# Cleveland Ohio



#### BIRTHPLACE OF ROCK 'N' ROLL

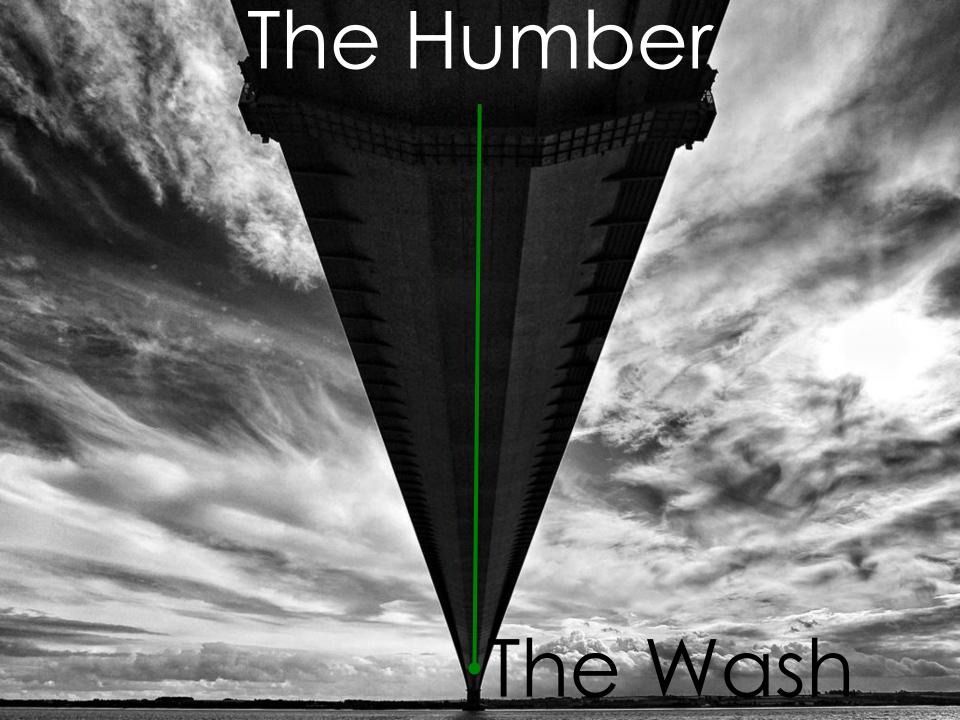
When radio station WJW disc jockey Alan Freed (1921-1965) used the term "rock and roll" to describe the uptempo black rhythm and blues records he played beginning in 1951, he named a new genre of popular music that appealed to audiences on both sides of 1950s American racial boundaries—and dominated American culture for the rest of the 20th century. The popularity of Freed's nightly "Moon Dog House Rock and Roll Party" radio show encouraged him to organize the Moondog Coronation Ball—the first rock concert. Held at the Cleveland Arena on March 21, 1952, the oversold show was beset by a riot during the first set. Freed, a charter inductee into the Rock and Roll Hall of Fame, moved to WINS in New York City in 1954 and continued to promote rock music through radio, television, movies, and live performances.



THE OHIO BICENTENNIAL COMMISSION
THE ROCK AND ROLL HALL OF FAME
THE OHIO HISTORICAL SOCIETY
2003

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Social hyestment?



"Price is what you pay, value is what you get."



#### Grants & Consultancy

#### Consultancy Network

# oigassist

Building the future for infrastructure together

## Buildings at Risk



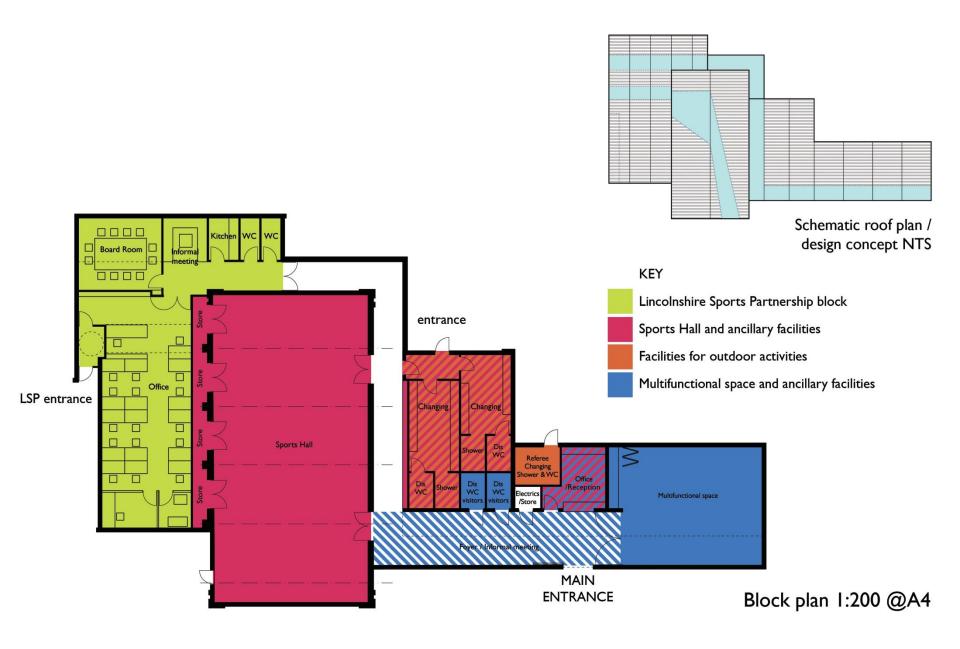


## Buildings at Risk



#### Asset Transfer

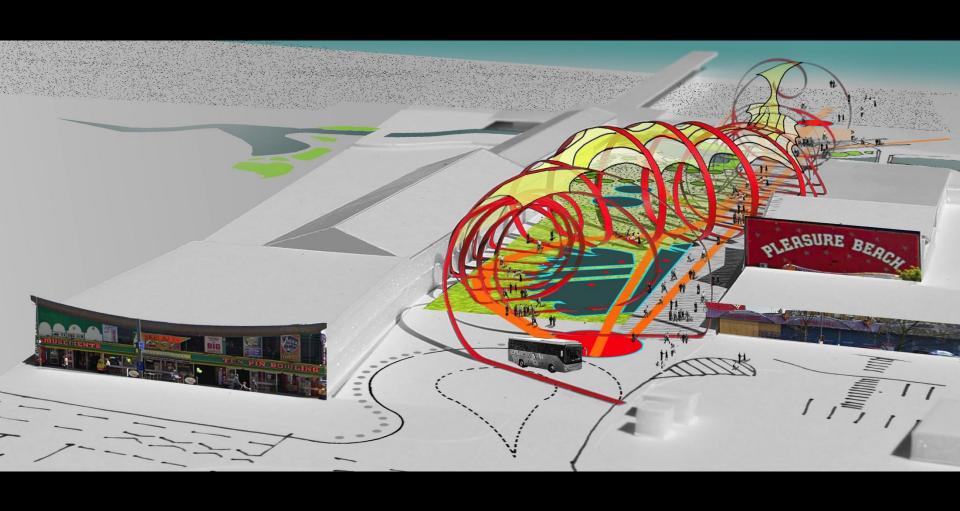


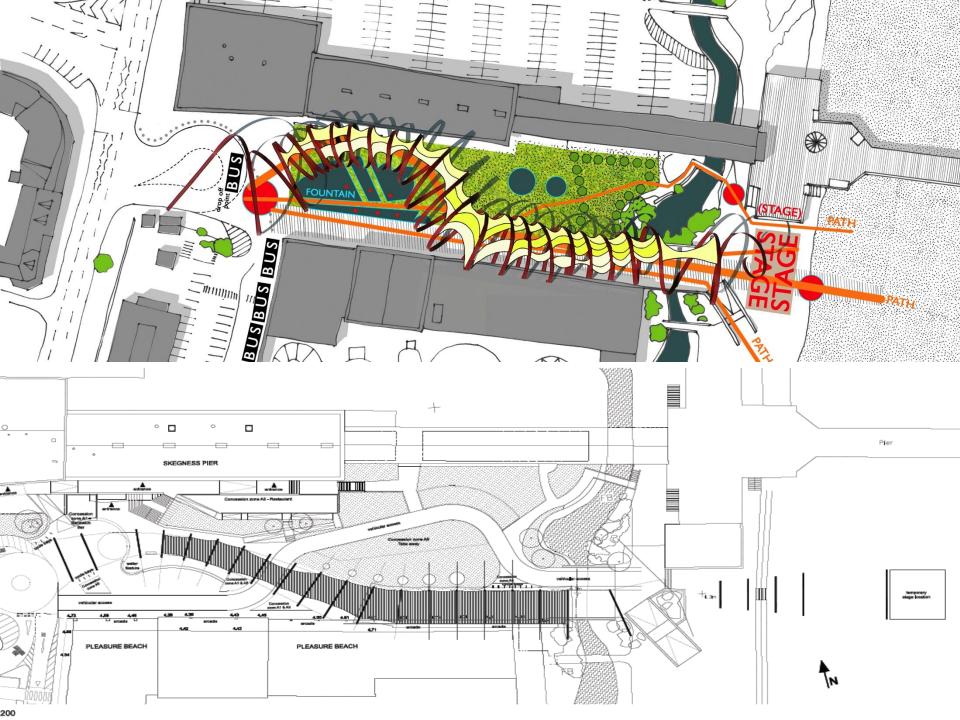




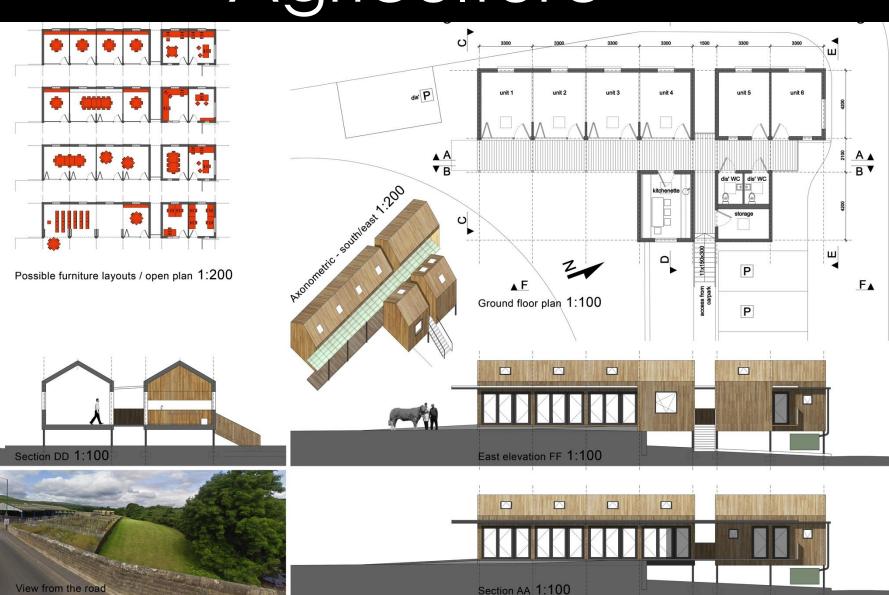
#### Public Private Partnership







#### Agriculture



#### Eco Refurb



View of Building on the South Side all classrooms have daylight

View of Courtyard Space Semi outdoor space for gardening/ small animals/leisure

precedent - farm aesthetic of open timber boarding with insulated spaces to create new college areas





Revisions	NS DWG	Dete
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CHICKING LANDMARKS

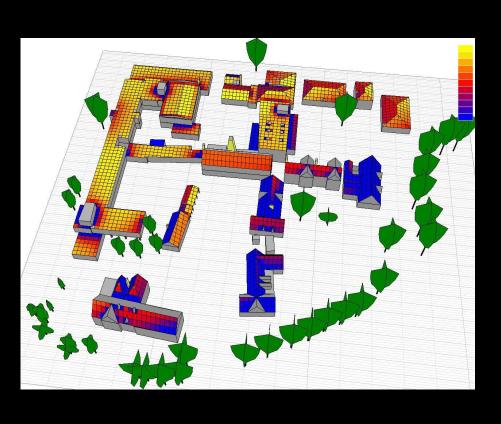
New Premises Barn Conversion

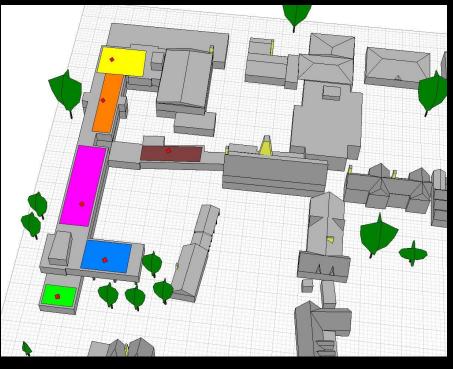
Sketch Scheme 1 Sketches

SCALE @ A3 NTS

Oct 2012

#### Energy Efficiency





#### Fuel Poverty

