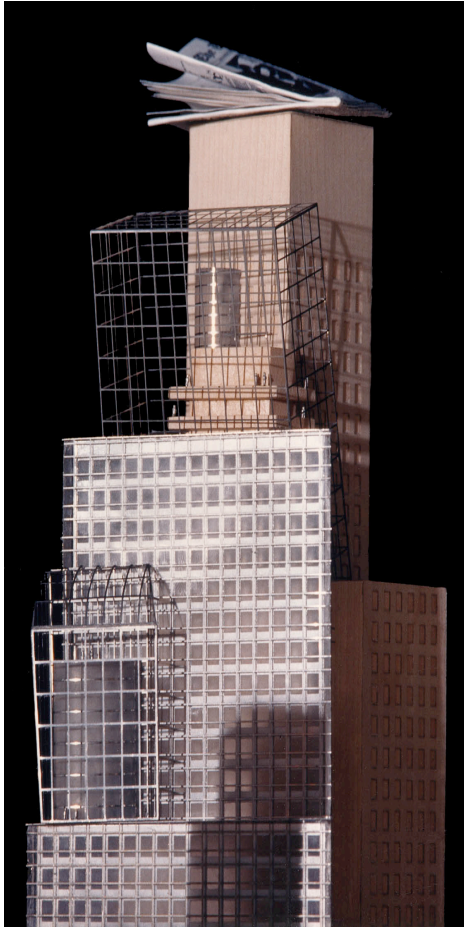


Progressive Tower

Cleveland, OH



The Progressive Tower was designed to be headquarters for Progressive Insurance and housed an art museum, creativity center, health club and a research center. Oversized newspaper was designed to be perched atop the tower, creating a visual landmark for Cleveland and neighboring skyscrapers. Planning started in 1987 but Progressive decided to cancel the project in 1991. The project won the LA/AIA Honor Award in 1991.

Project Description

Client Progressive Insurance Company

Area 1,000,000 square feet

Architect Frank O. Gehry

Associate Architect van Dijk, Johnson & Partners

Awards 1991 LA/AIA Honor Award

Begin Design 1987

Intended Completion Date 1991

Floor Count 60

Building Uses Office, Museum, Science, Fitness

Structural Types High-rises

Architectural Style postmodern

Materials Glass, Steel and Concrete

Westlake Reed Lesosky
Formerly van Dijk Pace Westlake