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GLOBAL GROUP

# The EntreArchitect™ Community **ANNUAL MEETING**

The Business Conference for Small Firm Entrepreneur Architects

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**Nashville, Tennessee • October 23 - 25, 2024**

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Gaylord Opryland Resort & Convention Center

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**Architecture  
Is Human**

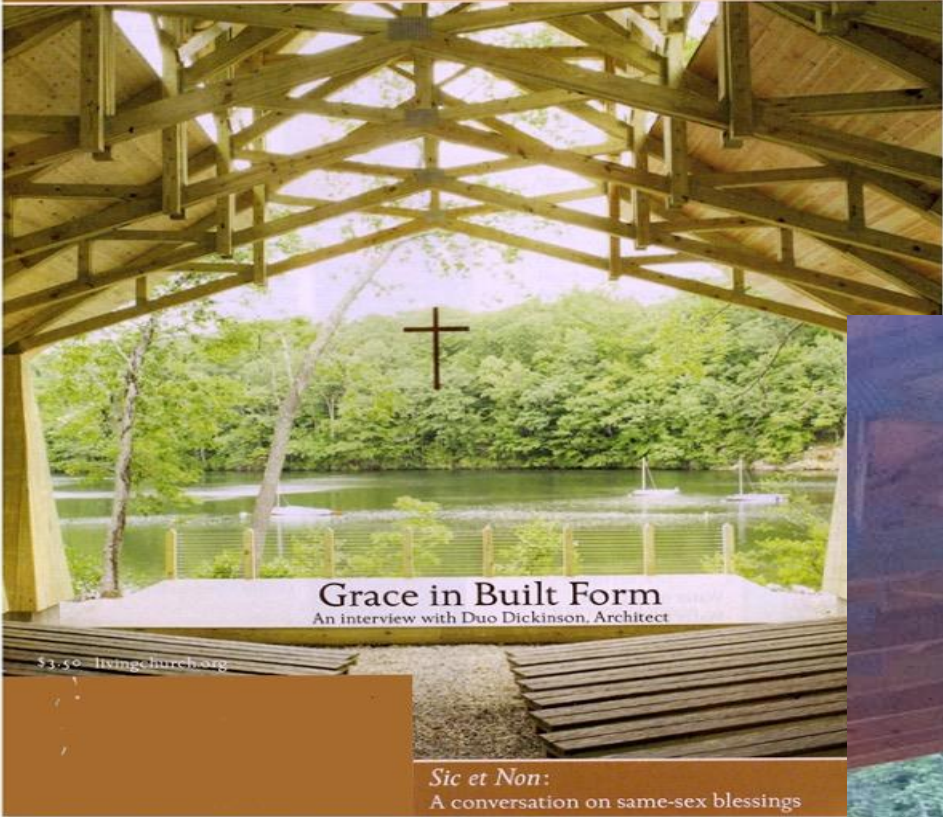
**No Matter What  
You Believe:  
Perspective**



**Humanity is distinct from all other life on earth because, for us, instinct is inadequate. So it is with architecture.**

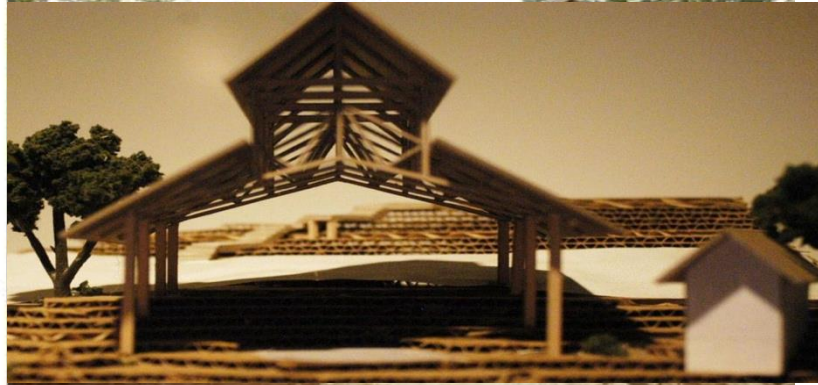








**Judging outcomes is an inadequate basis of  
apprehension, and an incomplete  
understanding of how and why things are  
made.**



# **The Human Perspective**





**Not About  
“Style”**

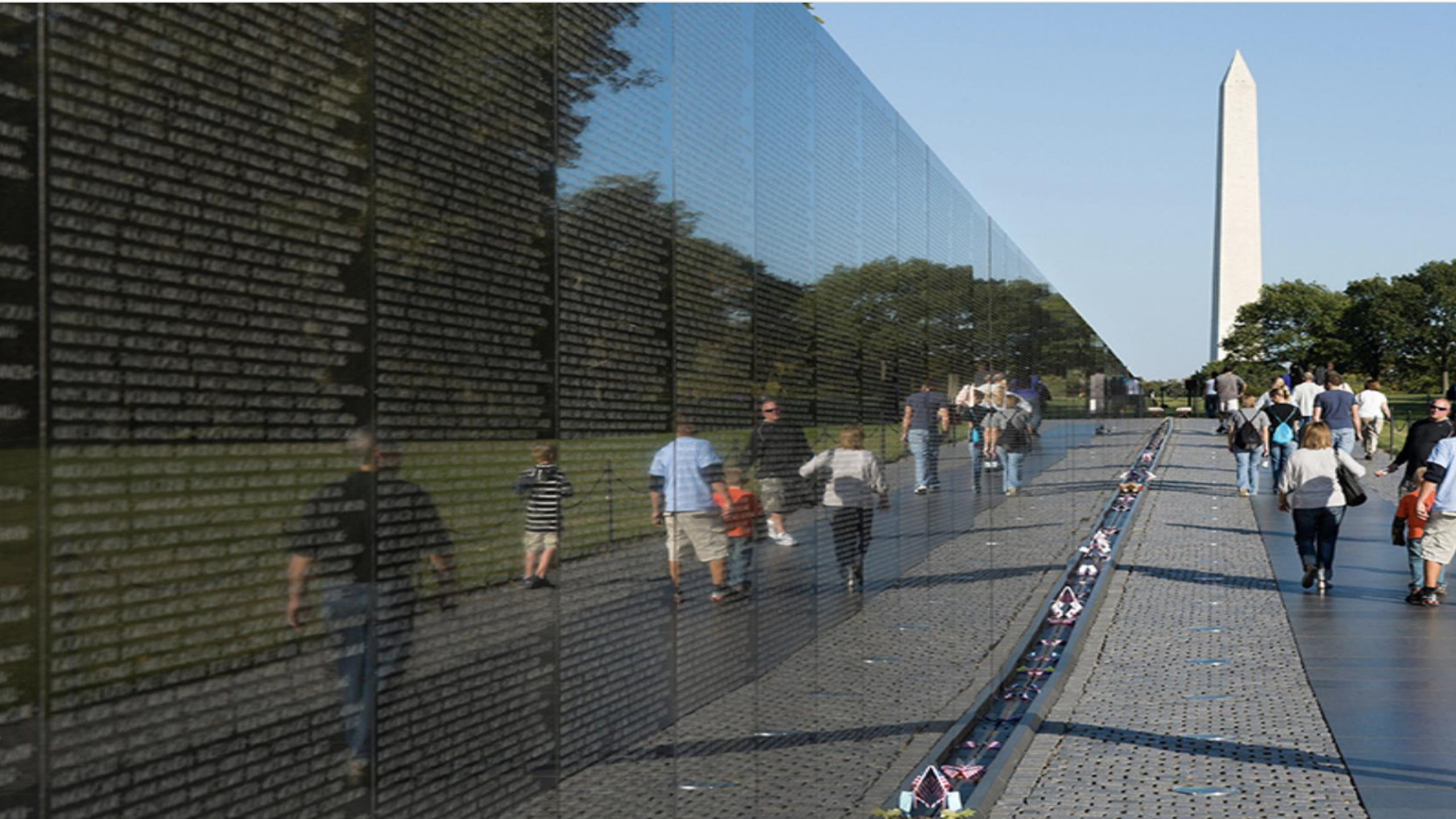




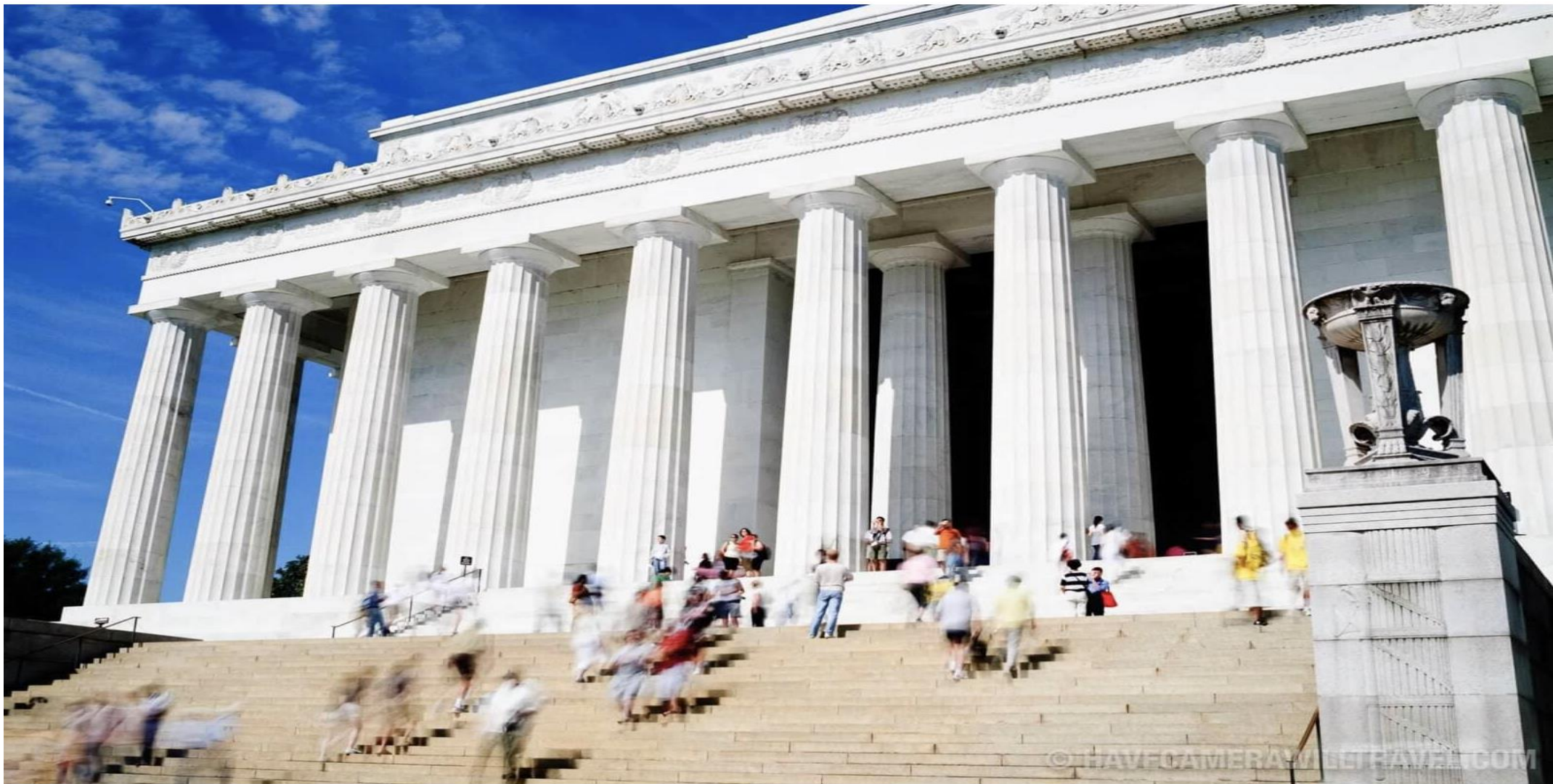












Lincoln Memorial, 1922: Henry Bacon, architect  
Sculptor: Daniel Chester French







WILLIE E MADDEN  
VIN EDWARDS  
JOHN L PRATT  
WALTER W RUDOLPH  
JOSEPH S  
PRUCE W THOMPSON  
LESTER  
GLENN A TOMPKINS  
ALFRED M WILSON  
FRANK W BOSSONG  
ARTHUR



# History:

## *The Other Gravity*





**Architects live through gravity.**

**BUT history is the only other force  
everyone lives with every day: TIME.**

**Architects either dismiss history or are  
controlled by it - two mutually exclusive  
orthodoxies that ignore the reality of time**





2016 Robert AM Stern channels

1927 James Gamble Rogers

Who Channeled 19<sup>th</sup> century architects

Who Channeled 13<sup>th</sup> century master builders

**OR**

Eero Saarinen Inventing architecture





HCO

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Lost New England  
State House, New Haven, ...



Connecticut General Assem  
HCO



Liked by [garybrewer](#), [ekeegan521](#) and 3,901 others

[oldamericanarchitecture](#) The ruins of the original 1915 Palace of Fine Arts in San Francisco, California, pictured in the 1960s.

# You Cannot Avoid History or Build It

## HISTORY IS NOT A STYLE













**New Walls**  
**1827 Columns**  
**1880's Panels**







Before



After

# Every Addition Has History







**Every Community Has History**







Madison, CT

Alex Province · 4h ·



Sparing all the “woulda coulda shoulda”, great to see the Gerneral’s Residence standing proud and looking beautiful, once again.



# History Allows Communities to Evolve





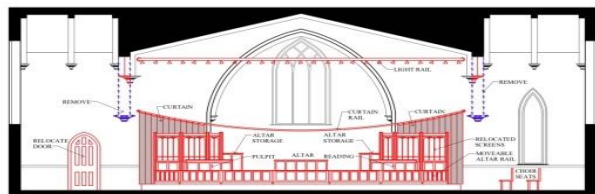


# Every Place Has History



# Past

# Now



VIEW A-A

# Next

**Every Effort  
Has Context**













EXISTING

NEW



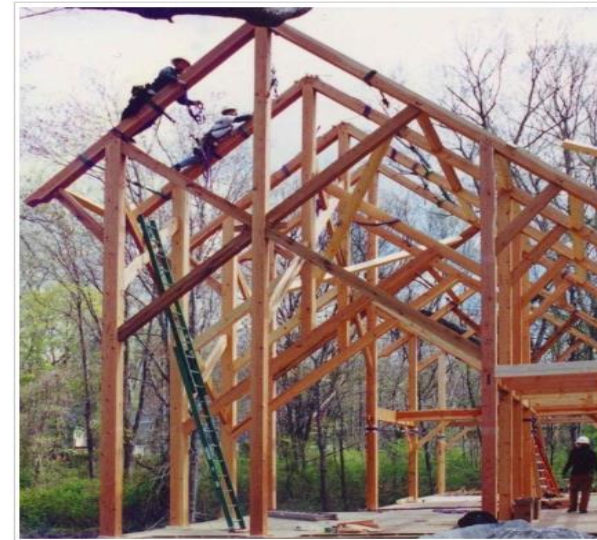
# **CONTEXT IS THE CALDRON**

**Each place, each context – it's people, culture, topography, climate, geology, even funding and legalities – is a cauldron.**

**What is cooked can be tasteless and bland, even disgusting, or it can be so spiced as to be unpalatable but to all but a few. Or the food that results bastes in function and elevates it's delight and hunger for it by its spice. The human spice. But you cannot cook without a cauldron.**



# How We Make Is Part Of The Context of Creation



Barn of Fun Timberframe. Photograph by Duo Dickinson.









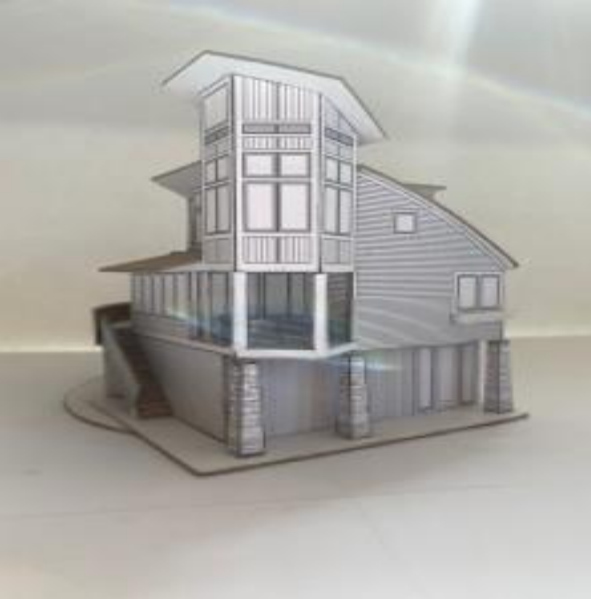
# How We Create Is Part of Creation's Context













**A Way To Start**  
**-rather than perspectives,**  
**the ways of creation**



**CONNECTED BY  
MOTIVATIONS:  
Maximizing The  
Expression of Values**

# The “What’s” We Can Use



**SAME 4BR 1,400 Sq Ft HOME**

**SAME Architect**

**DEFINED FOOTPRINT (Exist. v. Regulations)**

**DIFFERENT OWNERS (Young Family v. Empty Nest)**

**DIFFERENT SITES (Hilltop v. Coastal)**

**DIFFERENT Budgets (Shoestring v. Full Service)**





**Connection  
Ascendance  
Welcome  
Order  
Threshold  
Reward  
Balance**

# CONNECTION



**WHAT WE CAN USE TO EXPRESS OUR MOTIVATIONS RATHER THAN  
EXPRESS AN OUTCOME INDEPENDENT OF CONTEXT**









WILLIE E MADDEN  
EDWIN EDMUNDS  
JOHN L PRATT  
WALTER W RUDOLPH  
JOSEPH S  
BRUCE W THOMPSON  
LESTER  
GLENN A TOMPKINS  
ALFRED M WILSON  
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ARTHUR



# ASCENDANCE

NOT the “vertical”:

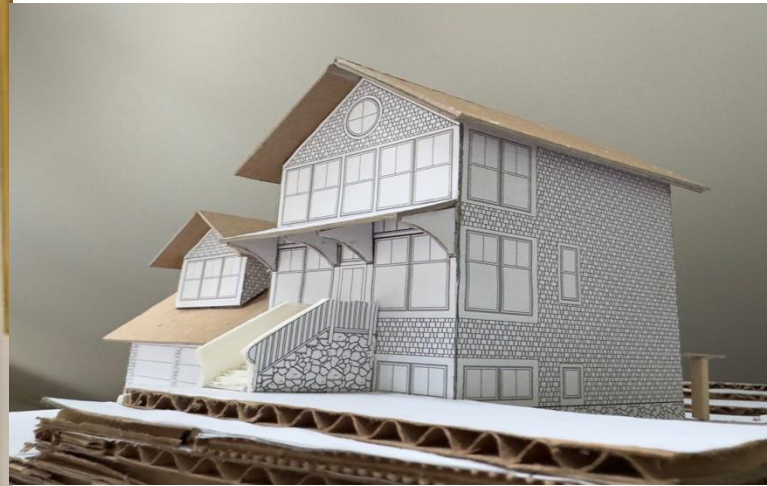
But The Aspirational, Focal, Experiential







**Using:  
Shape  
Space  
Light  
Sequence  
Focus**





# WELCOME





# WELCOME

is a Value That Shapes The Outcome









# Not Just The Front Door: But The Openness Of The Creation to Encounter















**Robert Henderson Robertson  
Shelburne Farm, Vt  
1887**





# ORDER

**Creation for its own sake is Fine Art. Creation that serves the user requires Order in its design, or use is incidental to Expression.**

**Expression in the world of shape and space without use is sculpture. Buildings must do more, but only if there is Order in the choreography of what makes them.**

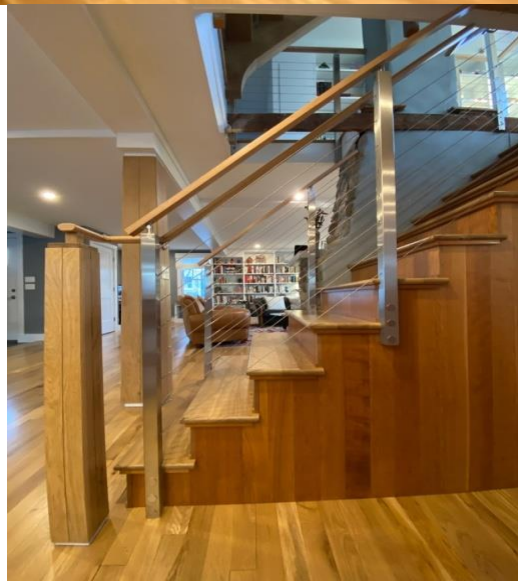






# ORDER

Structure  
Mechanical Systems  
Storage  
Movement





# THRESHOLD & REWARD





**Beckon  
Frame  
Focus  
Arrival  
REWARD**







**Thresholds can  
frame a reward**



**But Rewards  
Can Just  
Happen**





# Sequential



# Implied







# Whole Buildings Manifest Threshold & Reward





# BALANCE

The ways you can listen to the possibilities in creation – **Connection, Ascendancy, Welcome, Order, Threshold & Reward** – are fully resolved in **Balance**. Architects like to call this “Hierarchy” because it sounds substantial. And defines the designer as the judge of what we sadly cannot control, but desperately want to.





**Balance can be Symmetry. Balance can be found in the resolution of the vertical, horizontal, shapes, spaces, pattern, composition – anything we can conceive. The antithesis of Balance is random, chaotic, careless, happenstance and arbitrary contrivances of unthinking outcomes. The assumptions of “style” over listening, thought and Balance are what the built world offers to us every day.**







# Interior

# Exterior





# Shape & Parts







BEFORE



AFTER











**Balance** is listening to the **Connection,**  
**Ascendance, Welcome, Order and Threshold &**  
**Reward** that is in anything we create.

Understanding only happens when you  
listen. When you proclaim you cannot  
hear. If you only hear you, then you are  
just you, for you

When we listen, hear what we cannot  
know, then Balance can happen.