

Modern Living

BUILDING

MILWAUKEE SENTINEL

REAL ESTATE

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New Design Created by Architect

The Newport cooperative apartment building nearing completion at 1810 N. Prospect Av. is the nation's first "Quartic T" architectural form, a design which offers four view angles but gives a single preferred view to all occupants of the building.

The "Quartic T" design allows the 14 story Newport to give every resident in its 81 luxurious apartment units a view of Lake Michigan plus a view of the city.

Created by the renowned architect, Russell Barr Williamson of Oostburg, Wis., the building is probably the perfect form for the site. Every apartment has a sweeping view of Lake Michigan and the city. There are no blind spots, no second rate views.

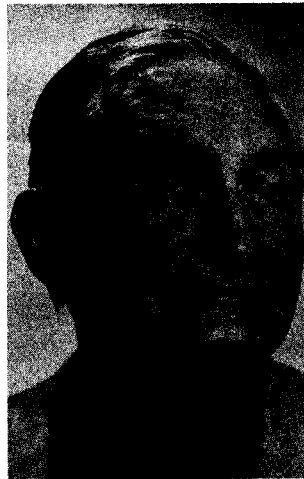
In effect, the architectural form of the Newport accomplishes the improbable yet it seems natural when in place. It's so new that Williamson had no name for the design after he created it.

But following a conference with Williamson and some research, the Sentinel real estate editor coined the term "Quartic T" to describe the physical form of the building and the four views served by the design.

FIRST ONE

Williamson said this type of design has never been attempted before and he calls it "the nicest, most ideal building I've ever designed."

And that's saying a lot. Williamson is the architect who designed the acclaimed Citizen's Bank in Sheboygan and is presently designing a 660-room hotel and 20-suite office building in Corpus Christi, Texas.



RUSSELL BARR
WILLIAMSON

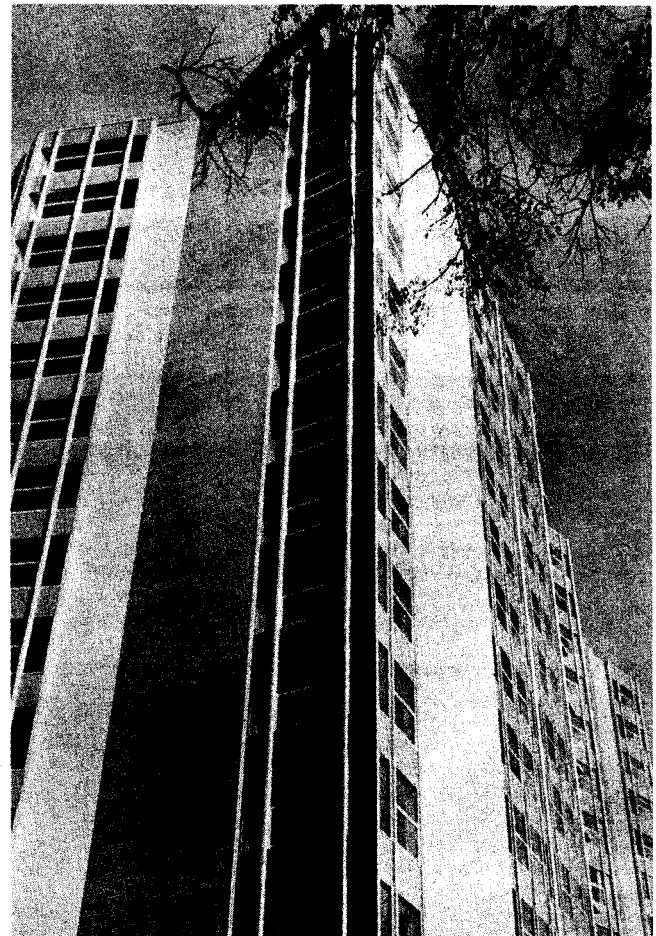
Architect

The Newport takes a majestic poke at the lake-shore sky. Its original lines represent the nation's first "Quartic T" architectural form.

Sentinel photo.

He has designed hundreds of commercial and residential buildings in many states ranging from Connecticut to Colorado.

Williamson graduated from Kansas State University in 1914 and worked with Frank Lloyd Wright for about four years. Williamson was in charge of the plans for Wright's famous Tokyo Imperial Hotel and was later



the architect in charge of all development for the Pennsylvania Railroad.

He came to Milwaukee in 1921, designing several large apartment buildings, and homes here. He also designed the Eagles Club here.

Williamson was also picked for the proposed Niagara Falls World Fair in 1927 but the mammoth spectacle was cancelled following the death

of a chief sponsor.

FABULOUS

Like Wright, Williamson also believes in designing buildings to serve their environment. He said the Newport was designed to capture for all residents a "magnificent view of Lake Michigan, a priceless asset which many Milwaukeeans perhaps do not appreciate."

Rare Features Used in Newport

Actually, Williamson's Newport design goes much farther than capturing the best views for its occupants. It's a fabulous building in every respect.

"Nothing so elegant, so elaborate has ever been done before in Milwaukee," said Victor J. Williams, Milwaukee interior designer who did the King Ranch in Texas, the Scottsdale, Ariz., Country Club, and many multimillionaire homes in Connecticut and the North Shore of Chicago.

He declared, "The overall architectural concept, the breathtaking quality has everyone excited."

And many people are excited. Each apartment, ranging from 1,700 square feet to over 2,000 square feet of

area, is luxuriously appointed. Even the corridors, wide and dignified, feature nothing but the best in wall coverings, carpeting and fixtures. Silk wall paper, for instance, and metallic papers border the corridor giving a soft glow much like precious jewels.

Throughout the building, from the lobby to the roof, in kitchens and bathrooms, there are stunning marble walls and granite surfacings from Italy, Norway, Africa, Vermont and Virginia.

Some bathrooms, completely marble, are bigger than bedrooms of typical houses. These bathrooms have huge mirrors, inset vanities, fountain head faucets and integrated designs and patterns. Even the legendary magnificence of old emperors pales before the splendor of Newport quality.

The lobby sets the tone for the splendor which prevails throughout the building. Lobby floors are precast marble tile from Italy. The lobby features granite columns of Emerald Pearl Granite imported from Norway. A white and green marble on the front facade is called Fantastica Arni and comes from Italy.

The elevator area uses an African Skyros marble.

Carpeting in the lobby is hand made, custom-designed V'sosky in a baroque pattern. "There's nothing more

luxurious than this carpeting," Williams emphasized.

Lobby walls in sections are walnut and rubbed walnut paneling. All lobby furniture is Dunbar, one of the top creative names in quality furnishing.

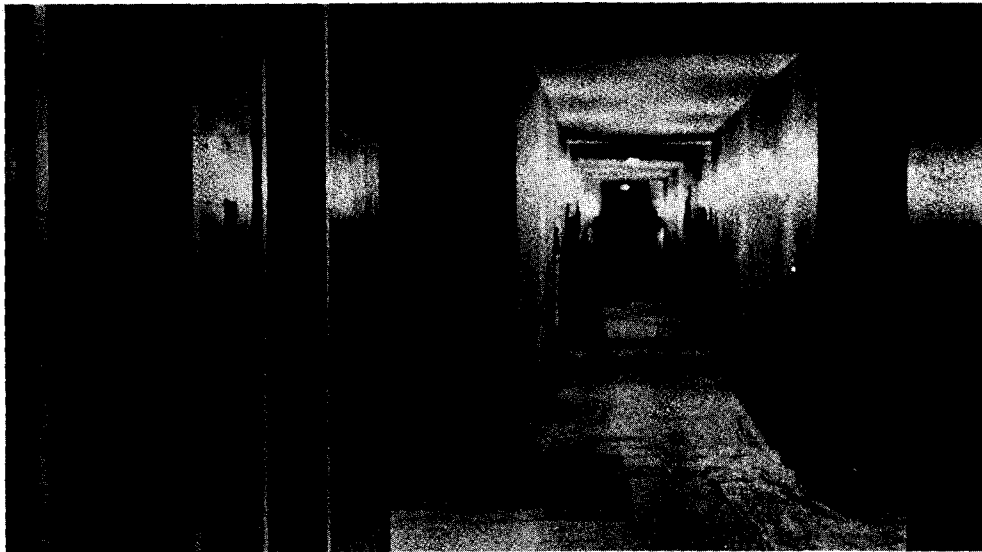
Stich quality and splendor has a reason for being. As the name Newport implies, this co-op apartment is for the top of society. The total

values of membership (occupancy of an apartment) range from \$41,500 to \$70,000, depending on the apartment. The total annual outlay per occupant will range from \$3,299 to about \$5,574 of which \$1,626 to \$2,746 is deductible from income taxes.

Already some of Milwaukee's biggest names in advertising, public relations, in-

dustry and commerce have taken memberships in the Newport and many more are being qualified.

Many of these people have sold or are selling big suburban homes and estates to take up residence in the Newport. This could be the advance wave of wealth and talent returning to the city.



Corridors in the Newport emit a soft glow from silk wall coverings and a vinyl hand printed metallic paper with old

bronze tones. Apartment entrances are elegant double doors inset about two feet from the corridor.

Sentinel Photo.



Stunning elegance Throughout the lobby begins in the lobby with carpeting by V'sosky, marble from Italy and Emerald Pearl Granite from Norway. The draperies

shown here are hand-woven in California. The upper portion is chenille gauze, shod in soft gold metallic thread with old bronze green at the bottom.