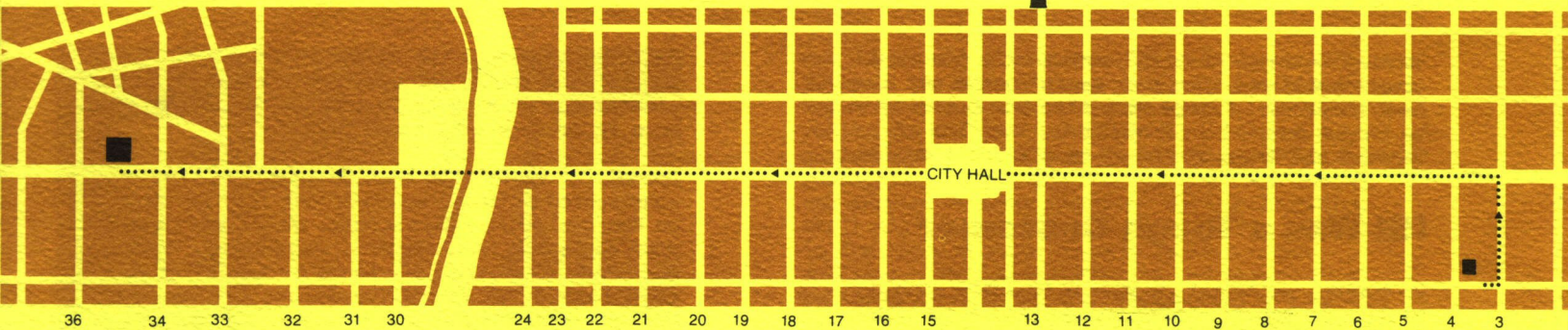


# The Cross-Town Express



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## World Famous Architects Are Designers of ISI Headquarters

When we decided to build a new corporate headquarters, we knew what we wanted -- a building designed to be a comfortable, attractive, and efficient place to work. To meet these requirements, we looked for the best architectural talent available. In 1977 we selected Venturi and Rauch, a Philadelphia-based architectural firm with an international reputation.

Venturi and Rauch are well known in their home territory. *Philadelphia* magazine (January 1979) has referred to them as Philadelphia's most prestigious architects. You're probably familiar with at least one of their works. Franklin Court, behind the Mall Building, is one of their designs.

Venturi and Rauch's renown extends far beyond Philadelphia. *Time* magazine (January 8, 1979) published a cover story on architecture in the US in which the firm was hailed as one of this country's most influential and dynamic. And a recent article in *Today*, the *Inquirer's* Sunday magazine (September 23, 1979), called Robert Venturi, one of the firm's partners, "the most famous architect in America."

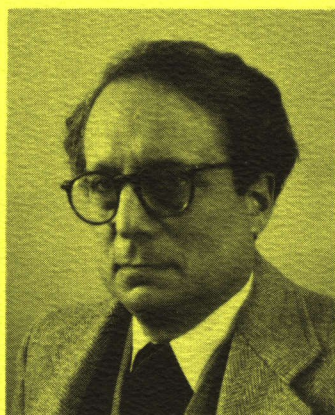
## Designs for Everyday Structures

There are many architects with impressive reputations, of course, but Venturi and Rauch's concepts seemed uniquely suited to our needs. Venturi and Rauch have long been interested in designing buildings like offices, fire houses, and stores -- the sort of "everyday" structures that do not interest many architectural firms. Venturi has written that such structures should have a complexity and variety all their own. He sees no reason for a building to appear dull or anonymous in order to serve its purpose well.

### KEY PERSONNEL AT VENTURI & RAUCH



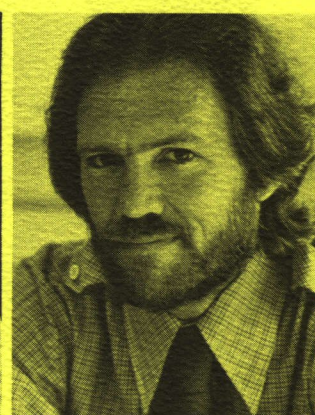
John Rauch, partner



Robert Venturi, partner



Denise Scott Brown, partner



David Vaughan, project architect  
for ISI building



Venturi believes that the architect's job is to create buildings that meet users' needs and also have character. Since we wanted our building to be unique as well as functional, the firm of Venturi and Rauch seemed to be the ideal choice.

## ISI Was a Tough Customer

Of course, agreement on what a building should be like in general terms and getting a building completed are two different things. We had several practical requirements. We posed these challenges, and Venturi and Rauch agreed to meet them.

First, we needed the design as soon as possible. Our lease at the Mall Building would run out October 31, 1979. If the architects could not produce a design fast enough, the building could not be completed in time. In that case, we would either have to postpone construction and take another five-year lease on the Mall Building offices which were already inadequate. Or we could go ahead with construction and pay heavy penalties to the Mall Building if we had to stay beyond the end of our lease. Venturi and Rauch responded with a plan in what may be record time.

The firm completed the design in only six months -- quite an accomplishment since it is not unusual for architects to take twice that long or more to produce a finished plan.

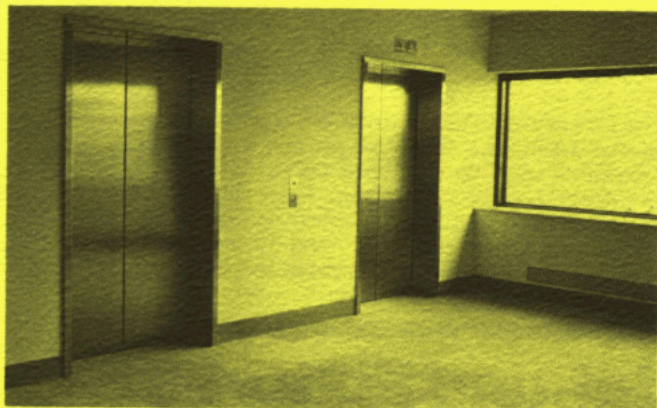
Second, we wanted the best designed and best constructed building we could get for the money we had available. Our budget, we thought, was reasonable for the standards we had set. Venturi and Rauch (with the assistance of the ISI move team) gave us an innovative design that not only met our budget, but provided more in terms of comforts and quality materials than most companies with similar budgets would get. This is demonstrated by the fact that our cost per square foot is less than the cost for many cheap (and inferior) buildings. In other words, we could have bought a new building without the high quality cooling and heating systems, insulation, and custom-designing of our new building -- and paid more.

Third, the design itself was a challenge for Venturi and Rauch. Our building is one of the first to be created for the needs of an information company. The design reflects the dynamism of the information field while it meets ISI's special needs.



Identity panel at building entrance





Typical elevator lobby (floors 2-4)

## Flexibility and Individuality

The interior layout is ideal for open planning (as described in the second issue of Cross-Town Express). There are no inside walls, and the windows are evenly spaced. This horizontal design allows maximum flexibility of arrangement for furniture and partitions and encourages smooth work flow.

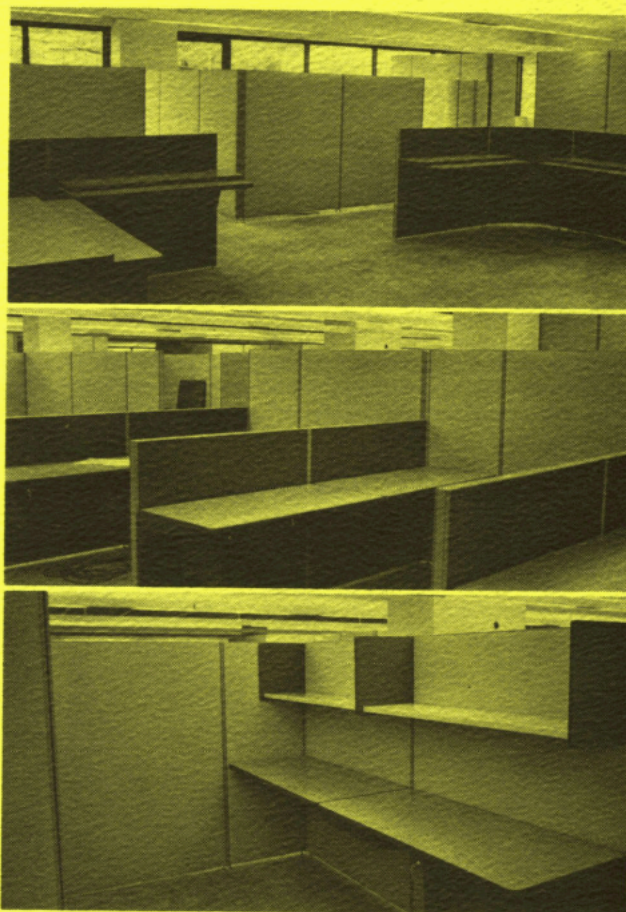
The design was also created with an eye to the future. As ISI continues to grow, we may wish to build an addition on the land next to the present building. Venturi and Rauch (again with the guidance of the ISI move team) provided for this possibility by placing the entrance, stairways, and support systems (heating, air conditioning, etc.) all at the end of the new building adjacent to the land on which we will construct the addition. This arrangement is convenient in a building the size of the present one. If we enlarge our facilities, the support systems can be easily extended to the new section, the entrance will be centrally located, and the exterior of the addition will blend well with the original building.

The exterior design has all of the character and individuality that ISI asked for. The windows form bands of solar grey glass. Between them run designs of blue, white, and tan bricks. Eye-catching porcelain-enamelled panels decorate the entrance. The building adds a lively and dis-

(continued on page four)



Pleasant, well-lighted fire stairs



Partially completed open-plan work stations



tinctive touch to the relatively colorless block of 3500 Market Street.

## An Important Building

Because of Venturi and Rauch's unique design, the ISI building was recognized as an important architectural addition to Philadelphia even while it was still under construction. Regional newspapers and magazines have been reporting upon and interpreting the building from blueprint to finished facade. *The Bulletin* (September 2, 1979) has praised it. The design has been included in a show at the Cooper-Hewitt Museum in New York. And the ISI building is among the designs of Venturi and Rauch currently on display in Zurich, Switzerland.

For us the new ISI headquarters will be a pleasant place to work. But the building will undoubtedly have a life of its own. As Jim Quinn wrote in *Philadelphia* magazine (January 1979): "It will certainly wind up, in glorious color, in all the leading architectural journals, studied and commented on over and over again..."

## Our Upstairs Neighbors

Our new building was designed to grow with us. It exceeds ISI's present work space requirements, and when we move we will use only three of the four floors. The costs for a building so much larger than our present needs are justified in part by our plan to have a tenant on the fourth floor. The rent will help cover the cost of maintaining that floor until we are ready to expand. ISI has already hired a real estate agent, and several prospective tenants are under consideration. It is not likely, however, that a tenant will be obtained until after we move in.

We don't expect this rental to have any effect on ISI's day-to-day operation. Tenants will be subject to the same extensive security system as ISI employees, including the photo ID's. Security Control (as described in *Cross-Town Express* #4) will take every step to maintain the first three

floors (ISI) and the fourth as two separate entities.

ISI will provide furnishings on the fourth floor that are identical to those on the first three, and tenants will be required to maintain an open plan (described in *Cross-Town Express* #2). So when we do need additional space we can move with a minimum of inconvenience. And leases will be kept flexible so that our expansion plans can be shaped precisely to our needs.

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## Lighting Fixtures Reduce Eye Fatigue

ISI's custom-designed lighting system will eliminate the glare and high contrasts that cause eye-strain in so many offices today.

The system is made up of two elements: general (ambient) and specific (task) lighting.

Our new building's ambient light comes from fixtures that are suspended from the acoustic ceiling. Most of the light from those fixtures is directed upward. The ceiling's flat surface diffuses, or "smooths," out the light before sending it down to the work area along with the light that comes directly from the fixtures.

Most of the light you'll need will come from those fixtures. However, task lighting has been installed at locations where the type of work being done requires additional illumination.

The total amount of light provided in any area will vary according to functional needs. Non-working areas such as elevator lobbies and employee lounges, for example, will have lower light levels. This variation of light intensity creates a pleasing effect that compares more to home lighting than to the impersonal blasts of illumination that typify many work situations.

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