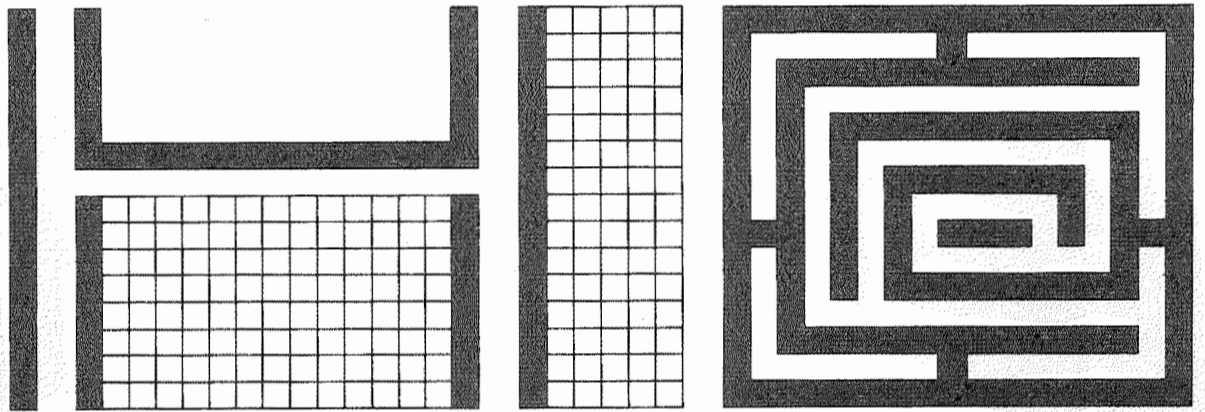
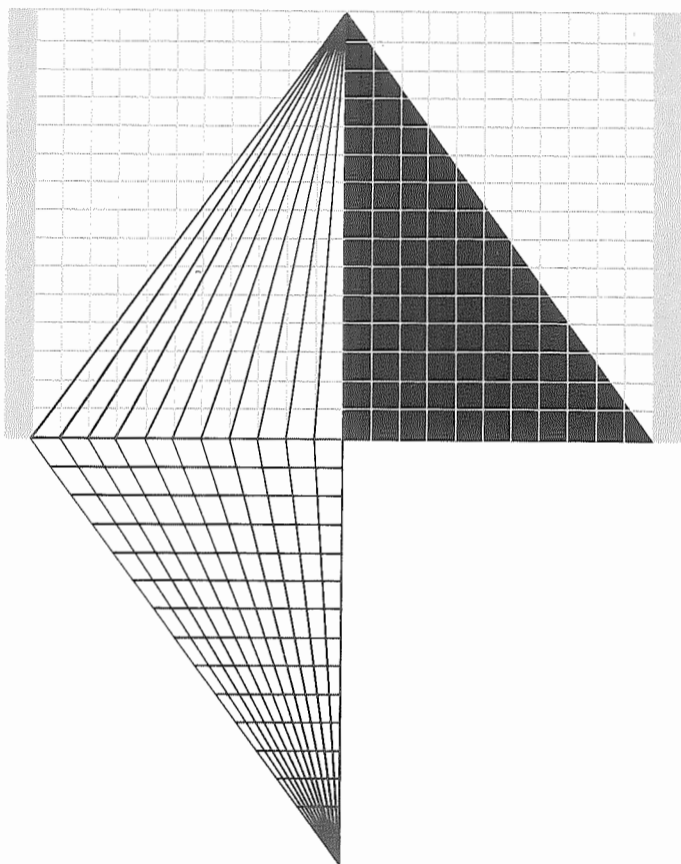


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ARCHITECTURAL ACHIEVEMENT BY MEN OF FORESIGHT





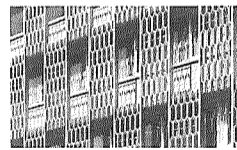
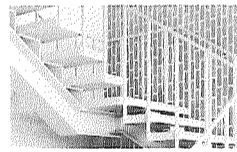
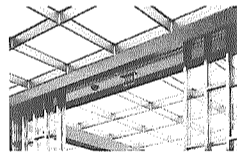
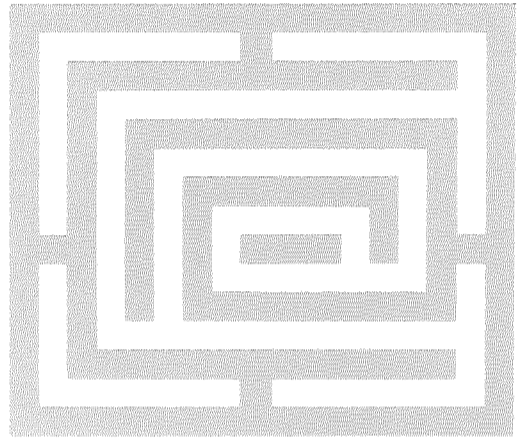
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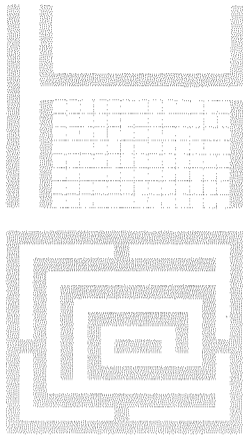
THE EDWIN T. REEDER ASSOCIATES

Architecture is the final integration of art, science and experience in creating a structural achievement to please all concerned, those who use it and those who view it. It must create a structure, or group of structures, that will not only fill a practical need but will also satisfy the aesthetic senses. It must be a combination of beauty and utility, which can be accomplished only by intensive, analytical planning. The Edwin T. Reeder Associates have incorporated new applications of time-tested methods into their system of early planning, which will be clearly illustrated on the following pages. The architect, long before he reaches his drawing board, takes initial, preparatory steps to evaluate all factors necessary to successful completion of his plans, factors which may even seem unrelated to architectural design. His first function is many hours of painstaking research into existing conditions; geographic, climatic, and soil, so that the structure he is creating will be architecturally sound as well as aesthetically beautiful; and so that it will serve its final purpose with full efficiency.



The vast experience which has been accumulated by The Edwin T. Reeder Associates is of inestimable value in this preparatory phase of architecture, for it is here, in the research laboratory, that the actual foundation is laid, and from which all future plans emanate. It is on the basis of these findings that the architect designs his structure, which will honestly reflect his human dignity and creative individuality, and which will endure the full ravages of climate, time and wear with stoic indifference. It is only with this firm foundation developed by The Edwin T. Reeder Associates that a structure will be completed so as to incorporate all the elements necessary to its successful use.

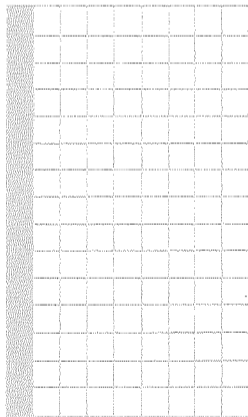




The ultimate purpose of a building project can be determined best by the client; the architect is his means of accomplishing it. Consultation between client and architect is important, not only in the planning stage, but throughout the various steps of construction, so that a clear understanding of the status of building exists at all times. The architect is at the disposal of his client throughout the entire period of construction, and, in many cases, even beyond.

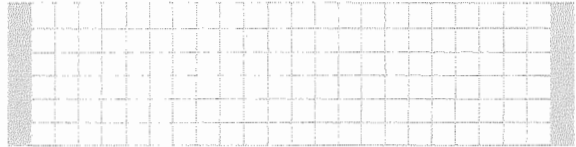
The Edwin T. Reeder Associates supervise every element of construction, right from breaking of the ground through to the actual opening of the building, and assume full responsibility for co-ordinating the efforts of many; the client, the contractor, the manufacturer and the financier.

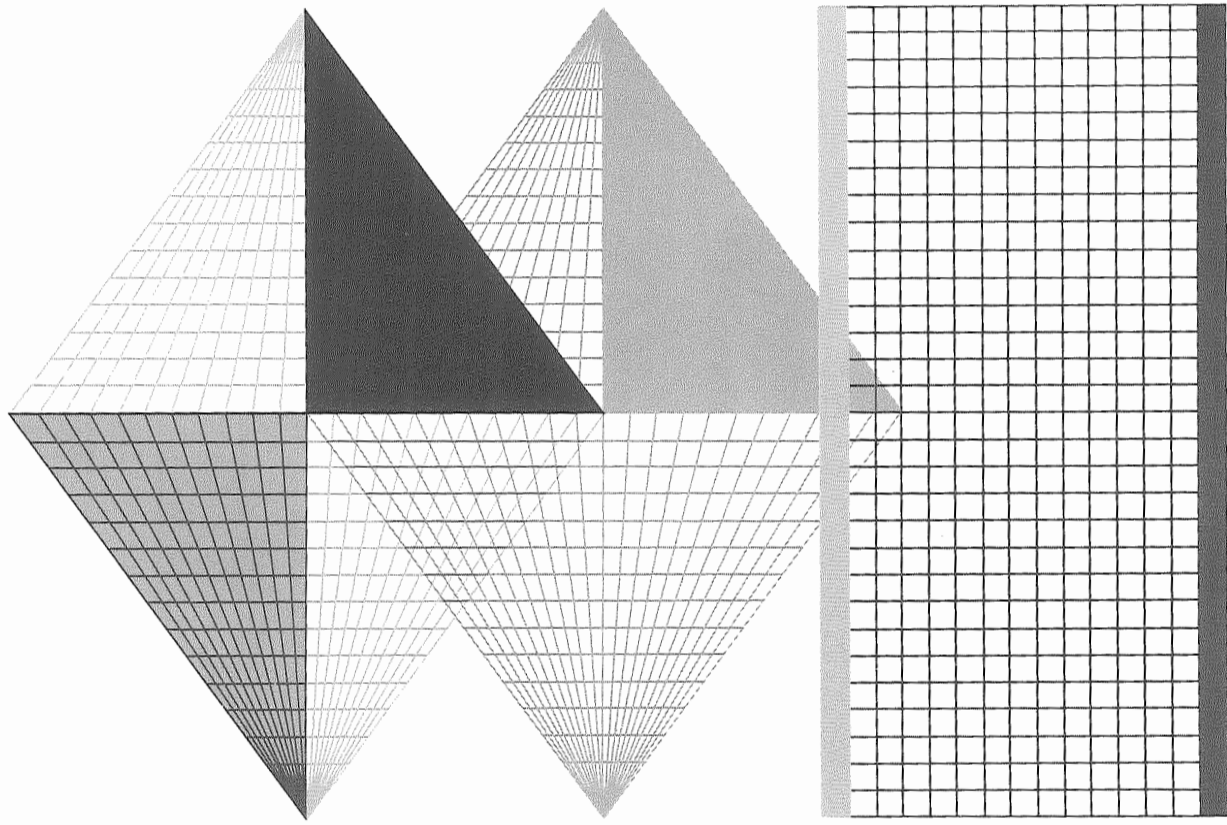
It is this constant superintendence of material and labor which, added to sound initial planning, assures the client of a structure, or structures, worthy of his efforts, for it embodies a harmony of analytic thinking, creative design, superior construction and successful completion. This is made possible by the professional integrity and sound experience of his architectural firm; the client may rest secure in the knowledge that a proficient team is expediting the construction operations in a practical, and efficient manner.

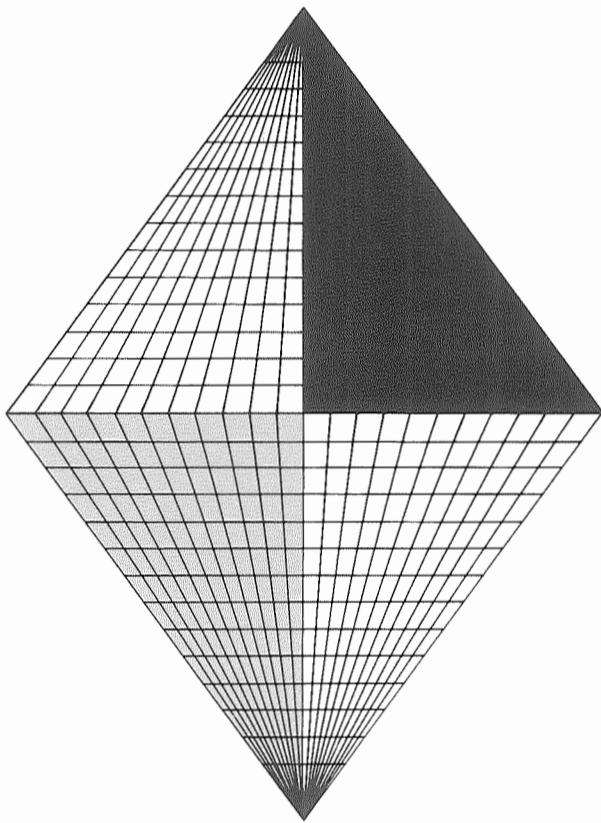


RA

Edwin T. Reeder was graduated, in 1931, from the University of Illinois. He became associated with Robert L. Weed, Architect, in 1935 as a draftsman, and, in 1939, was made a partner in the firm. Mr. Reeder served actively in the Armed Forces, and in 1946 returned to resume his career, opening his own office. The fast expansion of the area, demands on his productive energies and talents, and a keen insight into future requirements indicated to Mr. Reeder the need for a larger staff, and in 1948 he expanded his business to include a full complement of highly qualified architects and engineers, thus forming a complete organization, The Edwin T. Reeder Associates.







THE LAND:

But, this land richest of all earth in natural resources of new and old materials must now exercise imagination to see in each material, either natural or compounded, inherent style of its own. All beautiful.

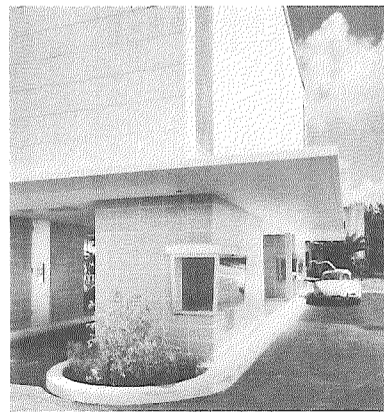
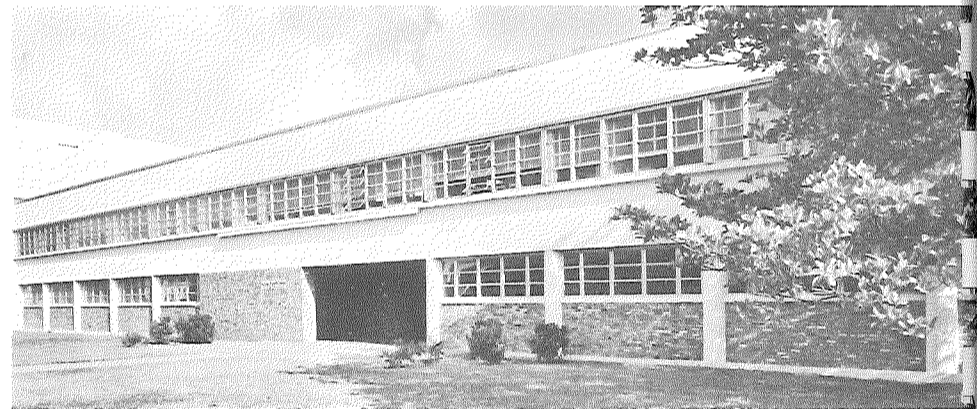
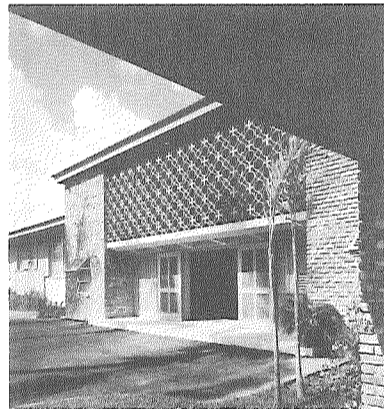
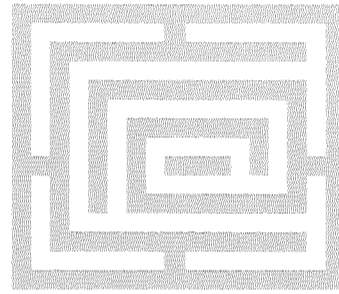
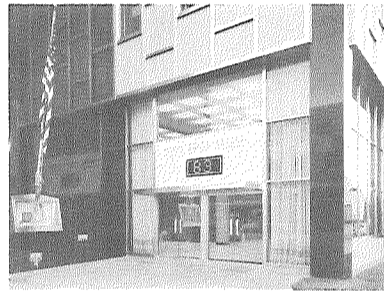
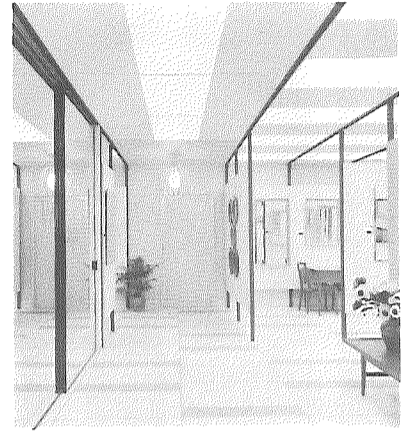
THE MATERIALS:

Stick. Stone. Steel. Pottery. Concrete. Glass. Yes, pulp, too, as well as pigment. And since this dawning sense of the "within" as reality gives main motif for the building, so the uses of the materials of which the building is built will now go far to determine mass, outline, proportion, and character in the form of any and every building.

THE MEN:

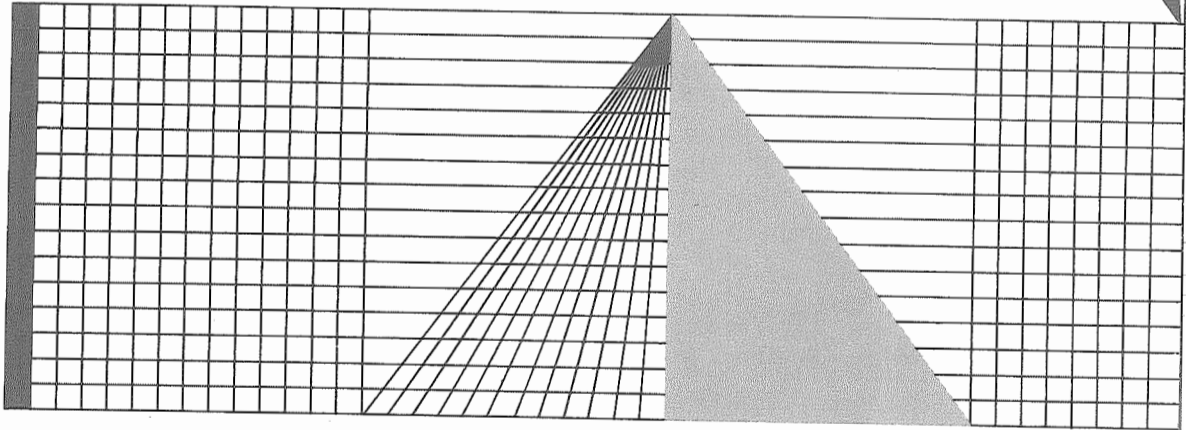
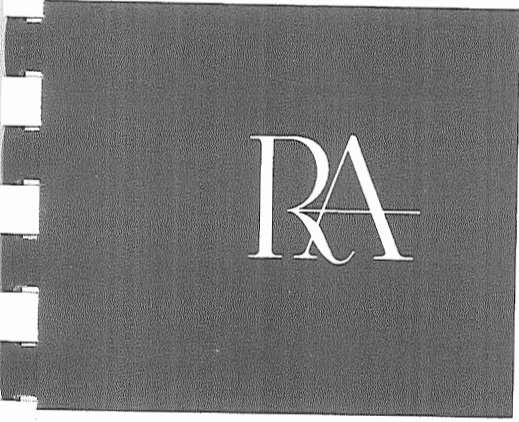
Modern architecture demands that life, itself, demand that a house look like the appropriate home of the man whose house it is.

Reference: An Autobiography, Frank Lloyd Wright



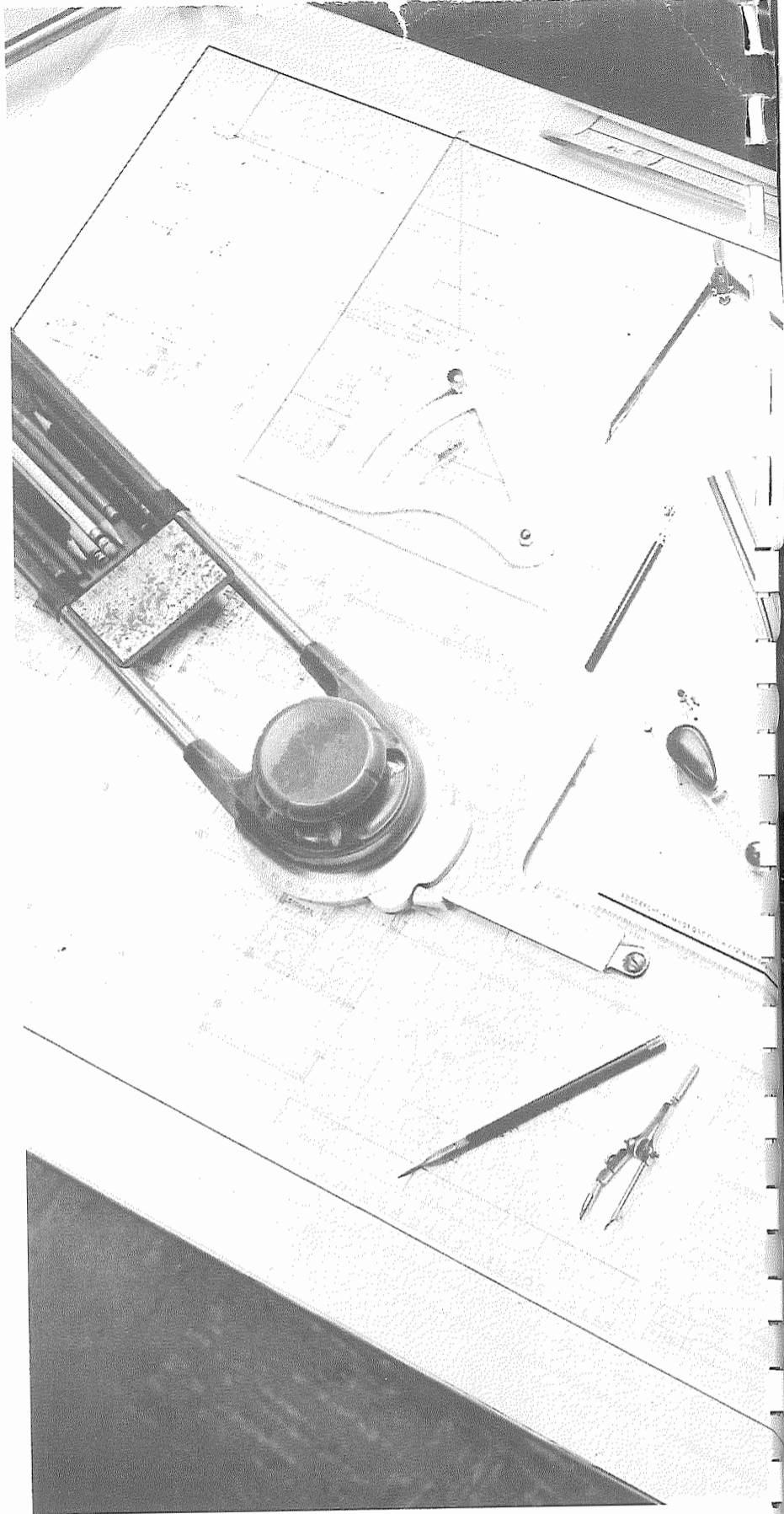
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THE EDWIN T. REEDER ASSOCIATES • PROJECT ANALYSIS

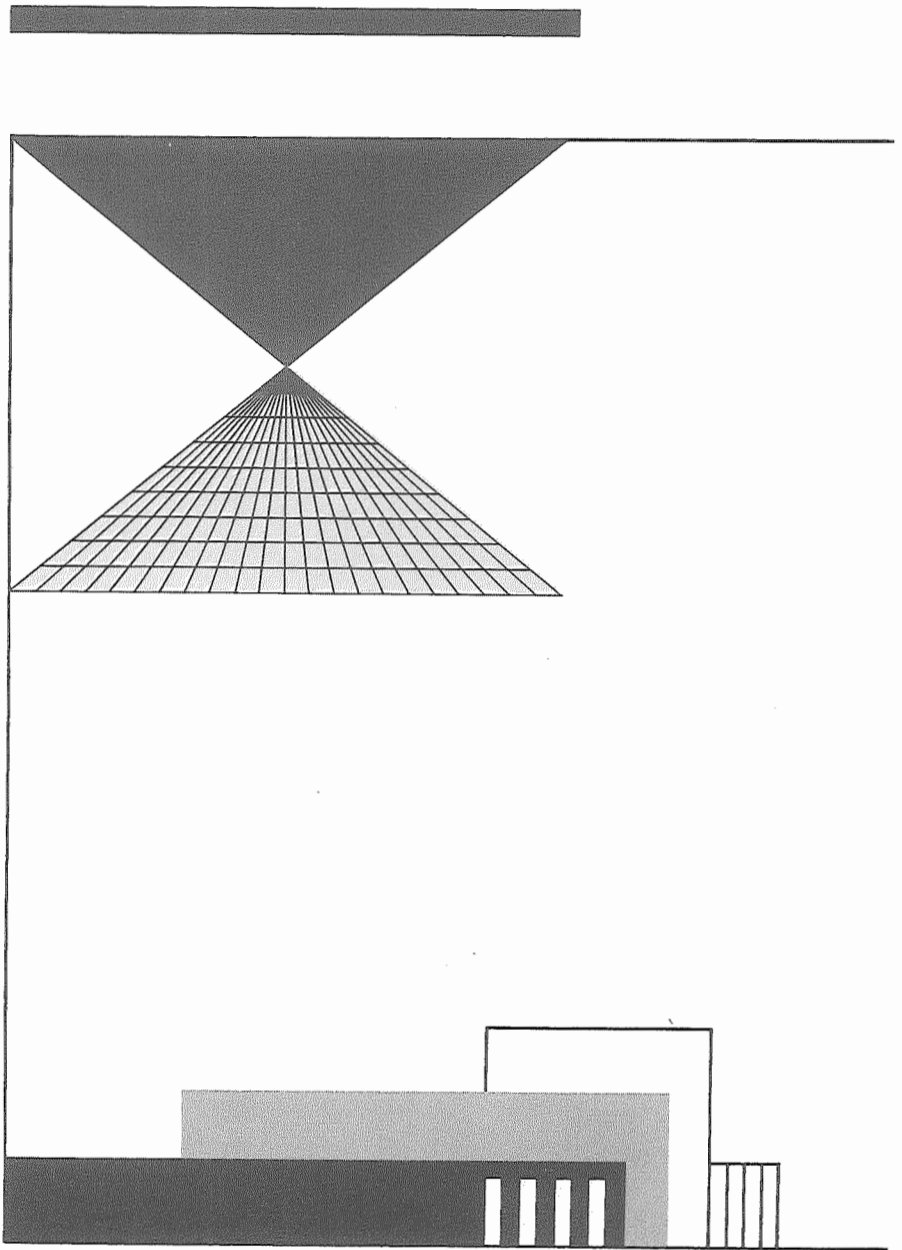
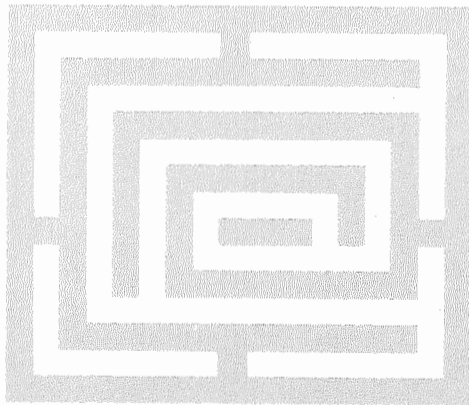


While every building project differs in design and construction, depending on whether it be a housing development, a financial institution, school, church, hospital, or an industrial or business unit, the formula employed in planning is the same; the fundamental steps listed below are followed as basic architectural practice.

1. *Site Studies*
 - (a) *location and orientation*
 - (b) *soil analysis*
 - (c) *physical surroundings*
2. *Space Requirements*
3. *Sketches*
4. *Model (if indicated)*
5. *Working Drawings*
 - (a) *architectural*
 - (b) *structural*
 - (c) *mechanical*
 - (d) *electrical*
6. *Specifications*
7. *Contracts*
8. *Construction and Supervision*
9. *Interiors (if indicated)*



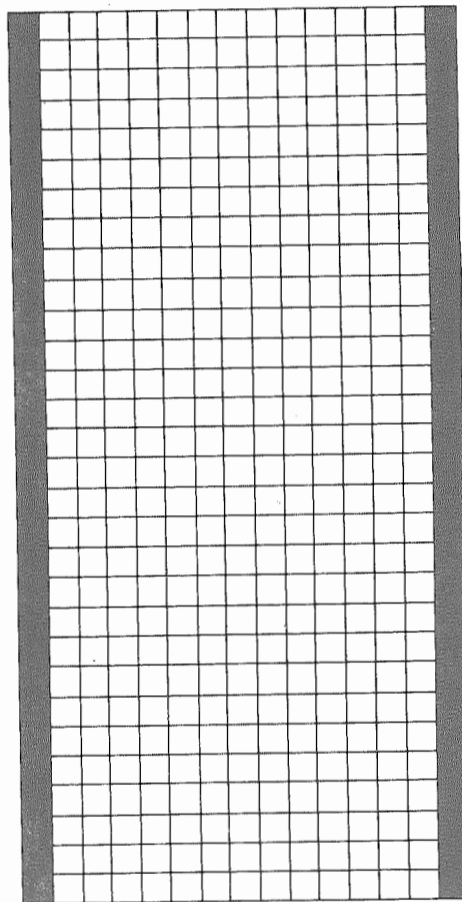
Even while the architect is building for today, he is planning for the changes, expansions, and fluctuations that inevitably follow in the rapid progress of modern civilization. The variables of tomorrow must be recognized today, so that the structure he is creating will be flexible enough to adapt to requirements still on the horizon of the future, be versatile enough to match stride with that of an advancing era, yet retaining the basic harmony of its original form. With this in mind, the progressive architect works, studying trends, projecting himself into the predictable future, foreseeing the coming requirements and potentials of his clients, and always preparing for the acceleration of business and industry.

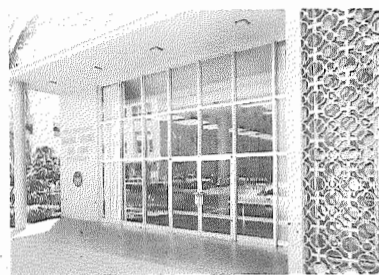
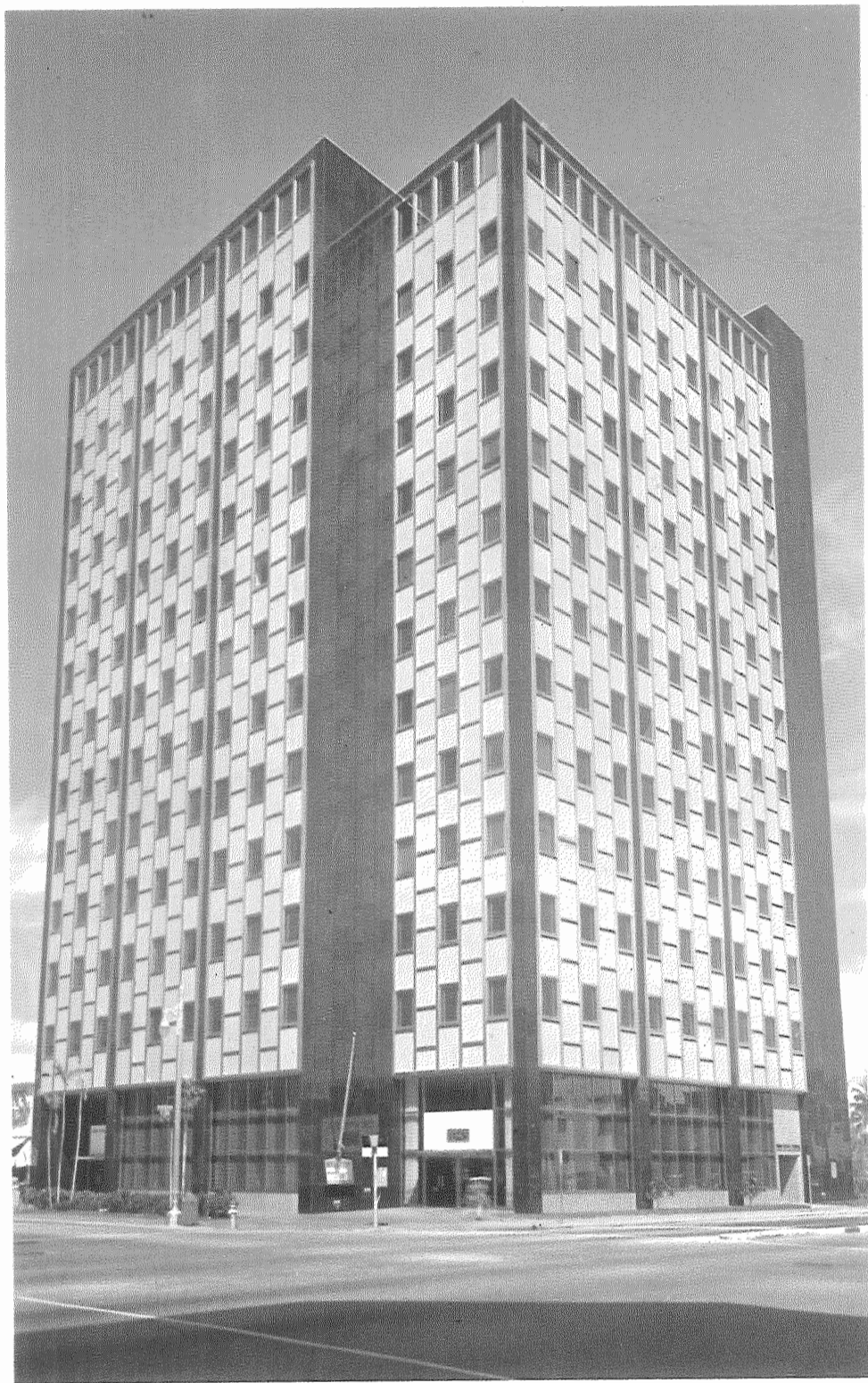


THE EDWIN T. REEDER ASSOCIATES • PROJECT ACHIEVEMENT

RA

The ramifications of architecture are infinite, ranging from a single retail store to a modern shopping center, from a simple home to a large housing development, together with institutions, bank buildings, municipal projects, resorts, and numerous others, all offering a new, interesting challenge to the capable architect. He utilizes all his past experience in creating new designs and structures to meet widely varying needs and diversified uses, at the same time incorporating into them a full measure of beauty and utility.

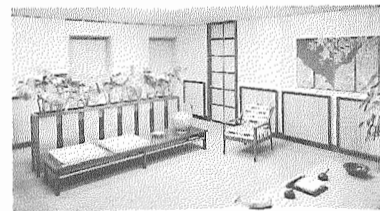




Striking combination of angles and circles grace the entrance of new West Palm Beach Federal.

Spacious main banking room of Industrial National Bank, as seen from President's office.

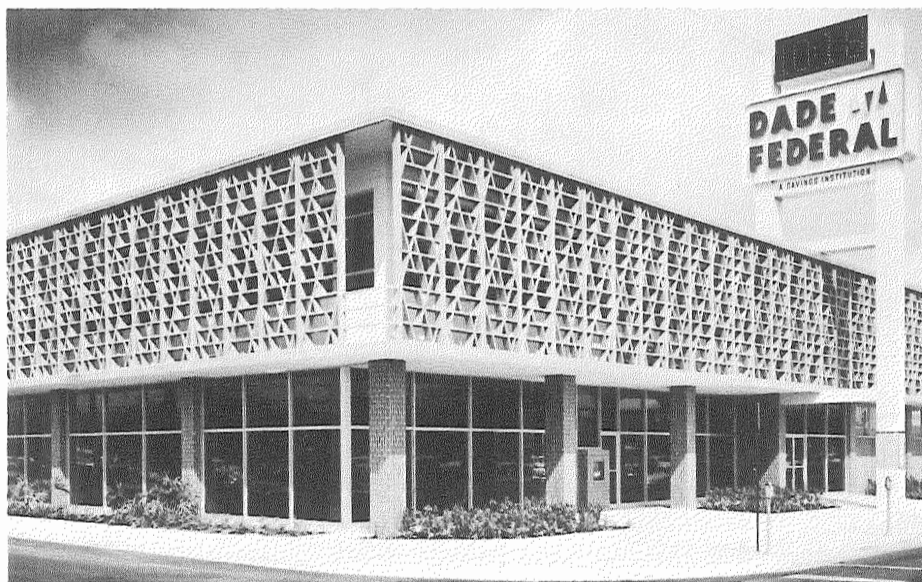
Miami Beach Federal, imposing, multi-storied structure of curtain wall construction; rich, durable exterior is easily maintained. All sash have stainless steel frames, pivoted and serviced from inside. The design was selected to afford a minimum of construction depth, thus obtaining an entire floor of additional rental space, at the same time remaining within height limitation requirements. Executive offices have their own reception area in contemporary treatment.





CODA ASSOCIATES

Dignified building of stone, glass and aluminum, will house Dade County Criminal Courts. A grille of gold anodized aluminum, screens the sun from the glass of the first floor, while on the upper floors the precast wall panels are surfaced with Florida Keystone and accented with vitreous enameled bosses. The main entrance is across a large fountain pool which mirrors the granite base of the building.



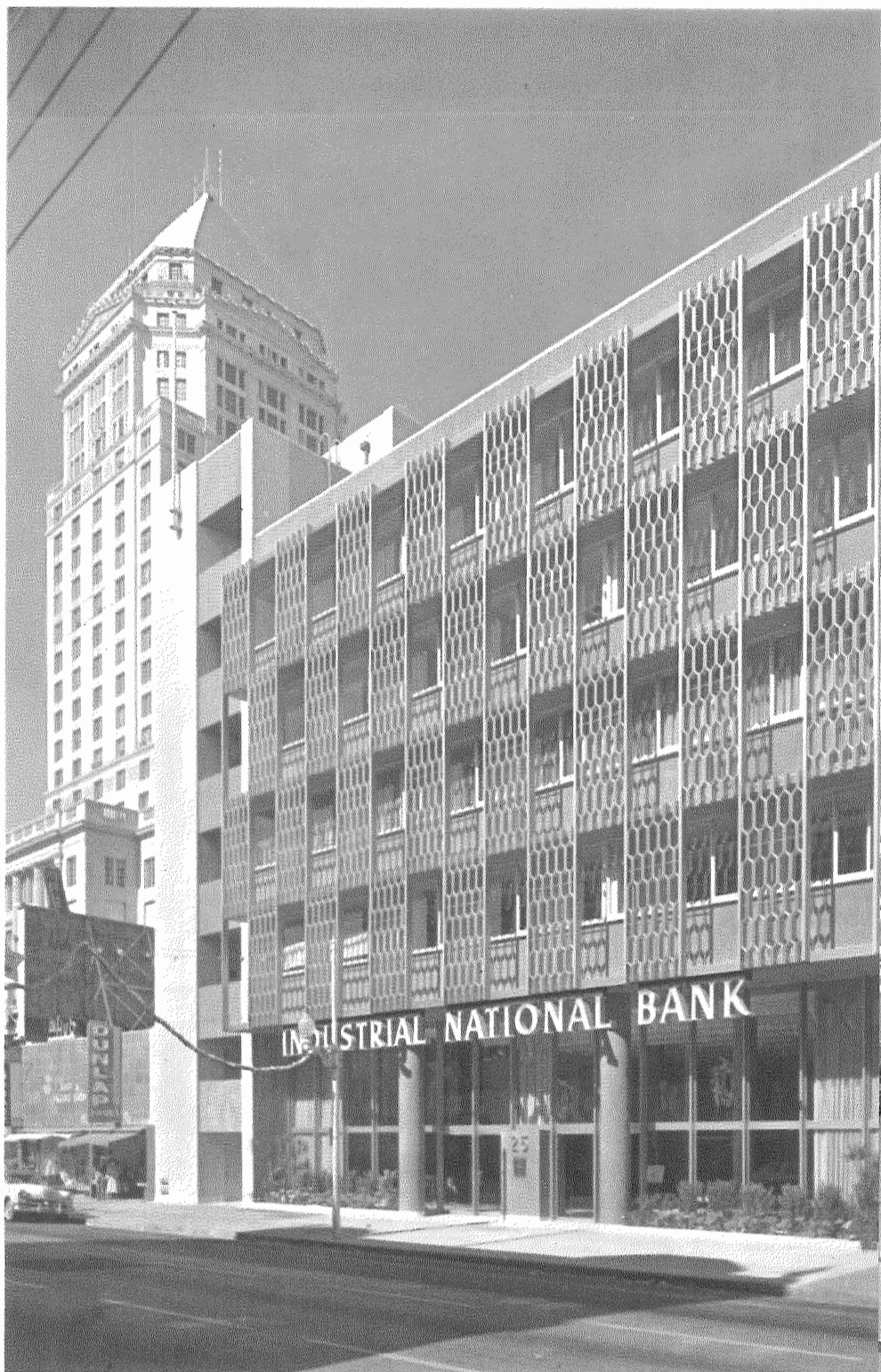
Edison Center Branch of Dade Federal Savings and Loan Association opens its operations to public view by means of extensive use of glass, topped with precast concrete grille sun screen, design of which is carried through to the interior, forming the facing panels of the tellers' cages, information desk and safe deposit counter. Aqua color of exterior brick appears inside in Roman Travertine stone floor.



Main banking area of Miami Beach Federal Savings & Loan Association, a harmonious blend of marble, tile, mosaic and wood.

Industrial National Bank of Miami offers a main banking area proportioned to fill the needs of their fast growing clientele.

Lava stone mosaic on the facade of the Mercantile National Bank symbolizes man and the results of his efforts through the sound medium of financial exchange.



Exterior of Industrial National Bank of Miami blends turquoise colored precast panels, tastefully complemented by an interesting solar grille of gold anodized aluminum.



Expansive main banking area of the Industrial National Bank of Miami. The continuously lighted plastic ceiling casts an evenly diffused direct light over the entire area, and also acts as a sound conditioner. Massive columns add to feeling of strength and stability which characterizes this financial institution; interior design reflects an impressive dignity.



CDDA ASSOCIATES

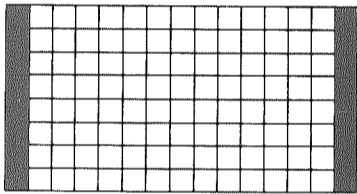
The Dade County Jail is a prime example of functional architectural accomplishment. Planning provided for the most modern confinement facilities for fifteen hundred persons . . . in a simple, utilitarian, concrete structure.



Central National Bank, Jacksonville, remodeling job which won the coveted "Brick and Tile Institute Citation."

Renovated main banking floor of the Central National Bank, which created modern beauty from an existing area.

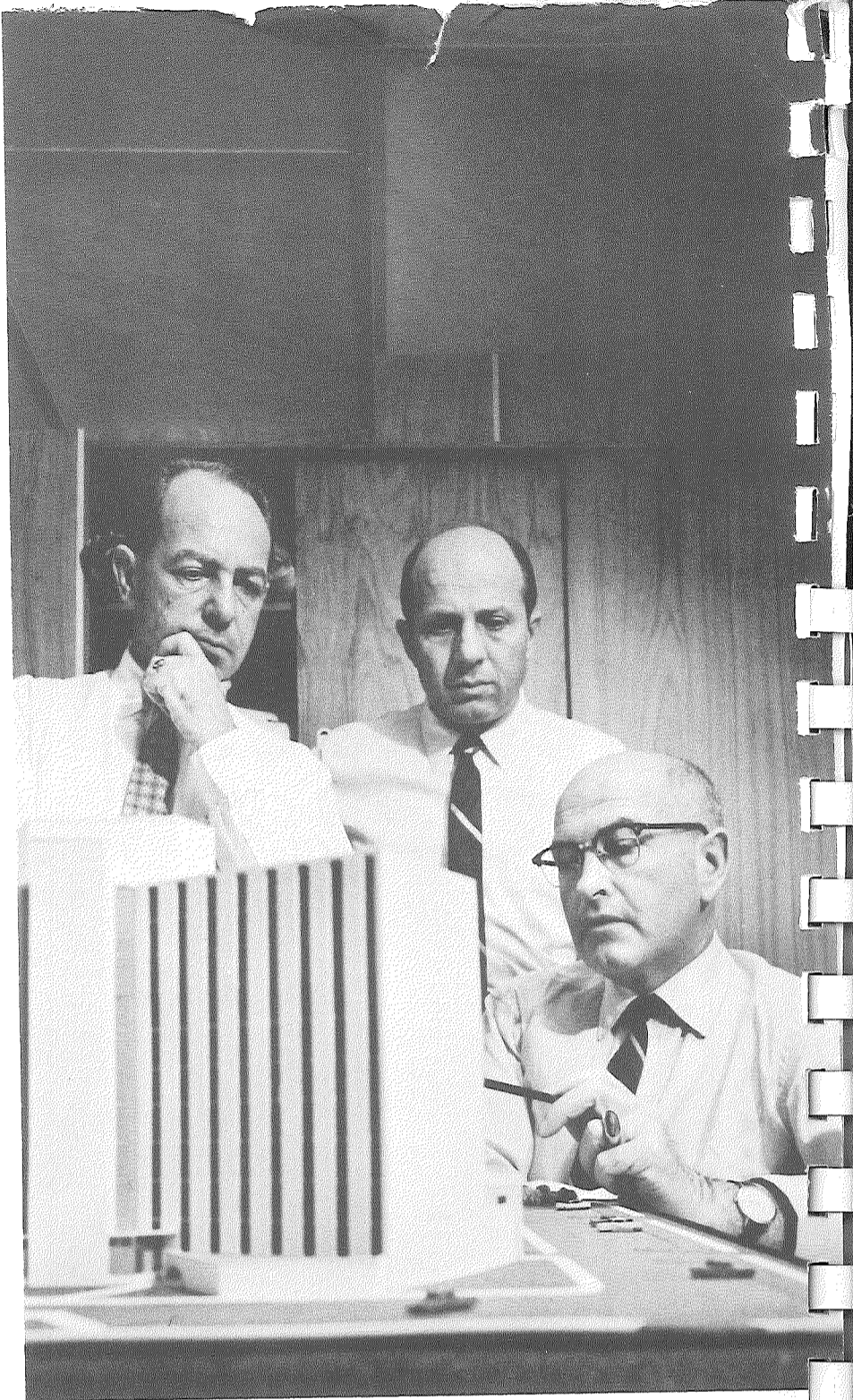
The South Shore Branch of Miami Beach Federal maintains an identity with the parent bank in architectural design.



Interior of the Mercantile National Bank of Miami Beach reflects the area it serves. The decorative theme, in tropical colors, suggests Florida's sun and sea; appointments harmonize with the architecture. The services of Reeder Associates extend even to the phase of interior design, thus integrating all factors in order to achieve the ultimate coordination of form and color to continue exterior beauty throughout the entire edifice.

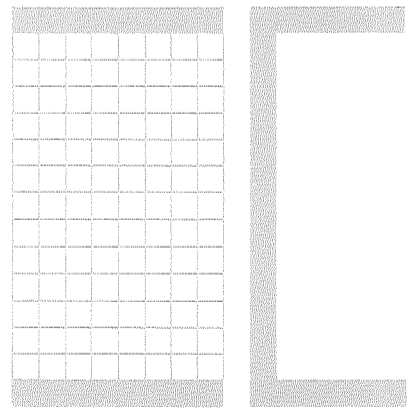
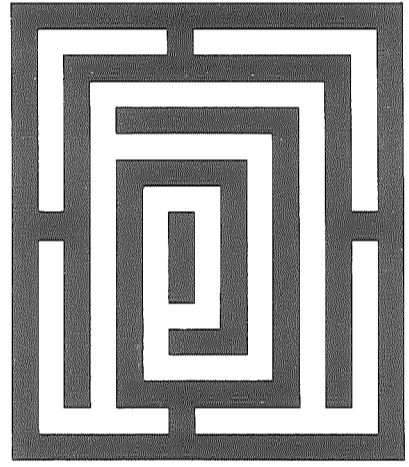
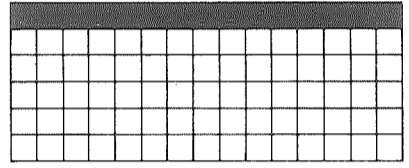
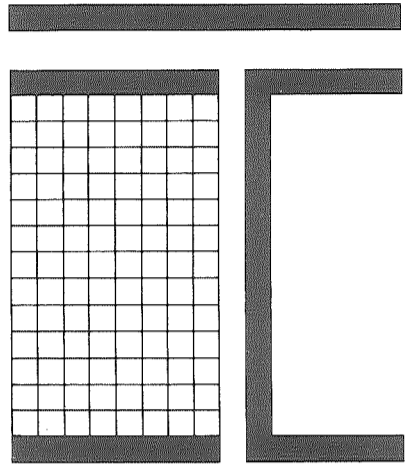
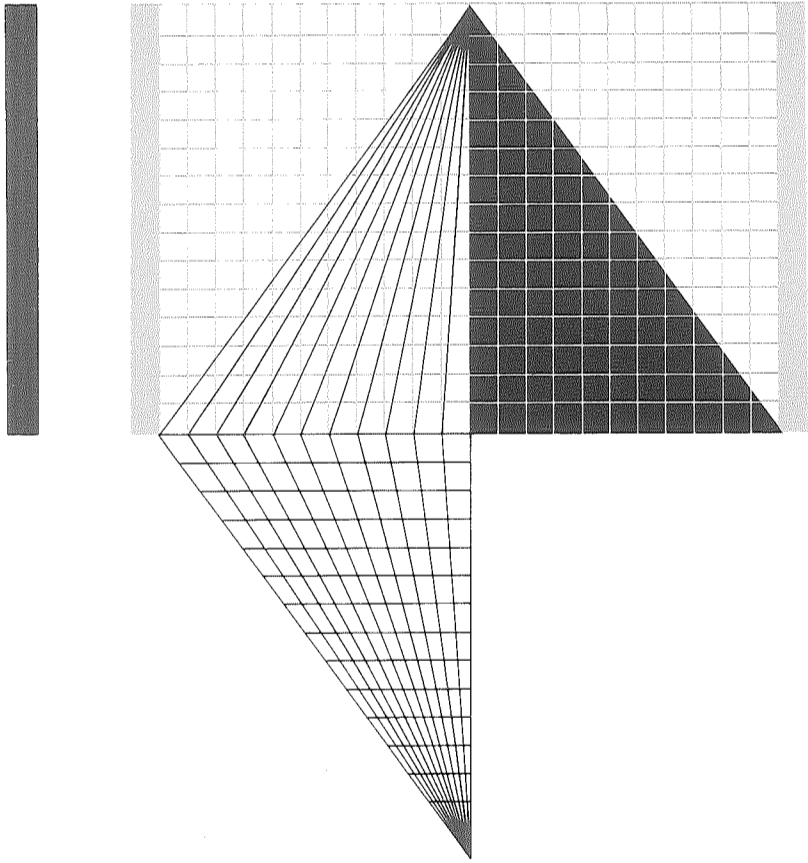


Just as the services of Edwin T. Reeder Associates start long before the actual building commences, so do they continue long after the physical accomplishment of building is realized. Their precise knowledge of not only the limitations of the structure, but its adaptability and aesthetic potentials, enables them to proceed intelligently when expansion is indicated. It is this attention to and application of basic architectural principles which has created the sound, invaluable business reputation of these highly qualified architect-engineers.



RA

THE EDWIN T. REEDER ASSOCIATES • ARCHITECTS AND ENGINEERS • DUPONT PLAZA CENTER, MIAMI, FLORIDA



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