

mosaic

Morgan Stanley



Inn Style Houshi

46 Generations Later

Nocturnal Nosh

The Dawn of Local Night Markets

The Chesapeake Bay

Restoring the Great Watershed

transform

reinvent

eat

play

building a second life

BACK TO THE FUTURE

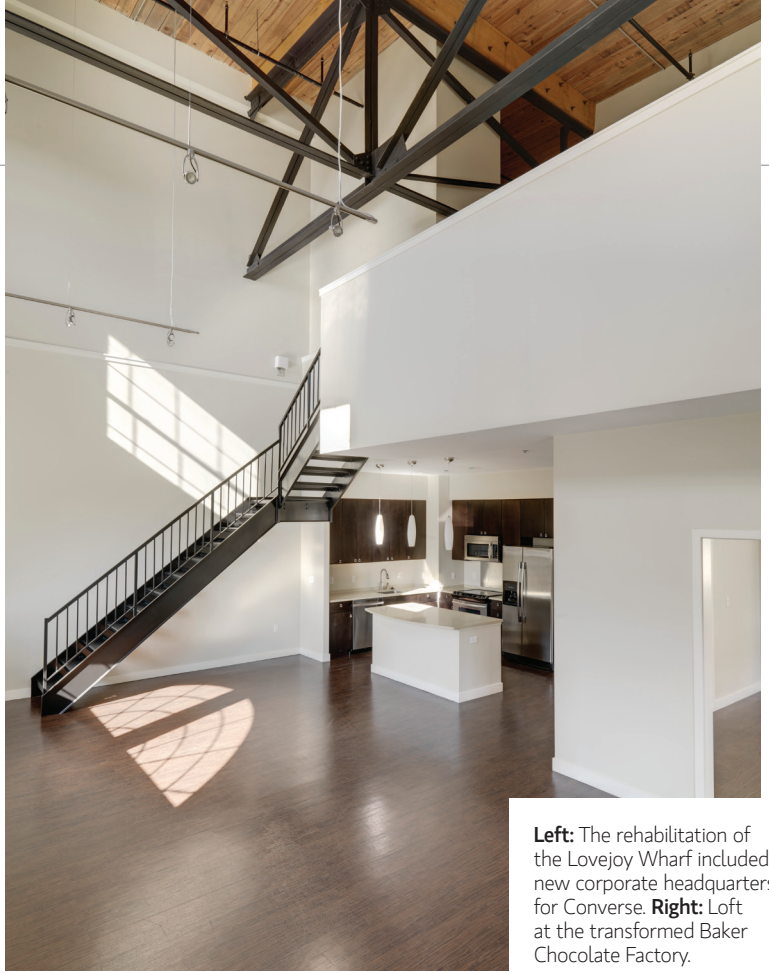


Renovate Rather Than Raze

By Alexandra Drosu

Restore, reuse and reinvent—these words have become DIY battle cries. Flip through any magazine and you might be inspired to repaint that dated chair or reupholster your grandmother's sofa. But this renovation revolution isn't new. Architects have focused on reclaiming old or abandoned buildings for decades, transforming them into new incarnations, revitalizing communities and capturing history in a new, more useful way. They call it adaptive reuse. Check out the following innovative and unusual design examples illustrating why it's important to connect to our shared past.

The Virgin Hotel Chicago, the Virgin Group's first foray into hospitality, is housed in the historic Old Dearborn Bank Building, a neoclassical structure in the heart of downtown Chicago. But you won't find a stuffy space filled with antiques here. "What permeates all of their brands is a playful sense of whimsy," says R. Marshall Butler, associate architect at Booth Hansen, which handled the renovation. The original architects, Rapp and Rapp, were theater designers, and their penchant for theatricality suits the brand. "One of my favorite exterior details is of the squirrel hiding his nuts. A perfect image for a bank, yet at the same time, quite appropriate for the playfulness of Virgin," adds Butler.



Left: The rehabilitation of the Lovejoy Wharf included new corporate headquarters for Converse. **Right:** Loft at the transformed Baker Chocolate Factory.

TEAM WORK

Massachusetts-based The Architectural Team has converted more than 150 historical properties, from trolley car barns to old factories to abandoned schools. Co-founder Robert J. Verrier, FAIA, talks about the importance of preserving our history.

What are the benefits of these projects?
We believe historically significant buildings are too important to our identity and national diversity to be considered disposable, and our approach is to preserve their utility for new use after their original purpose is considered obsolete. Many adaptive reuse projects are unlocking value in buildings never previously considered as assets.

What would you say are your favorite or most successful projects?
I should begin by saying that it's not always the most celebrated architecture that brings the most meaning for us or for the community. It is the recognition of the elegance of those buildings, which were ordinary in their day and create the architectural fabric that connects us to our common past, that is most vital.

How can we be inspired by what you do?
Collectively we can make a significant difference in the world, so perhaps we could all be inspired by the beauty of these historic structures and take some responsibility for the care and restoration of the architecture within our own cities. I recommend actively supporting historic preservation tax incentives so that public and private partnerships can be formed to save these buildings.

LEFT: ANDY RYAN/THE ARCHITECTURAL TEAM
RIGHT: GUSTAV HOLLAND/THE ARCHITECTURAL TEAM