour possible, and Mark will be the lead docent for the tours. The Racine Art Museum will be handling the sale of Mark's two books, *Frank Lloyd Wright's Hardy House* and *Wright in Racine*. Partial proceeds from the sale of these books will benefit Frank Lloyd Wright® Wisconsin. We also thank Jim and Margaret Yoghourtjian for being good stewards of the Hardy House during the more than 40 years that they owned it. (Please refer to our front page story for full tour details.)

## American System-Built (ASB) Homes Model Two Flat-C Restoration to Begin

An important milestone will occur on Burnham Street this spring. With the aid of a second Save America's Treasures Grant, and after successfully raising matching funds, plans are underway to begin the exterior restoration of a second of Frank Lloyd Wright's six American System-Built Homes on West Burnham Street in Milwaukee. Work will soon begin on Wright's Model Two Flat-C unit. When completed, the exterior restoration work will take the duplex at 2732-34 Burnham back to its original 1916 appearance. It will be exciting to watch this latest restoration project come to life, and we invite you to follow the work in progress by visiting our website at [wrightinwisconsin.org](http://wrightinwisconsin.org), or by touring our Model B1 Museum House at 2714 Burnham Street. (For details, see Tours & Events on page 11.)

Robert Hartmann, President, Frank Lloyd Wright® Wisconsin 

**WRIGHT IN WISCONSIN** VOLUME 18 | 1  
FEBRUARY 2013

Published three times annually in February, May and September

**WRIGHT IN WISCONSIN** is published by Frank Lloyd Wright® Wisconsin, a nonprofit organization designed to promote, protect and preserve the heritage of Frank Lloyd Wright, his vision and his architecture in his native state of Wisconsin. Membership benefits include discounts at the Monona Terrace Gift Shop and on Wright & Like Tour tickets, this newsletter, volunteer opportunities and more. To join, contact us at the address and phone number listed below, or visit [wrightinwisconsin.org](http://wrightinwisconsin.org).

Editor: Barbara Sanford

Designer: Richard Wunsch

Chair, Publications Committee: Mark Hertzberg

Thanks to architect/author Randy Henning for contributing the "At Taliesin" column.

Board of Directors (Site Representatives): Robert Hartmann – President; Lois Berg (Wingspread) - Vice President Elect; Mike Lilek - Vice President, Facilities; Denise Hice – Secretary; Tess Unger – Treasurer; Greg Anderegg (SC Johnson); Mary Arnold; Karen Bergenthal; V. Terry Boyd; Curtis Carter; Ken Dahlin; Michael Ditmer (Bernard Schwartz House); Gail Fox; Timothy Frautschi; Tom Garver (Unitarian Meeting House); George Hall; Mark Hertzberg; Carol Johnson (Taliesin®); Stewart Macaulay; Bill Martinelli (Seth Peterson Cottage); Margo Melli; Donna Newgord; Heather Sabin (Monona Terrace Community and Convention Center); Ron Scherubel; Jason Tish; and Mary Wasielewski.

Registered trademarks are used with permission from the Frank Lloyd Wright Foundation, Scottsdale, AZ.

Frank Lloyd Wright® Wisconsin

PO Box 6339, Madison, WI 53716-0339

Phone 608.287.0339, Fax 608.287.0764, [wrightinwisconsin.org](http://wrightinwisconsin.org)

# Mary Jane Hamilton & Jack Holzhueter Receive Wright Spirit Awards

Two prominent Wisconsin scholars—Mary Jane Hamilton and Jack Holzhueter—received Wright Spirit Awards at the Frank Lloyd Wright Building Conservancy's annual meeting in Mason City, Iowa in October.



Photo Credit: ©Mark Hertzberg

The award recognizes the efforts of extraordinary individuals and organizations that have preserved the legacy of Frank Lloyd Wright through their tireless dedication and persistent efforts. Hamilton was honored in the professional category and Holzhueter the special honors category. They received glass sculpture awards designed by Susan Jacobs Lockhart.

Hamilton has been one of the most valued figures in the field of scholarship on Frank Lloyd Wright and the Lloyd-Jones family for the past four decades. She has written on various aspects of Wright's life and career and was a major

contributor to the 1990 book *Frank Lloyd Wright and Madison: Eight Decades of Artistic and Social Interaction*, edited by Paul Sprague. This invaluable work grew out of the exhibition



Photo Credit: ©Mark Hertzberg

Mary Jane Hamilton and Jack Holzhueter chat before the Wright Spirit Awards dinner.

Hamilton proposed in 1982 and curated six years later. Among the other exhibitions for which she was responsible, "Frank Lloyd Wright and the Book Arts," held in 1992 and accompanied by a fascinating catalogue, stands out as having offered a unique insight into an area of Wright's career too often overlooked. Her book, *Frank Lloyd Wright's Monona Terrace: The Enduring Power of a Civic Vision*, co-authored with David Mollenhoff, is a major contribution to the knowledge of Wright's urbanism and later career. In addition to her scholarly work, Hamilton has been deeply involved with the archives held by the State Historical Society of Wisconsin as well as the stewardship of the First Unitarian Meeting House in Shorewood Hills, Wisconsin.

As befitting of the special honors category, it is hard to summarize all the contributions that Holzhueter has made to Wright scholarship and preservation efforts over the last several decades. In January 2005, Holzhueter raised over \$28,000 in less than four days to purchase 32 rare construction-era photographs of Taliesin dated 1911-1912, a phase of development that had been relatively ill-documented. Six years later, he spearheaded efforts to raise another \$25,000 to purchase 25 rare vintage photographic proofs of Wright's first design for Taliesin, a collection that otherwise would have been broken up and sold on eBay. During his many years as state historian with the State Historical Society of Wisconsin and an editor of the Wisconsin Magazine of History, Holzhueter served as the state's authority on Wright and did much to promote Wright's legacy. Several of his periodic Wisconsin Public Radio broadcasts focused on Wright, and he was instrumental in arranging the largest exhibition ever mounted at the University of Wisconsin's Elvehjem Museum of Art entitled "Frank Lloyd Wright and Madison." Holzhueter has also been an ardent supporter of the Frank Lloyd Wright Building Conservancy and Frank Lloyd Wright® Wisconsin, and that organization's ongoing restoration of the Burnham Street American System-Built Homes in Milwaukee. Holzhueter served on the FLLW-WI board until 2012. □

## Wright Spirit Awards

- 2012: Mary Jane Hamilton – Professional; Jack Holzhueter - Special Honors
- 2011: The Kubala Washatko Architects, Inc.—Unitarian Meeting House addition - Professional
- 2010: The Johnson Foundation at Wingspread - Public
- 2007: Dr. Annette Beyer-Mears – Private; (T) Indira Berndtson; Oskar Munoz and Margo Stipe; Frank Lloyd Wright Foundation Archives - Public
- 2006: Ollie and Edie Adelman – Private; (T) E. Thomas Casey - Special Honors
- 2005: John and Sue Major – Private; Frank Lloyd Wright® Wisconsin - Special Honors
- 2004: (T) Cornelia Brierly - Special Honors
- 2002: Barbara and Robert Elsner - Private
- 1997: (T) Bruce Brooks Pfeiffer - Professional
- 1996: (T) Richard Carney; (T) Eric Lloyd Wright
- 1995: Karen Johnson Boyd; Marshall Erdman; Samuel Johnson; (T) Edgar Tafel
- 1993: Audrey Laatsch
- 1992: Katherine Jacobs; Carla Lind; (T) Pedro Guerrero

(T) denotes Taliesin-related. Special categories were begun in 1997.



# Burnham Beat

by Terry Boyd

## Short Take 1: Continuous Learning for Docents

Constant change is the norm for the Burnham Street project, seemingly monthly. That requires helping docents be up-to-the-minute in order to accurately present the site to visitors. For example, when the November purchase of the new property on Layton Boulevard was set to appear in a press release, docents needed to be ready to talk about it in depth.



*Mike Lilek discusses the history of the American System-Built Duplexes during docent training in the 2700 block of West Burnham Street, Milwaukee, on Saturday, November 17, 2012.*

Photo Credit: ©Mark Hertberg

This requires a continuous training program that has been particularly busy this past fall. Sessions included presentations on recent work on the first restoration of the B1 House at 2714 Burnham Street, and a tour of the recently acquired C3 House at 1835 Layton Avenue. To prepare for upcoming changes, Mike Lilek provided a guided tour of the Two-Flat C Duplex that will be undergoing major restoration this spring (see Short Take 2). Additional sessions by Mike and Bob Hartmann reviewed the history of Wright's ASBH project at Burnham Street and the development of Frank Lloyd Wright® Wisconsin.

Eric Vogel, MIAD architecture professor, will offer a lecture and tour of the ASBH sites from an architectural and structural perspective on Saturday, February 16 from 1-3 pm. Interested potential docents are welcome.

Docents participate in regular discussions to develop materials for tours. They regularly revise guidelines and the docent handbook to assure consistency and accuracy as events and new information need to be folded into the interpretive tour program.

## Short Take 2: Construction is Gearing Up

As if assuming a new property to maintain was not enough to busy the organization, this spring we begin construction on the second major restoration project on Burnham Street, the Two-Flat C Duplex at 2732-34 Burnham Street. The project is funded by the Save America's Treasures program within the United States Department of the Interior, and administered by the National Park Service. This is the second grant for the organization under this program. The first was used to restore the B1 House. A second award to the same organization is highly unusual and confirmed the success of the first project. Both required matching funds of \$150,000, which was successfully raised with the help of many of you.

Recent research in public documents on the original construction of the duplex has revealed that some features were not constructed as shown in the original drawings by Wright. As with most restorations, unexpected surprises along the way are actually the norm, and no doubt more will appear as the project progresses. With the extensive preparatory work, including contracts signed, permits obtained and scaffolding planned, the excitement is mounting. ☐



*President Robert Hartmann (center) talks with students from the Ecole d'Architecture de Bordeaux, France when they visit Frank Lloyd Wright's American System-Built Homes on Thursday, October 25, 2012.*

Photo Credit: ©Mark Hertberg

# Barbara Elsner: Moving Forward

by Terry Boyd

**A**s individuals contribute time, talents and treasures over time, their ways of engaging evolve. Frank Lloyd Wright® Wisconsin is deeply grateful to Barbara Elsner, who has engaged in many ways over the past two decades.

In the 1990s, Barbara was instrumental in founding FLLW-WI, the outgrowth of a grant to the State of Wisconsin from the National Trust for Historic Preservation to develop heritage tourism. This provided the seed for establishing an organization to promote the Frank Lloyd Wright legacy statewide. From that beginning, Barbara has been a catalyst for growth on the Board of Directors. Though she prefers to apply her formidable skills behind the scenes, the results give her away. Her sheer hard work, tenacity and sustained commitment to the mission are responsible for creating an organization that is now recognized as a destination Frank Lloyd Wright site, owns and operates four Wright properties, presents the annual Wright & Like™ tour, and maintains a house museum. Barbara spearheaded all of these activities, and many more. Her hands-on approach was evident with the first tour that began on a wing and a prayer. With modest publicity and no precedent, the day arrived and, as house captains, she and her husband Robert arrived early, only to find an already long line of eagerly awaiting people. To handle the crowd, she conscripted friends from the line. The event now requires upwards of 50 volunteers and countless hours of preparation over several months.

Barbara came to the nascent organization as a fully seasoned preservationist, with the skills and experience required to make things happen. Her earliest preservation activity was recognizing the immense importance of an unusual house on North Terrace Avenue in Milwaukee, the Frederick C. Bogk House, a seminal house in Frank Lloyd Wright's early career, but neglected and little valued. Having purchased the house in 1955, she and Robert have deftly managed the challenges of balancing privacy for their family with the public's demand for access to this signature Wright work.

During the 1960s, with her brother, Barbara's preservation activities expanded in Milwaukee. In the 1970s, as the wave of demolition of historic properties gained momentum, Barbara watched as house after house was bulldozed in her neighborhood. The day she stood in her front window aghast, as bulldozers demolished a distinguished Georgian house across the street for a parking lot, she was galvanized to make sure that this could not happen again.

Barbara is at heart a fighter, at the frontline of desperate situations. When the magnificent Plankinton Mansion was demolished at midnight one night, she surged into action, organizing with others to develop a preservation ordinance for the city, followed by a tough preservation commission. When the late Victorian mansion built by the Frederick Pabst family, one of the most influential families in the cultural and economic history of the city, was threatened with demolition, Barbara stepped forward, joining the Board of Directors, determined to preserve the home. It now has new life as a beloved Milwaukee treasure. With the ordinance and commission in place, Barbara led the work for designation of a historic district for her neighborhood, the Watertower Trust. It now protects a wealth of late 19th and early 20th century houses that capture a vibrant period in the history of Milwaukee, including early leaders of business and commerce, and the



Barbara Elsner

Photo Credit: Mike Lilek

work of premier architects commissioned to build their houses, including Frank Lloyd Wright.

Her commitment to Wright's work led to an awareness that without an advocate, many of his buildings across the country were vulnerable. She was a member of the board that founded the Frank Lloyd Wright Building Conservancy, the national organization devoted to stewarding Wright buildings across the country.

When the opportunity presented for FLLW-WI to purchase and preserve American System-Built Homes on West Burnham Street, Barbara went into action. For others it was a huge leap of faith, but from her experience, she knew it

Please see Elsner, page 10

# What's So Special about Wright?

by Ken Dahlin, AIA

**M**ore than 50 years after his death, Frank Lloyd Wright's work and life remain as popular as ever, with opinion surveys showing him to be the most famous American architect of all time, if not of all world history. His buildings reward the experience of those visiting or using them, engaging human scale and a connection to nature, even when nature isn't in the context, such as the Johnson Wax Administration Building or Guggenheim Museum.

Despite this, the world of architecture moved on, passing through modernism, brutalism, post-modernism, deconstructionism, and now back to a more sustainable modernism (among other things). Certainly, his influences have been diluted and absorbed into much of the architecture we see today in everything from the ranch home, open plan, cantilevered horizontal lines, natural materials, and on and on. And yet there seems to be something intuitively unique about an actual Wright structure that is lacking in most other buildings. This specialness is experienced as much in an earlier Prairie-era home like the Robie House as in one of his 40s or 50s Usonian homes, so that special "something" doesn't really seem to have anything to do with his buildings being ahead of their time or more modern than their peers.

Additionally, over Wright's long career, he developed many different styles and architectural expressions, and yet we distinctively know a Wright building when we see it, whether Prairie, textile block, Usonian or curved. What is it that actually unifies this series of works and reveals his signature?



Ken Dahlin

In the late 1800s, Wright developed an architecture that would be called the Prairie School, reacting against traditional neoclassical and Victorian architecture, which became a forerunner for modernism here and in Europe. Ironically, when Mies, Corbu, Gropius and others continued along this path initially paved by Wright, he was just as vehemently opposed to their modern works as he was to the traditional architecture he originally fought against. Was this just his self-aggrandizement, bravado and need to be seen at the cutting edge of progress? Or was there really something more to it than that?

Wright wrote much about his approach to architecture. Perhaps it is there that we can uncover clues to this unique and special architecture. In forthcoming issues of this newsletter, we will discuss some of these forgotten, misunderstood and superficially imitated ideas and see how they may be relevant for today.

Ken Dahlin, AIA is a nationally award-winning architect and owner of Genesis Architecture, LLC (Racine, WI), founded in 1992, specializing in modern organic architecture; an adjunct professor at the UW-Milwaukee School of Architecture and Urban Planning; and a Frank Lloyd Wright® Wisconsin board member. In this short column, his goal is to present ideas that Wright wrote and designed from, and discuss the implications of those ideas both past and present. ☐

**Additionally, over Wright's long career, he developed many different styles and architectural expressions, and yet we distinctively know a Wright building when we see it, whether Prairie, textile block, Usonian or curved.**

# AT TALIESIN



This column about the work at Taliesin, published in the Capital Times on July 12, 1935 and the Weekly Home News on July 18, 1935, is particularly unique because of its coauthors, Fellowship apprentice Cary Caraway and Earl Friar, who worked with the farm's livestock at Taliesin. Jesse Claude (Cary) Caraway, from Texas and a member of the Fellowship from 1935-1942, was one of the apprentices who witnessed Frank Lloyd Wright shaking Fallingwater out of his sleeve. He stayed in the Spring Green area after leaving the Fellowship and was the architect of the Rest Haven Motel (now known as the Usonian Inn) in Spring Green. Earl Friar, at Taliesin from the summer of 1935 through 1937, was responsible for putting Wright together with the eventual builder of Fallingwater, Walter J. Hall, having worked for Hall previous to coming to Taliesin.

Randolph C. Henning

"That is what we do to our best trousers here," said Frank Lloyd Wright as he fingered the frazzled-edged tear at his knee. That tells part of the story of Taliesin—the story behind the line in our work song, "Joy in Work is Man's Desiring." What is the philosophy of work? Is work something to be endured? Is it a device for earning a living? Is it just a means to an end? We wonder? Perhaps as a child each one of us has dreaded little chores. And perhaps to some of us with increasing years it has become more and more a thing to be dreaded and avoided. I suppose there are some who have come to Taliesin with a point of view toward work. But I dare say that few leave Taliesin with a dislike for work—its place in the scheme of things. They have learned that work is the common denominator of every phase of a man's activity—art, agriculture, industry. "All knowledge is vain except where there is work," sang the Indian poet Gibram. By work alone we serve humanity.

By working at Taliesin we feel the connection between work and life. Not that work is of a different nature at Taliesin, but that the spirit is different in which work is done—with willingness, spontaneity and wholeheartedness. The laggard gradually catches this feeling and once experiencing the joy in the accomplishment, the true reward of work, he no longer needs urging.

At Taliesin we don't work to earn money—we work for the joy of working with a share in a great cause and good living assured. The more creative the work we can do the greater the joy, for work represents translation of thought into action. Let us be sincere. Work which involves no great mental activity naturally brings proportionately less joy of work, however, drudgery is unavoidable in any walk of life. We should welcome a certain amount of it as a means of self-discipline. Work is an important part of life at Taliesin, but of no greater importance than design. Rather, it is complimentary to designing—serving as a means to derive the greatest benefit from designing—thought and action working in unison.

Just now a critic leans over our shoulder to remark, "Why do you write about work? It's so easy to be hypocritical about such a project. No one really likes to work." We do not believe that, for we have very frequently experienced a keen sense of joy while at various tasks; some not so pleasant, too. Analysis of such moments reveals that joy in working comes most frequently from self-imposed tasks or jobs in which free-rein is given along with responsibility for completion. It is a result, too, of the direct application of ourselves that brings up in us a gratifying sense of our own power. "Knowing how" is a satisfaction. Men are most manly when mastering circumstances. Life ought not to be so that we depend upon others for this mastery.

## EARL FRIAR & CARRY CARAWAY

A new feature of our programs at Taliesin Playhouse is of vital interest to all our friends, and especially those who love to hear great music splendidly played by Anton Rovinsky, pianist; Edgar Neukrug, violinist; and Youry Bilstin, cellist. They are members of the Fellowship for the summer. Each Sunday they will play solo or in ensemble—sometimes ancient music on ancient instruments; the spinet, viola d'amour and viola da gamba; or the great classic compositions on the Bechstein, the violin and cello. We have now heard them, and theirs is great music which is of the spirit of Taliesin—it belongs, and we are proud to offer it to others. Soon they will become an integral part of the voice that speaks from Taliesin. A new feature to be in the life of the Fellowship is a new broadcasting plant of our own. Meantime, we share them with those who participate in our Sunday afternoons and soon Wednesday evenings.

Sunday, July 14th following the new musical program, we will show the film "Don Quixote," in which Feodor Chaliapin plays and sings the leading role. *The New York Times* calls it the most magnificent screen performance of the year. Chaliapin singing with a cast of splendid French actors and singers is something to which we are looking forward with pleasure. ☐

# FLLW-WI: Our History, Organization & Accomplishments

by Sherri Shokler

## History

The Frank Lloyd Wright® Wisconsin Heritage Tourism Program was chartered under the Wisconsin Heritage Tourism Initiative of the Wisconsin Division of Tourism as part of a pilot program developed by the National Trust for Historic Preservation. The Wisconsin Legislature enacted it in 1990 (WI Act 237).

The concept of heritage tourism links the historic preservation community and the tourism industry to develop historic sites as major tourist attractions. In 1990, the National Trust requested proposals for heritage tourism projects from state historic organizations. The State Historical Society of Wisconsin proposed four projects: the Wisconsin Ethnic Settlement Trail, Fox/Wisconsin Rivers Heritage Corridor, Lac du Flambeau Chippewa Indian Band Reservation, and Frank Lloyd Wright Heritance Tourism. After review by National Trust panels, Wisconsin was one of four states to be selected for participation.

In 1990-91, the National Trust provided an initial grant of \$25,000 to be matched by the State of Wisconsin Division of Tourism. This grant was renewed in 1992-93. In 1993-94, the Division provided \$15,000 from its own budget, and \$10,000 in 1994-95. All operating funds are now raised by the organization.

Delighted with the success of the four original programs, the Division of Tourism continued to add new Heritage sites. At its height, there were 12 Heritage Tourism program areas in Wisconsin and a professional Heritage Tourism Coordinator, who served under Wisconsin's Secretary of the Department of Tourism. This ended in August 2002, when the Heritage Tourism Program was eliminated as part of the state's budget-cutting efforts.

Although we receive no state support, we continue to fulfill our mission to "promote, protect and preserve the heritage of Frank Lloyd Wright, his vision and his architecture in his native state of Wisconsin."

## Organization

Frank Lloyd Wright® Wisconsin is managed by a volunteer Board of Directors that includes at least one representative from each of the Wright-designed, open-to-the-public sites in Wisconsin, at least one member who is the owner of a private residence designed by Frank Lloyd Wright, and a minimum of two at-large members. A part-time office manager assists the Board with its activities.

Because the group was not organized from its own initiative, sense of mission and swell of grass roots interest when it began in 1990, it struggled to determine an organizational structure and what authority and

responsibility sites and members were to have. Since that time, with dedication and hard work, Frank Lloyd Wright® Wisconsin has significantly increased cooperation among the Wright-designed Wisconsin sites and provided a joint marketing effort for tourism, education and preservation.

The original eight sites included Taliesin®, Hillside Studio and Theater and Frank Lloyd Wright® Visitor Center (Spring Green); A. D. German Warehouse (Richland Center); Seth Peterson Cottage (Lake Delton); Unitarian Meeting House (Madison); Annunciation Greek Orthodox Church (Milwaukee); and SC Johnson Administration Building (Racine).

In 1997, the Monona Terrace® Community and Convention Center (Madison) was opened; in 1999, Wingspread (Racine) expanded its tourism activities; and since 2006, the Bernard Schwartz House (Two Rivers) has operated as a vacation rental. In 2004, Frank Lloyd Wright® Wisconsin purchased and restored the Wright-designed home at 2714 West Burnham Street (Milwaukee), opening it to public tours and increasing Wisconsin's number of Wright-designed open-to-the-public sites to twelve.

## Accomplishments

### Organization

The volunteer board of Frank Lloyd Wright® Wisconsin meets six times a year, on the third Tuesday of every other month, at architecturally significant sites generally in the Madison or Milwaukee areas. It maintains an office in Madison with a part-time staff person. The mailing address is PO Box 6339, Madison, WI 53716-0339; telephone 608.287.0339; fax 608.287.0764; website [wrightinwisconsin.org](http://wrightinwisconsin.org); and email [info@wrightinwisconsin.org](mailto:info@wrightinwisconsin.org).

### Advertising & Promotion

Brochure. Wisconsin Sites is a two-color "rack" brochure with black-and-white photographs, a brief description of each site, visitor information and map. It is available free-of-charge at each site, at Wisconsin Information Centers, Convention and Visitor Bureaus, museums and galleries, and other Frank Lloyd Wright sites across the country. Brochures are distributed throughout the state, region and nation. This is the only brochure that promotes all 12 open-to-the-public sites designed by Wright in the state of Wisconsin.

Postcards. Funded by the initiative in 1990, Pedro E. Guerrero photographed the eight original buildings. These images were used for publicity and for postcards available for sale at each site. Each site maintained its own inventory. The photographs have since been used in the sites brochure and other promotional materials.

**Video.** A 10-minute video provides information about the original eight open-to-the-public Wright sites. It was designed and produced in 1993 by Mark Keane and Linda Keane of Milwaukee, with a grant from the University of Wisconsin-Milwaukee School of Architecture and Urban Planning. It was sold through the Madison office.

**Internet.** In 1995, the FLLW-WI brochure was posted on the web and replaced in 1999 with [wrightinwisconsin.org](http://wrightinwisconsin.org). The website provides information about the Wright-designed open-to-the-public sites; special events and tours, including ticket ordering capabilities; information about the Burnham Street Project in Milwaukee; and links to other Frank Lloyd Wright web addresses. FLLW-WI also maintains a second website dedicated to the American System-Built Homes, [wrightinmilwaukee.org](http://wrightinmilwaukee.org).

**Media Marketing.** Frank Lloyd Wright® Wisconsin has been responsible for major magazine and newspaper articles on Wright's Wisconsin legacy initiated through press releases and special interviews. Contacts continue to be made.

### ***Education and Information***

**Docent Training.** In 1991-92, a series of training seminars was organized to educate volunteer tour guides at the Wisconsin Wright sites; workshops were presented; trips were made to each site; and a training manual was developed. This served as a basis for each site to develop its own training program.

**Exhibitions.** Frank Lloyd Wright® Wisconsin works with state and national museums to promote exhibitions about the works of Frank Lloyd Wright.

**Education Projects.** Working to create early awareness of the importance of the built environment, Wright's work and state pride, FLLW-WI supports educational projects for children. It has provided financial and organizational assistance for a 32-page book emphasizing Wright's design and building principles for elementary school children by Diane Fleming, Madison; an interactive informational poster by Mark Keane, Milwaukee, distributed to 4th grades around the state; and events such as Box City and Terrace Town for grades 1-6 developed and presented at Monona Terrace in Madison through consultation with the Frank Lloyd Wright Preservation Trust.

**Special Events.** Starting in 1994, to celebrate Wright's June 8 birthday and the opening of Wisconsin summer tourism, special tours, lectures and events at each site were promoted under the heading "Wright Here in Wisconsin" in a specially designed brochure and with press releases to various media throughout the state. In 1996, the focus of the event shifted to tours of private homes by Wright and other significant architects. The event, now known as Wright & Like™, has become the organization's major fundraising effort. It has grown to include an entire weekend of activities: a Friday night dinner, Saturday house

tour and Sunday brunch. Attendance at Wright & Like™ averages nearly 600 attendees, representing more than a dozen states. Cities that have hosted Wright & Like™ include Racine, Milwaukee, Spring Green, Wausau, Delavan and Madison.

In October 2003, Frank Lloyd Wright® Wisconsin, in conjunction with the Milwaukee Art Museum, hosted Working With Wright—An Evening of Conversation with Clients, bringing together for the first time six original Frank Lloyd Wright homeowners still residing in their Wright-designed Wisconsin residences. Milwaukee artist Schomer Lichtner created original artwork for the event invitation.

A special fall event has continued to be organized each year and has included a brunch at the privately owned Gilmore House in Madison; a tour of Crabtree Farms, a privately owned museum quality Arts & Crafts complex; a bus trip to the Chicago Art Institute and tour of three Wright homes in Illinois; and a tour of five Mid-Century Modern homes in Madison.

**Membership and Newsletter.** Initiated in the fall of 1995 to replace lost institutional support, the current membership includes nearly 300 people from throughout Wisconsin, Illinois, Minnesota and Iowa. Member benefits include discounts, volunteer opportunities and the Wright in Wisconsin newsletter with Wright-related articles, tour information and an events calendar. The newsletter began as a 4-page pamphlet and is now a 12-page periodical published in February, May and September.

**Tours.** Starting in 1994, educational art and architecture tours were organized to visit exhibitions and tour Wright sites. Currently, FLLW-WI collaborates with Tours d' Art, professional tours of national and international art and architecture, organized and led by Karen Bergenthal, Milwaukee.

**Lecture Series.** Free and open-to-the-public educational lectures by Wright scholars, historians, artists and architects have been presented at the Milwaukee Art Museum and Golden Rondelle at SC Johnson Wax in Racine, and since 1999, Frank Lloyd Wright® Wisconsin has co-sponsored, with the Southwest Chapter AIA of Wisconsin and Monona Terrace Community and Convention Center, the Wright Lecture Series in Madison, which includes four spring and four fall programs consisting of speakers, films and panel discussions on architecture and related topics.

**Conferences.** Board members participate in and provide a presence at local, regional and national conferences about Frank Lloyd Wright and state tourism.

### ***Preservation***

**Purchases.** In the fall of 2004, Frank Lloyd Wright® Wisconsin purchased the Wright-designed home at 2714

Please see *Preservation*, page 11

# Ron McCrea Talk at Golden Rondelle

by Ken Dahlin

Frank Lloyd Wright® Wisconsin cosponsored, with SC Johnson, the first of what we hope will be a Wright-themed lecture series on December 15 at the Golden Rondelle in Racine. The program featured author and prize-winning journalist Ron McCrea, who worked for a decade as city editor of the Capital Times in Madison.



*The theater was filled almost to capacity with 300 people for McCrea's talk.*

Photo Credit: ©Mark Hertberg

Ron's talk featured slides from his new book, *Building Taliesin: Frank Lloyd Wright's Home of Love and Loss*, before a near-capacity gathering. It centered around his discovery of a file of 58 negatives of previously unpublished photos of Taliesin from the Utah State Historical Society that sat unnoticed for decades and were not processed

until 2002. These photos were taken by Wright's draftsman, Taylor Woolley, during his time at Taliesin from September 1911 to the spring of 1912, as well as the period he traveled with Wright and Mamah Borthwick Cheney in Fiesole, Italy, assisting Wright in the production of drawings for the Wasmuth portfolio.

Rare views of Taliesin under construction can now be seen 100 years later. These, along with other photos and research, bring to life the early period when Wright was first building Taliesin in Spring Green, including his love affair with Mamah, and its tragic ending in the fire and murders of 1914. Interwoven in the presentation were correspondence and photos of the Swedish feminist Ellen Key, for whom Mamah worked as a translator.

After the lecture, Ron greeted guests and signed his book. As an additional treat, SC Johnson offered tours of the Administration Building before and after the lecture. ☐



*McCrea signed copies of his book after his talk.*

Photo Credit: ©Mark Hertberg

## Elsner, from page 5

could be done. One of her great strengths is to intuit an individual's abilities and interests and position that person in the right role to maximize their contribution to a project. She knew that there was a core of individuals to mobilize, even if they might not see it as clearly. FLLW-WI now owns four houses in the neighborhood that has been designated by the Milwaukee Foundation for investment and revitalization. The designation heartened Barbara because it will preempt the thoughtless demolition she lived through in her own neighborhood.

The great potential presented by these events has energized Barbara yet again. To concentrate her attention on new initiatives, she has decided to step off the Board to focus on the upcoming restoration of the duplex at 2732, the newest property on Layton Boulevard, that begins this spring and will shape the role of the Burnham Street activity within the Layton Boulevard neighborhood revitalization efforts. Her considerable development skills are unique, highly respected and essential to these activities.

In preparation for this writing, I asked Barbara what she would like for the organization in the future. Not surprisingly, her vision is far reaching. She referred to the recent passing of Ada Louise Huxtable, one of America's first architectural critics. Huxtable brought to the American public awareness that spaces, buildings and environments—both sweeping in scale and intimate—profoundly influence our daily lives for the better. They must be protected as vital parts of our current lives and to those in the future. Barbara would like to see the organization—the collective of Frank Lloyd Wright sites across the state—realize its potential power to help the State of Wisconsin recognize that the legacy of Frank Lloyd Wright is not just a collection of historic structures, but a resource integral to our lives, not just for our state but for the nation and the world.

In a reflective moment, Barbara mused that her passions have centered on the art forms of dance, landscape and architecture. These fields have constant motion and change in common, qualities that aptly capture the essence of Barbara herself. ☐

# Tours & Events at Wright Sites

American System-Built Homes, Model B1  
**Open House and Tours**  
**2nd and 4th Saturday of each month**  
**1-4 pm**  
Milwaukee  
\$10 donation at the door

Annunciation Greek Orthodox Church  
**Taste of Greece**  
**Music, Food, Tours**  
**February 16-17**  
**12-8 pm**

Bernard Schwartz House  
**Public Tours**  
**Sunday, April 7**  
**3 pm**  
Two Rivers  
\$10 donation; reservations required

**FLLW-WI SPECIAL EVENT**  
**Hardy House Tour**  
**Saturday, April 27**  
Members and guests only  
Reservations required  
See details on p. 1

Monona Terrace  
**The Wright Design Series**  
**7pm • Lecture Hall**  
Madison  
Free

**Thursday, February 28**  
**"Frank Lloyd Wright: The Architecture of Nature and Its Future"**  
Presented by Tony Putnam, Architect, AIA, LLC

**Thursday, March 14**  
**Film: "On Imagination: Conversations with Architects"**  
Presented by Merrill Elam of Mack Scogin Merrill Elam Architects

**Tuesday, May 7**  
**"Architect as Artisan and World Citizen"**  
Presented by Steve Badanes, Architect

**Jeth Peterson Cottage**  
**Open House and Tours**  
**2nd Sunday of each month**  
**1-3:30 pm**  
Lake Delton  
\$4 donation

**April 14-19**  
**Annual Cottage Work Week**  
Volunteers welcome  
Contact Bill Martinelli  
608-238-8355

**Unitarian Meeting House**  
**Noon Musicales**  
**Fridays**  
**12:15-1 pm**  
Landmark Auditorium  
Madison  
Free

Visit [wrightinwisconsin.org](http://wrightinwisconsin.org) for a complete listing of Wright-designed open-to-the-public sites in Wisconsin, including tour schedules and contact information.

## Preservation, from page 9

W. Burnham Street in Milwaukee, one of the six Wright-designed American System-Built Homes (ASBH) on that street to restore as a house museum and interpretive site. In December 2006, FLLW-WI was awarded a Save America's Treasure matching grant for the restoration of that home, the only organization in the state to be so honored. Work began in the fall of 2007, and during the restoration process, the house served as a research and learning laboratory for students from the University of Wisconsin-Milwaukee School of Architecture and Urban Planning's Historic Preservation Institute. Uihlein Wilson Architects LLC was the restoration architect for 2714 W. Burnham.

Since that time, FLLW-WI has purchased two additional Wright-designed ASBH duplexes on that same street. 2724-26 W. Burnham Street was secured in the summer of 2005, and 2732-34 W. Burnham Street in 2007. These homes are among the earliest built manifestations of Wright's lifelong quest to create architect-designed homes that average Americans could afford. This row of dwellings is unique in the work of Wright, and as such, is a local treasure of international significance.

In 2009, Frank Lloyd Wright® Wisconsin was awarded a second Save America's Treasure matching grant for the exterior restoration of 2732-34 W. Burnham. Winning a second SAT grant further underscores the importance of this unique block of Wright buildings.

Frank Lloyd Wright® Wisconsin provides public tours of the Model B1 several times per month. Visitors from across the country and internationally have toured the home.

Development of a strategy that will facilitate the restoration of the entire block, including the homes currently owned by FLLW-WI, and support neighborhood revitalization is underway.

## Awards

- City of Milwaukee - 2010 Mayor's Design Award for restoration of American System-Built Home, ASBH Model B1(2714 W. Burnham Street, Milwaukee, WI)
- Milwaukee County Historical Society - 2010 Frederick I. Olson Historic Preservation Award for the restoration of ASBH Model B1
- Save America's Treasures Grant from the National Parks Service US Department of the Exterior, for 2732-34 W. Burnham Street, December 2009
- Save America's Treasures Grant from the National Parks Service US Department of the Interior, for 2714 W. Burnham Street, December 2006
- Wright Spirit Award, Special Honors Category, from the Frank Lloyd Wright® Building Conservancy, 2005
- Organization Award from the State Historical Society of Wisconsin, 1998
- Organizational Award from the Wisconsin Trust for Historic Preservation, 1995 ☐

Frank Lloyd Wright® Wisconsin  
P.O. Box 6339  
Madison, WI 53716-0339

PRSR STD  
U.S. POSTAGE  
**PAID**  
Wausau, WI  
Permit No. 665

## Vintage Postcard

A

post-1939 real photo postcard of Taliesin taken from the hilltop garden towards the Hill tower. The tower was originally planned as a farm structure and dovecote but was eventually converted to Fellowship housing with the clearstory visible in this photo lighting the dining area.

