

CONSTRUCTION IS UNDERWAY ON THE CADILLAC – LASALLE CLUB MUSEUM & RESEARCH CENTER

Hickory Corners, Michigan

Client: Cadillac – LaSalle Club Museum & Research Center

Located on the grounds of the Gilmore Car Museum, this 10,000 square-foot building is dedicated to the display and conservation of historic Cadillac and LaSalle automobiles, artifacts, and documentation from the GM archives. Halpern Architects was selected as the architect for the facility after winning an invitational design competition. The competition design represented a modernized version of a 1950's and 1960's era Cadillac dealership, which was seen as one of Cadillac's most iconic periods. The design was developed based upon the client's four essential criteria: To create a strong image that is easily associated with the Cadillac brand and a highly visible presence within the larger Gilmore Car Museum grounds, to create a high quality and flexible exhibition space, to develop a design that expresses the luxurious nature of the marque but which can also be constructed within the stated budget, and planned future expansion to 23,000 square feet.



Competition Design



In consultation with the museum membership, the museum board elected to develop the museum design as a replica of a historic Cadillac dealership. Two precedent buildings were considered:

Casa De Cadillac, Sherman Oaks, California, 1948 and GM Plan #5, Unbuilt, 1949.



*Casa De Cadillac replica
Halpern Architects 2011*



Original Building 1949

In 2012, the Cadillac-LaSalle Club chose to proceed with a replica of GM Plan #5. This building had appeared as a sample building in a 1949 manual for new dealerships published by General Motors, a building which had never actually been constructed.

We include this project because any successful restoration project requires an architect who can understand the character of the original building and create details which seamlessly merge with the architectural style of the original historic building. GM Plan #5 was a substantially more complex design than the competition design, requiring an adjusted project budget.



GM Plan #5 Replica- Halpern Architects 2011



GM Plan # 5 Original Illustration