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COMPANY PROFILE

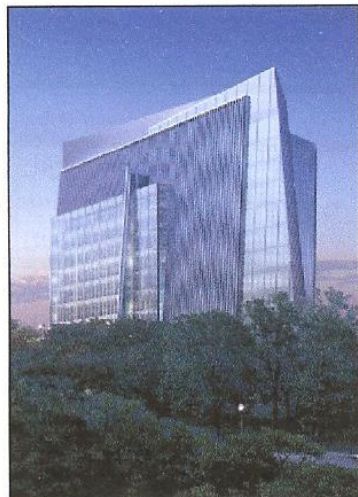
Boggs makes impact on Annapolis skyline

By WENDI WINTERS

A few weeks ago, Joe Boggs hired a helicopter to take him up over a wooded site just outside Annapolis for a look-see.

As it hovered at 170 feet above the hillock, he gasped at the view. He could clearly see for more than 20 miles in all directions: the Bay Bridge and parts of Kent County, the Annapolis skyline, and landmarks on the approaches to Washington and Baltimore.

If all goes as planned, Mr. Boggs' design for the first of three buildings for Windermere will rise at the site. While 2,000 people might eventually work there, it's the look of the buildings, which currently exist only in artist's renderings and scale models, that's garnering glowing reviews.



An artist's rendering of the Windermere building.

One architectural critic described the project as "exemplary, expressive modern architecture, a poetic visual statement."

"What announces you've arrived at the state capital?" asked Bill Badger, president and chief executive officer of the County Economic Development Corp. "This tower will be that stunning architecture. Set high on a hill, the 11-story building will have the impact of a 25-story building."

"Since it will be housing prominent technology companies, it says something important is happening here besides crab cakes, sailboats and the state capital."

A hundred years ago, the architectural firm of McKim, Mead & White created buildings in the Northeast that were totemic for their time: big, elegant structures embodying the brash, can-do attitude of America as it entered the 20th century.

The designs of Annapolis-based architects Boggs & Partners capture the spirit of McKim, Mead & White's legendary constructions while forging a style in tune with today's high-tech realities.

Boggs & Partners was founded in 1983 by Mr. Boggs, an Annapolis-area resident. His partners include Michael Patton, Franklin Kaye and Dick Sweeney. The company's sophisticated, minimalist offices, located on the top floor of an office complex on Eastport's Severn Avenue, boast a panoramic view of the Naval Academy and the marinas lining Spa Creek.

The 20-person firm has earned a shelfful of industry awards for its designs, for residences, offices, institutions and interiors, and for renovating or redesigning existing buildings, such as the Millennium Building at 1909 K St. in Washington. Ten of the employees or principals are architects.

Spiritually satisfying

The founder of the firm that's designing Windermere's confident, progressive site, isn't always so confident himself. Mr. Boggs recently returned from Jerusalem, where he spent nearly a week in the Jerusalem Gardens Stone Works quarries selecting, sorting and laying out finished slabs of stone and mosaic inlay destined for the rear of the sanctuary of the Commodore Uriah P. Levy Center and Jewish Chapel at the Naval Academy.

Part of the design includes a 40-foot-high stacked stone wall in the rear of the chapel that will evoke memories of the Western Wall.

Jacob Mordoch manages the stone-finishing factory commissioned by Boggs to produce the wall's stones.

Mr. Mordoch's team of artisans is chiseling and detailing the stones to give them a weathered look reminiscent of the limestone ashlar stonework produced more than two thousand years ago for the construction of the Jerusalem temple.

Mr. Boggs visited the area around the ancient temple, demolished by the Romans in 70 A.D., and its remnant, the Western Wall or Kotel, revered by one of the world's oldest religions.

He began "thinking back on the plans for the chapel, the height, color and light."

"Can you do something new that evokes that spirituality?" he pondered. "To make it truly special and moving is the hardest thing to do."

His company's designs for places such as the Wolfrap Filene Center was, he said, "rewarding but not spiritually satisfying."

"There's no higher calling than to do something like this."

This is not his first religious project: earlier in his career, Mr. Boggs designed a Catholic church in Blacksburg, Va.

Mr. Boggs' plan for the chapel is not a Disneyland re-creation of the Jerusalem holy site but rather, "a juxtaposition of old and new. I'm trying to create a space that will have an impact. So when you walk in through the huge doors and drink in the ethereal space and the wall, you drop to your knees."

Mr. Boggs became an architect almost by accident.

He was born in the coal-mining heart of West Virginia. His father was a draftsman engineer, a holder of more than a dozen U.S. patents. He moved the family first to Ohio and then to Chester, Va.

Not long after doing a high school book report on Frank Lloyd Wright, Mr. Boggs glanced through the Virginia Polytechnic Institute catalog and something caught his eye: "Architecture. No foreign language required."

"I stumbled into the best-rated architectural school in the country," he marveled. "It was staffed with great Bauhaus and Swiss architects as teachers."

Graduating in '71, he worked in Washington, followed by a stint with World Trade Center architects Skidmore Owings & Merrill, before earning a master's degree from the Harvard School of Design.

He moved to Annapolis, pleased with the parallels between this city and Cambridge, Mass., and attracted by the area's lack of bluebloods and socio-economic barriers.

With his second wife, Celeste Hart, president of Celeste Hart Interiors, Architecture & Design, he designed and built a family home on Harness Creek Road.

Only their son, Alex, an 11-year-old Key School student, is still at home. Aron, 28, is a media coordinator in New York City and Emily, 21, is attending the University of Michigan at Ann Arbor.

Selected projects

The firm works on eight major commercial projects and several private homes a year, bringing in \$5 to \$7 million annually.

The firm is responsible for the ongoing renovation and redesign of the Smithsonian's National Museum of American History in Washington. The Sallie Mae Headquarters in Reston, Va., and the International Association of Machinists and Aerospace Workers Headquarters in Upper Marlboro are two other high-profile projects.

Mr. Badger called the headquarters Boggs & Partners designed for the American Urological Association in Linthicum one of the "most beautiful buildings" near BWI Airport.

A division, International Design and Construction Online, was started up with much fanfare four years ago. It was to be a veritable B2B supermarket for everything anyone in the building trade would need to know or needed to purchase. Reportedly, \$7 million was spent setting up the site.

Mr. Boggs stated the sales volume for the past couple of years has been less than seven



Joseph Boggs talks with Jacob Mordoch of Jerusalem Garden Stone Works on materials he wants to use in his design for the new Naval Academy Jewish chapel.

figures. The dot.com bust affected it, he said, as does being involved in a "recalcitrant industry that adapts technology only as owners and developers require and are very hesitant to change their way of doing things."

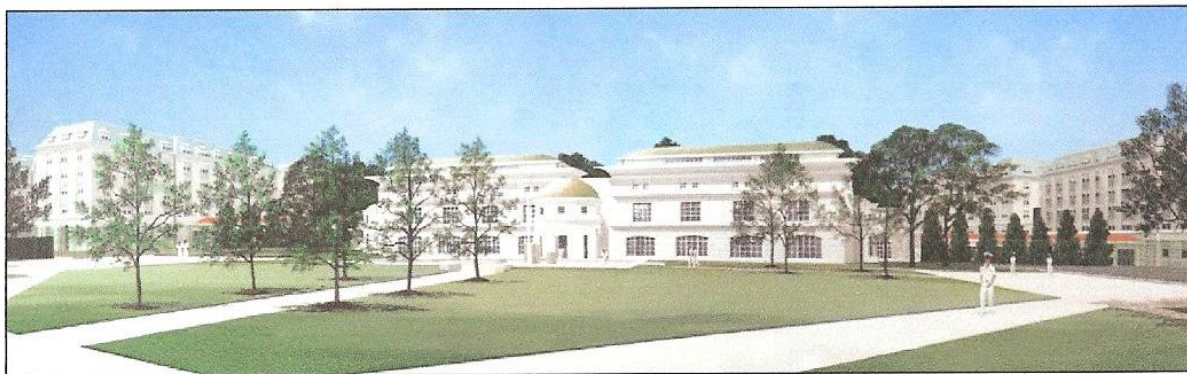
"Growth has been not as upward as we would like, but considering the economy last year and the view on technology ventures, we have made good progress."

Based on current business and affiliations, he predicts a promising future for the concept.

Regularly working long hours, one of Mr. Boggs' great pleasures is commuting to work at the helm of his 55-foot SeaRay Sundancer. Aesthetically sensitive to the emotional value of sunlight, whether it is warming the stone of a new building or dappling the interior of a building, he is especially delighted to watch it dance across the waves as he rounds the Thomas Point lighthouse and turns into Spa Creek each morning.

The tall, lanky man declares: "Where else can you come out at 8 a.m. with a cup of coffee and you own the world?"

Wendy Winters is a freelance writer living in Arnold.



An artist's impression of how the Jewish Chapel at the Naval Academy will look.