



## PROJECT UPDATES

### The Carnegie Building

The Carnegie Building in Fort Worth, Texas held its grand opening on December 5th, 2008. Ed Bass — the developer, Mike Moncrief — Mayor of Fort Worth, Johnny Campbell — CEO of Sundance Square, and representatives from David M. Schwarz Architects (David Schwarz, Tom Greene — Project Manager, Alexandra Dickson — Job Captain, Craig Williams and Brook Denison) were all on site for the festivities.

**For more information click here.**



**The Carnegie Building Grand Opening in Fort Worth.**

## LEARNING IN LAS VEGAS



**David Schwarz and his Yale architectural students with Las Vegas Mayor Oscar Goodman.**

*By Louise Levi*

*Master's of Architecture Student, Yale University*

*Forty years after Robert Venturi, Denise Scott Brown and Steven Izenour took a group of Yale students to the Las Vegas Strip to ask: "What can the rest of the world learn from Las Vegas?", a group of ten Yale students in their final year of the Masters of Architecture program returned to ask: "What can Las Vegas learn from the rest of the world?" The studio, led by David Schwarz of David M. Schwarz Architects, challenged students to re-imagine Las Vegas' famed strip by proposing designs for Harrah's. The first order of business was a field trip to Las Vegas to see the site. Here's one student's first-hand account of the experience:*

As I sat watching a 63-year-old Cher parade in a gold bikini not 15 feet in front of me at Caesars' Coliseum, I tried to think about what the architectural equivalent would be to this spectacle. I was in Vegas to study a radically different city than what the last Yale pilgrims found forty years earlier. On that trip, Robert Venturi and Denise Scott Brown pronounced the motor-stop resorts "almost alright".

In the passing years, the Strip has grown from a handful of casinos to a crowded destination of internalized resorts strung along a road that no longer has enough

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### U Street Hotel Project

The firm has been hired by the JBG Companies to design a new-construction boutique hotel and mixed use project within Washington, DC's Greater U Street Historic District. The project will be located at 13th and U Streets NW, across from the U St / African-American Civil War Memorial / Cardozo Metro station. The first two floors will be devoted to restaurant and retail uses, along with the hotel lobby and meeting spaces. 250 hotel rooms will occupy the upper floors. Other amenities include a spa, health club, rooftop pool and bar. Public lobby spaces will double as gallery space featuring the work of local artists. The project will be formally submitted to the City for review and approvals this spring. JBG and representatives of the firm have engaged in a series of meetings over the past several months with neighborhood groups and community representatives.



Rendering of boutique hotel and mixed use project in the Greater U Street Historic District, Washington, DC.



David Schwarz with his Yale architecture students and client in Las Vegas.

space for either the traffic or the 30,000 pedestrians that crowd the narrow, discontinuous sidewalks each day. Our studio aimed to understand what Las Vegas can learn from examples of successful pedestrian centered destinations, like Las Ramblas in Barcelona or Lincoln Road in Miami. Working in pairs, we designed a master plan and resort for the Harrah's campus to take advantage of their Strip parcels — the largest continuous area under a single company's control. This gave us a unique opportunity to develop a neighborhood in a city that, just forty years ago, was thought of as a roadside attraction.

During our visit, we found the most successful pedestrian "streets" in Las Vegas are interior: the streetlamp and cobblestone paths in the Paris resort and the colonnaded shopping streets of Caesars' Forum Shops. Five student teams worked to integrate existing Harrah's resorts using shaded pathways, pedestrian-oriented storefronts, public squares and fountains. One team proposed a courtyard plan creating diverse public spaces within their resort. Another team created a hotel with a theater that opens onto the Strip, using the streetscape as a living backdrop for performances. Our projects offered a vision for how Harrah's might strengthen their own properties while also encouraging a new sustainable plan for developing the Strip to suit the next generation.

While aspects of each plan resonated with the jury, no one plan seemed to distinguish itself as the definitive path forward for the client. Perhaps the most successful result from the studio was the experience it gave us students. We had the opportunity to train with skilled architects and innovative clients. We were tapped as problem solvers and designers and we were expected to work with realities as opposed to hypotheticals. We experienced the challenges of our profession, and we learned that solutions are not always evident and that there is indeed a process of discovery, trial, error and of course — going back to the drawing board again and again.

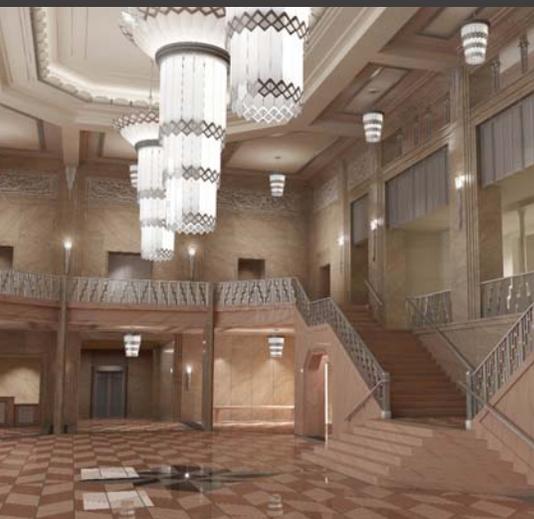
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### The Spoleto Festival

David M. Schwarz Architects was retained by the producers of the Spoleto Festival in Charleston, South Carolina to study and make recommended adjustments to their current facilities at Gaillard Hall. DMSAS presented its findings in December. These findings were well received and the firm is continuing discussions with both Spoleto and the City of Charleston to explore options for proceeding.

### The Smith Center for the Performing Arts

The Smith Center for the Performing Arts in Las Vegas, Nevada continues to generate excitement and anticipation. Recent press coverage and interviews in *The Las Vegas Review Journal* look at how the new development will impact the city. **Click links for recent coverage (link 1, link 2, link 3).**



New rendering of the Smith Center for the Performing Arts lobby.

## DMSAS RECRUITING CALENDAR OF EVENTS

David M. Schwarz Architects will be taking part in job fairs at architecture programs throughout the United States this spring semester. Firm representatives will be meeting with students at the following universities on the following dates:

Carnegie Mellon University (Pittsburgh, PA)	February 19th & 20th
University of Maryland (College Park, MD)	March 6th
Catholic University (Washington, DC)	March 25th
University of Notre Dame (South Bend, IN)	March 25th & 26th
University of Miami (Coral Gables, FL)	April 2nd
University of Virginia (Charlottesville, VA)	TBD
Andrews University (Berrien Springs, MI)	TBD

## EMPLOYEE SPOTLIGHT

**Editor's Note:** In our last "Employee Spotlight", we featured a Q&A with Alexandra Dickson. Ms. Dickson is the newest Associate at the firm, a fact that was not mentioned in the piece and we apologize for the oversight.

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Recently, our newsletter editors sat down with the three of the newest employees at David M. Schwarz Architects to get their perspective on what the firm is like for someone just starting off in his/her career. Coming from diverse backgrounds and an array of academic institutions, Monica Regnier (University of Notre Dame), Blair Dargush (University of Virginia) and Dave Derenick (University of Maryland) were all on the same page when it came to the merits and appeal of David M. Schwarz Architects. They cited the firm's strong sense of self, high design standards, collaborative team environment and respect for the process, as major attractions to the firm and the reasons why they feel so satisfied and rewarded in their jobs.

### What attracted you to DMSAS?

**Monica:** "What struck me about DMSAS was its traditional design approach, its thoughtfulness and attention to detail. The firm doesn't design in a vacuum. It has a process that is informed by factors like history, context and technical realities. The firm's commitment to high quality is uncompromising and that appealed to me."

**Dave:** "The thoughtfulness Monica refers to can be seen in every design decision here. It was definitely something that attracted me to the firm. The firm has a clear sense of identity. They know who they are and what they are about, and as a result, they have cultivated loyal employees and clients. That is very telling."

**Blair:** "I saw a real opportunity at this firm to keep learning and I was attracted to the scope of its projects, its master planning work and the range of complexity the projects present. My first week on the job, I sat in on a presentation and I heard a principal say 'We're civic minded architects.' That really resonated with me. We don't design for other architects to critique us, we design for the people."



From Left to Right: Blair Dargush, Dave Derenick, and Monica Regnier discuss terrazzo floor pattern designs for the USC Upstate George Dean Johnson, Jr. College of Economics and Business Administration.

### **What's the most important thing you've learned on the job?**

**Blair:** "I've enjoyed sharing the responsibility in the design and the process. In school, it's all about you. Here you're not the only voice; you're not the only designer. And, you have access to all these people who know so much and continue to teach you. You learn a lot of practical knowledge on the job. You learn faster than you did in school."

**Dave:** "One of the biggest adjustments from school was the addition of the client and the added constraints that can confront you at any time. Blair is right. It's no longer all about you. But these new challenges foster a greater sense of creativity and mutual respect for the process. One of the first things I learned on the job was that good design is rarely a spontaneous product and anything can be changed at any moment. Be it time or budget, any change can present a whole new set of design opportunities."

**Monica:** "To Dave's point, you really learn the importance of flexibility and not getting too married to one concept or idea too soon. You can get pretty far down one design path and then something in the project will change and when you're new you might feel like you're at square one. But your blood, sweat and

tears were not lost, you gain a lot on the journey. It all contributes and is valuable to the end product."

### **What would you say to a graduating architect student interested in DMSAS?**

**Dave:** "DMSAS is a great size. It's large enough and has all the right resources to take on complex projects, but it's not so big that you will feel like a cog in the machine. It's a strong firm all around — from its design standards down to the way it's managed and run."

**Blair:** "When I first was looking for a job, I was concerned about my age. I thought I'd not be taken seriously and end up being a CAD monkey. Here, I have a chance to offer my opinion. I am appreciated as a thoughtful, creative person with ideas that can contribute to the whole."

**Monica:** "DMSAS is a wonderful place to be. You are surrounded by people who know so much and are so willing to share. It's not a huge firm so you are given real responsibility from the start and your ideas are valued, like Blair said. The firm makes a real investment in people and it shows."

## FAMILY NEWS

The David M. Schwarz Architects' Gingertown initiative (held on Wednesday, December 3rd) was a tremendous success. The initiative was covered by the *Washington Business Journal* ([Click Here](#)) and promises to be even bigger next year. Feedback on the initiative is provided in the letters to the editor section. If you would like more information on Gingertown, please visit <http://www.gingertown.org> or email [gingertown@dmsas.com](mailto:gingertown@dmsas.com).



Gingertown 2008.

During the week of Art Basel Miami Beach and Design Miami/ (December 2008), David M. Schwarz hosted his annual brunch at his Miami residence. Photographed here, David celebrates the accomplishments of Humberto and Fernando Campana (the Campana Brothers) honored as the 2008 Design Miami/ Designers of the Year.



David M. Schwarz at home in Miami with Design Miami/ Designers of the Year the Campana Brothers (Fernando and Humberto).

## FAMILY NEWS

On December 7th, 2008, "The Simpsons" showcased the American Airlines Center designed by David M. Schwarz Architects in an episode featuring the Dallas Mavericks and owner Mark Cuban. The episode is available on fox.com. **Click Here.** View scene at 8 minutes, 54 seconds.



The Simpsons episode showcasing the American Airlines Center (Dallas, TX)

The Fort Worth Business Press recently reported that the Ballpark in Arlington (designed by David M. Schwarz Architects) will undergo a \$4 million update, the first major work since the park's debut in 1994. **Click Here.**

David M. Schwarz Architects is pleased to announce that Isaac Smith joined the practice in January and Mark Buenavista joined in February. Isaac is a graduate of Andrews University and Mark earned his M.Arch degree at the University of Virginia. Welcome to the family Isaac and Mark!

Best wishes to all in the David M. Schwarz Architects family celebrating a birthday this spring: Sheri Fabian (Feb. 5th), Eyasu Belay (Feb. 18th), Isaac Smith (Feb. 24th), Sandra Smart (Mar. 1st), Chris Teigen (Mar. 6th), Jerry Marshall (Mar. 8th), Kate Garrett (Mar. 9th), Jennifer Paloski (Mar. 22nd), Timothy So (Mar. 23rd), Issac Bonilla (Mar. 25th), Gregory Hoss (Mar. 29th), David Fruzynski (Apr. 2nd), Michael Swartz (Apr. 7th), John Herrington (Apr. 12th), Eric Jackman (Apr. 14th), Thomas Greene (Apr. 19th), Paul Jackman (Apr. 26th), David Brawner (May 4th), Jeffrey Loman (May 11th), Alexandra Dickson (May 15th), Kent Tittle (May 20th) and Monique Faggans (May 21st).

Congratulations to all in the David M. Schwarz Architects family celebrating anniversaries with the firm this spring. Those with more than ten years of service include: Craig Williams (30 years), Michael Swartz (26 years) and Virginia Escalona (15 years).

## LETTERS TO THE EDITOR

Dear Readers,  
We welcome your feedback and comments to our newsletters. Submissions can be sent to **newsletter@dmsas.com** for potential inclusion in our next edition.

Below is some recent feedback to the firm's Gingertown Initiative.

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Dear DMSAS,

Thank you so much for thinking of us and then donating part of "Gingertown" for our waiting room. Children and adults loved it and spent lots of time figuring out how it was made. It looked and smelled wonderful and definitely made the center festive. Thanks Again,

**Sarah Berry**  
**Volunteer Coordinator**  
**Wendt Center for Loss and Healing**

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To Everyone Who Built Gingertown,

Thank you for your dedication to bring holiday cheer to Hannah House. Your hard work was met with smiling faces of our children and endless fascination among staff and residents. All of you did a truly amazing job and I want to thank you for including us in this project. Have a wonderful holiday. On behalf of everyone here at Hannah House, again, THANK YOU.

**Hannah House**