



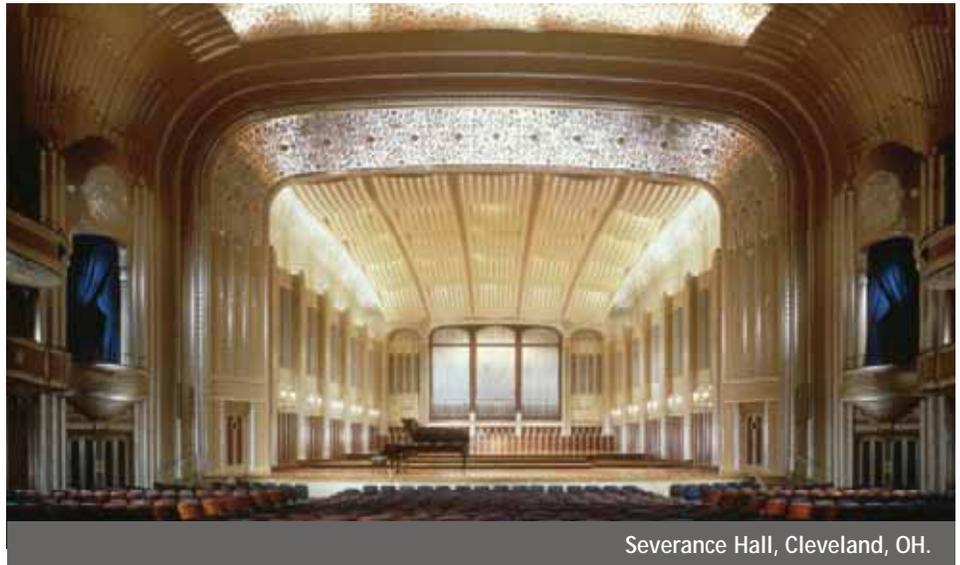
PROJECT UPDATES

Internationally recognized pianist and vocalist Michael Feinstein and Mayor Jim Brainard have announced that the Feinstein Foundation for the Education and Preservation of The Great American Songbook will relocate from Los Angeles to the **Regional Performing Arts Center**, in Carmel, Indiana. The building, designed by DMSAS, is currently under construction and scheduled for completion in late 2010. The foundation's office and collection of sheet music, recordings, memoirs and manuscripts will be housed on the third floor of the Regional Performing Arts Center.



Work on the Regional Performing Art Center in Carmel, Indiana.

DEEP ROOTS



Severance Hall, Cleveland, OH.

As a child, Craig Williams moved around a lot. His parents were looking for the suburban utopia — something he says simply does not exist. All this moving, Craig believes, gave him something to “react against.” Now he is the type of guy that puts down deep roots.

For the past twenty years, Craig has lived in DC’s Tenleytown. “There’s a greater sense of history and authenticity in neighborhoods in urban areas. They have deeper roots and are more neighborly.” Even more impressive is his twenty-nine year tenure with David M. Schwarz / Architectural Services. But his roots with architecture run even deeper than that.

Craig and his two brothers — no matter what suburb they currently resided in — amused themselves with the same game. They’d gather Leggos, Lincoln Logs, any materials around the house they could build with and, of course, all the Matchbox cars. “We’d construct fantasy urban villages in our basement. We’d continue to work on them and they would grow almost like a cancer across the basement floor.” Expansion inevitably would be halted by parental requests to put the toys away once every week or two.

By eighth grade, Craig knew he wanted to build buildings. While attending the Architecture School at the University of Maryland, Craig took a three day assignment at DMSAS that turned into a permanent position. “We were all young. It was an exciting and innovative place.”

Craig notes every year brings new projects and new learning experiences. “Architects, if they are lucky, get paid to learn about other people’s businesses. I have been fortunate because I have been interested in most of the businesses I’ve had to study.”

His first major project was the renovation of a “five-and-dime” store into art galleries. Craig worked on the designs, developed the contract documents and ultimately oversaw contract administration. He also had to interact with the clients and

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DMSAS has been commissioned to create a concept plan for a new, 600,000 SF retail development for Prime Retail. The project will be part of the Villages at Urbana, a mixed-use master planned community being developed by Natelli Communities and located near Fredrick, Maryland. The plan is organized around a pair of primary public squares linked by a network of streets and outdoor pedestrian ways. Construction is anticipated to start mid-2009.



DMSAS rendering for the Villages at Urbana.

learn how their businesses would work within the physical spaces. One of these contacts was the influential photography dealer Harry Lunn. For Craig, who is an avid black and white photographer, this made the learning process more meaningful.

Similarly, Craig says he has been extremely fortunate to work on the firm's performance halls, connecting him to another lifelong interest — music. While most of us are watching "Lost" or "So You Think You Can Dance," Craig is sitting in front of a record player. "People use music as background while multi-tasking. I am talking about truly experiencing it." When asked why he is still fiddling with records in the digital age Craig replied, "The world we live in is analog. Our ears are analog. There is something that robs the soul of the music when you break it down and digitize it. You can just sense it." This sensitivity has come in handy in commissions like **Severance Hall** in Cleveland, OH and the **Schermerhorn Symphony Center** in Nashville, TN. In these projects, the architecture — above all — was about producing an environment for sound.



Art Gallery, Washington, DC.

"The first time I heard the Cleveland Orchestra perform in Severance Hall was an enlightening experience. The clarity and precision blew me away."

THE ART OF BUILDING FOR THE PERFORMING ARTS

Although David M. Schwarz Architectural Services does not specialize in any one type of project, the firm's performing arts venue portfolio has seen steady growth over recent years. The company's first taste of theater work came in the 1980s when the firm was hired to study how performance spaces could be integrated into the lower levels of new construction and office buildings within the Washington, DC street grid.

Fast forward a decade. The firm had established a successful working relationship with the Bass family. DMSAS was doing the master plan for Bass Holdings that promised to revitalize downtown Fort Worth. Although two previous efforts to create a multi-purpose performing arts venue in the town didn't come to fruition, the notion that one was needed was something that Ed Bass held onto.

DMSAS quickly found itself on the design team for the **Nancy Lee and Perry Bass Performing Hall**. Working with theater

planners and acousticians, David Schwarz and his team undertook detailed studies of recent American venues like the Kravis Center in West Palm Beach, FL and NJ PAC in Newark, NJ. David, himself, took it a step further touring the great opera houses and halls throughout Latin America and Europe. The goal was to arm the architectural team with as much knowledge as possible, so they could truly have a dialogue and work with the theatre planners and acousticians to accomplish their artistic goals.

"Instead of having the acoustics or the architecture take the lead — leaving the other to adjust, our approach was to make the acoustic elements one and the same with the architectural elements. We didn't have the acousticians tell us we need a wall here and a column there," explained Craig Williams, a Principal at David M. Schwarz / Architectural Services. "We'd asked them: what they were trying to achieve, what was the ultimate goal and then we explored architectural solutions to meet them."



The Nancy Lee and Perry Bass Performing Hall, Fort Worth, TX.

Before Bass Hall even opened, the firm was invited to compete for the design of the restoration and renovation of **Severance Hall**, which is home of the renowned Cleveland Orchestra. Word of their collaborative approach and careful study had spread, and the firm ended up with the commission. Severance Hall and the Orchestra were known for precise acoustics. The mandate during the project was to polish and enhance the sound without fundamentally changing it. "The Cleveland Sound," as it was lovingly referred to, could not be altered by the renovations. "We were polishing a gem," says Williams.

While preserving "the sound," the DMSAS team restored the significant historic fabric of the building while adapting other less significant areas for new uses. It added 39,000 SF to the facility to improve back-of-house functionality and patron amenities. The firm created an entirely new concert platform, and most significantly, it relocated and brought back

to life a historic Skinner organ that had literally been entombed in the hall's ceiling during George Szell's acoustic alterations in the 1950s.

World class acoustics was also the driving mandate for the firm's latest concert hall — the **Schermerhorn Symphony Center** in Nashville, TN. DMSAS studied, toured and saw performances at Europe's finest venues including: the Concertgebouw in Amsterdam, the Musikvereinsaal in Vienna and the Konzerthaus in Berlin. Lessons and influences from these venues were used to craft something timeless and precise. Although the venue has only been open for two seasons, its impact can already be felt. At the 50th annual Grammy Awards the Nashville Symphony's Recording of *Made in America* picked up three Grammy Awards. It was the first CD recorded in Schermerhorn. With great admiration Williams adds: "In a relatively short time, it has also become a cherished community landmark."



Schermerhorn Symphony Center in Nashville, TN.

THE INTEGRATION OF ARCHITECTURE & ACOUSTICS

Designing a good performing arts venue or concert hall requires meticulous attention to sound quality. Every design choice can impact the end result and the patron experience. Architects must consider how the individual room elements reflect sound in different ways to meet acoustical goals such as clarity, focus, warmth, envelopment and impact. Here are a few examples of how David M. Schwarz / Architectural Services has worked with acousticians to provide architectural solutions to meet or address acoustical concerns.

■ **Severance Hall's Concert Platform Ceiling Design:** In most halls, the orchestra shell or concert platform ceilings are oriented from side to side for acoustic reasons. At Severance Hall, a front to back orientation was desired to draw more attention to the dramatic new concert platform. To ensure that sound quality was not compromised, DMSAS used a 5 by 5 array of highly ornamented, pillow-shaped reflectors. These panels were aligned side-by-side to provide the appropriate acoustical cushion, while all together they read as one front to back design.

■ **Bass Hall Columns:** Free standing small round columns were placed at regular intervals along the side walls of the performance hall. These columns function as ideal diffusive reflectors of sound, while contributing to the distinctive architectural character of the room.

■ **Schermerhorn's Canopy Free Ceiling:** While many newly constructed concert halls contain elaborately constructed sound canopies suspended from their ceilings, DMSAS was able to meet the acoustical needs of the venue through traditional architectural techniques. Working closely with acousticians, DMSAS used overall room dimension, ceiling height above the concert platform, and the highly articulated wall and ceiling surfaces (panels, coffer beams, and pilasters) to have the room itself provide the same functions that would typically result in the use of a visually disruptive canopy.



Schermerhorn Symphony Center in Nashville, TN.

FAMILY NEWS



DMSAS work in Southlake to be featured in AIA DesignDC lecture by Craig Williams.

LETTERS TO THE EDITOR

Dear Readers,

We welcome your feedback and comments to our newsletter. Submissions can be sent to newsletter@dmsas.com for potential inclusion in our next edition!

Here is a response we received from our last edition.

“Dear David, It's not fair that you can design buildings AND write.”

Sent in envy from Time magazine and Bloomberg News columnist,
Margaret Carlson

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?”, David Schwarz will take a group of students back to the strip and ask: “What can Las Vegas learn from the rest of the world?” With Chuck Atwood, Vice-Chairman of the Board of Harrah’s Entertainment Corporation, the studio will respond to the post-suburban condition of Las Vegas’ famed strip and its attendant hotels, casinos, shopping, restaurants, and nightclubs. Once a sea of big signs, bigger parking lots, and themed low-rise box architecture, the strip’s suburban tactics have collapsed under the density of success, inviting a fresh look at urban attitudes toward the pedestrian, the automobile, and the street. The Fall 2008 studio will take a small group of Yale graduate students on a tour of precedents before touching down in Las Vegas for five days of study and exploration. Following that, the students will work collaboratively on a master plan before focusing on a building design.

Craig Williams will present the lecture “Mixed Use Developments as a Means of Building Community” at the AIA’s DesignDC 2008 on July 10th at the Ronald Regan Building in Washington, DC.

Please visit <http://www.aiadesigndc.org/agenda.html> for more information.

While we are waiting for Google Earth to make live the projects we have submitted, we invite you to [visit our online 3-D Warehouse](#) to view all of the completed models. **CLICK HERE**

Over the course of the next two months, several new architects will be joining the firm. We are pleased to welcome: Eyasu Belay (University of Maryland, BS Arch 2008), Blair Dargusch (University of Virginia, BS Arch 2008), and Monica Regnier, Chris Teigen and Matt Ireton (all from the University of Notre Dame, BArch 2008).

Best wishes to all in the David M. Schwarz / Architectural Services family celebrating a birthday in June and July: Stephanie Callaghan (Jul 5), Ted Houseknecht (Jul 9), Stephen Knight (Jul 18), Sean Nohelty (Jul 20), Patrick Nelson (Jul 25) and Mario Dominguez (Jul 26).

Congratulations to all in the David M. Schwarz / Architectural Services family celebrating anniversaries with the firm in June and July. Those celebrating ten years or more of service include: Tom Greene (29 years), Jeffrey Loman (20 years), Ramsay Fairburn (13 years), and Gregory Hoss, Stephen Knight, Sean Nohelty and William White (all with 11 years).

Congratulations to Rhiannon Porter, who recently became engaged to long time boyfriend Shaun Schroth. We wish you all the best for the future and welcome Shaun to the extended DMSAS family with open arms.