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Sent: Thursday, January 29, 2009 5:36 PM
To: jeramey@freshcoastventures.com
Subject: FW: BreakWater Fiasco
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BreakWater

CONDOMINIUMS

Weekly Update

January 23, 2009




Whether you have or haven't read the bizarre and critical article in February's Milwaukee Magazine, you will probably hear about it.

The author is obviously being influenced and/or directed by the 'intellectual architectural community' that locally has a religious belief in the concept that any architecture that doesn't mimic 'modern architecture' is immoral architecture. The concept of modern architecture was by and large created by two Germans, Walter Gropius and Mies van der Rohe, who were instructors in the avant garde Bauhaus School of Architecture located in Eastern Germany and operated in the 1920's and 1930's. This cult of modern architecture is like a religion - a religion I don't subscribe to. I don't want to live in a cold sterile building and I don't think most other people want to either. The following are photographs from Architectural Record (the modernist movement's premiere magazine) record houses.



Hypocritically, most modern architects in this city live in 100-year old houses on the East Side.
Hypocritically, most modern architects dream of vacationing in Paris or Budapest and have never visited Moscow or Brasilia.

The debate over modern architecture has been going on since the early 1950's. The faculty at the UWM School of Architecture are 'died in the wool' believers in the 'modern architecture religion.' In contrast, Robert A.M. Stern, the Yale School of Architecture's chairman and lead principal in his own architectural firm, is not a believer in the 'modern architecture religion.' Mr. Stern's firm is probably the most 'in demand' firm for multi-family/condominium design in the country. Mr. Stern states "many modernist works of our time tend to be self important objects" without engaging with a larger whole.

		
EdgeWater Vancouver Canada By Robert A.M.Stern	EdgeWater Vancouver Canada By Robert A.M.Stern	EdgeWater Vancouver Canada By Robert A.M.Stern

When we design buildings like the BreakWater our first priority is to design a living space and unit that best accommodates the needs and desires of the people that are going to live there. Our customers like acoustic privacy, they like big screen home theaters, they like combination kitchen and dining areas that are designed for today's life styles, they like high quality finishes, warmth, a sense of style, and they like big well equipped decks.

Modernist religious architects like to design buildings that have an exterior look and character that conforms to the modernist ideals. These architects then try to squeeze living units into the building. Perfect case in point: Park Lafayette. The balconies at Park Lafayette are recessed behind an "Audi like" exterior glass façade. The same concept has been popular since World War II in the entire communist world. The idea was you could have one friend over on the balcony but not more than one.



The writer of the article in Milwaukee Magazine is a philosopher by education. The following are pictures of his house at 422 W. National Avenue. I am told that the writer acquired the house by moving in with Judy Woodward, the previous editor for Milwaukee Magazine. She moved out. Total assessed value: \$95,800. I am told his wife pays the bills.



Deferred maintenance



Check out the deck

The writer for the article in Milwaukee Magazine is a photographer by profession. The following is a sampling of his photographs that are for sale – not recommended for the BreakWater.



Could it be the writer for Milwaukee Magazine dislikes suburban McMansion's because he couldn't afford one? Could it be the writer for Milwaukee Magazine doesn't like large screen TVs because he can't afford one? Could it be the writer for Milwaukee Magazine doesn't like

vast open kitchens because he can't afford that either? Could it be that the writer for Milwaukee Magazine doesn't like large decks because if he enlarged his it would go over the property line?

The writer for Milwaukee Magazine would probably feel more comfortable in the old Soviet Union where all the buildings conformed to the 'modern architecture belief' and where nobody had a big deck and nobody had a big screen TV.

We have put a great amount of effort into making the BreakWater an attractive and handsome building and have tremendous faith in the re-sale value of the units.



Have a great weekend!

Chris Corley

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