

CHICAGO LANDMARKS



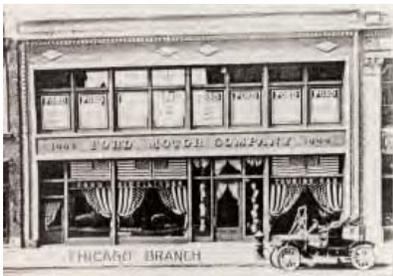
2006 PRESERVATION
EXCELLENCE AWARDS

Ford Motor Company Showroom 1444-46 South Michigan Avenue Motor Row District Exterior Rehabilitation and New Addition

Recipient: Ryszard Swierzbinski, Joe Zapora, Ursula Romaniak

In 1905 pioneering auto manufacturer Henry Ford commissioned this two-story dealership at 1444-46 South Michigan Avenue. It was one of the first Ford showrooms to be built outside of Detroit, Michigan, where the Ford factory was located, and is the oldest surviving building in Chicago's "Motor Row." At a time when automobiles were hand-built with individually machined parts, Ford was revolutionizing car manufacturing by adopting the use of standardized parts and assembly-line techniques. While in Chicago to oversee the construction of his building, Ford visited the meat packing plants at the Union Stockyards which showed him the potential of the assembly-line process. Rehabilitating 1444-46 South Michigan Avenue involved extensive masonry restoration, installation of a new storefront to match the original, and a new compatible side addition. Signage sympathetic to the original Ford Showroom signage completes the project. The Motor Row District was designated a Chicago Landmark on December 13, 2000.

BEFORE



AFTER



City of Chicago
Richard M. Daley, Mayor

Department of Planning and Development
Lori T. Healey, Commissioner

Commission on Chicago Landmarks
David R. Mosena, Chairman