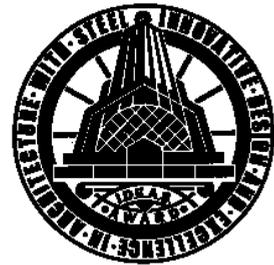


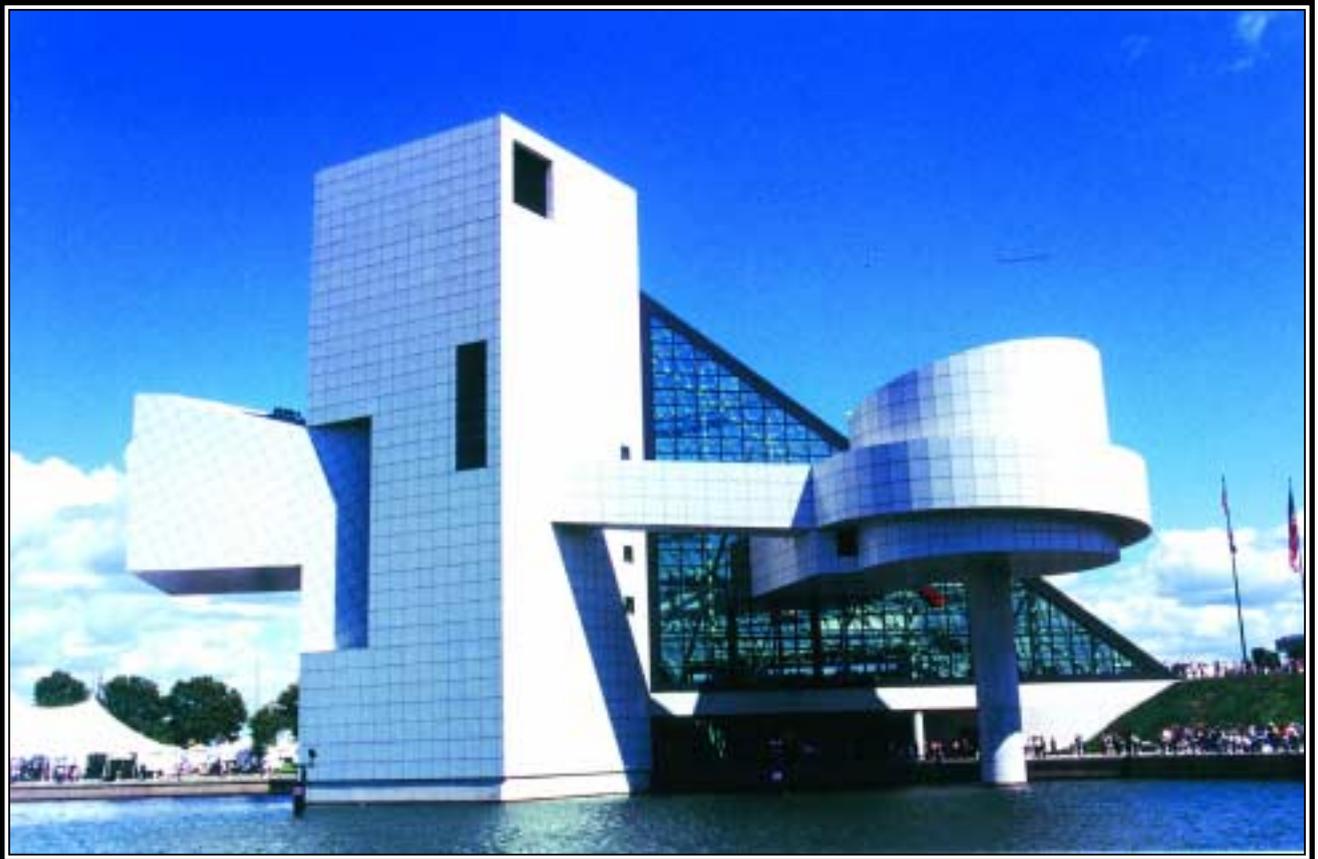
*Innovative Design and
Excellence in Architecture with Steel*

Regional Winner

Rock and Roll Hall of Fame



The Rock & Roll Hall of Fame and Museum has been designed to express the dynamic music it commemorates and to serve as an emblem of the city that introduced the term “rock and roll” in the mid-1950s. The 143,000-sq.-ft. building provides a center of entertainment and learning while revitalizing the city’s economy: constructed at

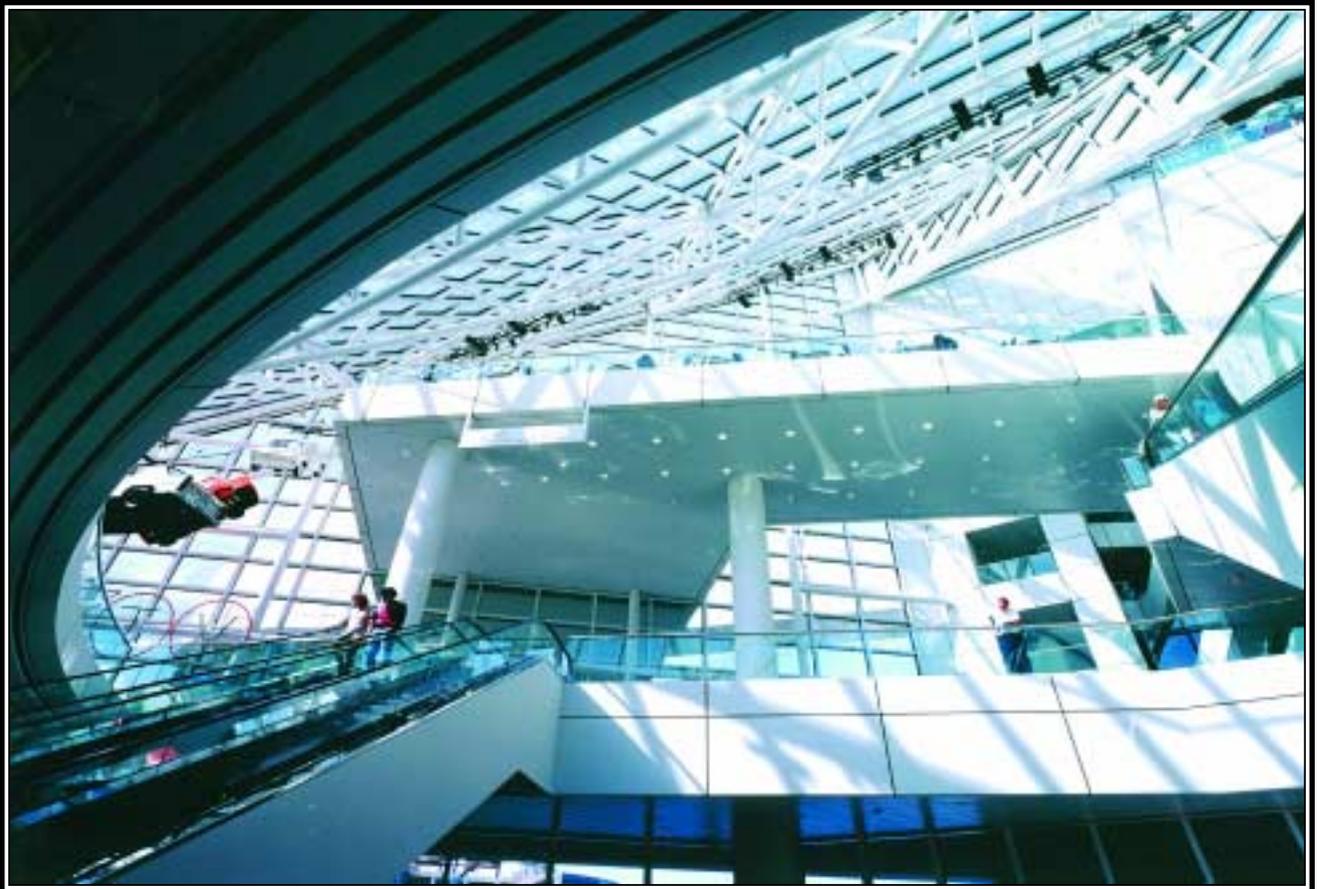


a cost of \$92 million, the museum is expected to generate more than \$70 million in tourist revenue annually.

Activities within the Hall of Fame are visible through its transparent tetrahedral lobby. The building invites participation as it celebrates urban life and contemporary culture. In plan and elevation, the design juxtaposes simple geometric forms to combine diverse functions within a unified whole. Symmetrical and asymmetrical masses are balanced in a contrapuntal rhythm expressive of rock and roll and, like an explosive musical chord, the building's sculptural components reverberate out from center.

The multi-level design is threaded internally by crisscrossing stairs, escalators and bridges—a system that insures flexible circulation while animating the building by the festive and continuous flow of its visitors. The building rises from a subgrade restaurant to a ground level lobby. From there the visitor proceeds to the various media spaces, a theater-in-the-round and ultimately, to the tower that houses exhibition halls for artifacts and memorabilia. At the head of a ceremonial flight of stairs is the Hall of Fame itself—a contemplative skylit chamber that comprises the literal and symbolic apex of the entire design. A rock and roll archives, to be executed as part of the complex, will

The fabulous array of shapes and images presented in the design of the Rock and Roll Hall of Fame creates a suitable home for its subject. Finished photograph by Timothy Hursley



Juror's Comments:

A wonderful composition of geometric volumes and shapes, as well as solid and transparent planes of materials. This composition results in a very recognizable building structure. Exuberant forms, clashing geometry, all resolved with a three bar coda of a pyramid.

distinguish the Hall of Fame as a comprehensive center for the study and enjoyment of modern music.

The structure is reinforced concrete to the lower level, and structural steel with concrete slabs on metal deck above the lower level. There are exposed, painted steel pipe columns and bow trusses at the sloped and vertically glazed main entrance/circulation space, and painted steel tube curtain wall supports at the glazed walls.

(This project also won an AISC Engineering Award of Excellence. For more information on this project, see the March 1997 issue of MSC.)

Project Team

Project: Rock and Roll Hall of Fame and Museum, Inc., Cleveland

Architect: Pei Cobb Freed & Partners, New York City

Associate Architect: Robert P. Madison International, Inc., Cleveland

Owner: Rock & Roll hall of Fame and Museum, Inc.

Structural Engineer: Leslie E. Robertson Associates, New York City

General Contractor: Turner Construction Co., Cleveland