



FRANK  
LLOYD  
WRIGHT

*Studio 1: Case Study*

## Herbert Jacobs House

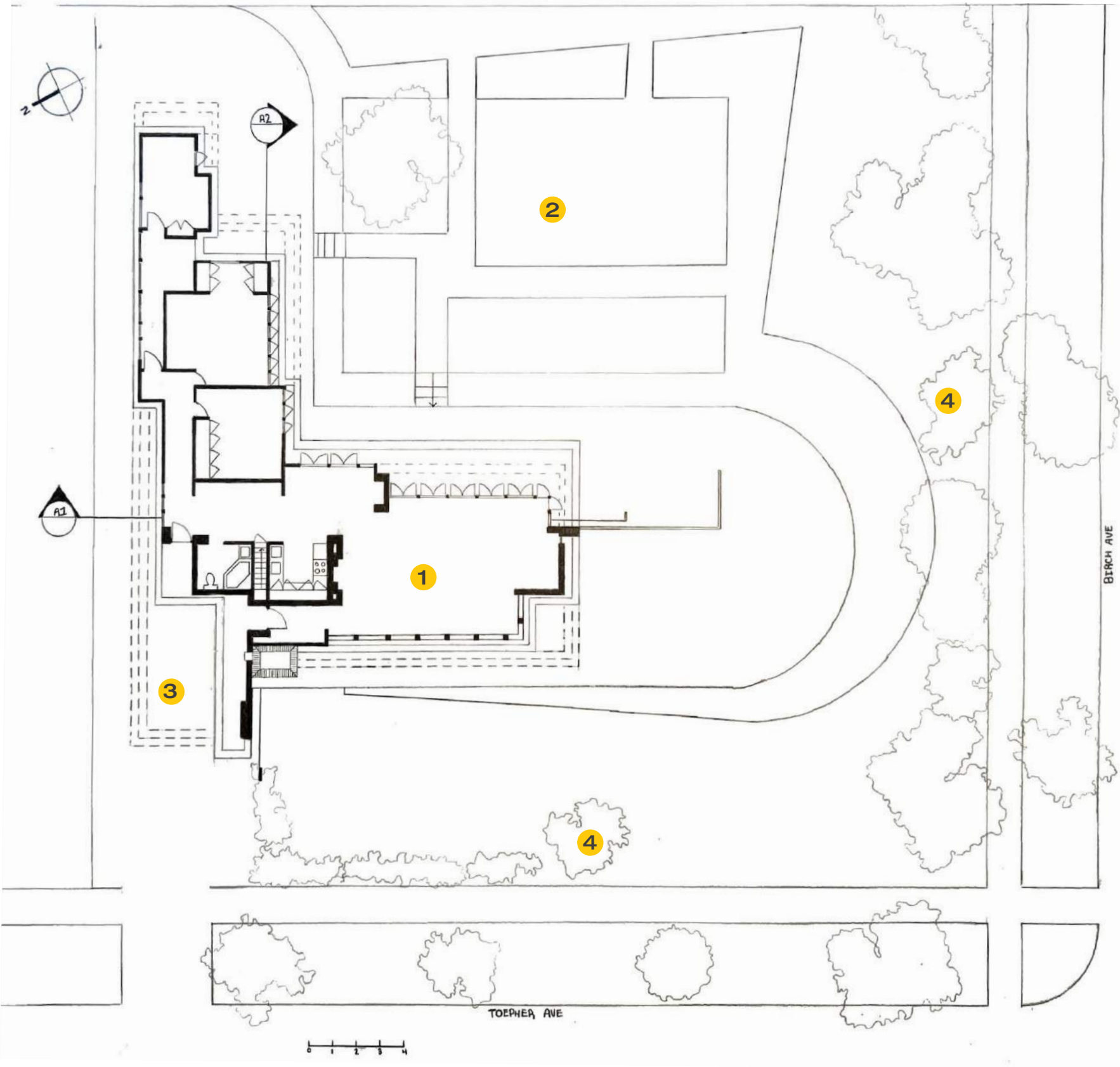
*Presented by:*

Aria | Charles | Chloe | Danniell | Kate | Ken

# Site Plan

Location: 441 Toepfer St., Madison, Wisconsin, United States, WI 53711

- 1 Herbert Jacobs House
- 2 On-Site Garden
- 3 Car Port
- 4 Tree - Line





## “Usonian”

Frank Lloyd Wright's Idea behind Usonian design was about incorporating planning, nature, and simple design on a human scale. It was about designing smaller scale establishments that integrated the house with the landscape and nature. Design Elements such as a foundation, front porch, protruding chimney, were not present to help the structures blend into their environment. Walls were extended beyond the interior which brought the inside out while large windows brought the outside in. Finally, the structures would employ natural materials which blended the house with the site it was built upon.

Knowing this, we believe that through its incorporation of natural materials, structural elements, and landscaping, the Herbert Jacobs house is an exceptional representation of Wright's Usonian vision.



## Context Analysis

The Jacob's house was designed by Frank Lloyd Wright himself and was built in 1937. It was to be used as the residence for Herbert A. Jacobs who was a friend of Wright's and a journalist for the Milwaukee Journal. As funds were quite tight due to the recent events of the Great Depression, Herbert would challenge Wright to build the house with a budget of only \$5000 (equates to roughly \$90,012 in 2020).

With Such a tight budget, wright would have to employ strategies to keep costs down. He developed a 2+1/4-inch-thick plywood sandwich wall to use on the house and It is also rumored that the bricks used on the Jacobs House were redirected from another one of Wright's projects.

A technical drawing of a mechanical part is shown on a spiral-bound notebook. The drawing includes various lines, dimensions, and hatching. A black pen is positioned in the upper right corner, and a ruler is visible in the lower left corner. The text "Technical Drawings" is overlaid in the center in a yellow font.

# Technical Drawings

7

580

350

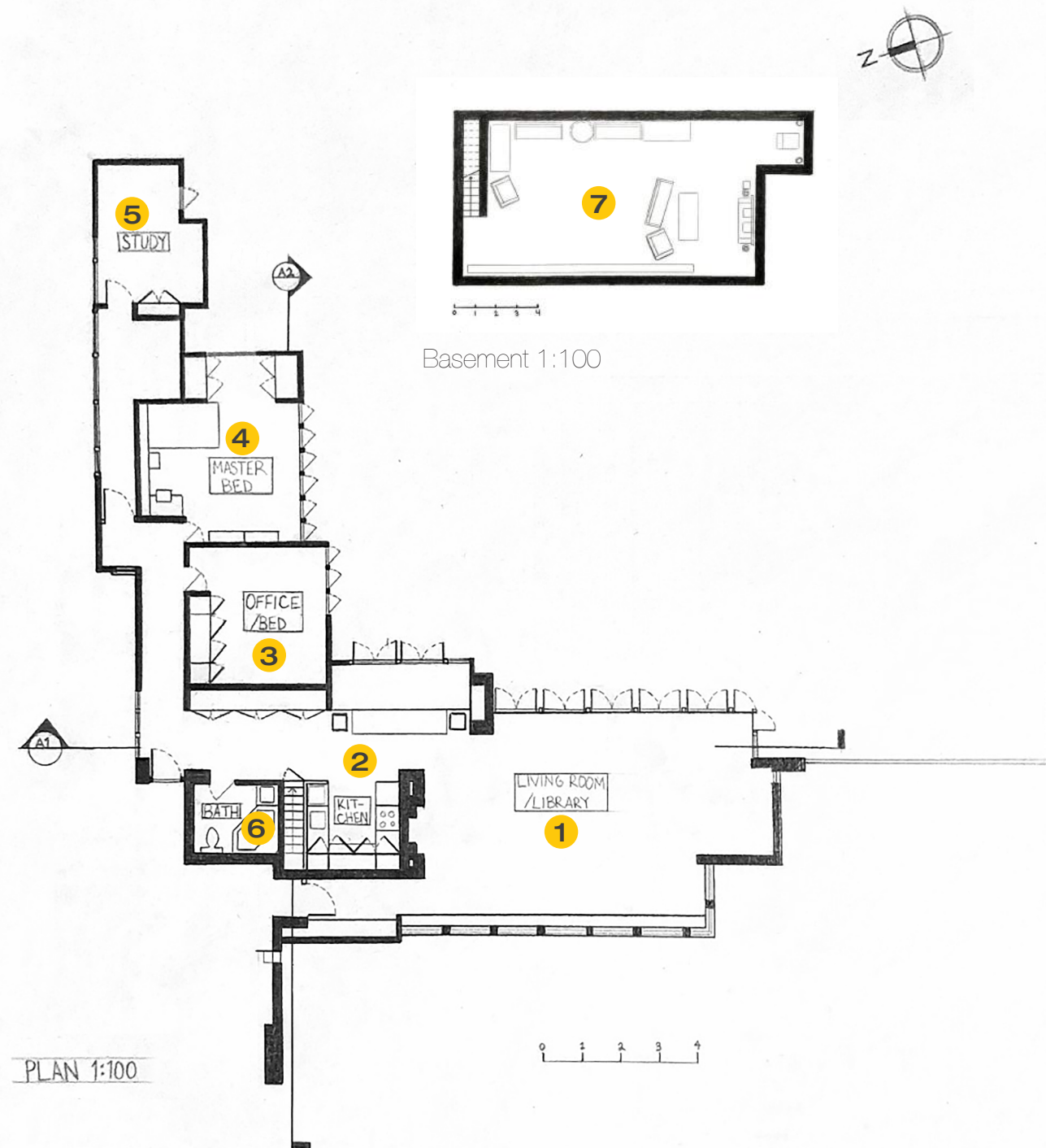
80  
50

5

6

# Floor Plan

Square Footage: 1550 square feet



**1** Library / Living Room

**2** Kitchen / Dining Area

**3** Multi Purpose Room

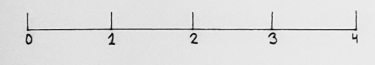
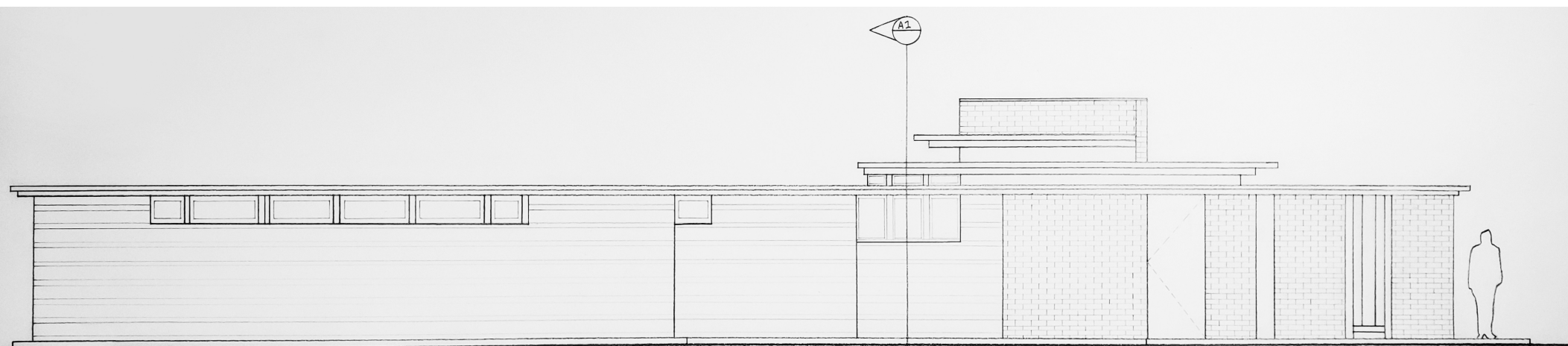
**4** Master Bedroom

**5** Study

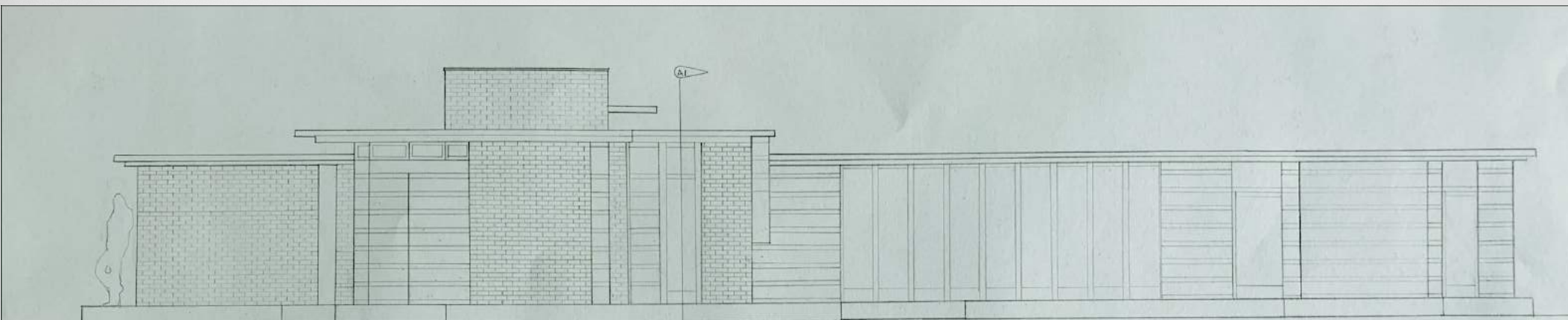
**6** Bathroom

**7** Basement

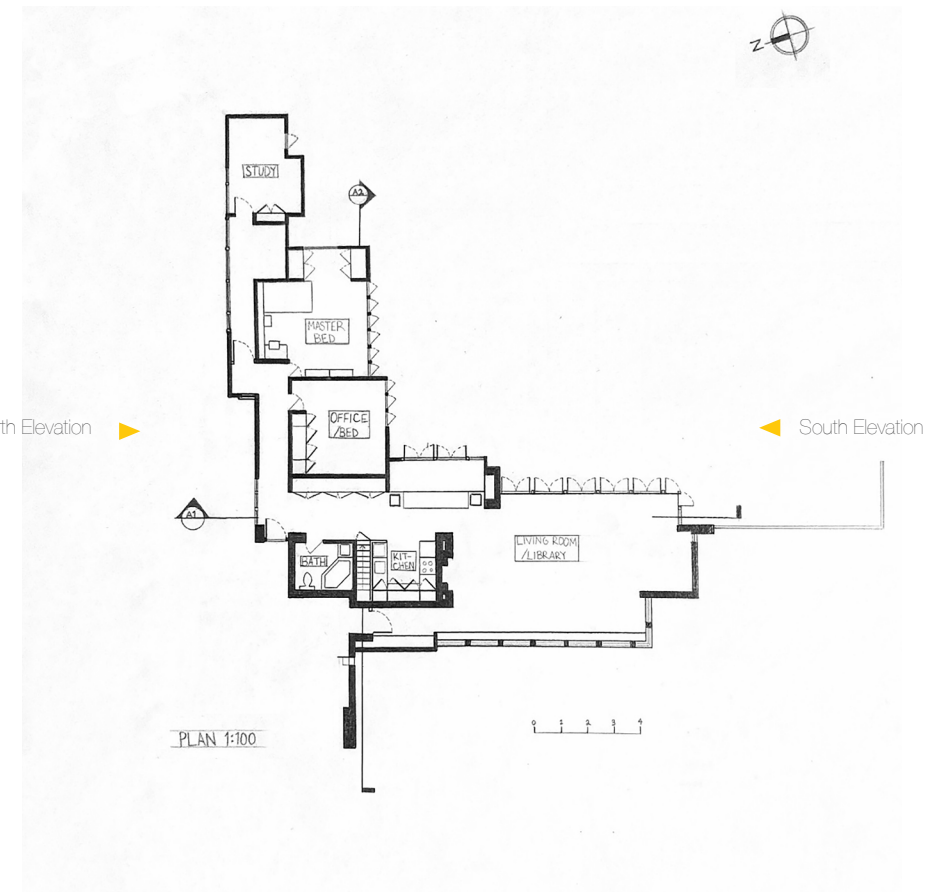
# Elevations



NORTH ELEVATION  
SCALE 1:50



ELEVATION (SOUTH) 1:50

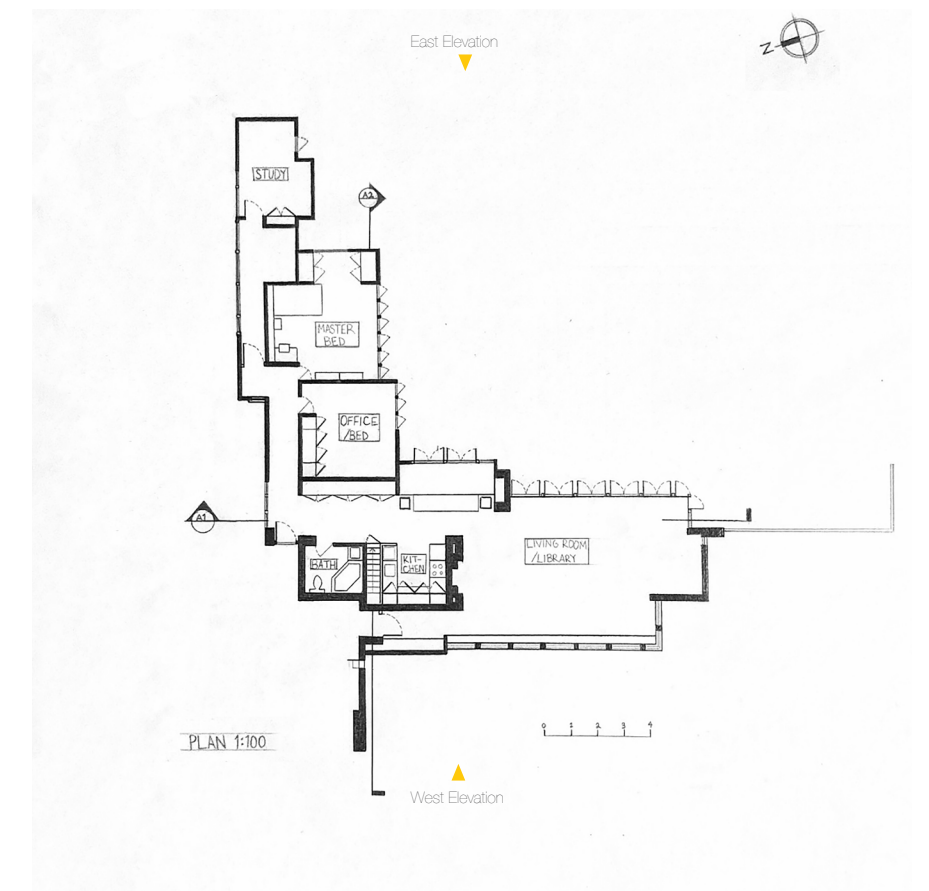
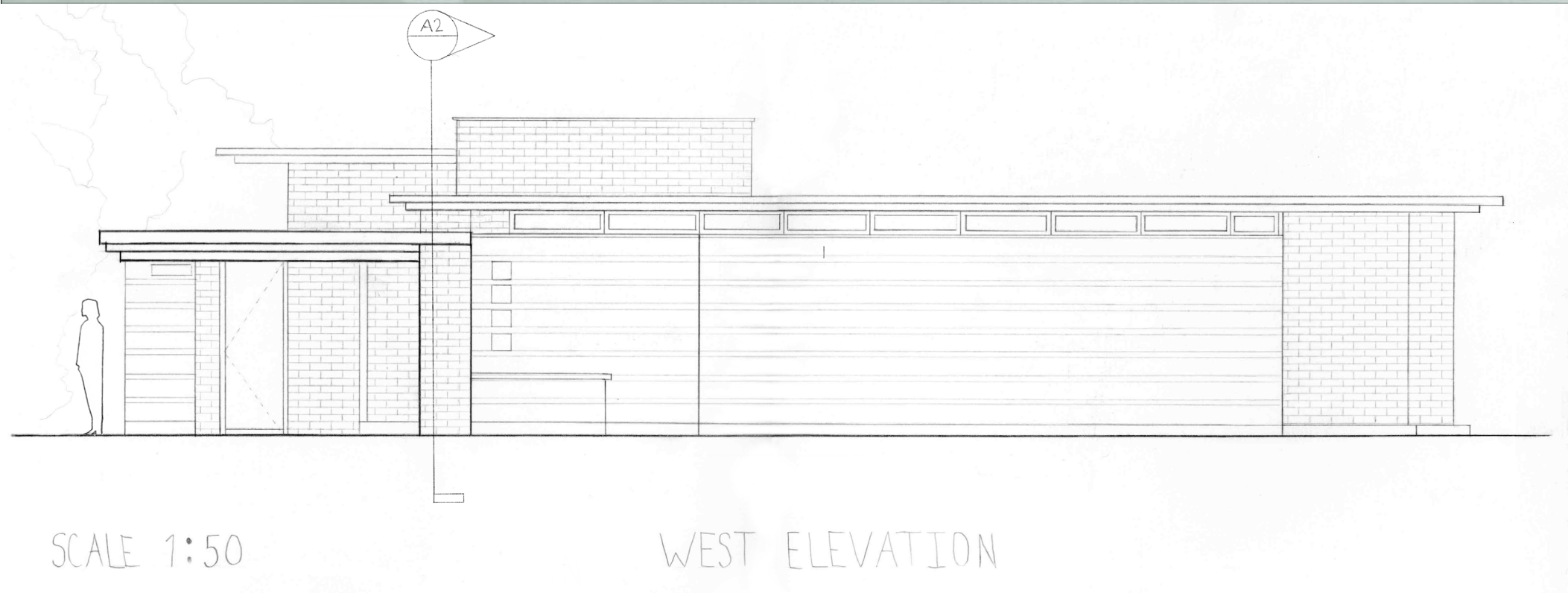
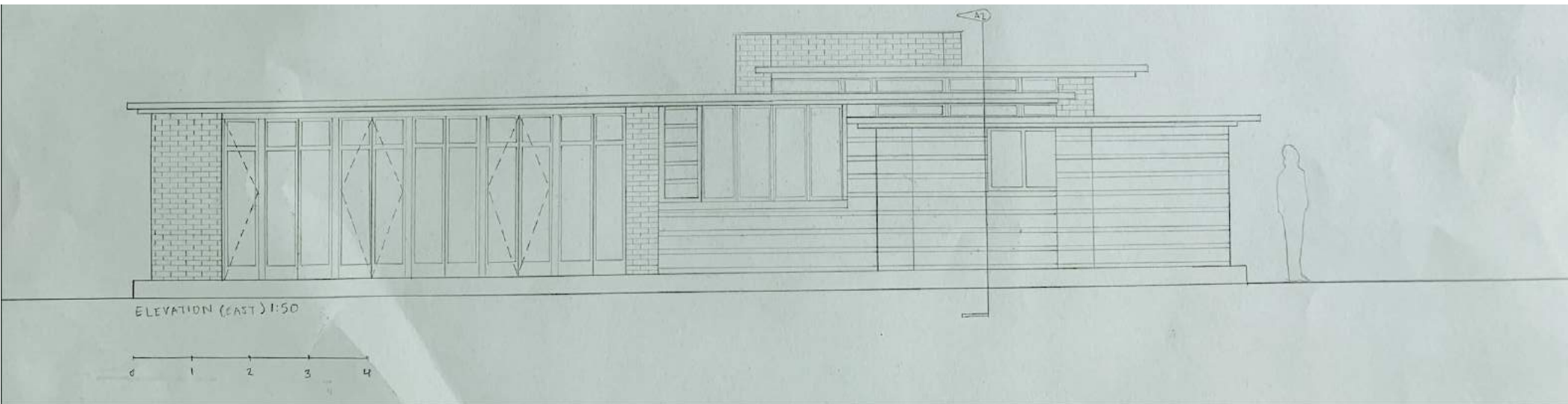


North Elevation

South Elevation

PLAN 1:100

# Elevations





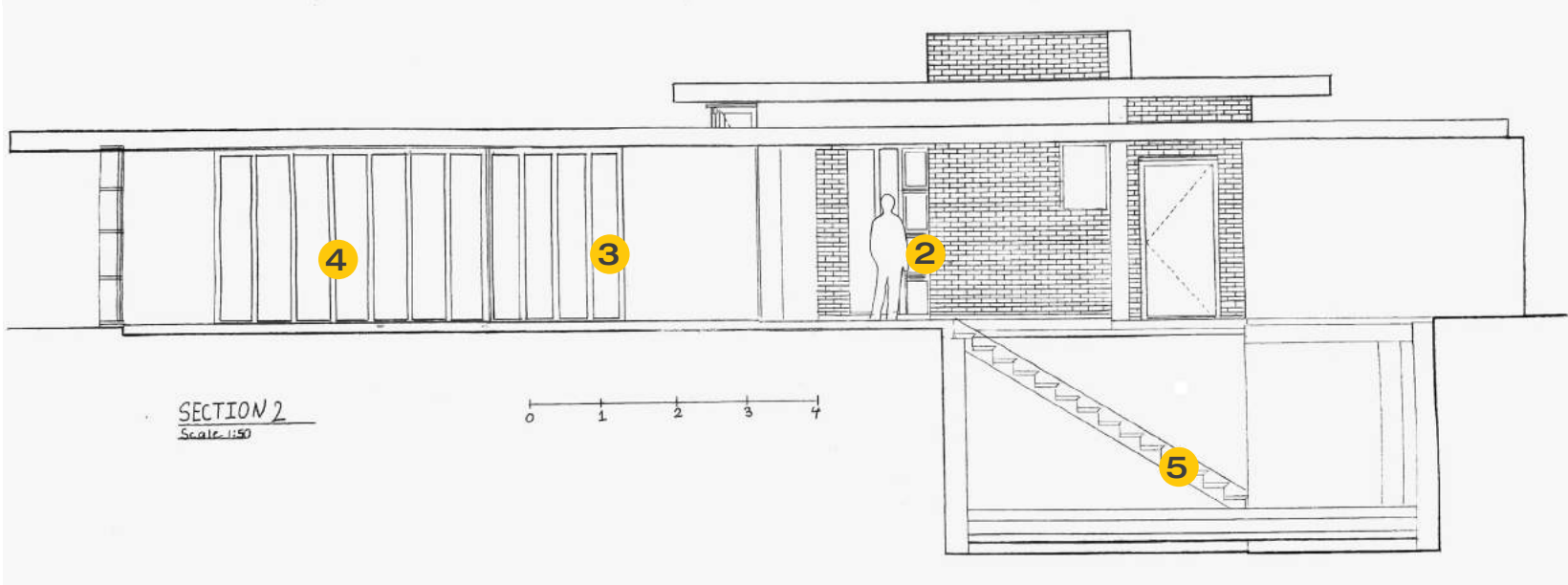


# Natural Materiality

- 1 Clay Bricks
- 2 Redwood Plywood
- 3 Clay Tiles
- 4 Glass



# Building Sections



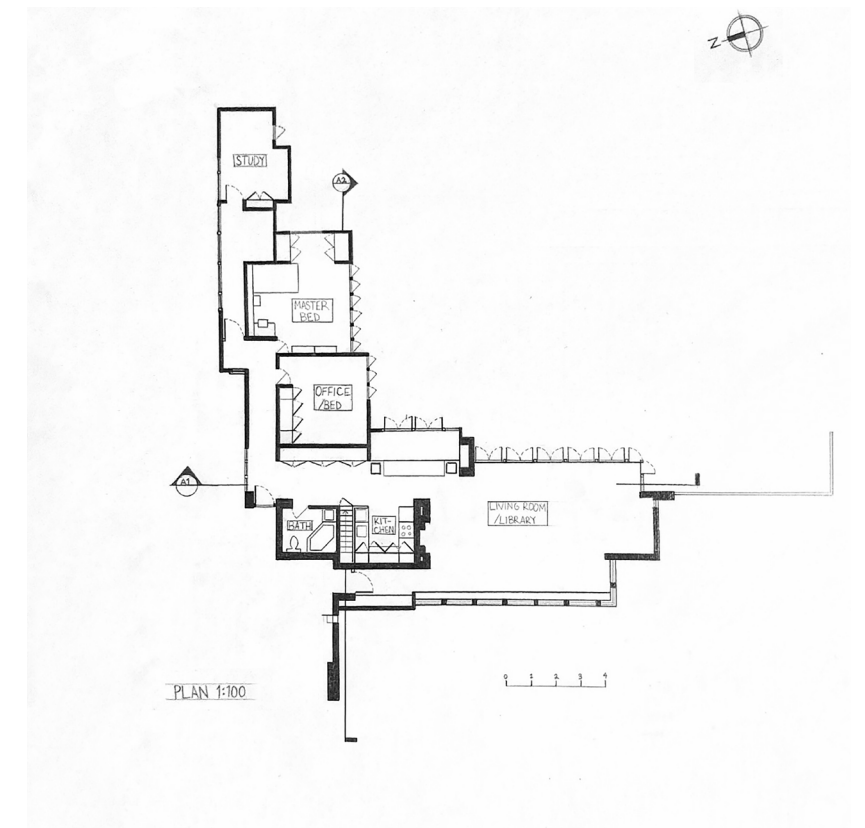
1 Library / living Room

2 Kitchen / Dining

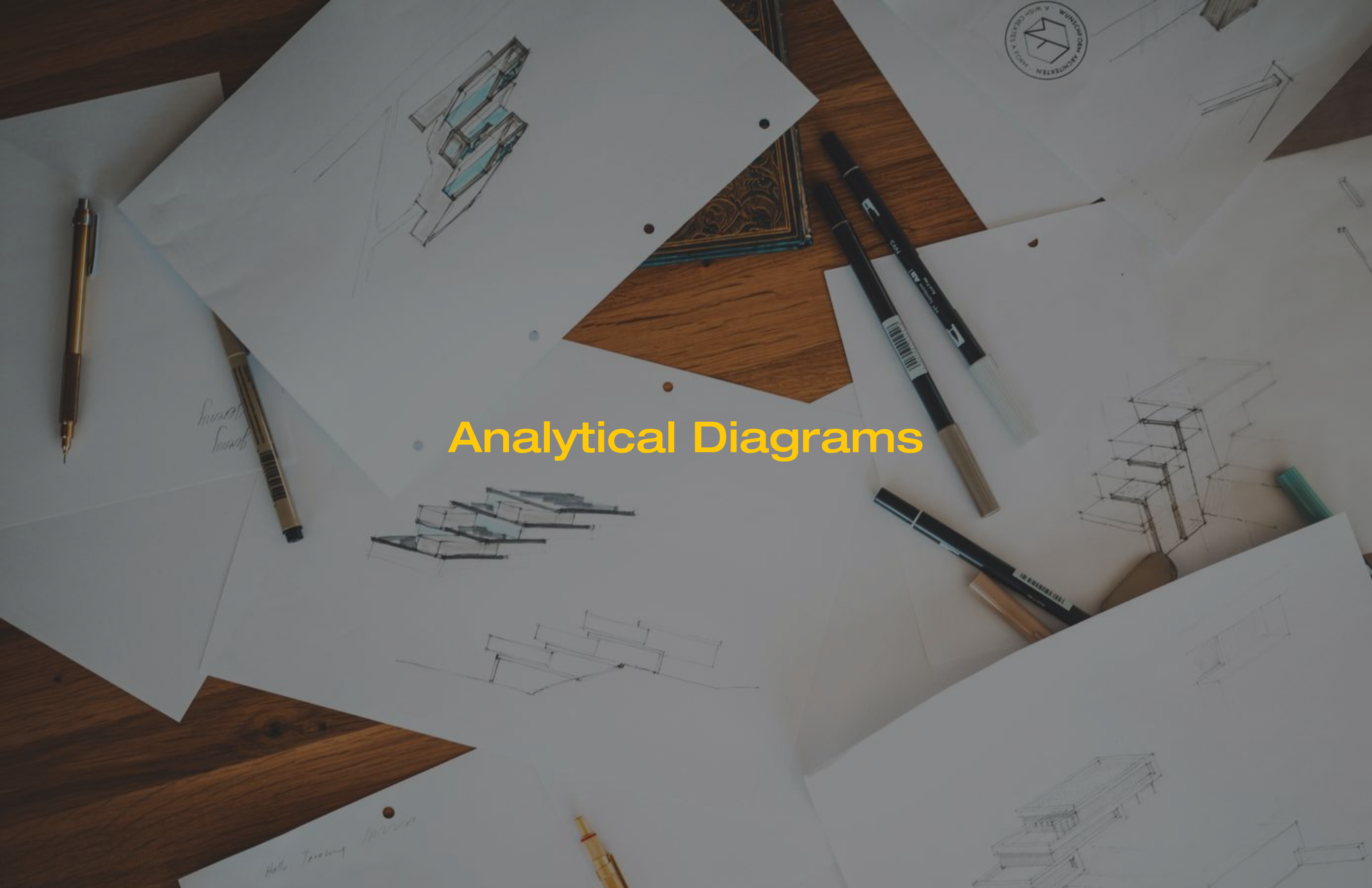
3 Multipurpose Room

4 Master Bedroom

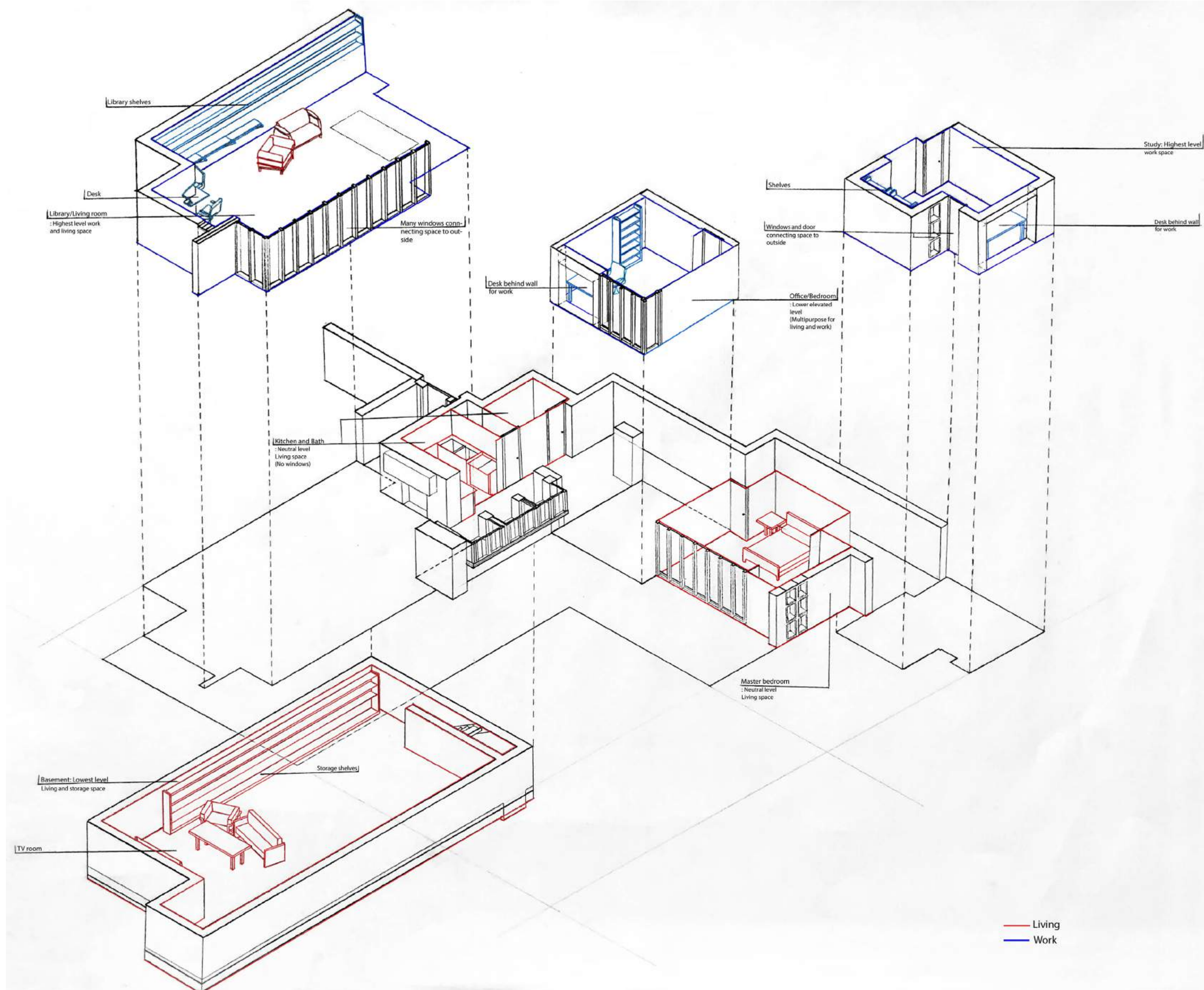
5 Basement



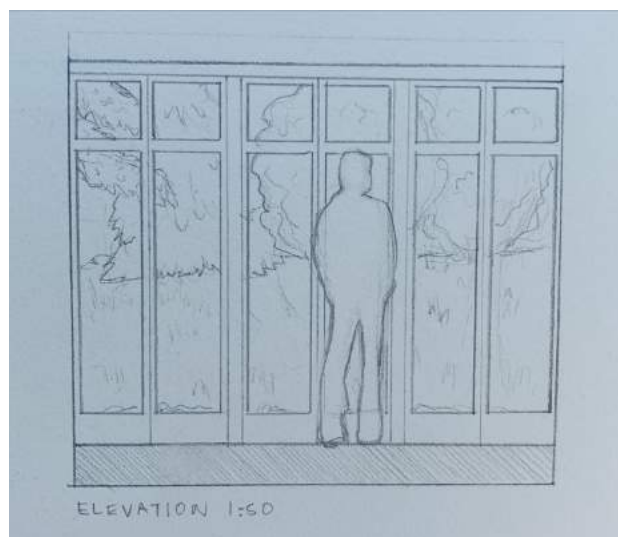
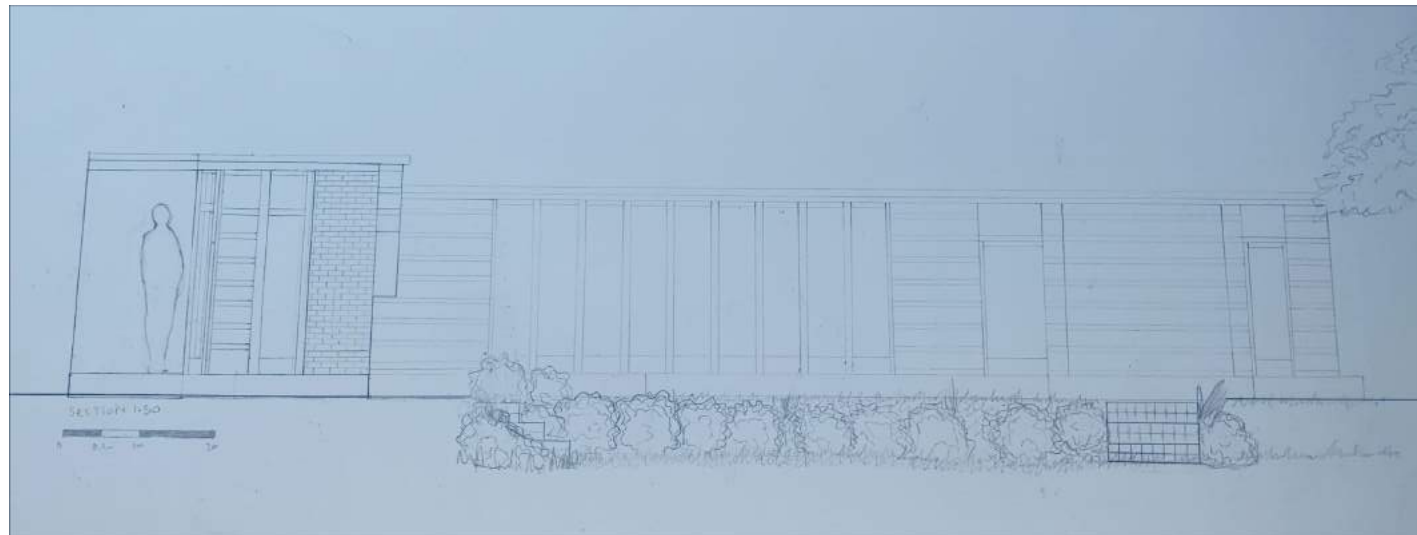
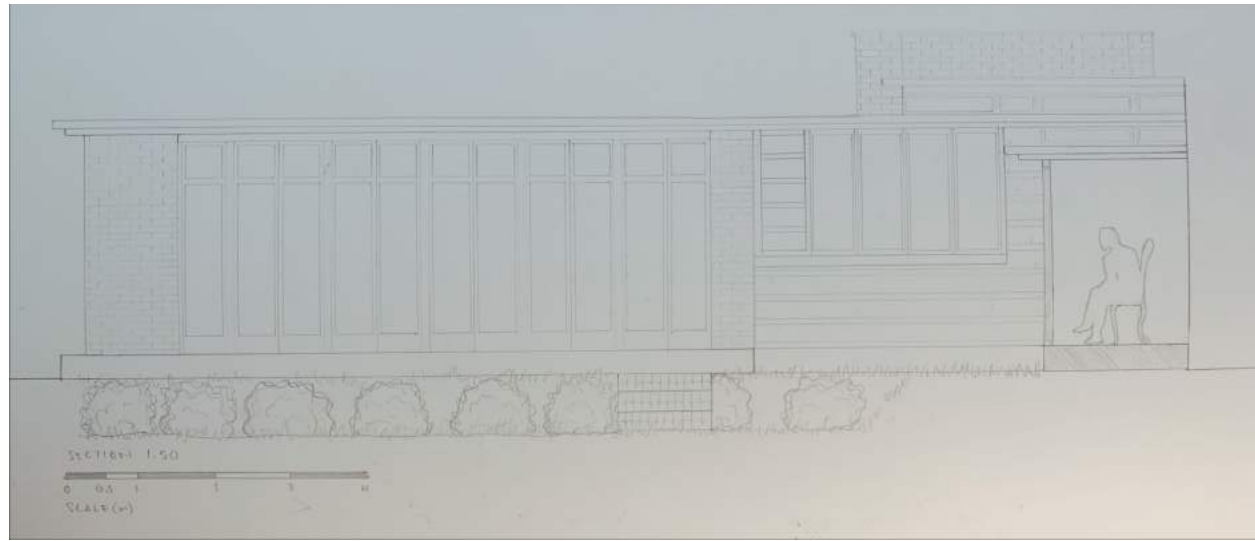
# Analytical Diagrams

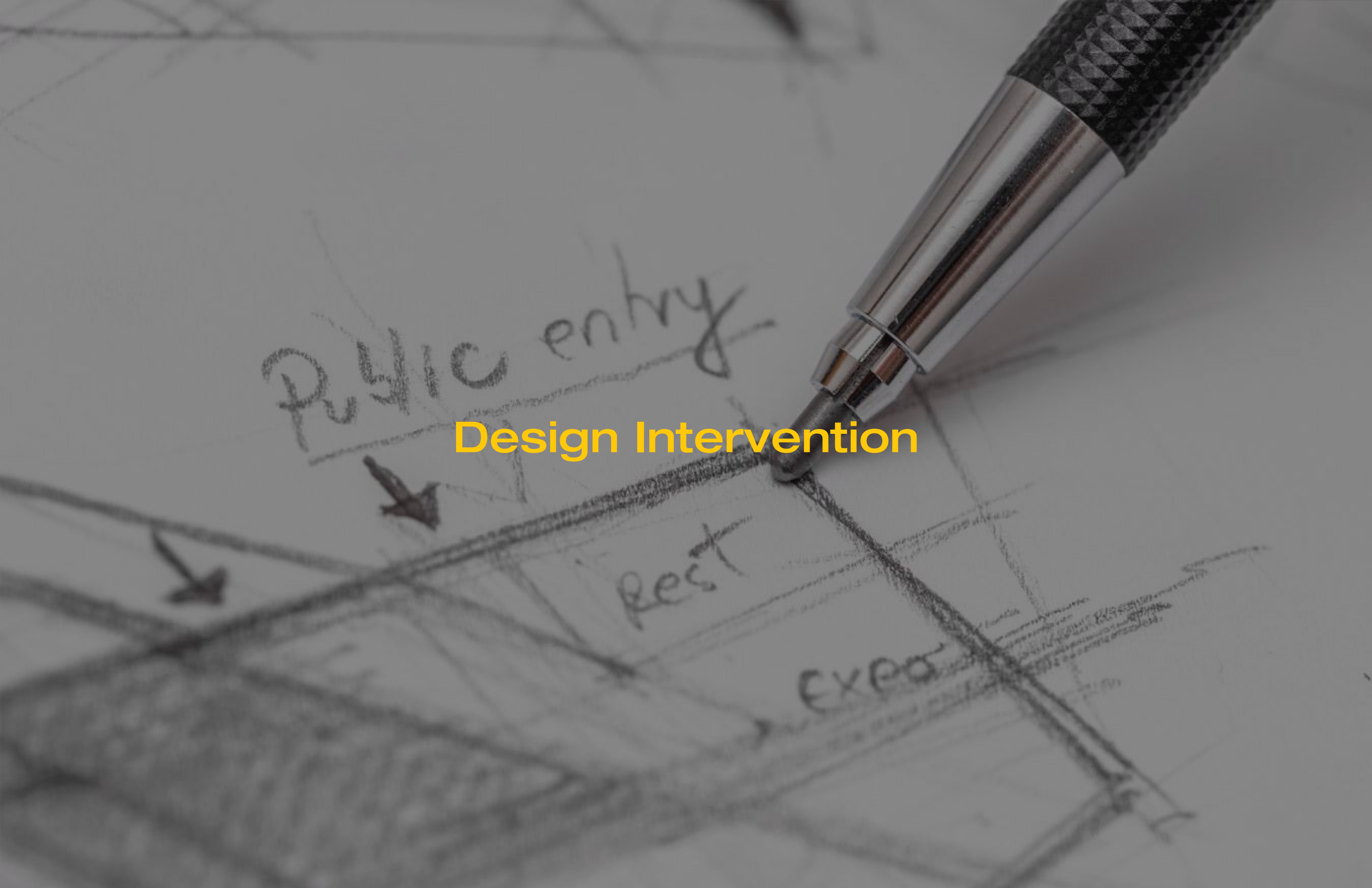


# Hierarchy in the Use of Space



# Sight lines from the Jacobs House





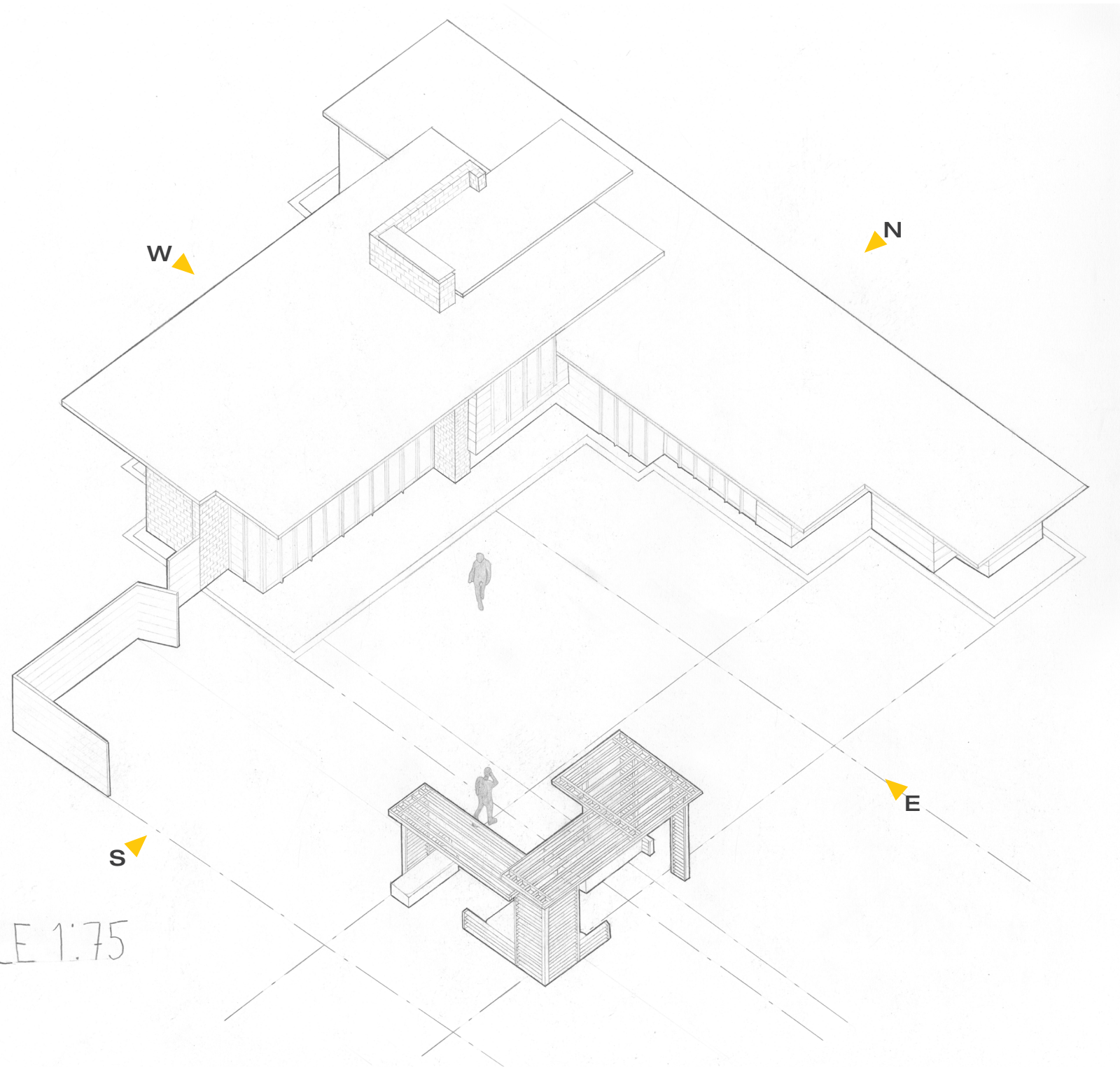
Public entry

**Design Intervention**

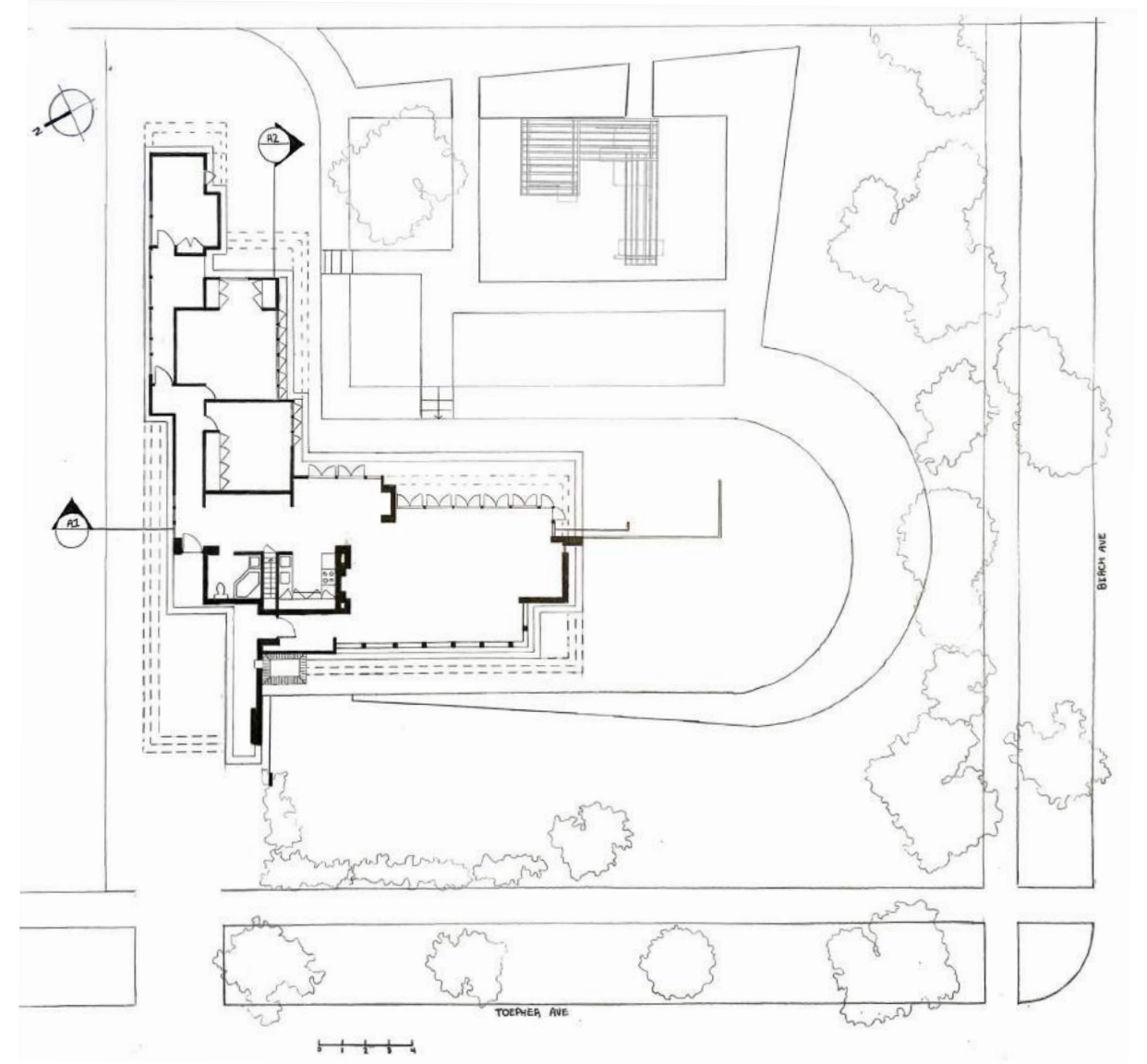
rest

exposed

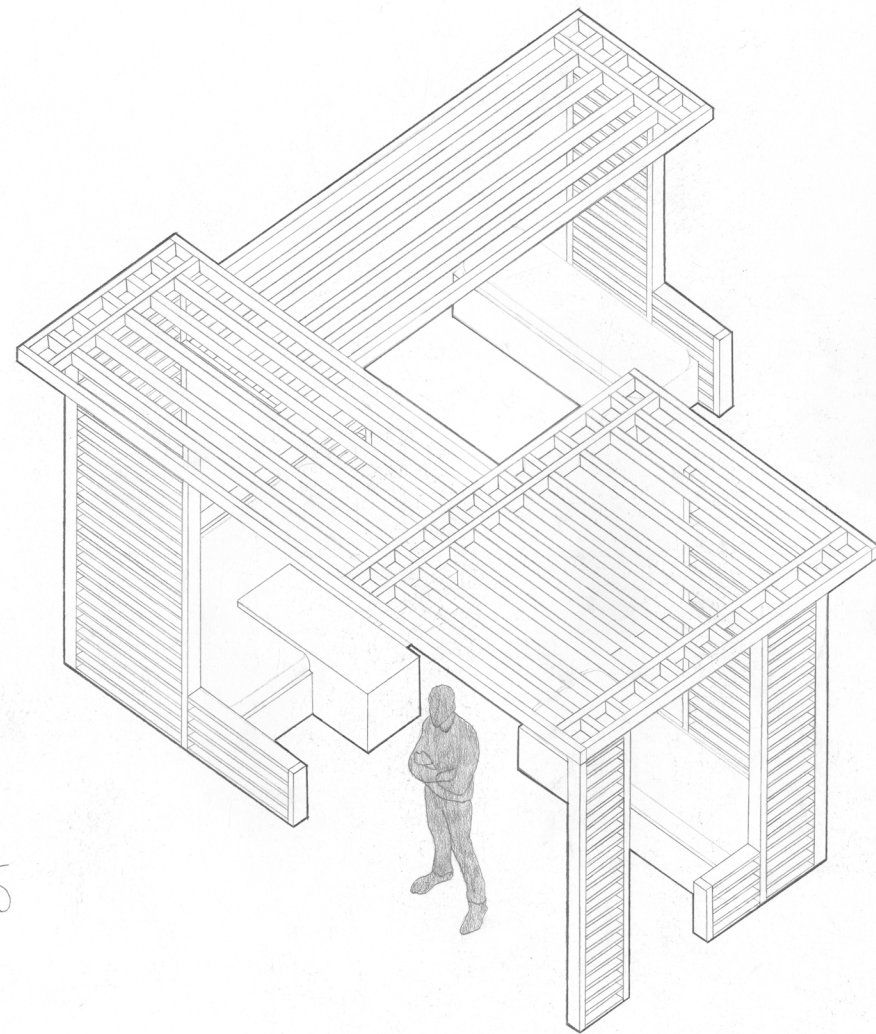
# A Pergola in the Garden



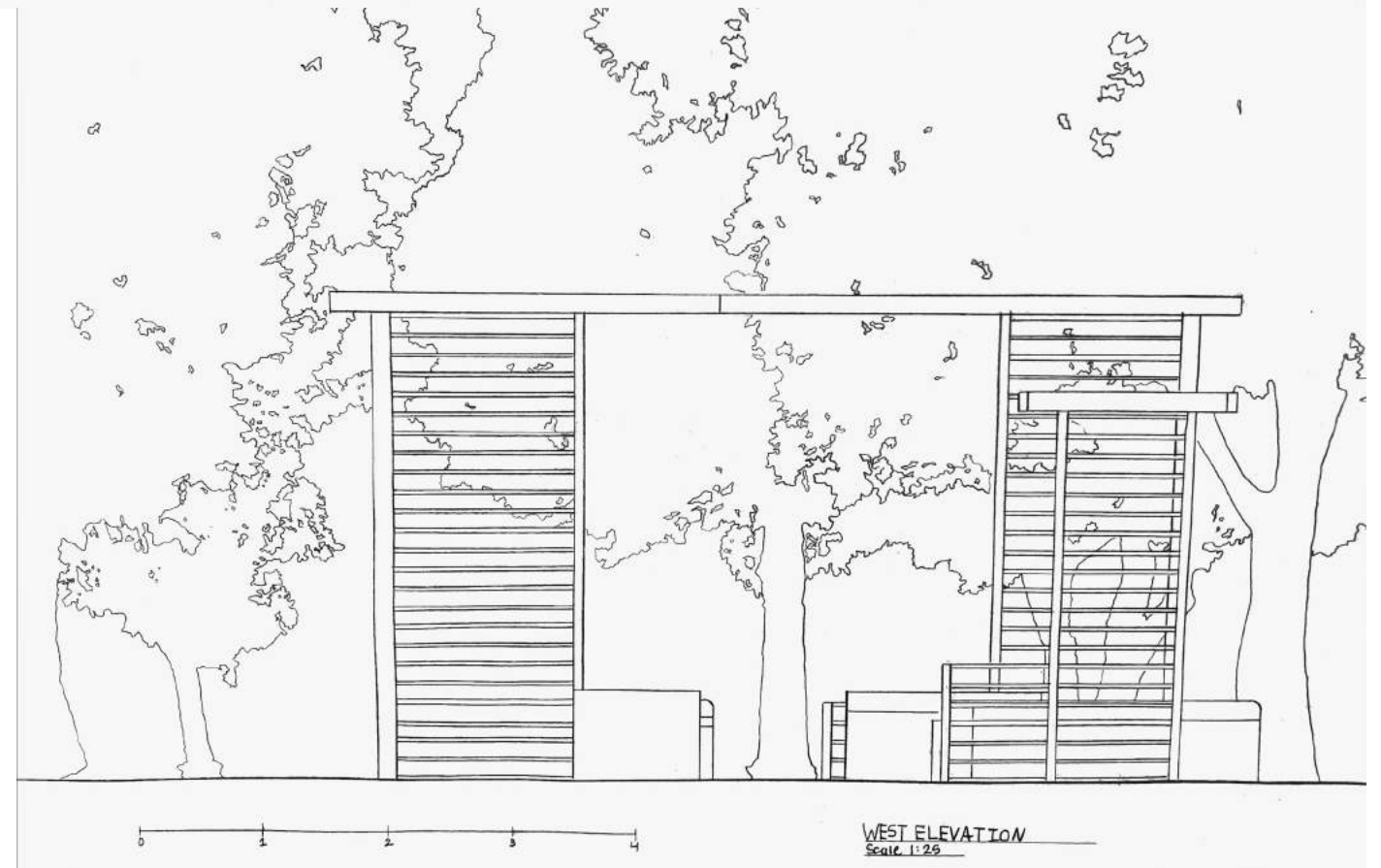
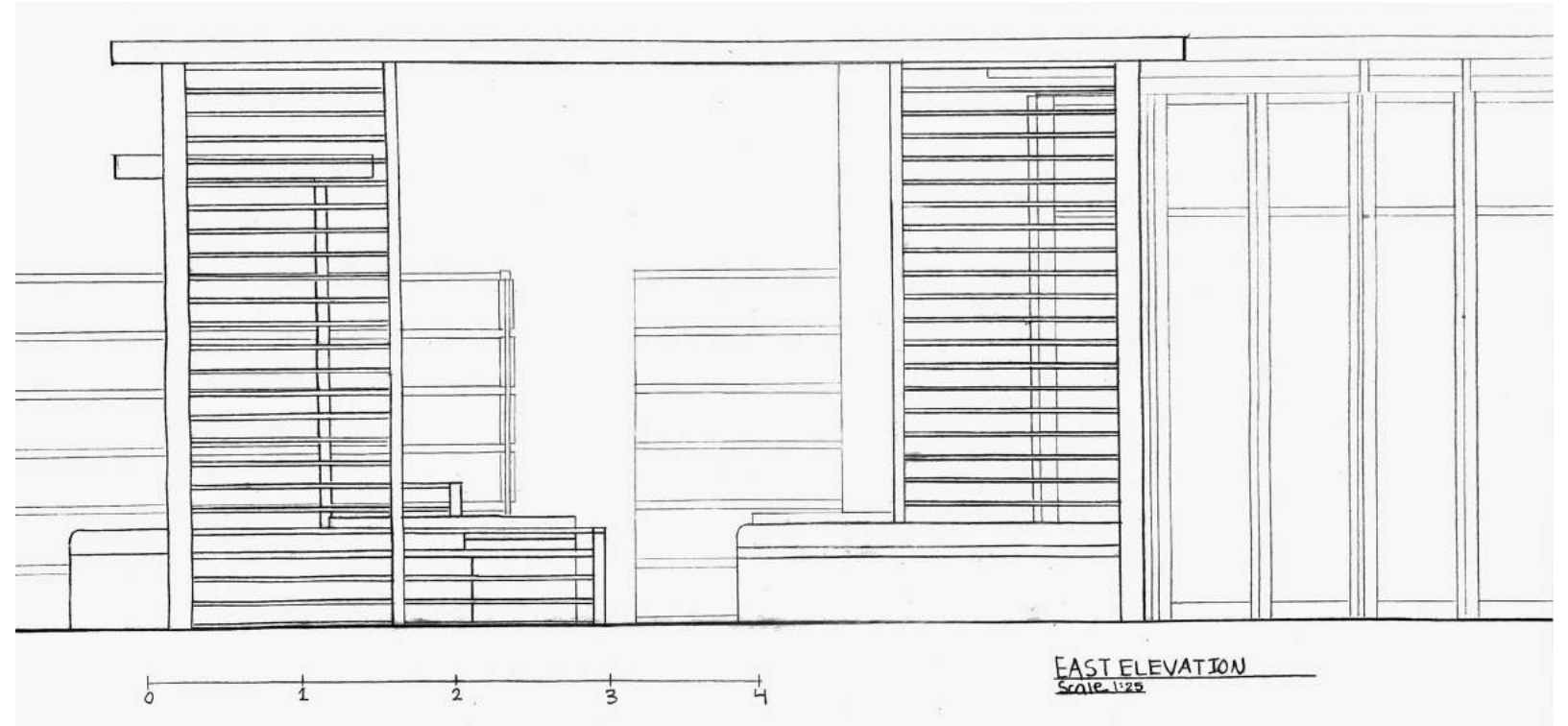
SCALE 1:75



# A Pergola in the Garden



SCALE 1:25





# Analysis Summary

The topic of this case study is on the Herbert Jacobs House. The establishment, which is located in Madison Wisconsin, was designed by Frank Lloyd Wright and built-in 1937. As the name states, the house was built for Herbert A. Jacobs who was a friend of Wright's and worked as a journalist for the Milwaukee Journal. As funds were quite tight due to the recent events of the Great Depression, Herbert would challenge Wright to build the house with a budget of only \$5000 (equates to roughly \$90,012 in 2020). Wright would stay within this budget by creating using sandwich walls and reusing building materials from other sites. The site consisted of the house itself, a large garden, and a row of trees along the edge of the property which served the purpose of providing some privacy to the inhabitants.

Around the time this structure was built, Frank Lloyd Wright developed a new design theory for his residential projects. This new philosophy was called Usonian and was about incorporating nature and simple design on a human scale. From architectural elements to the building materials, it was about designing smaller-scale establishments that integrated the house with the landscape and nature. Through its incorporation of natural materials, structural elements, and landscaping, the Herbert Jacobs house is an exceptional representation of Wright's Usonian vision. The house is built using natural materials of redwood and clay bricks. The site includes a large garden so that the inhabitants can be a part of a natural environment without leaving their property. Wright then merges the nature within the garden and the organic elements of the house through the implementation of a large row of windows. They are placed along the walls that face the garden so that it always has a presence in the house.

# Bibliography

## Research Citations

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## Image Citations

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**Thank You**