

The Peale, Baltimore

Out of the Blocks Storytelling Series

Recorded by Aaron Henkin; Photographs and Music by Wendel Patrick

Produced for the *Out of the Blocks* website, created by the Peale, <https://ootb.thepeale.org/>

Out of the Blocks is supported by PRX and produced with grant funding from the Corporation for Public Broadcasting, the National Endowment for the Arts, the Cohen Opportunity Fund, The Hoffberger Foundation, Patricia and Mark Joseph, The Shelter Foundation, The Kenneth S Battye Charitable Trust, The Sana and Andy Brooks Family Fund, The Muse Web Foundation, and the William G. Baker, Jr. Memorial Fund, creator of the Baker Artist Portfolios



Clifford Lull:

It's brownstone in character. It was built in 1904, 1906, I can't remember which. Whatever immediately followed the great Baltimore fire, because I think the city decided after the fire, when it needed to rely on the Philadelphia fire companies to come down and save it because it didn't have a good fire system in place, that it would build a series of neighborhood firehouses. And this is one of them. So there are two bay windows up front that were restored in 1980 as part of our renovation process. But they were aware that the horses and carriages, the fire engines, would come in. And so this ground floor here that we're sitting on had a pitched floor so that all of the muck could be washed onto the streets, because remember, the horses were cared for in here too.

Speaker 2:

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The floors are much cleaner in here now that it's a design and branding agency.

Clifford Lull:

Exactly. And it's why that there's this series of risers within the building. So it's to cover up the pitched floors that exist naturally.

Clifford Lull, North Charles Street Design Organization, 222 West Saratoga Street. NCSDO is a company that's been in business for 46 years, and we work exclusively for colleges, universities, and schools, and we are a branding agency for them. If you think about it, there are 3,500 colleges and universities in this country. That means there's an awful lot of choice for prospective students and their families to sort through as they're thinking about college. And our job is to help institutions differentiate themselves and as I say, create preference for themselves.

Text white dull, text cream dull, text white uncoated, text cream uncoated, text white cast coated. This is for the print design that we do, it's a series of paper stocks, different colors, supplies that are available to our art directors and designers. To think that I have landed on a job that I dreamed of years ago, that would be a stretch. I was going to be a professional baseball player, of course. But I will tell you, I have a sense of fulfillment with this job and working with the people that I do that I couldn't have ever imagined early on.