

10 reasons to save Marshall Erdman Office & Shop

Criterion One – general history

1. Represents Post WWII era: housing shortage, suburbia, Cold War, autos.
2. Wrightians became cultural and social force known for human-centered design.
3. Located strategically between Spring Green and Chicago.

Criterion Two – important person/event

4. Marshall Erdman (1922-95) was an important guy – he and wife Joyce formed a talented team. He achieved national success.
5. Erdman built Unitarian Meeting House, innovated prefab design/build and masterminded Doctors Park medical clinic model. He retailed housing fairness and affordability, and much more.
6. Erdman moved in early and stayed rest of his career – about 45 years – connected, adapted, fit to place.

Criterion Three – architectural type

7. Distinctive Wrightian commercial building. Mid-century modern. 1949-50.
8. Reuse of materials. Building evolved organically by and for business owner and occupants.

Criterion Four – master builder etc.

9. Master builder Marshall Erdman. Master architect William V. Kaeser (1906-95, “Madison’s Organic Architect”). Kaeser merged architecture with planning.
10. The two maintained close working relationship. Two daring friends and individuals both inspired by Frank Lloyd Wright. They implemented big ideas for Madison and beyond. They deserve to be suitably honored by Madison.