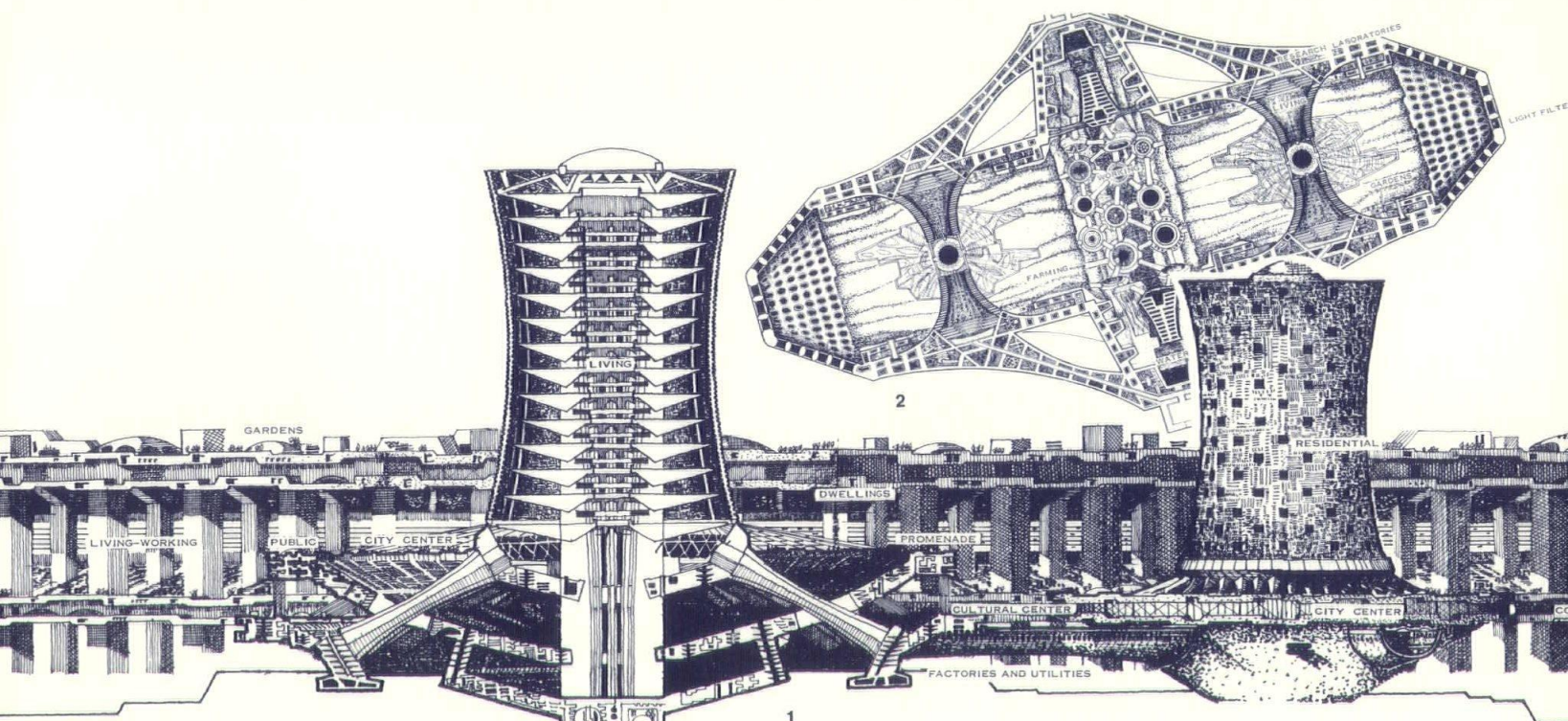


# ALABAMA ARCHITECT

WINTER ISSUE 70-71



Babelnoah

**Babelnoah**  
(Coastal flat region)  
Population 6,000,000  
Density 822/hectare; 533/acre  
Height 800-1,700 meters  
Surface covered 7,300 hectares; 18,000 acres  
1. Partial section and elevation: scale 1:10,000

**Comparative Arcology**  
Asterozo  
Population 70,000  
2. Longitudinal section: scale 1:10,000

ALABAMA COUNCIL CONVENTION



# Alabama Architect

WINTER 1970

THE ALABAMA ARCHITECT IS PUBLISHED FOR THE ALABAMA COUNCIL OF THE AMERICAN INSTITUTE OF ARCHITECTS TO ADVANCE THE PROFESSION OF ARCHITECTURE IN THE STATE OF ALABAMA.

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## ALABAMA COUNCIL OFFICERS 1971

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## CONVENTION SEMINAR:

# Public Relations and Business Development for Architects

Ethical self promotion was the basis for a seminar conducted at the annual convention of the Alabama Council of the American Institute of Architects, by Norbert Adler, nationally known authority on public relations for the professions.

The two morning sessions featured discussions of business development, public relations and office brochures for small and medium sized architectural firms. After the sessions on both days, Mr. Adler, of Binghamton, N.Y., answered questions from the floor.

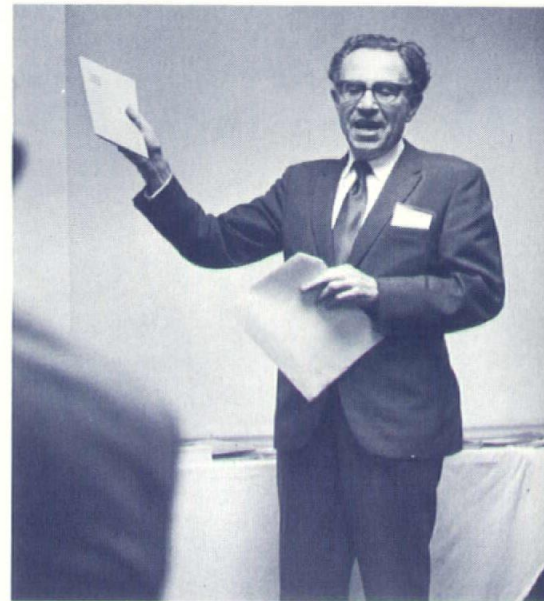
Excerpts from Mr. Adler's seminar follow:

An architectural firm, as a professional organization, differs in many respects from commercial or industrial enterprises, yet it shares with them the need for sound advance planning. Monies invested in promotional and public relations efforts should be regarded as investments and be expected to show a return, although the returns may be difficult to evaluate.

Basically, an architectural firm must conduct its professional practice like a business. It cannot operate properly without selling its services the way a commercial or industrial firm sells its products. "Selling" does not mean huckstering. Selling a professional service means educating the firm's potential clients on the firm's organization, professional capacity, and services offered, so that it may be retained by its logical clients if and when the occasion arises.

A professional service, to be ethical, should not be advertised, but it must be promoted. Any firm must have good public relations. It is ethical and desirable for the firm to pursue its selling efforts on a planned basis and to budget money for promotion, just the way it budgets money for rent, salaries, and stationery.

In applying a business approach to your own firm, you may wonder how to invest your promotional dollars once it has been budgeted. Here is a list of possible uses that may serve as an initial guide for your firm:



## NORBERT ADLER EXPLAINS METHODS OF PROFESSIONAL DEVELOPMENT

- Publicity in local, area, or national publications. The newspaper or magazine does not charge you for publicity. But you require, and need to pay, a skillful person or organization to write up news releases and feature stories for you and place the material where it will do you the most good.

- Exhibitions, conventions, speeches. There are many occasions when you may present your story in person to large groups of prospective clients. Budget enough to have those best qualified make the trip and represent your firm. Include an allowance for high-quality exhibits and other supporting data. And do not overlook the entertainment of your prospects.

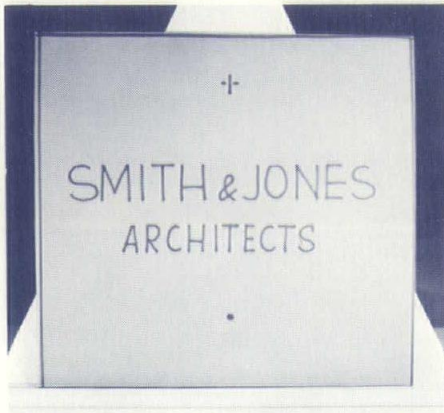
- Brochures. The first two items on this list serve to arouse the interest of your prospects. Brochures are needed to answer the questions your prospects will ask about your firm after their interest has been awakened. The brochure must be of the same high quality as your firm's service. It must present your story factually, attractively, and ethically.

- Photography. "One picture is worth 10,000 words," according to the old Chinese proverb. You will find this to be true, provided it is a good picture. Quality photography is not easy to come by.

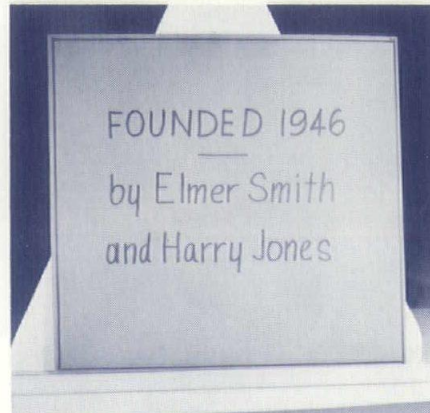
(Continued on page 3)



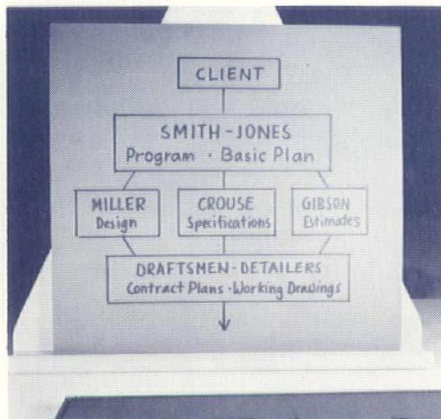
# Six steps in business development as presented by an architect to a prospective client . . .



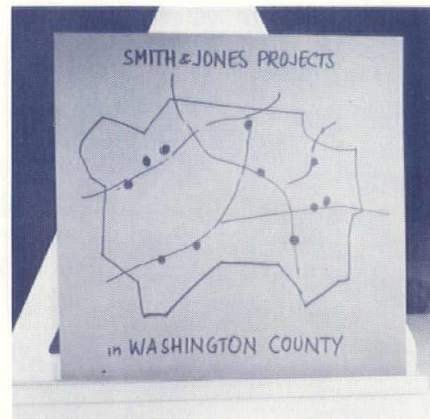
STEP 1. A neatly lettered card bearing the firm name, and the title "Architects". The architect can give the full names and credentials of the members.



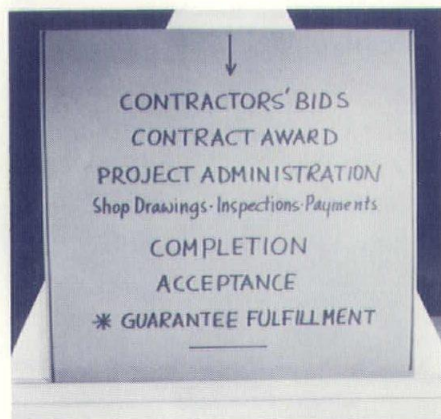
STEP 2. Date firm was founded, the names of the architects who founded it, and a brief history of the development of the firm.



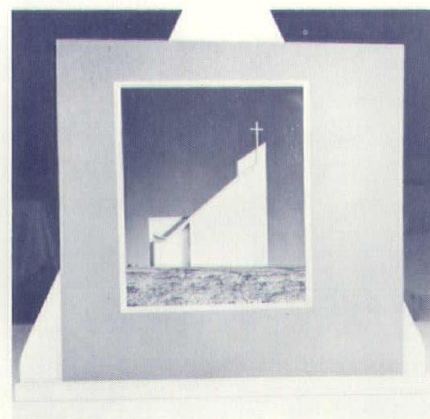
STEP 3. Inside organization of the firm, giving the architect the opportunity of tracing the steps followed in a project and the individual care each step receives.



STEP 4. Other projects which the firm has either completed or has underway. The list can be used to either show diversity or specialization.



STEP 5. The full range of the architect's services. Many potential clients do not know this, thinking the architect handles only the building design.



STEP 6. One or more professionally made photographs of projects similar in nature to those the prospective client might have in the future.

## FROM THE PRESIDENT

Perhaps the New Orleans setting provided a more favorable atmosphere to the entire session, but I felt that Grassroots '71 was considerably more constructive than the other two I have attended. Alabama Architects were well represented with thirteen present. All four Alabama Council officers were there, each chapter president, and several vice-presidents and other chapter officers.

I was impressed with the apparent direction of the Institute toward matters of more concern to the practicing Architect. Professional practice, public relations, structure of the Institute, environmental concerns were all given full attention. Student activities, social responsibilities were discussed in a healthy and constructive perspective.

The leadership of the Institute is in capable and dedicated hands in the person of Robert Hastings, who I am sure will direct a stable, yet progressive year. Vice-Presidents Max Urbahn, Robert Nash and George White, and Regional Directors Scott Ferebee and Arch Winter led various portions of the discussion sessions. Again demonstrated was the excellent job Arch Winter does as Gulf States Regional Director. He continues to be heard at the national level and presents an image of the Gulf States Region and of Alabama, of which we can all be proud.

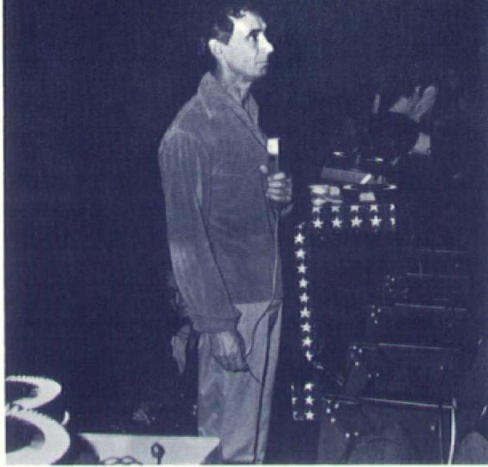
WILLIAM M. PEARSON  
President 1971  
Alabama Council, A.I.A.

## CONVENTION SEMINAR . . .

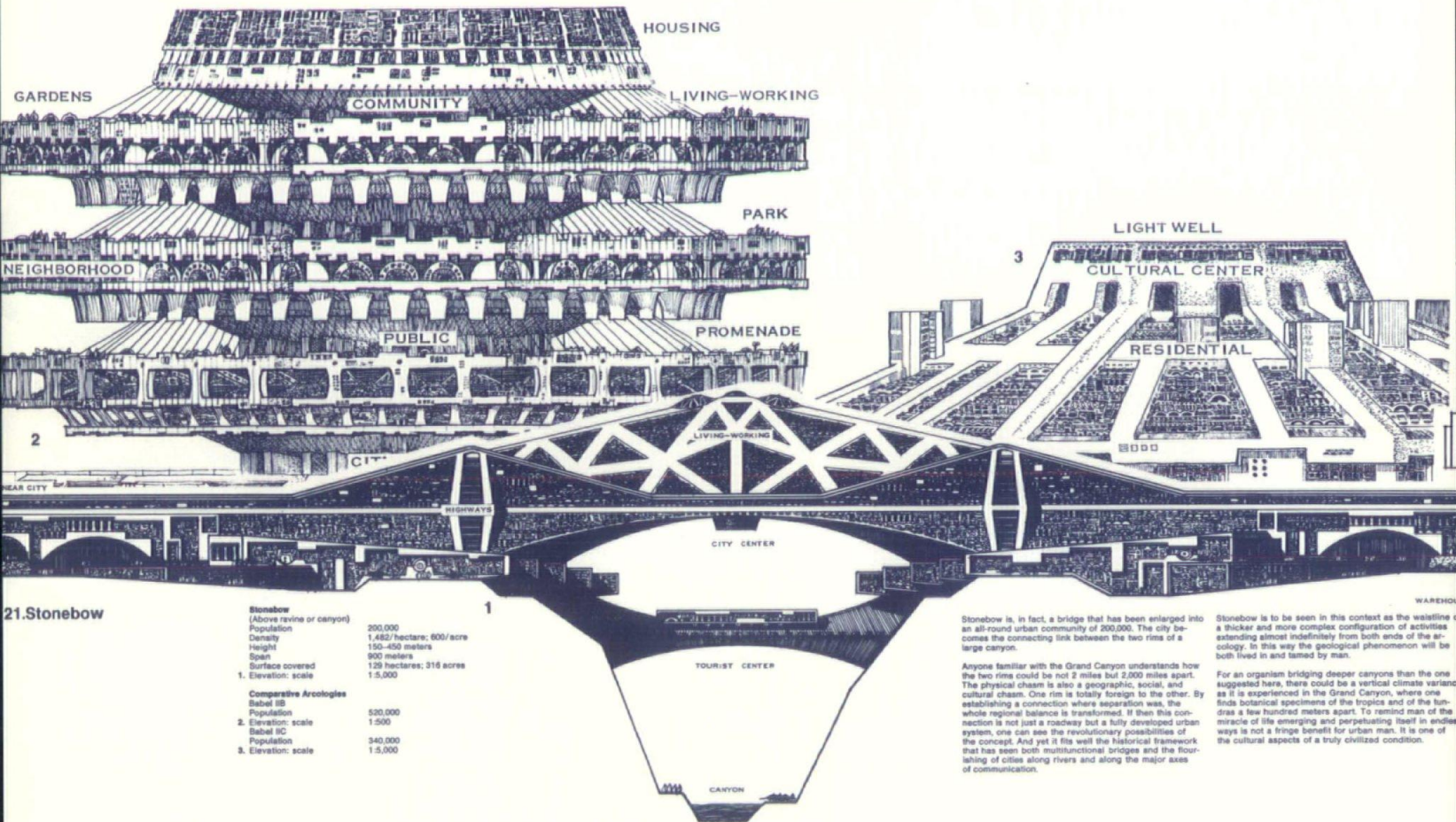
There are fewer than a hundred good architectural photographers in the United States whose services are available on a regular dependable basis. These men know how to produce good photographs, and their services do not come cheap.

● Reserve. Not all the promotional purposes for which an allotment may be needed can be foreseen at the start, and it is difficult to set up spot budgets as you go along. But you will find a reserve for eventualities quite helpful. You will know you are staying within your budget, and still be able to satisfy a suddenly arising need.





# Paolo Soleri



21.Stonebow

<b>Stonebow</b> (Above ravine or canyon)	
Population	200,000
Density	1,482/hectare; 600/acre
Height	150-450 meters
Span	900 meters
Surface covered	129 hectares; 316 acres
1. Elevation: scale	1:5,000
<b>Comparative Arcologies</b>	
Babel IB	500,000
2. Elevation: scale	1:500
Babel IC	340,000
3. Elevation: scale	1:5,000

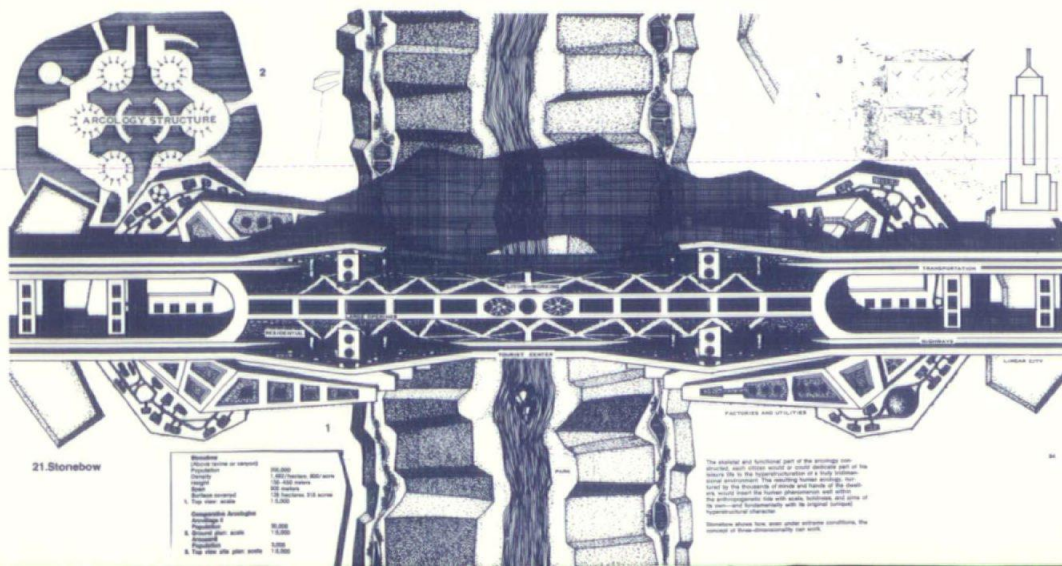
Stonebow is, in fact, a bridge that has been enlarged into an all-round urban community of 200,000. The city becomes the connecting link between the two rims of a large canyon.

Anyone familiar with the Grand Canyon understands how the two rims could be not 2 miles but 2,000 miles apart. The physical chasm is also a geographic, social, and cultural chasm. One rim is totally foreign to the other. By establishing a connection where separation was, the whole regional balance is transformed. If then this connection is not just a roadway but a fully developed urban system, one can see the revolutionary possibilities of the concept. And yet it fits well the historical framework that has seen both multifunctional bridges and the flourishing of cities along rivers and along the major axes of communication.

Stonebow is to be seen in this context as the waltzline of a thicker and more complex configuration of activities extending almost indefinitely from both ends of the arcology. In this way the geological phenomenon will be both lived in and tamed by man.

For an organism bridging deeper canyons than the one suggested here, there could be a vertical climate variance as it is experienced in the Grand Canyon, where one finds botanical specimens of the tropics and of the tundra a few hundred meters apart. To remind man of the miracle of life emerging and perpetuating itself in endless ways is not a fringe benefit for urban man. It is one of the cultural aspects of a truly civilized condition.

Soleri is a native of Italy, and was a student of Frank Lloyd Wright. He has lived in Arizona since 1955, and is currently initiating ARCOSANTI, a self-constructing town (about 70 miles from his Cosanti Foundation in Scottsdale); the city will eventually have a population of about 2,000 inhabitants, mainly occupied with urban problems. Soleri brought about 300 slides to Birmingham and held an open discussion after the showing.

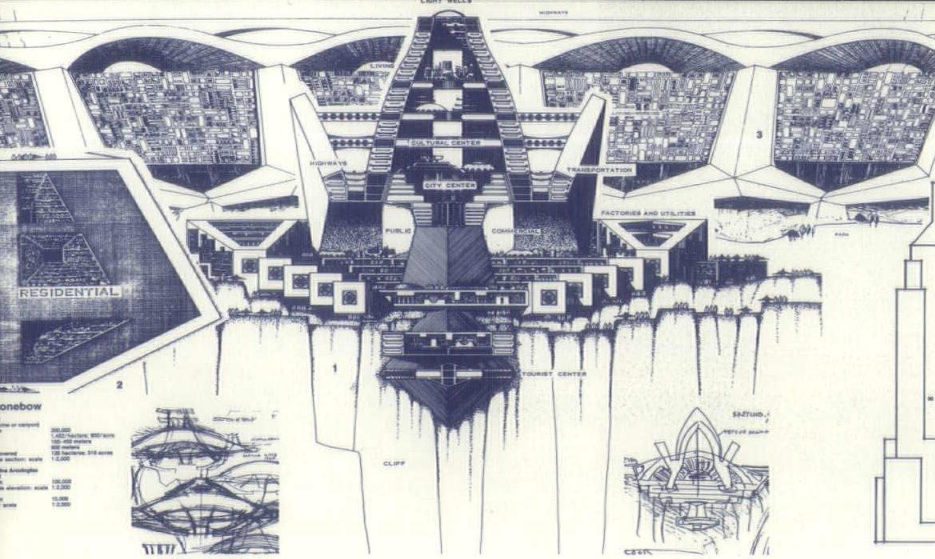


21.Stonebow

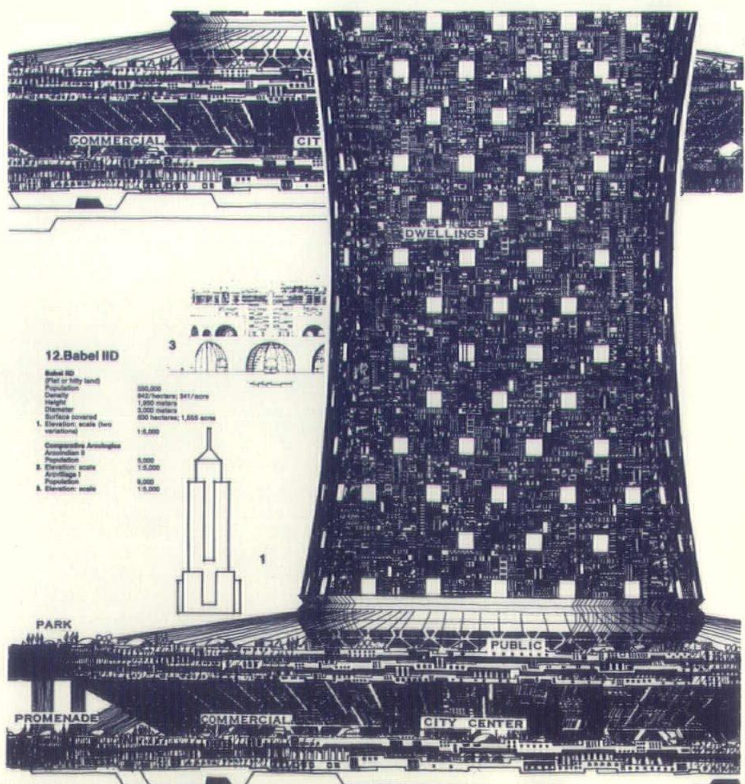
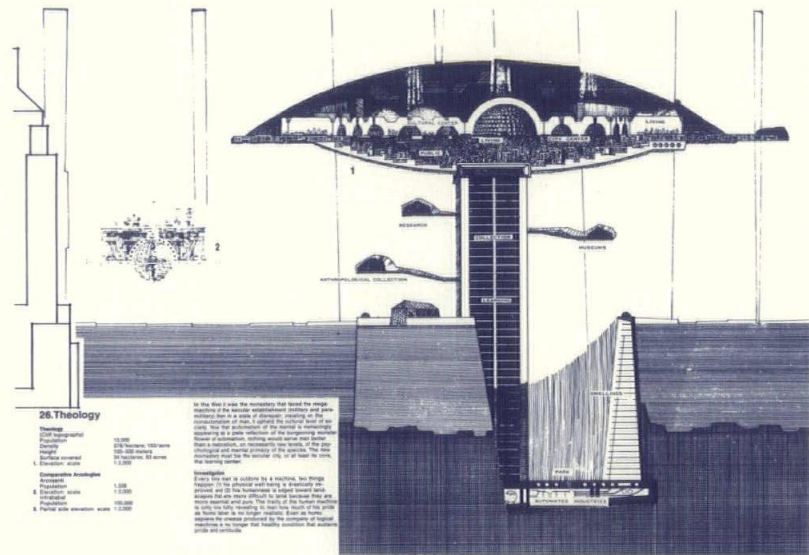
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Babel IB	500,000
2. Elevation: scale	1:500
Babel IC	340,000
3. Elevation: scale	1:5,000

The essential and functional part of the arcology concept, which cities would be more advanced than the current life in the highest technology and a fully developed urban environment. The existing structure and the concept would mean the human phenomenon and within the arcology the city would be a new, self-contained, and self-sufficient community with its own social and cultural life.





Soleri exhibit designed by Don Morrison draws rapt crowd including past president Don Horton, wife Lib, and Malcolm Smith.



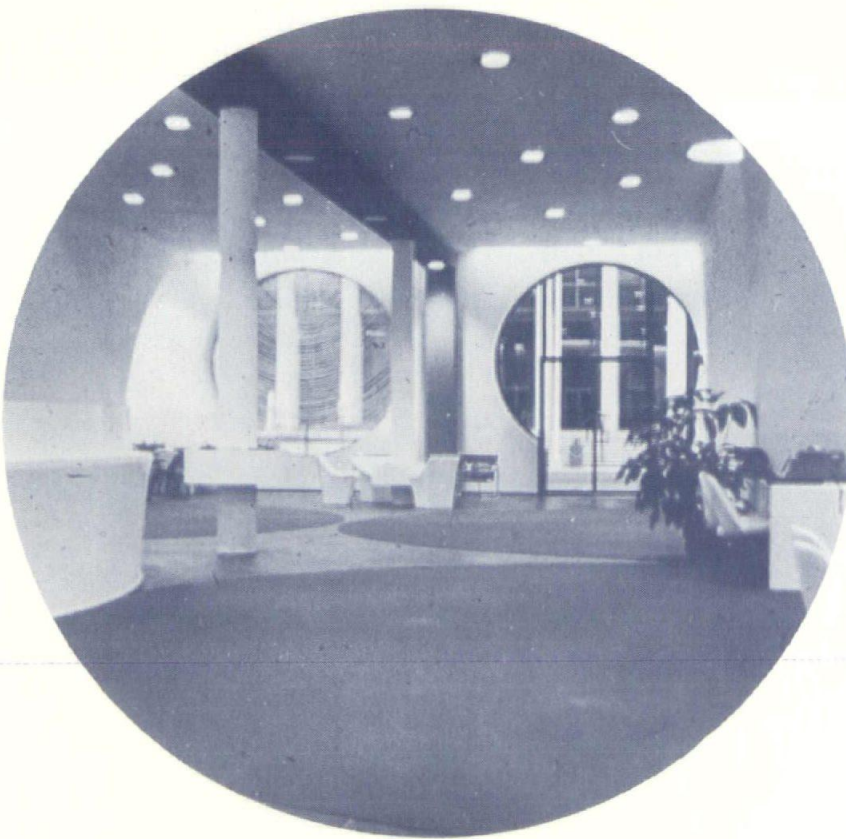
High point of the Convention was the personal appearance of Paolo Soleri, who addressed the architects, wives, and students in the Birmingham Southern Theater. While his verbal descriptions accompanying the slides (as well as his answers to questions from the floor) were thought-provoking, his drawings shown here reproduced by permission from his book "In The Image of Man" speak for themselves.

Note drawing of the Empire State Building shown in each rendering to give relationship of the scale of the projects.

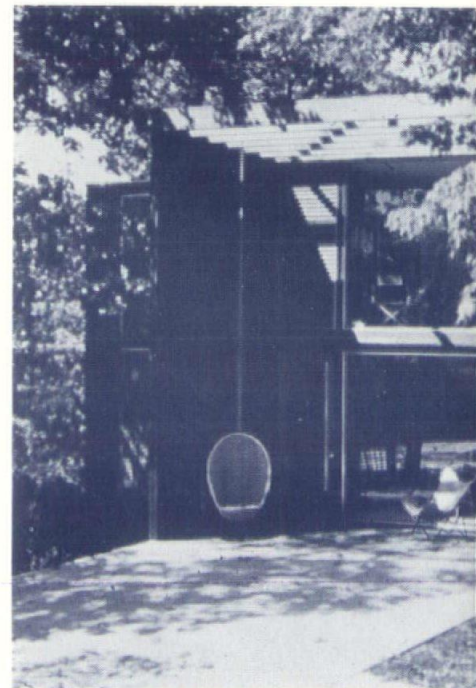




HONOR AWARD for best architecture in Alabama in 1970 to Fritz Woehle, Birmingham, for the residence of Mr. and Mrs. John Jemison, Jr., in Mountain Brook.

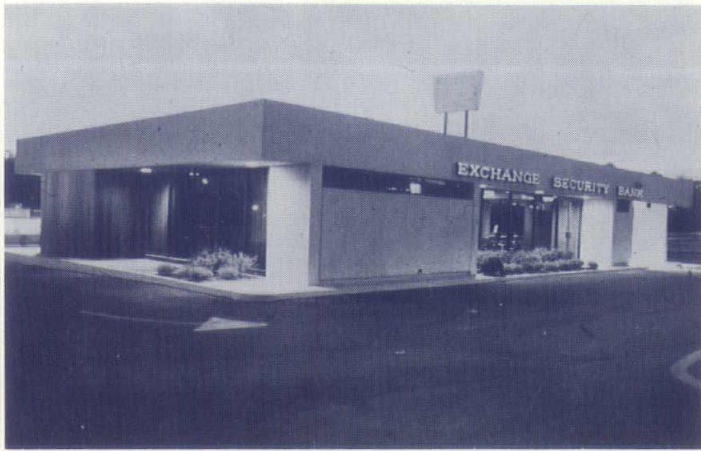


HONORABLE MENTION to Fritz Woehle for National Bank of Commerce, Birmingham.



AWARD OF MERIT for the residence of Mr. Fritz

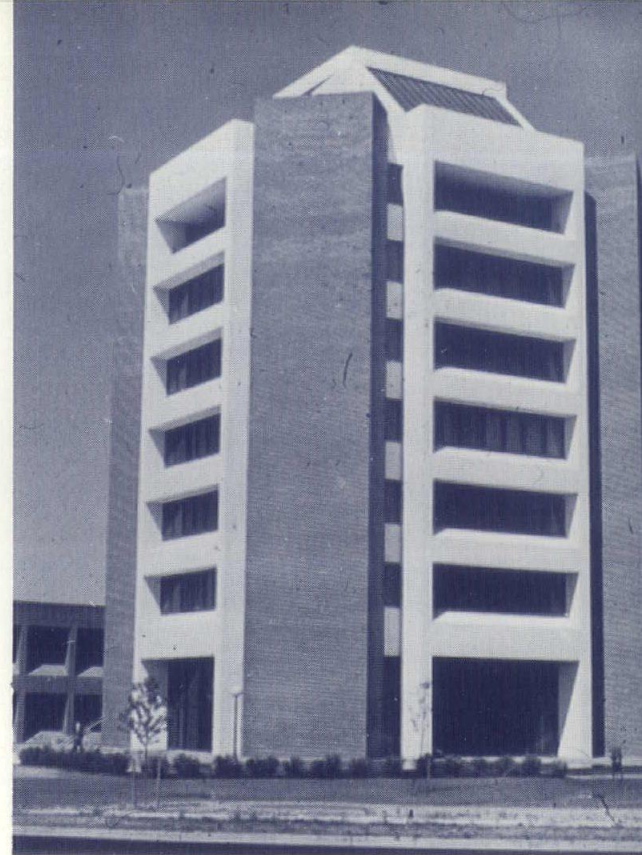




AWARD OF MERIT to Fred Renneker for Exchange Security Bank, Birmingham.

# HONOR AWARDS

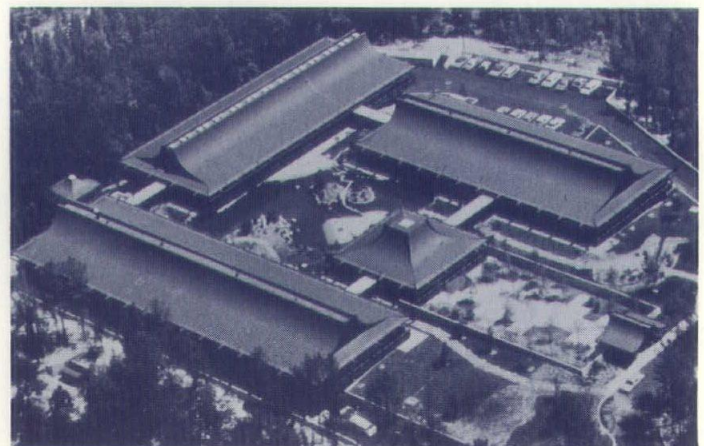
ALABAMA COUNCIL, AIA  
1970



HONORABLE MENTION to Hall & Colvard, Decatur, for Decatur City Hall.



HONORABLE MENTION to  
Blondheim,  
Williams  
and Chancey for  
Mr. and Mrs. Billy  
Kirkley residence,  
Eufaula.



AWARD OF MERIT  
to Alexander,  
Rothschild & Joyce  
for Gulf States  
Paper Corp.,  
Tuscaloosa.

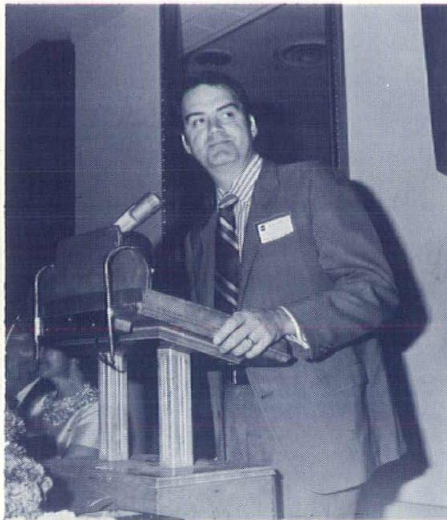
s. John Rembert, Birmingham, designed by  
e.



## '70 CONVENTION HIGHLIGHTS



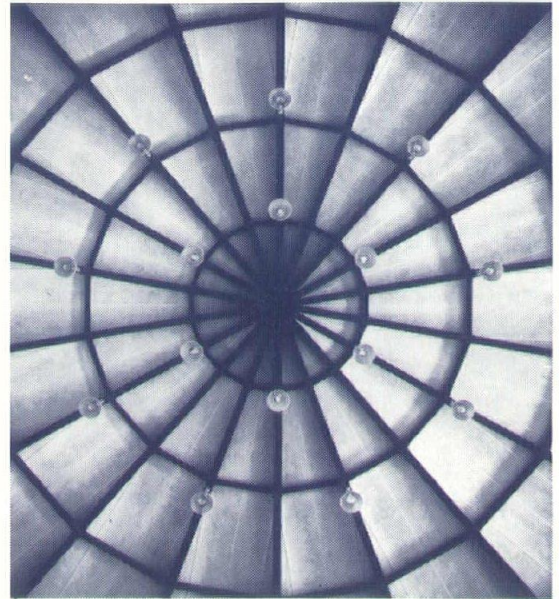
Fritz Woehle receiving one of his three awards from John Street, Atlanta, Honor Awards Chairman.



Charles Moss, General Chairman of the successful 1970 Convention, termed by those attending "the best ever." Moss was presented a copy of Soleri's book "In the Image of Man"



New Alabama Council AIA President Bill Pearson (center) talking things over with Dick Millman (left), Chairman, Department of Architecture, Auburn University, and Dick Brunswick, Montgomery Chapter President.



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## NEWS & EVENTS

JOHN J. CAREY, FAIA, Mobile architect, has been elected a Member Emeritus of the American Institute of Architects, the Alabama Council AIA and the Mobile Chapter.

EUGENE HENRY FISHER, member of Mobile Chapter, has moved to 1930 N. Grand Avenue, Pueblo, Colorado, 81003, and is transferring his membership to the Colorado Chapter.

JIM JOHNSTON, member of the firm of Hogencamp and Johnston, has been named as representative to the Alabama Council for Public Relations from the Auburn Chapter.

PAUL BRANDT, Auburn Chapter, has changed from Corporate Member to Professional Associate.

Telegram received from Sen. James B. Allen: "I am pleased to advise that HR 16443 was reported favorably by the Senate Government Operations Committee and is on the Senate calendar. The bill declares it to be the policy of Federal Government to negotiate contracts for professional services and is otherwise consistent with the objectives of your organization.

James B. Allen."

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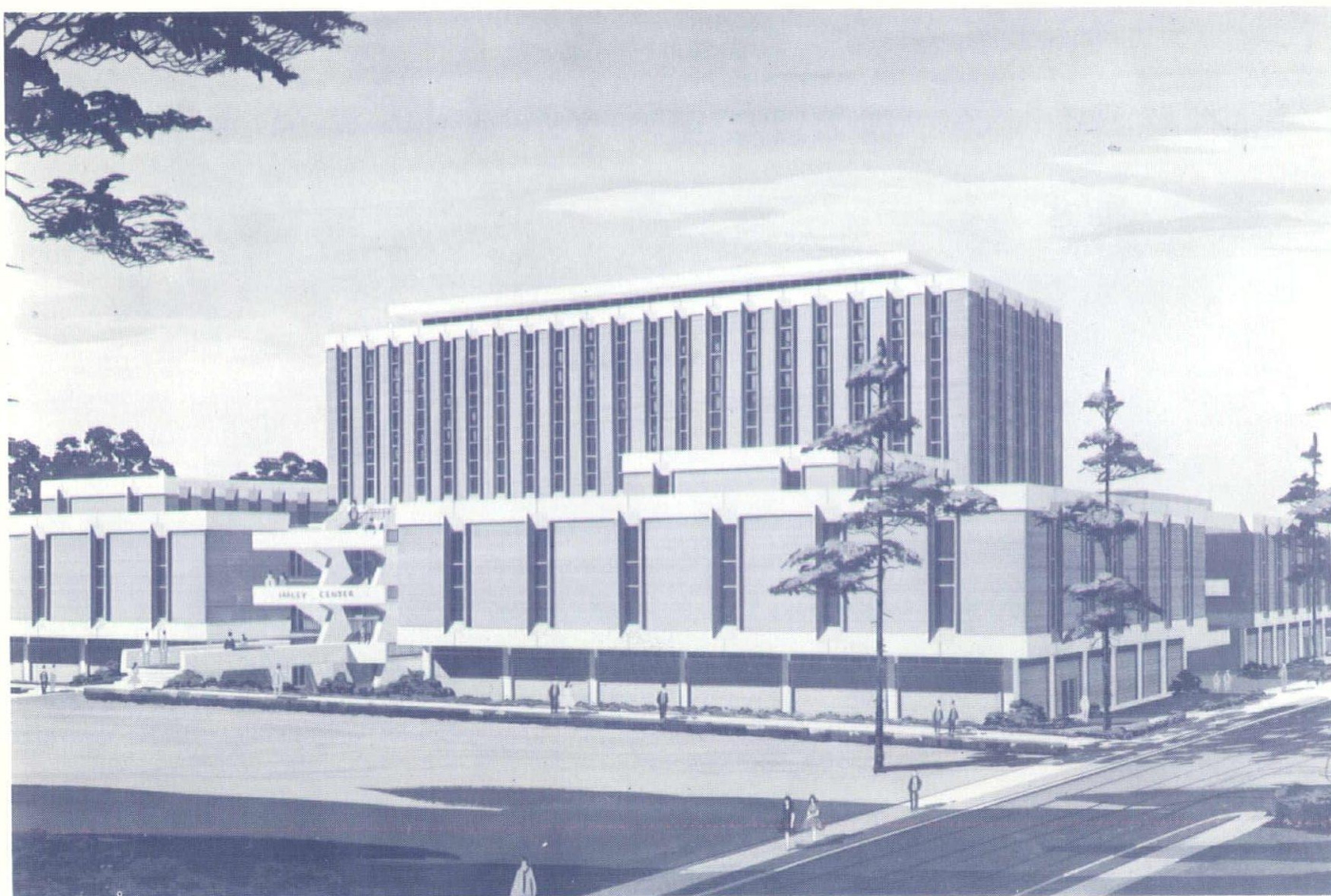
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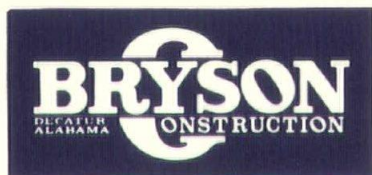
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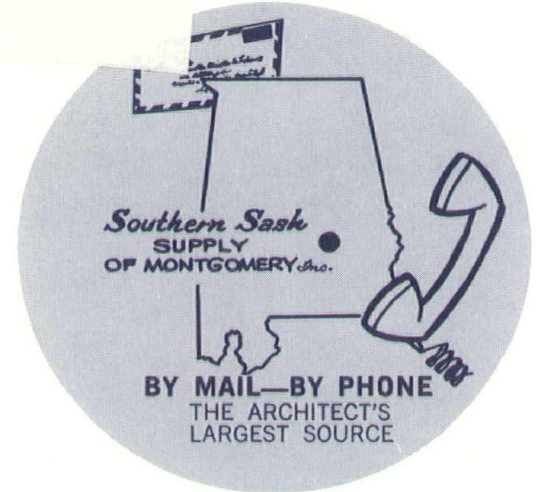
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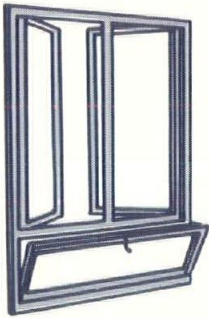
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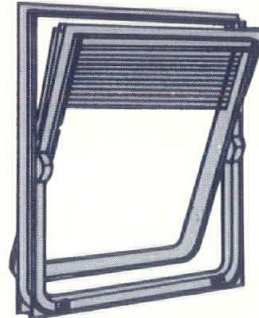
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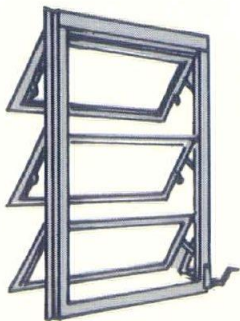
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