



Architectural Details ♦

Robert Carl Williams Associates
Pittsfield, Vermont

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Inner Traditions Expands Its Headquarters Publishing Company Operates Worldwide Business From Rochester, Vermont Facility

by Laura Wittern

If you've ever been to Rochester, Vermont, you would agree that it seems like a sleepy, peaceful town. And it is, until you look inside one of the several Victorian-era homes that surround its quintessentially New England green. Within the walls of this apparently domestic scene, 30 employees create and sell more than \$3 million of books every year. This is the home of Inner Traditions, the publishing company so international in scope that it currently claims the #7 spot on Japan's best-seller list.

From his office in Rochester, Ehud Sperling, the founder and owner of Inner Traditions, chats with people all over the world on a daily basis. In fact, his books are now sold in every English-language country in the world, with translation rights in all countries.

On the day I visited, Sperling was just finishing a conference call with Frankfurt, Germany. And my first question to him was "what brought you and your company to Rochester, of all places?" The answer was simple: Robert Carl Williams and his vision.

Thirteen years ago, then-New York City-based Sperling came to Rochester to vacation in a home designed by Robert Carl Williams at Great Hawk. He was so impressed with the design of both the home and the community that he came back every summer for four years.

What impressed him so much? "It was Robert's ability to integrate a home into its environment with such

low impact that immediately sold me," says Sperling. "My business revolves around aesthetic sensibilities: if it's fake, I see it as such, but Robert's thing is real."

plemented the original structure, but actually enhances it."

Now, as the addition nears completion, and Sperling's employees begin taking up residence in their new



To explain further, Sperling points to his dog napping in the corner of the office. "Every day for nine years I have walked Great Hawk Mountain with my dog and I've never found anything that would offend my sensibilities".

Because he lives in a Robert Carl Williams house in a Robert Carl Williams community, Sperling needed to look no further when it came time to expand his business space. "Because I believe in his 'vision', Robert was my natural choice for architect. Here, his sense of creativity as an architect had to comply with the pre-existing building. What he came back with was a concept drawing that not only com-

space, the addition looks as if it were part of the original design. The project has been completed both on time and on budget.

And Sperling's next venture? India. "We're starting a new publication program in India." Their best-seller list, too? Perhaps.

For more information about Inner Traditions call their headquarters at 800/GO TO IT (800/246-8648).

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CAD: What Is It, Really? And What Can It Do For You

by Dan Pratt, AIA

CAD or CADD stands for computer aided design and drafting. What is it? CADD is a powerful, fast drawing tool. A client could not buy a better investment in the drafting of a new project or restoration project because CADD brings flexibility to the design process that was possible before only by re-drawing entire plans. Now, with the use of CADD, the architect can easily and quickly manipulate changes. This means timely delivery of revisions, and that keeps the project moving forward. What used to take a week or a month can now be done in hours or days.

In our offices at Robert Carl Williams Associates, we use Autocad Release #13 for Windows. Our architectural add-on software is Flatland by Ashcraft.

This software enables us to provide the client with drawings in virtually any scale. This is extremely helpful in space planning and furnishings layout as well

as for sizing the drawings for particular presentations. For example, when planning electrical outlets and switching, we've always planned the furnishings first. Now, with CADD, we have far more flexibility and can add and change aspects of the design at different times. So the computer has brought greater efficiency to the design process.

In this era when everyone seems to be looking for more storage, CADD carries yet another benefit. The final drawing work can be stored in a space smaller than your wallet, instead of taking up space, rolled up on your dining room table.

CADD is a major step forward in managing costs and data for our clients. Yet, interestingly, many firms have resisted making this technological leap. At Robert Carl Williams Associates, we provide our clients with the advantages offered by technology, especially advances like CADD which help to control costs.



photo by Bob Perry

The Ski Shack, a familiar landmark at the corner of Route 4 and Route 100 in Killington, has received an extensive addition and facelift, thanks to the office of Robert Carl Williams Associates. The project, supervised by Dan Pratt, more than doubled the Ski Shack's original size. The major challenge for the architects was how to integrate the existing utilitarian barn-like building (on the far left of this picture) with the new distinctive addition. The color chosen for the original wing makes it seem to fade into the background, leaving the attractive new wing the dominant visual aspect. This design was commissioned by business owner, Bernie Rome.

Thinking About Renovating?

Before you renovate, there are some major considerations to keep in mind:

- 1. Window replacement:** for better natural light and reduced heat loss. Consider skylights or a green house window.
- 2. Added insulation:** walls, ceiling, roof, floors and foundation. Even hot and cold water pipes!
- 3. Heat plant:** Is it efficient? Have it checked.
- 4. Interior and exterior lighting:** few things add more sparkle to a renovation than adding better lighting, especially where winter months are stingy with sunlight.
- 5. Expanded and better organized entry:** perhaps closed off from the house for added energy savings.
- 6. The view:** consider taking better advantage of your views through sun deck, screened porch or added windows.
- 7. Improved organization of your interior space:** better order and furnishing.
- 8. Kitchen redesign:** consider a zone design or a shared food preparation plan - maybe a sitting area for conversation.
- 10. Conversion of existing spaces:** perhaps you have a child who's gone off to college: rethink that bedroom into a study, den or commodious bath or dressing room..
- 11. Hire an architect who has done renovation work that you like.** Robert Carl Williams Associates has specialized in renovations for more than 30 years.