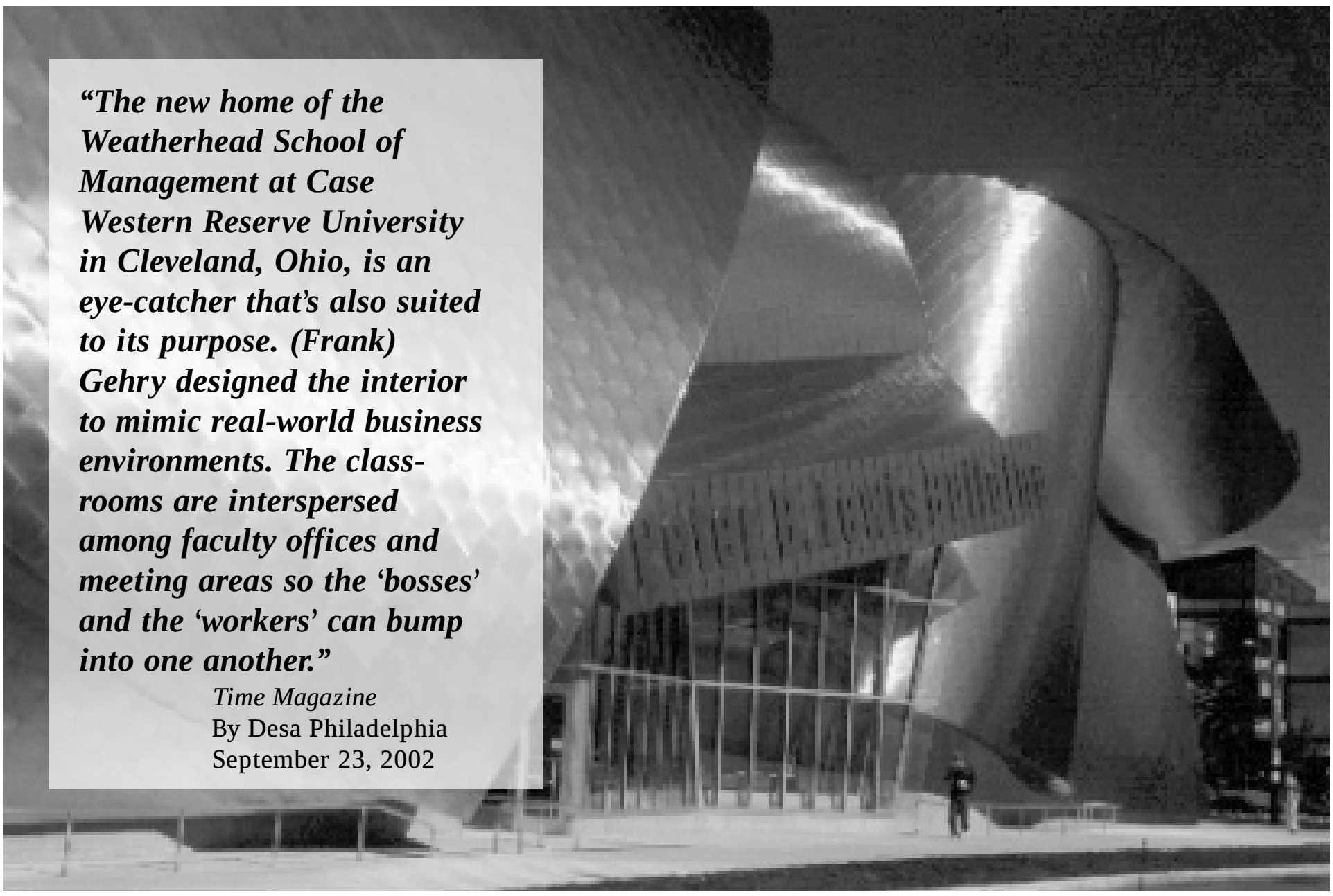


"The new home of the Weatherhead School of Management at Case Western Reserve University in Cleveland, Ohio, is an eye-catcher that's also suited to its purpose. (Frank) Gehry designed the interior to mimic real-world business environments. The class-rooms are interspersed among faculty offices and meeting areas so the 'bosses' and the 'workers' can bump into one another."

Time Magazine
By Desa Philadelphia
September 23, 2002

Photo by Mike Sands

UNIVERSITY DEDICATES PETER B. LEWIS BUILDING, HOME OF WEATHERHEAD SCHOOL OF MANAGEMENT

Frank Gehry's design and leading technology create a unique learning environment and the world's most-advanced management education facility

The Weatherhead School of Management at Case Western Reserve University officially dedicated its new home, The Peter B. Lewis Building, on October 9, 2002. Named in honor of lead donor Peter B. Lewis and designed by world-renowned architect Frank Gehry, the building is the most advanced management school facility in the world and reflects Weatherhead's international reputation for innovative management education. Lewis, who has donated $36.9 million toward the $61.7 million project, is chairman of the Progressive Corporation, the nation's fourth largest auto insurer.

As part of the activities surrounding the dedication, the Weatherhead School announced a new bioscience track to its MBA program and hosted panel discussions on breaking boundaries in business, art and education and on the key role bioscience will play in stimulating Northeast Ohio's economy.

"The future of business belongs to those who constantly embrace change, risk and explore new ideas," Lewis said. "The building is a place where people cannot help but think differently. It challenges the students, the University and the City of Cleveland to break boundaries. The status quo is not acceptable here."

"I have always thought that Progressive can be the greatest company in the history of the world," Lewis added. "With this building, there is no reason Weatherhead cannot aspire to be the greatest business school."

Genesis of an icon

In 1996, the Weatherhead School made the strategic decision to build a new home that would help consolidate the School's programs and activities. At that time, no one imagined the new building would send such a strong message that Weatherhead is firmly in the vanguard of business education.

"The Peter B. Lewis Building is a new landmark for Cleveland and an instantly-recognizable icon for the Weatherhead School that will have widespread influence," said Case Western Reserve University President Edward M. Hundert. "The Peter B. Lewis Building will help us make an impact on our community by attracting students outside of the region—bringing new minds here to stay—and generating increased attention to the important work the School is doing."

"We are confident that the building will live up to the reputation of Mr. Lewis, whose generosity made today possible," Hundert continued. "He has the University's most sincere thanks and gratitude, and more importantly, a very serious commitment to realize his vision for the School, Cleveland and the future of business."

A unique environment

CWRU retained Frank Gehry, and found the ideal partner to bring Weatherhead into its next stage of life. Gehry saw the incredible potential of the project and worked closely with Weatherhead faculty throughout the creative process.

"I was honored to be chosen by the University's board of trustees to give shape to Weatherhead's spirit of innovation," Gehry said. "This building provided the unique challenge of rethinking contemporary education. I asked the faculty some tough questions: What is a classroom? How does the space you teach in encourage the generation of new ideas? Their answers drove the design and have brought a much-needed democracy to the academic environment."

Gehry's design effectively eliminates the traditional, top-down relationship between teacher and student. Interior spaces are specifically designed to encourage informal student-faculty interaction, making teachers and students equal partners in the learning process. Multiple classroom configurations accommodate a variety of teaching techniques and group interaction. In fact, no two classrooms are exactly alike, so students are constantly faced with changing perspectives.

Photo by Grant Mudford

A new way of learning

The building's thoughtful design extends far beyond the surface, combining with state-of-the-art technology to create a learning environment that responds to the evolving demands of business education. It's switched-gigabit network is the fastest of any university in the world, capable of transmitting a billion bits of data per second. Advanced audio and video capabilities enable multimedia, distance learning and worldwide video conferencing. In many of the classrooms, instructors can control these technologies through custom-designed "command module" lecterns.

More important are the possibilities the building's technology opens up for students. Every classroom seat in the building features power and data connections to CWRUnet, the University's fiber optic network, and the Internet.

"The connectivity that permeates this building that enables unprecedented spontaneity in learning—something that can be shared with an entire classroom and beyond," said Mohsen Anvari, dean of the Weatherhead School of Management. "It enables students and faculty to transcend the physical space, and even the virtual space, to explore new ground within themselves and each other."

WEATHERHEAD SCHOOL OF MANAGEMENT ANNOUNCES BIOSCIENCE ENTREPRENEURSHIP MBA SPECIALIZATION

First-of-its-kind program promises to bring advanced business skills to fast-growing sector and impact regional businesses

In a strategic move illustrating its innovative approach to management education, the Weatherhead School of Management announced the launch of a new MBA specialization in bioscience entrepreneurship—the first such program in the country. The announcement was made in conjunction with the official dedication of the school's new Peter B. Lewis Building, which is the most advanced management education facility in the world.

This program will respond to the $220 billion industry's need for managers with a combination of scientific background and business expertise by focusing on the areas critical to success including product development, joint venturing, managing strategic alliances, intellectual property law and financial deal making.

"The specialization in bioscience entrepreneurship's interdisciplinary curriculum really capitalizes on the strengths of Case Western Reserve University, drawing on the very best from across the University," said Robert Hisrich, professor of entrepreneurial studies at Weatherhead and chair of the new program. "Bioscience and entrepreneurship electives will be co-taught by instructors from the schools of law, engineering, medicine and arts and sciences, in addition to Weatherhead professors."

Prestigious, international board

The new program was developed with the active involvement of a group of bioscience industry leaders from across the globe. The growing advisory board—including representatives from Cardinal Health, Merck & Co., The Cleveland Clinic, Athersys, Quark Biotech and Early Stage Partners—will ensure the program remains highly relevant.

Groundbreaking program has wide appeal

Weatherhead expects the depth of the program to attract the best students from around the world with backgrounds in science, mathematics, statistics, research and medicine.

Unique features of the program include :

- A flexible core curriculum: Scientists and engineers gain entrepreneurial management skills, while business professionals acquire an in-depth bioscience and biotech knowledge base. All students experience Weatherhead's internationally-recognized entrepreneurship courses.
- An integrated learning experience: Innovative topics include new venture creation, economics and regulation of the life sciences, the legal environment of bioscience and creating and managing strategic alliances in bioscience.
- An extended internship in bioscience: MBA students work with start-up biotech and bioscience firms on business plans, strategic alliances and product development initiatives or develop "intrapreneurial" market initiatives in larger organizations.

Over the next few years, Weatherhead plans to develop a Center for Bioscience Entrepreneurship that will promote research and education on the commercialization of bioscience, promote economic development and improve health and social welfare through better bioscience management. This initiative will include research grants; expanded, non-degree executive education offerings; and academic conferences.

Photo by Grant Mudford

Photo by Grant Mudford

Photo by Grant Mudford

Innovative Programs at Weatherhead

Managing as Designing

The design process that Frank Gehry went through in creating the Peter B. Lewis Building had a profound impact on the Weatherhead faculty involved in its creation. Observing Gehry's method uncovered surprising parallels between design and management that deserved further exploration.

Today, through a variety of initiatives, Weatherhead is leading a movement in education and research to recognize the act of designing and the critical evaluation of design as two of the most important abilities a manager can develop. Program components range from a relationship with the Cleveland Institute of Art, where business students are encouraged to take beginning design courses, to the sponsorship of "Managing as Designing," a national workshop held this past June for leading business people, design professionals and educators, and supported through a $50,000 grant from the National Science Foundation.

Executive Doctor of Management

Weatherhead's executive doctor of management (EDM) Program is the first doctoral program in the United States to integrate concept and practice within the context of today's emerging and pressing global issues. The EDM is available to a small, select group of experienced executives who possess a master's degree and are committed to pursuing formal, rigorous study as practitioner-scholars. By addressing practicing executives' specialized needs for advanced knowledge and skills, the EDM program enables dedicated professionals to explore new horizons of executive leadership within their organizations and beyond.

Entrepreneurship & Family Business

Established in 1984, the entrepreneurship program of the Weatherhead School of Management produces graduates who have the skills and knowledge to be successful entrepreneurs and effective leaders in their organizations. Specialization in entrepreneurship is available in the MBA program as well as the undergraduate program. Additionally, Weatherhead is one of the few schools offering an optional concentration devoted to family-controlled businesses.

Organizational Behavior

Weatherhead's department of organizational behavior has been a pioneer in the field for more than 30 years. Its doctoral program, which awarded its first Ph.D. in 1964, is the largest of its kind and is a major source of specialists in organization development for both the public and private sector and in academic positions round the world. Faculty in the department have established national reputations in highly specialized fields—such as appreciative inquiry and emotional intelligence—and, since 1975, the department has offered a master of science in organization development and Analysis to meet the need for knowledgeable, action-oriented and highly competent practitioners.

Executive Education

The innovative and growing executive education division of the Weatherhead School of Management is renowned for the positive impact it has on leading corporations worldwide. Through a variety of strategic partnerships, the executive education division satisfies diverse needs for improving knowledge and expertise and creates opportunities for businesses to explore and test new ideas in a dynamic learning environment.

Mandel Center for Nonprofit Organizations

With one of the leading nonprofit management education programs in the country, the Mandel Center for Nonprofit Organizations, a cooperative venture of Weatherhead, the Mandel School of Applied Social Sciences, the School of Law, and the College of Arts and Sciences at CWRU, has set a high standard in graduate education for nonprofit leaders and managers. In the last 13 years, the center has developed an array of precedent-setting programs that share a common purpose: to meet the consistent demand for innovative and thoughtful leaders and managers of nonprofit organizations.

Center for Regional Economic Issues

Weatherhead's Center for Regional Economic Issues (REI) was established to improve the quality of information available on the Northeast Ohio economy and to help the community make better economic decisions. REI's studies have contributed significantly to the region's economic development by generating comprehensive research that business organizations and public policy makers can use to examine options and formulate strategies for economic development.

Enterprise Development

Enterprise Development Inc. (EDI), a not-for-profit subsidiary of Case Western Reserve University and a cooperative venture with the Weatherhead School of Management, educates, incubates and recognizes growing entrepreneurial companies with the potential to add significant value to Northeast Ohio. Through EDI's wide variety of programs and initiatives, entrepreneurs can attend classes to sharpen their skills, locate experts to evaluate new technologies or meet with business advisers who can help develop strategy.

Special Features of the Peter B. Lewis Building

Designed by renowned architect Frank Gehry, the Peter B. Lewis Building is the new home of the Weatherhead School of Management. Located in Cleveland's University Circle, the Lewis Building is named in honor of the project's lead donor, Peter B. Lewis, chairman of the Progressive Corporation.

With its undulating framework and protruding stainless steel exterior, this dramatic new building is the most advanced business school center in the world, and reflects Weatherhead's legacy of innovation in management education. The Peter B. Lewis Building communicates Weatherhead's underlying philosophy that business and management require ongoing creativity and adjustment and that the future of business belongs to those who are willing to take risks, embrace change and explore new ideas that look at things differently.

Together, the building's design and technology create a physical environment that embodies the concept of a "creative learning organization" in a management education setting.

Special features include:

Classrooms:

- Every major existing classroom configuration was studied, ultimately leading to the design of multiple classroom types and configurations that would accommodate a variety of teaching techniques as well as various modes of group interaction that eliminate the traditional hierarchy of teacher and student.
- "Flat" classrooms provide flexibility of layout while "tiered" rooms create miniature amphitheaters ideal for lecturing and presentations.
- All 10 classrooms are acoustically designed to foster active learning and ensure that every student can be seen and heard by the rest of the class. All rooms are designed to enable any student to communicate material from their laptop computer to the overhead projector for display to the entire class.
- An oval classroom accommodating 60 students places the instructor and students in an interactive setting, featuring white boards around the perimeter of the room so that students can stand up and "take the board" when participating in class.
- The forum room on the ground floor features a divider that can be moved to connect the room directly to the building's soaring atrium for large events or closed to create a more intimate setting for smaller groups.

Collaborative Space

- Faculty offices, classrooms and meeting rooms are distributed on every floor to encourage informal interaction and complement the Weatherhead School's learner-centered curriculum.
- A small suite of offices in a first-floor wing will provide incubator space for student-run enterprises.
- Fourteen seminar and meeting rooms are distributed throughout the building in order to promote serendipitous interaction between faculty members, graduate students and undergraduate students.
- Open meeting areas are located adjacent to classrooms in order to provide areas for break-out work sessions, team project work sessions and team learning techniques.
- A student lounge provides an area for student gatherings and work sessions, and the library—with reading loft—provides an area for quiet study and reflection.

Technology:

- With an all-building switched gigabit network as well as a broadband network, CWRU boasts the fastest computer network of any university—10 to 100 times faster than any university network in the world
- Classrooms will be enabled for multimedia and video conferencing with other schools and organizations worldwide, as well as distance learning.
- Every classroom seat in the building will have power and data connections to CWRUnet, the University's fiber optic network, and the Internet.

Campus Setting

- The Peter B. Lewis Building was designed to serve as an icon of the Weatherhead School and to serve as the focal point for the future growth of the campus.
- Although the Peter B. Lewis Building was required to be of a higher density than the surrounding campus buildings, great effort was placed on ensuring that the building would integrate harmoniously into the existing campus environment.
- Most of the Peter B. Lewis Building is clad in brick that echoes the color and texture of the surrounding campus buildings.
- The building's exterior forms were deliberately varied and the building's mass was pushed to its center, humanizing its scale.

Vital Statistics

Materials:

- 1.2 million pounds of structural steel
- Over 2 miles of curved 4-inch steel pipe
- 2 million pounds of concrete-reinforcing steel
- 11,600 cubic yards of concrete (1,500 truck loads)
- 800,000 square feet of drywall (enough to cover 13 football fields)
- 320,000 bricks
- 250,000 pounds of stainless steel
- 20,000 stainless steel roof shingles
- 250,000 stainless steel screws for the roof system
- 500,000 linear feet of piping
- The support structure for the building surfaces required the design of two unique and never-before-used structural systems.

Photo by Mike Sands

Excavation:

- 40,000 cubic yards of soil
- 700 cubic yards of rock

Size:

- Approximately 150,000 square feet (5 stories)
- Rises 110 feet at its highest point

Groundbreaking Date: April 29, 1999
Completion: Summer 2002
Dedication: October 9, 2002

Architect: Frank Gehry, Gehry Partners, LLP
Construction Manager: Hunt Construction Group Inc.
Structural Engineer: DeSimone Consulting Engineers, PLLC
Mechanical/Electrical/Plumbing Engineer: Bard, Rao + Athanas Consulting Engineers Inc.
Acoustical & Audio/Visual Consultant: McKay Conant Brook Inc.
Civil Engineer: Euthenics Inc.

Learning Environment Design and Technology Create an Unprecedented Learning Environment

The stunning exterior of the Peter B. Lewis Building will certainly draw widespread attention. However, it is inside the building where design and technology come together like never before—an educational environment that has been re-imagined and reinvented to reflect today's and tomorrow's need for speed, intimacy, access and innovation.

This unprecedented learning environment resulted from Frank Gehry continuously challenging Weatherhead professors to reexamine their most basic assumptions about education: What is a classroom? What is a desk? What is a learning environment? How do we encourage excitement, dialogue and the spontaneous exchange of ideas in an environment that inspires without being overwhelming? The creative responses to these questions also challenged Gehry to create something truly special.

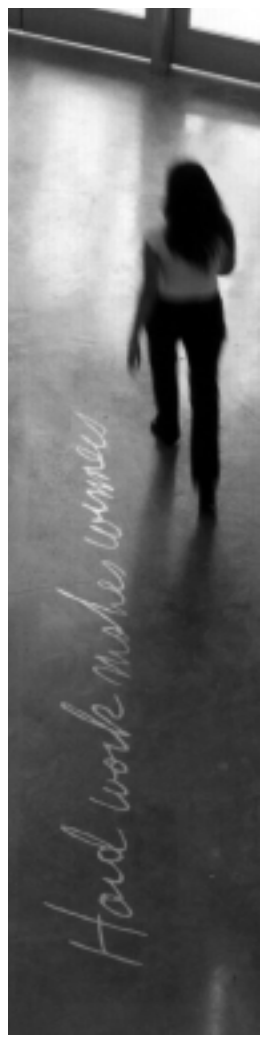


Photo by Mike Sands

After two years of planning, plus three more of construction, that vision became a reality. The unique integration of design and technology allow Weatherhead to break the accepted rules of academia. The building's spatial and functional organization creates an environment where teachers and students are equal partners in the learning process, generating thinking that is instant, egalitarian, comprehensive and different.

Though each classroom in the building has been uniquely designed to enable a wide range of teaching techniques, the Peter B. Lewis Building's oval classroom and the four tower classrooms are, perhaps, the best examples of this unique educational setting.

Inspired by Thomas Jefferson's conference table at Monticello, the oval classroom eliminates the hierarchy of instructor and students, with the center of the classroom actually fluctuating from seat to seat depending on who happens to be speaking. The attempt to achieve complete democracy drove the room's design.

The four classrooms—rising on towers from the building lobby—boast innovative features of their own. Though some rooms reach a height of 35 feet, ceilings and walls bathed in acoustical materials enable a speaker in any part of the room to be heard without amplification.

One of these classrooms boasts a full complement of communications technologies, including a state-of-the-art sound system with remote microphones for advanced audio requirements and to accommodate the hearing impaired. Through a custom-designed "command module" lectern, instructors can display images from DVDs, CDs, VHS and up to three PCs simultaneously, giving incredible freedom to share work with the entire class instantly. The controls are mirrored in one of the classroom seats, allowing instructors to sit down and "join the class" if they choose. Classrooms throughout the building incorporate various technology capabilities and the majority are wired to accommodate a wide variety in the future.

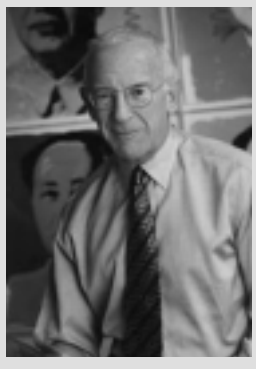
The learning environment also offers students a great deal of freedom and power through connections to the switched gigabit network—the fastest higher education network in the world—located at every seat and wireless stations throughout the building. Data and documents from student laptops can be shared with the entire classroom, or sent solely to the instructor. This collaboration can even extend outside the school through real-time voice and video Internet connections. For a more traditional approach, the room is ringed with white boards so any student can jump up and lead the class. If the instructor prefers, the information on those boards can be instantly put on an electronic blackboard that is replicated throughout the room.

All of this powerful technology and unique space eliminate the usual top-down relationship between faculty and students, while encouraging spontaneous communication and idea sharing. This enables a spontaneity in management education that can involve an entire classroom, enabling students to go beyond the physical space, and even the virtual space, to explore new ground within themselves and each other.

Peter B. Lewis

Peter B. Lewis, chairman of The Progressive Corporation, brings the same sensibilities to his philanthropy that he brings to business. That is, he invests in people with a clear, creative, courageous vision who break new ground and show results.

Lewis continues to be a major arts patron with an extensive personal contemporary art collection. He helped create and continues to support the Cleveland Center for Contemporary Art, where a gallery is named in his honor. He is chairman of the board of the Guggenheim Museum, where he has contributed $50 million toward endowment and other projects, and serves on the boards of the Cleveland Museum of Art and Princeton University, his alma mater. His Princeton gifts, totaling over $105 million, support projects ranging from a small contemporary art gallery in the Princeton Art Museum to the new Lewis/Sigler Institute for Integrative Genomics to a University Science Library to be designed by Frank Gehry.



Lewis' risk-taking, performance-driven philosophy has worked well in business. In 1965, in one of the first leveraged buyouts in history, he took control of a small Cleveland insurance company with $6 million in revenues. Over the past 35 years, without making any major acquisitions, Lewis has transformed the 100-employee company into a full-line auto insurer with 20,000 employees and annual sales of $7.4 billion. Today, Progressive is the nation's fourth largest auto insurer and ranks among the top companies in any industry for long-term growth and total return to shareholders.

Frank Gehry

Raised in Toronto, Canada, Frank Gehry moved with his family to Los Angeles in 1947. He received his bachelor of architecture degree from the University of Southern California in 1954, and he studied city planning at the Harvard University Graduate School of Design.

In subsequent years, Gehry has built an architectural career that has spanned four decades and produced public and private buildings in America, Europe and Asia.

Gehry's work has earned him several of the most significant awards in the architectural field. In 1989 he was awarded the Pritzker Architecture Prize, perhaps the premiere accolade of the field, honoring “significant contributions to humanity and the built environment through the art of architecture.” In 1992 he was named the recipient of the Praemium Imperiale Award by the Japan Art Association to “honor outstanding contributions to the development, popularization and progress of the arts.” In 1994 he became the first recipient of the Dorothy and Lillian Gish Award for lifetime contribution to the arts. In 1998 Gehry received the National Medal of Arts, and he became the first recipient of the Friedrich Kiesler Prize. In 1999 Gehry received the Gold Medal from the American Institute of Architects. In 2000 he received the Gold Medal from the Royal Institute of British Architects, and he received the Lifetime Achievement Award from Americans for the Arts.

His buildings have received over 100 national and regional American Institute of Architects awards.

Edward M. Hundert

Edward M. Hundert became president of Case Western Reserve University on August 1, 2002. A nationally known scholar, educator, psychiatrist and medical ethicist, Hundert is a leader in developing innovative and effective learning experiences in higher education.

Prior to coming to CWRU, Hundert was professor of psychiatry and medical humanities and dean of the School of Medicine and Dentistry at the University of Rochester, serving there from 1997 to 2002. His academic career earlier included service on the faculty of Harvard Medical School, where he held appointments in the departments of psychiatry and medical ethics from 1984 to 1997. He also served seven years as associate dean of student affairs at the school.

Hundert received a bachelor's degree in mathematics and the history of science and medicine, summa cum laude, in 1978 from Yale University. He attended Oxford University as a Marshall Scholar, earning a master's degree in philosophy, politics and economics. Four years later he earned an M.D. from Harvard Medical School. He then completed a psychiatric residency at McLean Hospital in Belmont, Mass., a Harvard affiliate. At each level of his education he was recognized for outstanding performance.

Mohsen Anvari

Mohsen Anvari was named dean of the Weatherhead School of Management at CWRU on August 1, 2001. He is also the Albert J. Weatherhead III Professor of Management and a professor of finance in the department of banking and finance. Anvari received his bachelor's degree in chemical engineering from McMaster University in Hamilton, Ontario; his M.B.A. from Sir George Williams University in Montreal, Quebec; and his master's and doctoral degrees in operations research from CWRU.

Prior to his appointment at Weatherhead, Anvari served as dean of the John Molson School of Business at Concordia University in Montreal since 1995. Previous to that, he held various faculty positions at the Molson School, served as chair of the department of finance and was the graduate program director of the Molson School's M.B.A. program.

As dean of the Molson School, Anvari was instrumental in establishing Concordia University as the world leader in aviation management education. He also developed co-op education programs in all five departments of the school.

Anvari served as director of the Canadian Federation of Deans of Business Schools; the Alzheimer Society of Montreal; Montreal Children's Hospital Foundation; and Dundee Wealth Management Inc., where he also was chair of the governance committee.

Albert J. Weatherhead, III

Albert J. Weatherhead, III is president of the Weatherhead Foundation, which was created by his late father, Albert J. Weatherhead Jr., in 1953. With the foundation's establishment of the Weatherhead Endowment Fund in 1980 to benefit the Case Western Reserve University School of Management, it was renamed the Weatherhead School of Management.

Since its establishment, the Weatherhead School of Management has benefited from the continued support of the Weatherhead Foundation as well as Weatherhead's personal involvement. In addition to making significant contributions to the growth of the Weatherhead Endowment Fund, the foundation's 1994 gift also created the Albert J. Weatherhead III Professor of Management, an endowed chair held by the dean of the Weatherhead School.

In addition to his involvement with the school, Weatherhead has held a number of positions at CWRU, including membership on the University's board of trustees and the resources committee.

Weatherhead is the chairman of Weatherhead Industries Inc., a Cleveland-based manufacturing company that specializes in proprietary plastic dispensing closures for the food, drug, pharmaceutical and nutriceutical industries.

Tours of Lewis building offered

Docent-led tours of the Peter B. Lewis building, designed by renowned architect Frank Gehry, are scheduled for 1, 2 and 3 p.m. Saturdays and Sundays beginning October 19. The free tours take about 30 minutes.

Go to http://www.weatherhead.cwru.edu/tour to reserve a time or call 368-6339 with questions.

Tours also will be conducted from noon to 5 p.m. October 13. Free timed tickets for tours on that day are available at the Cleveland Museum of Art’s Visitor Service Center at 1-888-CMA-0033.

Photo by Grant Mudford