



GUILD HOUSE

Architects: Venturi, Scott Brown and Associates, Inc.

Location: Philadelphia, PA

Client: Friends Neighborhood Guild

Area: 66,000 sf

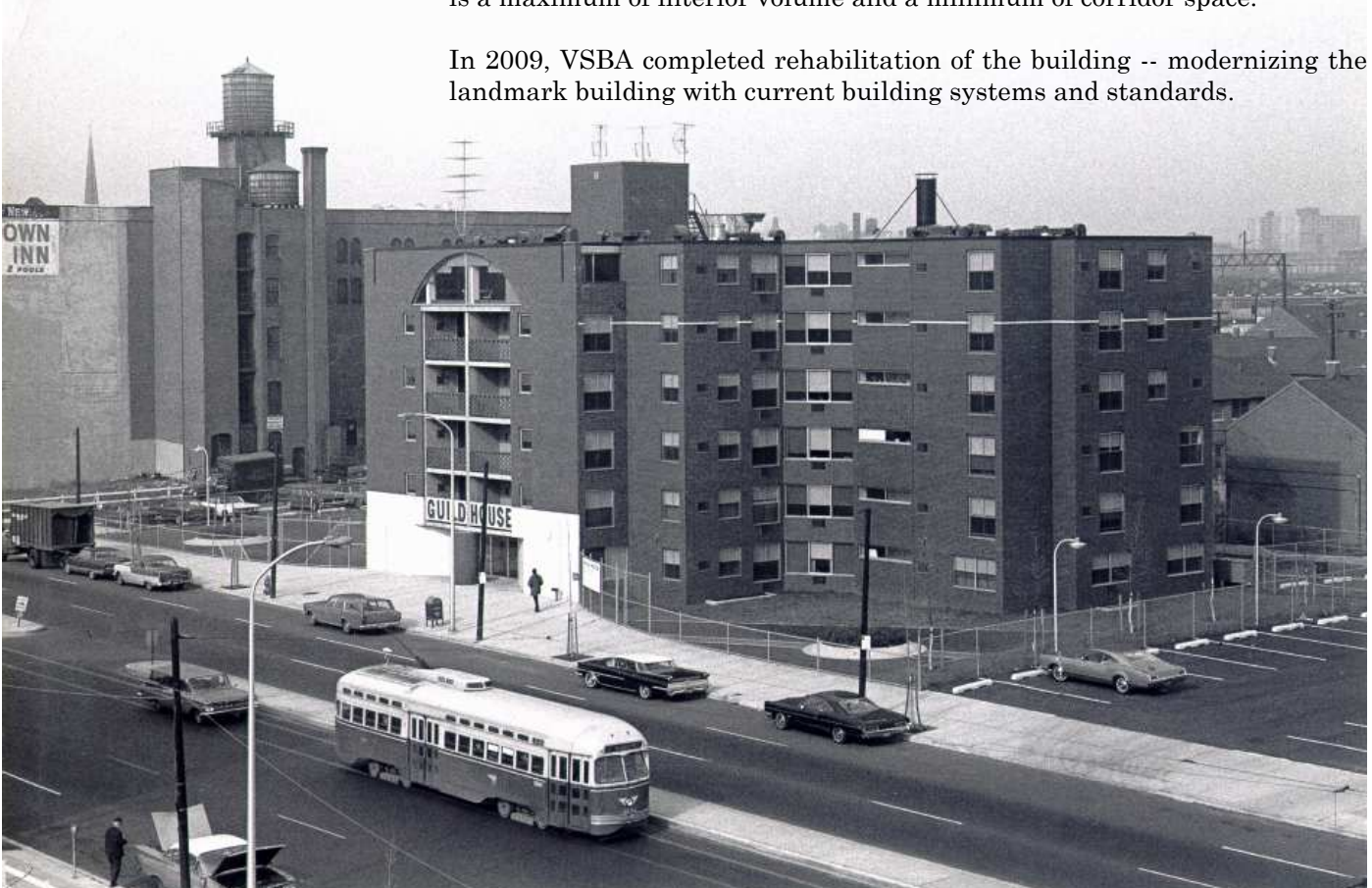
Completion: 1964; 2009 (rehabilitation)



On a small urban site, the 6-story Guild House contains 91 apartments of various types intended for elderly tenants desiring to remain in their old neighborhood.

VSBA employed conventional architectural elements, particularly scale, to accommodate budget constraints. Inexpensive red clay brick matches an adjacent warehouse, but the brick nearest the sidewalk is of a different size from that where the facade meets the street. The dark walls with double-hung windows recall traditional city row houses, but the effect of the windows is uncommon due to their subtle, unusually big proportions. The scale of the windows also differs according to their distance from the street. Interior spaces are complex to suit the varied program of the apartment house. There is a maximum of interior volume and a minimum of corridor space.

In 2009, VSBA completed rehabilitation of the building -- modernizing the landmark building with current building systems and standards.





"GUILD HOUSE was designed not as a Le Corbusierian slab in a park but along a street, right up to the sidewalk, in an ordinary urban setting – as a building with openings as windows in walls, in brick rather than concrete, with an opening as an arch and with a compositional duality at the entrance, with a big column in its center rather than a minimalist column. Also it contains a sign almost commercial in its quality!" — Robert Venturi



Guild House