

The Magic of Design

The great German Architect Karl Friedrich Schinkel was called "the last great architect" by the gifted architect Adolf Loos. The son, grandson, and great-grandson of Lutheran pastors, Schinkel was also a gifted painter whose Romantic-Classical creations in other related arts made him the leading arbiter of national aesthetic taste in his lifetime.

Frederick the Great's long effort against Napoleon forced Schinkel to earn a living as a set designer for ten years. Even after the allied victory of 1815, Schinkel continued to work as a stage designer, achieving in these imaginary settings an ideal integration of architecture and nature.

The most impressive of these were the 1815/16 designs for Mozart's Magic Flute in which the Egyptian locale of the opera gave Schinkel the opportunity to reconstruct what was considered by his generation to have been the earliest form of monumental architecture and the embodiment of occult wisdom.

At the same time he was able to express with these Nilotic settings the multiple layers of meaning inherent in Mozart's masterpiece, from its fairy tale phantasy to its profound philosophical overtones. Perhaps the reason for the great success of his Magic Flute designs is the innate sympathy Schinkel must have felt for this allegory of man's intellectual progress from brutish ignorance to spiritual enlightenment.

We would not for one second put ourselves in Schinkel's league. But we do understand the power of Design and the potential to create place from space and use form and light to make magic.

"All of Bill Eberhard's spaces sparkle- McKinsey, Hanna, Dollar Bank, Greater Cleveland Partnership, even Heinen's Headquarters - they are all beautiful spaces created out of sometimes very average buildings."

Joseph F. Denk, Jr., Principal
Denk Associates Inc.

"We hired Bill Eberhard and his firm to design our new corporate headquarters because out of all the firms we interviewed, we could tell that they were the only firm that really understood that this was about a lot more than design - it's about interaction, communication, productivity and our culture. We view Bill and his firm as head and shoulders above their competition."

Thomas Wilson, Vice President, Human Resources
M. A. Hanna Co./PolyOne Corporation

Projects:
M. A. Hanna/ PolyOne Corporation World Headquarters
Cleveland, OH

IIDA Regional Design Awards
IESNA Regional Design Award
NAIOP Regional Design Award
Publication: *Corporate Interiors* No. 4

Heinen's Headquarters
Warrensville Heights, OH
Publication: *Corporate Interiors* No. 6

