

aiachicagofocus

AUGUST 1980

PRESIDENT'S REPORT

SUMMER ACCOMPLISHMENTS

Under the leadership of Roger Seitz, SOM, Chairperson, the CCAIA Planning Committee has been studying the Chicago River. Their innovative resolution has received the support of the CCAIA Board of Directors and the Mayor's Architectural Advisory Committee. The Resolution we are seeking to promulgate with the city states: "Recognizing that the Chicago River is one of Chicago's most valuable assets, and recognizing that the City presently has no positive means to control or even strongly influence the use and development of the river edge on a consistent and appropriate basis, it is therefore resolved that in order to protect this valuable asset the Board of Directors of the Chicago Chapter of the AIA recommends to the City of Chicago that a Riverfront Protection Ordinance similar to the existing Lake Front Protection Ordinance be adopted. The major objectives of the Riverfront Protection Ordinance would be:

To improve the overall image of the river;

To improve public access to and along the river edge;

To provide guidelines for development for a wide variety of diverse land use activities in and adjacent to the river environs.

The goal is to establish controls and guidelines which are flexible enough to be responsive to the variety of permitted and potential uses from heavy industrial to quiet public walkways and parks.

It is felt that the City can and should develop guidelines for the development of the river edge and that the Chicago Plan Commission should be the agency responsible for the review and approval of all new developments within an established riverfront zone."

FALL AGENDA

September 4, 1980 the CCAIA Honor Award ceremony concluding its first open award program for

structures built in the Chicago-land area will be held in the Columbus Drive Auditorium of the Art Institute with a reception in the garden following. Distinguished Service Honors will be presented then. Bruce Graham, SOM, Chairperson Design Committee and Torwald Torgerson, Container Corporation, have coordinated tasks for this event.

September 12, 1980 the Illinois Council AIA, with a program planned by John Matthew King, Metz, Train & Youngren, expects a smashing symposium at its annual convention at John Deere Headquarters in Moline, Illinois.

Three major speakers will direct their remarks to the Convention theme, "Architecture and the Public Good - Redefinition/Recommitment". They are

Gerald M. McCue, Dean, Harvard Graduate School of Design

Serge I. Chermayeff, Professor Emeritus, Armour Institute, Harvard, Yale

Russell Schweickart, Chairman, California Energy Commission and one of our first astronauts to journey to the moon.

The focus will be on Midwest/Illinois environmental realities which are fundamental to responsible design excellence. The program panelists (six academicians from Illinois) will be joined by the three major speakers for in-depth dialogue defining aspects of our regional identity: the natural, social, cultural, and economic realities we should address. The CCAIA will charter a bus for the trip from Chicago on Thursday, September 11, 1980.

October 11, 1980 the CCAIA will hold an Octoberfest with music, dancing, beer and sausage, and Thespian attempts by our celebrated architectural cast of characters. "The avant garde, backlash and the confused" (Nory Miller, P/A, July '80) and even Chicago architects will show up to enjoy the plebian pleasures. Peter Mc-

Bride, Schmidt, Garden & Erikson, heads a committee planning this event.

November 20, 1980 the CCAIA formal annual business meeting will sum up the work of the 1980 Board of Directors and introduce Richard Cook and his 1981 Board of Directors. The concomitant event opening an exhibition of a hundred years work of the firm of Holabird and Root, will be held at the Chicago Historical Society.

The diversity of the content and experience of each of these CCAIA programs requires the participation of each member this season. If we are to discover a Chicago architectural consciousness, we could begin by tracking this sequence of events together. Will I find you there?

Gertrude Lempp Kerbis, FAIA

COMMITTEE COMMUNIQUE

"A Comprehensive Marketing Program for the 80's" will be the theme for the August Public Relations Committee meeting. Edward Hall, AIA, program speaker states that a recent survey has shown that fewer than 5% of the country's architects have a complete marketing program. Consequently they miss many opportunities for landing new clients. The principles and procedures of marketing, as applied by businesses generally, has been adopted by progressive architectural firms of all sizes.

A comprehensive overview of this integrated approach to business development will be presented at noon, August 19 in the Chapter office. Speaker Ed Hall was a founder of a medium-size architectural office, and as a marketing consultant has been responsible for contracts on over 50 projects.

Del Wilkes, AIA

Mr. Ray Basso of Ray Basso and Associates Architects will discuss

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his approach to energy efficient housing design at the August 13 Housing Committee meeting. His firm was the architect for the "Northern Home", a 2400 sq. ft. residence built to demonstrate and test energy-saving design, materials and systems. This house was constructed by a joint effort of the NI Gas Co. and Northern Illinois Home Builders Assn. At 12:30 in the Chapter office Mr. Basso will discuss this and other projects with which he has been involved.

Ed Uhler, AIA

On August 27 at 5:30 p.m. in the Chapter office attorney Paul Lurie will speak to the Young Architects Committee addressing the legal responsibilities of architects. Topics to be covered will include contracts, liability, partnerships vs. corporate practice, and advertising. On August 27 you may query Paul with any of your own concerns.
Brian Robertson

Lunch reservations for committee meetings should be telephoned to the Chapter office by 10:00 a.m. of the meeting day.

CONTINUING TO GROW

The Chicago Chapter is pleased to welcome the following new Members: William R. Baker, Don Beasley, Jr., Geoffrey Farnsworth, Edward Gaul, Ronald Ghilardi, Lawrence Jura, Kenneth Kaiser, Robert Lange, Chris Liakakos, Edward Matkovicik, Daniel Sagan, Menno Scholten, George Weith, Demetrios Griezis, Larry Oppenheimer, Charles H. Dawe, Gerald Schmidt, Paul Uzureau, Thomas Meredith, Carol Crosswell, Andrew Mazurek, Frederick Tolson, Bennett Meder, Ronald Krueck, Doris Reeser, Richard Abrham, Joseph F. Boyle, Lee Schwerin, Paul Stevens, James Fox, James Gade, Steven Rugo, Michael Realmuto, Gene Schnair, Tom E. Thomas, Martin Wolf, John

Tomassi, Ved Gupta, Anders Nereim, Andrew Metter, Bruce Schmiedl, Leon Floerchinger. We welcome Associates Stanley Cain, Patrick O'Keefe, and Richard Box; and Professional Affiliate John Tilton.

Applications for Membership have been received from James Lubawy-SOM, Roger McKeague-Board of Education, Thomas Humes and Ernest Orlove-Solomon, Cordwell & Buenz; for Associate from Stanley Weisbrod-U.S. Army Corps of Engineers, Richard Rogers-SOM, Robert Andrews-Wendell Campbell, Paul Steinbrecher-Bauhs & Dring; for Prof. Affiliate Harry Schildkraut-Cinni-Grissom.

Confidential communications regarding applications may be sent to any member of the Board of Directors within two weeks.

KIDSFAIR

The Chicago Central Area Committee is planning a "Kidsfair" for the summer of '81 in Grant Park. The Fair will include music, sports events, clinics, dance, theatre, crafts, fun and learning booths, puppets, mimes, demonstrations and more.

The AIA Chicago Chapter and Chicago Women in Architecture will be developing suggestions for layout of the fair and suggested design/materials for the booths. AIA, CWA and the Chicago Architecture Foundation are also planning to sponsor a learning booth. The AIA/CWA efforts are being headed by Steven Wright and Roula Alakiotou. They are very interested in the participation of as many members as possible. Won't you help in the planning and/or participation of the day to teach children about your profession and the world in which they live? Contact Steve at 337-5800, Roula at 944-6661 or the Chapter office.

This is an outstanding opportunity to participate in a civic and very worthwhile event.

Mary Jo Graf

COMPETITIONS

Notices for the Townhouse Competition (sponsored by the Logan Square Economic Redevelopment Corporation and the Chicago Chapter) will be mailed to all registered architects in the state of Illinois. Student & Associate members will receive notices mailed from this office. If you are not registered in Illinois and wish to receive the mailing please notify the Chapter office.

The 1980 Design Awards Competition of the Central Illinois Chapter AIA will be held October 11 in Champaign. Any completed building project by architects who are members of that chapter or who have offices within the chapter or whose building projects are within the chapter area will be eligible. Entry fee is due September 1 and submittal deadline is October 6. Contact James Matarelli at 309/688-9511 for more information.

PHOTOGRAPHIC EXHIBIT

An exhibition of architectural photographs was presented at an opening reception with photographers Barbara Karant, Abby Sadin and Robert Thall receiving guests in the Chapter office. The exhibit sponsored by the Chicago Chapter will run through October 3. We invite you to experience this aesthetic variety of city scapes, interior/exterior planes and textures

CONDOLENCES

The Chapter extends its condolences to the family of June Swaeger who recently passed away. Her husband Gene is a former Illinois Regional Director. Contributions should be sent to the American Cancer Society, First Presbyterian Church of Peoria or the Methodist Medical Center, Peoria.

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Sunday Monday Tuesday Wednesday Thursday Friday Saturday

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3	4	5	MEMBERSHIP COMMITTEE 12:00 Noon/Chap. Ofc.	7	8	9	
10	11	EXECUTIVE COMMITTEE MEETING 8:00 AM/Chap. Ofc. ARTS COMMITTEE 12:00 Noon/Chap. Ofc.	HOUSING COMMITTEE 12:30 p.m./Chap. Ofc. Speaker: Ray Basso	14	15	16	
17	18	PUBLIC RELATIONS 12:00 Noon/Chap. Ofc. Speaker: Ed Hall	OFFICE PRACTICE COMM. 12:00 Noon/Chap. Ofc. Speaker: Jerry Gutnayer	21	22	23	
24	AWARDS COMMITTEE All-day Meeting	BOARD OF DIRECTORS 12:00 Noon/ SOM 30 W. Monroe 5th Floor	PLANNING/URBAN AFFAIRS 12:00 Noon/Chap. Ofc. YOUNG ARCHITECTS COMM. 5:30 p.m./Chap. Ofc. Speaker: Paul Lurie	28	29	30	31

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CONVENTION CAPSULE

As a capsule of a report on the recent actions taken by the 1980 Convention delegates in Cincinnati, the July Focus offers the following brief overview.

Effective January 1, 1981 AIA member dues will be increased for first-year Members to \$70; second-year, \$95; third and each successive, \$140. Dues for Associates will be adjusted as follows: first year, \$15; second, \$25; third, \$35; fourth, \$45; fifth, \$55; thereafter dues amount will be equal to that paid by a new AIA regular member.

Convention delegates voted to accept a system of voluntary ethical standards over a mandatory statement of ethical principles. A system of voluntary standards will not have any element of enforcement or compulsion. It would be the responsibility of individual members to decide for themselves whether to abide by those principles. The AIA Legal Decision Impact Task Force will review the voluntary statement of ethical principles and any additional comments submitted by members and chapters by July 1, and present its draft to the Board in August.

Also passed, an amended Bylaws amendment to change the qualifications for associate membership in the Institute. The proposal is designed to resolve existing inequities for associate membership applicants due to differing requirements from state to state as to what constitutes credit toward registration.

Qualifications for AIA chapter professional affiliate membership was broadened to include "...and/or others who the chapter believes will provide a meaningful contribution by virtue of their employment or profession and are not otherwise eligible for AIA membership."

Delegates also passed a resolution to discuss and refine the Institute's proper role, purpose and character in the 1980's and to

widely distribute results of this dialogue for presentation to the 1981 AIA convention.

Explanation of other resolutions and further information on the above will be forthcoming in articles in the AIA memo and Journal.

THANK YOU

The Chicago Chapter is grateful to six of its member firms for their participation in the Chicago Alliance of Business Youth Demonstration program by providing a work experience in drafting related skills to Chicago Public School students. Offering Chicago youth opportunities to grow and learn technically are:

Booth Hansen & Assoc./Ltd., J. D. Ferris & Associates, Fitch/Larocca, Office of John Victor Frega, Hammond Beeby & Babka, Hansen Lind Meyer, Stanley Tigerman & Associates, Vickrey Ovresat Asumb Associates, Urban 6 and Solomon, Cordwell & Buenz.

CALL FOR SPEAKERS

In 1979 the Commission on Component Affairs initiated the formation of a national speakers bureau. A pilot program was conducted which demonstrated the benefits of such a program for local components. Since then, the demand for good speakers has continued to grow. In the last two months, the component affairs department has received over 125 requests for the speakers reference list.

In order to expand the current speakers list, we need to identify prominent architects, architectural critics and other design professionals who would be willing to lecture at component meetings, architectural schools and civic functions.

A prospective speakers reference list is available to assist

the speakers bureau in obtaining names of persons who can deliver a stimulating program which would be of interest to those groups. The form is available through the Chapter office, or any suggestions you may have are welcomed by William H. Trogdon, Chairman of the Commission on Component Affairs and Director, Northwest Region, AIA, West 1203 Riverside Avenue, Spokane, Washington 99201.

DOCUMENTS UPDATE

From time to time our documents desk receives information regarding AIA documents and publications that they pass on to AIA members. The Chapter is preparing a list of AIA and Legal firm librarians to whom this information should be sent. If your firm and/or your attorney wish to be added to this special list, please contact the Chapter office.

There are some new AIA books and publications available through the Chapter office. They are:

ProFile: The Official AIA Directory of Architectural Firms - 1980 Edition. Cost: members, \$85; non-members, \$96.

AIA Building Construction Legal Citator - 1980 Edition. Cost: \$64 to members; non-members, \$80. This two-volume set contains cross-reference and court decision information and all early and current editions of each form, reproduced in their entirety.

AIA Metric Building and Construction Guide. Soft cover cost: to members, \$13.25; \$14.50, non-members. A hard cover edition is available for order.

Architects Handbook of Professional Practice. Price increase: members, now \$23.50; non-members, \$35.

Available through the Chapter office are limited copies of Compendium: Architect Selection Laws and Compendium: State Statutes of Limitations.