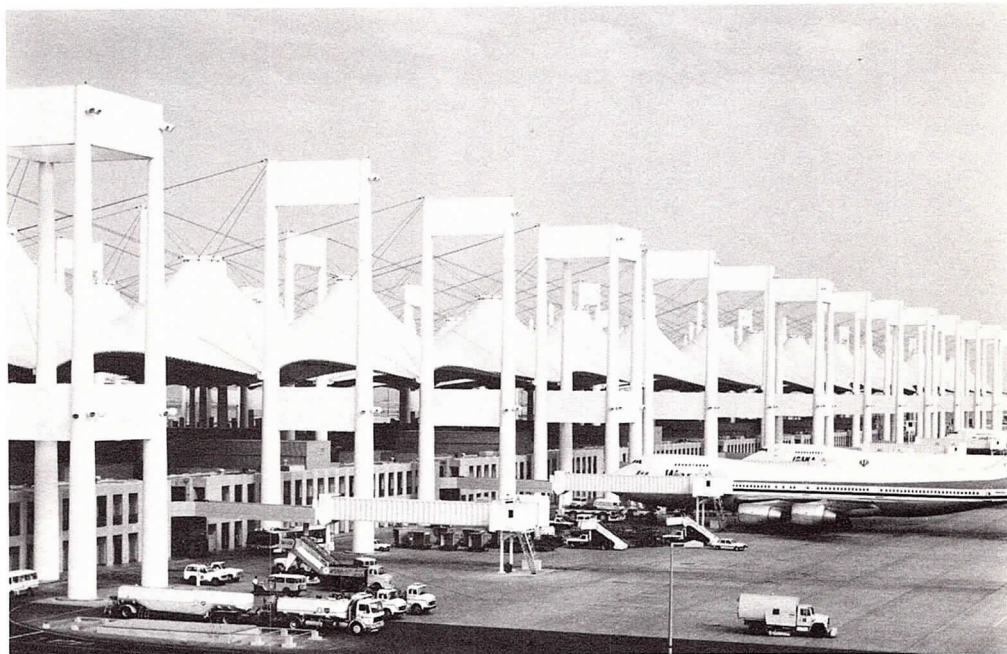


## HONOR AWARD TO SOM

Skidmore, Owings & Merrill will be one of eleven recipients to receive The American Institute of Architects' 1983 Honor Awards to be presented at the AIA National Convention in New Orleans, May 22-25. Jury chairman, Charles Gwathmey, FAIA, commented, "The winning projects represent a restatement of architecture as being vital while also serving. All of these buildings met their programmatic obligations while simultaneously recognizing contextual references, materiality and invention."

SOM's winning project (one of 599 submissions, judged simultaneously as extended use and new buildings) is the Haj Terminal and Support Complex which is within the King Abdul Aziz International Airport in Jeddah, Saudi Arabia. Its purpose is to accommodate, once a year for about six weeks, the hundreds of thousands of Moslem pilgrims who travel to Mecca to participate in the Haj, a pilgrimage. The complex is basically a lighted, open space covering about 105 acres with facilities for rest, eating, food preparation and washing, as well as banking, postal, airline, bus and taxi services.

Aside from the terminal's vastness, the roof of the support complex is perhaps the structure's most striking feature. It is made of 210 semi-conical Fiberglas units stretched & formed by cables. These are grouped into modules supported by high steel pylons. The form and height of the fabric roofs & mechanical fans help circulate the air from the support area's open sides. The fabric roofs not only provide shelter from the desert heat but also allow sunlight into the area.



*Jury Comments:*  
 "...the design transcends its technology and poses a regional interpretation a tented structure that is preeminently a desert building appropriate to its place and purpose. It is a mirage-like building that floats above the desert floor, matching the experience of flight and reflecting the spiritual quality of the pilgrimage. While blending scales, this tent building takes on an aspect of soft monumentality, drawing and holding people to it like a desert oasis."

*Photographer:*  
 Jay Langlois  
 Owens-Corning Fiberglass

## COMMITTEES PRESENT

### GOVERNMENT/INDUSTRY/EDUCATION ARCHITECTS ORGANIZE

The first meeting of the newly-formed CCAIA "Architects in Government, Industry and Education" committee will meet at noon on Friday, May 13 in the CCAIA Board Room. Any Chapter member who may be interested in issues related to architects in these positions is encouraged to attend. AIA members in private practice are also encouraged to participate on this committee. Assisting me on this committee is Ralph Jones, AIA of the Chicago Park District, who will act as vice-chairman. The position of secretary is presently open and will be filled by one of the interested committee participants.

This committee is organized to assist member architects who have professional responsibilities directly related to the development of architecture in the field of commerce, industry, public agencies, health care and education. It will also serve as a forum for interface between architects serving institutions and architects in private practice. This is an excellent opportunity for architects to interact and establish communication with others who face similar problems in their profession and share knowledge gained through their own experience that would benefit other members.

To architects representing corporate/institutional employers, this committee offers interaction with other professionals in similar positions, a continuous exposure to design projects occurring throughout Chicago, involvement in seminars and exhibits, interaction with architects in private practice.

To architects in private practice, this committee offers exposure to concerns and problems encountered by corporate/institutional architects,

participation in and/or exposure to programs, events and seminars and a greater awareness of the corporate/institutional process and its impact on design and office procedures.

As this is the initial meeting of this committee, everyone attending will have the opportunity to become actively involved in its functions. This committee needs and desires your input regarding development of programs, as well as other issues that may be of interest and concern to its members. Your participation, ideas, and involvement is needed. This initial organizational meeting will give you an excellent opportunity to become totally involved in issues that effect us all as design professionals.

We are looking forward to your attendance and involvement on May 13 so that the committee can become a successful and relevant unit serving the Chicago Chapter. If you would like additional information please contact me at 753-2641 or Ralph Jones at 294-2264.

Dennis Dills, AIA  
The University of Chicago

### ARCHITECTS REGISTRATION EXAM REVIEW SESSION

What is the new exam about? How do you prepare for it? These are just two of the questions to be explored at the May meeting of the Young Architects Committee.

The key speaker addressing the ARE will be Ken Groggs, AIA, who is a member of the Illinois registration board. Imparting his experience in successfully completing the exam last year will be Bob Clough, AIA.

The Young Architects Committee ARE Review Session is scheduled for Wednesday, May 11, 5:30 PM in the Chapter Board Room. The session is free to CCAIA members; \$5 for non-members, payable in ad-

vance to the Chicago Chapter, AIA. For reservations call the Chapter office, 663-4111.  
Steve Moylan

### RICHARD WHITAKER SPEAKS AT HOUSING COMMITTEE

On Wednesday, May 11 the Housing Committee will present Richard R. Whitaker, Jr., AIA, Dean of the College of Architecture, Art and Urban Planning at the University of Illinois at Chicago. Whitaker will present a slide lecture illustrating his housing philosophy as exemplified in various projects throughout the country, culminating in his most recent design of a fabulous residence in Winnetka.

Please bring your own lunch and meet at noon in the Chapter Board Room.

Mark your calendar for Wednesday, June 8 at noon when Bertrand Goldberg, FAIA will present Phase I of the 1500 unit River City development.

Warren E. Spitz, AIA

### NEW PRACTICE: MARKETING

The Office Practice Committee's third meeting of 1983 will focus on marketing the services of small and newly established firms. At noon, on Wednesday, May 18, in the Chapter Board Room, Ms. Dale Cherner Jones will discuss marketing approaches and strategies as they relate to small professional practices.

Ms. Jones is currently the Director of Marketing for Schirmer Engineering Corp., and the Chairman of the Chicago Chapter of the Society for Marketing Professional Services. Her experience in consulting and marketing for a variety of professional firms should also provide a good sounding board for any specific questions.

Ray Griskelis, AIA

## FOCUS FORUM: In Response

By George M. Clark, AIA

Given the never-ending argument, including Brian Robertson's discussion in the April Focus, over what proportion of the young architect's required building skills is the training responsibility of the schools, it just may be that for some reason we have all developed a kind of "blind spot syndrome" in resolving this issue - which is indeed ironic for a profession whose life blood has been the perceptive invention of comprehensive solutions to much more complex problems. If the visible gap between the technical readiness of the new blood and the expectations of the practitioners has indeed widened in recent years the blame must fall on the profession as a whole for accepting a value standard for our work which has blurred our focus of the issue

Before espousing further I must explain that my 36-year career in architectural education has been devoted to design programs, technological methodologies, educational research in the subject under discussion, and in creative building technology. In fact, the enjoyment of recognition of these efforts (both before and after recent retirement) has prompted this response.

Traditionally, we of the gown have valued most highly those scholarly ventures which are likely to be pursued in the university setting alone. The success ladder of the architectural faculty member has necessarily been closer to "publish or perish" than "design/build", due to the criteria of the larger campus peer group. When teaching was combined with the real practice of architecture in the surrounding community, the work-a-day (and night) production required for high quality design and construction documentation was viewed by the teaching administration, and

Clark Cont'd. on pg. 9

By Howard G. Birnberg

I completely agree with Brian Robertson's comments. For too long, architectural firms and licensing agencies have failed to require or provide adequate continuing education for design firm staffs.

According to our 1982 Financial Statistics Survey, design firm profitability has declined from 6.8% of net revenues in 1978 to 3.6% in 1982. Low productivity, not a poor economy, is the chief cause of this drop in profitability. The decline in productivity is a direct result of inadequate initial training of design firm staffs and of a near total ignorance of the why's and how's of ongoing training programs by design firm managers.

This continuing education of staff and management requires a commitment, plan, and budget allocation. Unfortunately, most firms leave this process up to each individual, clearly subjecting the

firm's future, in a rapidly changing economy, to chance.

Farsighted design firm managers offer opportunities for staff and management to learn or improve marketing, selling, communications, interpersonal negotiating, and delegating skills, as well as improving knowledge and skills in technical areas. Methods are varied, ranging from in-house seminars, to paid tuition at local colleges. Training not only improves skills, but serves as a morale booster and fringe benefit while protecting the firm's future.

Employee turnover is the often used rationalization for not providing formal training. Why train someone else's staff at our expense is the philosophy. Indeed, 45% of all new hires at a major national certified public accounting firm leave within the first three years. Although no comparable data exists for design firms, an informal survey indicates a similarity in staff turnover

Birnberg Cont'd. on pg. 9

## MAY CHAPTER PROGRAM EMPHASIS ON DESIGN

Celebrate spring the evening of May 10 at Booth/Hansen's new 320 N. Michigan Building, the site of the May Chapter Meeting. The emphasis will be on design as Larry Booth moderates a presentation of five of our members' newest designs. Presenters and projects featured are:

Stanley Korshak Store, One Magnificent Mile, by Himmel/Bonner Architects;

20 N. Michigan Building Renovation, by Nagle Hartray;

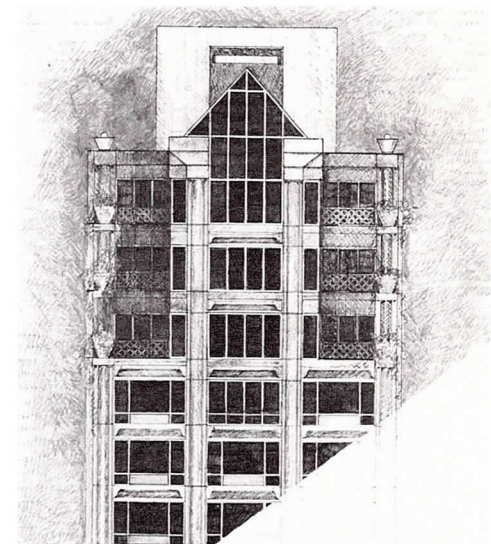
Illinois Wesleyan University Chapel, by Weese Seegers Hickey Weese;

Knoll Showroom, by Tigerman Fugman McCurry;

320 N. Michigan Building, by Booth/Hansen & Associates.

Come at 5:30 to enjoy May wine and the view. CCAIA members free; guests \$5. Reservations are mandatory due

to limited space. Call 663-4111 no later than 4 PM May 9.



Drawing by Larry Booth

## BAR ASSOCIATION EXHIBITS YOUNG ARCHITECTS' WORK

The Chicago Bar Association Young Lawyers Section will present "New Voices/New Visions," its biannual exhibition of the work of young Chicago architects. The juried show, opening May 16 at the ArchiCenter Gallery and running through June 25, 1983, will feature work by architects 36 and younger. Both commissioned work and the results of a design competition for infill structures in the Jackson Boulevard Historic District will be displayed.

The Bar Association is sponsoring the exhibition in conjunction with the Chicago Chapter, AIA and the Chicago Architecture Foundation. There will be an opening reception at the ArchiCenter May 16 from 5-7 PM.



"New Voices/New Visions" Jury:  
Cynthia Weese, AIA; Jack Hartray, FAIA  
(foreground); Tom Beeby, AIA

## '83 CHAPTER AWARDS BROADEN SCOPE

An expanded exhibit in the Burnham Gallery at The Art Institute of Chicago and special coverage in CHICAGO Magazine are major components of the enlarged 1983 CCAIA Awards Program.

"This year we'll honor not only the best of Chicago's recent buildings, but we are also creating several new awards," explains Cynthia Weese, Design Committee Chairman. "'The Chicago Award' will recognize the best projects of architecture students at five Midwestern schools. The 'Young Architects' Award' will honor outstanding young practitioners who are making significant contributions in areas such as practice, design, technology and education. And a special jury of historians and architects will meet to choose 150 buildings and significant design elements from Chicago's first 150 years."

Gunnar Birkerts, Malcom Holzman, and Robert A. M. Stern will meet in Chicago the week of June 12 to jury the Twenty-Five Year and Distinguished Building Awards. Historians Kevin Harrington of IIT, Bob Bruegmann of UIC, and John Zukowsky of The Art In-

stitute, and architects John Vinci, Tom Beeby, Paul Florian and Stanley Tigerman will meet at the end of May to choose the "150 Years" winners.

The Awards Program will culminate in a gala ceremony at The Art Institute of Chicago on September 28. Guests from more than a dozen Midwestern states are expected for the event, which will also be a kick-off for the Chicago DesignFest, scheduled for September 29-October 1.

## BEYOND INTERNATIONAL STYLE

"New Chicago Architecture: Beyond the International Style," a recurated and expanded version of the 1981 exhibit organized by the Castelvecchio Museum in Verona, will open May 19 in Gallery 200 of The Art Institute. The exhibit will stress comparable principles in 37 Chicago architectural firms from large firms down through young individuals practicing in basement or store front operations.

Among some of the firms and individuals whose projects will be exhibited are Skidmore, Owings & Merrill, Metz, Train & Youngren, Murphy/Jahn, William McBride, James Maestro & Claudia Skylar and Paul Florian. All are commissioned projects under construction, just completed or soon to be started.

In addition to the exhibit, organized by John Zukowsky and Robert Bruegmann, there will be a continuous slide tape by Bruegmann on Chicago's scene and a selection of original drawings from the 1981 Verona show now in the Institute's Department of Architecture permanent collection. The show runs through August 7.

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## YOU ARE THE KEY!

The Chapter has received over 50 applications this year from architects, professional affiliates in related fields and students.

# A

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# I

You can plant the AIA idea. Bring an interested design professional to a committee meeting or Chapter program.

# A

Introduce your friend to one of us or a staff member who will provide the appropriate application.

Your Membership Committee  
 Jeff Kutsche, AIA  
 Irving Moses, AIA  
 Harry Gregory  
 Bob Chaney, AIA  
 Susan Greenwald, AIA

## NEW MEMBER WELCOME

The Chicago Chapter welcomes the following new members into the Institute and the Chapter:

### MEMBERS

Andrew A. Bober, Jr.  
 Howard M. Baskin  
 William B. Bauhs  
 Edward Faron  
 Robert Fraga  
 Peter J. Hammond  
 Thomas Hampson  
 Alan G. Johnson  
 Jerome J. Jones  
 Ralph Q. Jones, III  
 Victor Kaufman  
 Stephen Patras, Jr.  
 Jeffrey S. Sweeney

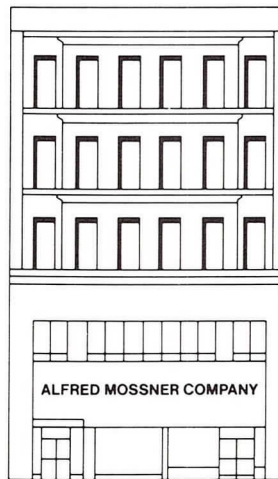
### ASSOCIATE

J. Mark Anderson  
 Scott D. Baker  
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We are pleased to welcome back the following members who have recently reinstated their membership:

Gus W. Kostopulos  
 Raymond Shlaustas  
 Vernon A. Williams

and our congratulations to


Heather McTammany  
 Jeffrey Mark  
 who have obtained their license to practice architecture

CHICAGO AIA FOCUS

<p><b>1</b></p> <p>HISTORIC CHURCHES TOUR: Headquarters at Pulaski Park Fieldhouse, 1-5 PM, lectures 1:30 &amp; 3:30 PM, information LPCI, Marie Harris, 922-1742</p>	<p><b>2</b></p>	<p><b>3</b></p> <p>AIA/CSI SEMINAR: "The Risks of Becoming a Developer," Edward Schaefer, 29 S. LaSalle Bldg., 29 S. LaSalle, \$7 to CCAIA, registration</p>
<p><b>8</b></p>  <p>Preservation Week May 8-14, 1983</p>	<p><b>9</b></p> <p>EXECUTIVE COMMITTEE MEETING, 8 AM, CCAIA Board Room</p> <p>WAL "West Side Tour:" Begin at Hull House, 10 AM, lunch at U of I Faculty Club, tour &amp; lunch \$8.50, 748-3560</p> <p>REAL ESTATE DEVELOPMENT COMMITTEE: "The Risks of Becoming a Developer," Noon, CCAIA Board Room</p> <p>CHAPTER PROGRAM: Presentation of 5 members' newest designs, moderated by Larry Booth, 320 N. Michigan, 5:30 PM, members free, guests \$5, 663-4111</p>	<p><b>10</b></p> <p>HOUSING COMMITTEE SEMINAR: "Housing in the 80s," Whitaker, Jr. 5:30 PM, CCAIA Board Room</p> <p>ARCHITECTS REGISTRATION SESSION: by CCAIA, 5:30 PM, members \$5, registration</p> <p>CONCRETE REINFORCING STEEL INSTITUTE SEMINAR: Lunch at noon, Ballroom, seminar advance registration, 490-1700</p>
<p><b>15</b></p>	<p><b>16</b></p> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>DISTINGUISHED BUILDING AWARDS Declaration of Intent to Enter</p> </div> <p>NEW VOICES/NEW VISIONS EXHIBIT: By Chicago Bar Assoc. Young Lawyers Section, Opening, through June 25 at ArchiCenter</p>	<p><b>17</b></p> <p>AIA/CSI SEMINAR: "The Risks of Becoming a Developer," Dean Morgan, 29 S. LaSalle Bldg., 29 S. LaSalle, payable to CCAIA, registration</p> <p>OFFICE PRACTICE CONFERENCE: "Marketing," of Schirmer Engineering, Board Room</p> <p>PSMJ SEMINAR: "Professionalism," contact Susan Johnson</p>
<div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>1983 AIA NATIONAL CONVENTION New Orleans May 22-25</p> </div> <p>LECTURE: "Lake Forest: Newport of the Midwest," Gorton Community Ctr., 400 E. Illinois, Lake Forest, 4 PM, 782-1776</p> <p>KENWOOD HOUSE TOUR: 5th annual tour for Ancona Montessori School, 1-5 PM beginning 4770 S. Dorchester, \$10 inc. guide book, 924-2356</p>	<p><b>23</b></p> <p>CHICAGO ART DECO SOCIETY WALKING TOUR: Beginning at Board of Trade 6 PM, non-members \$2, 383-4348</p>	<p><b>24</b></p> <p>CONCRETE REINFORCING STEEL INSTITUTE SEMINAR: Lunch at noon Drake Hotel Gold Coast Room, Site tour of Olympia Centre, advance registration, Peter Steiner, 490-1700</p>
<p><b>29</b></p>	<p><b>30</b></p> <p>MEMORIAL DAY - Chapter Office Closed</p>	<p><b>31</b></p> <p>BOARD OF DIRECTORS MEETING: Noon CCAIA Board Room</p> <p>AIA/CSI SEMINAR: "The Risks of Becoming a Developer," Elliot Gorton, 29 S. LaSalle Bldg., 8-9:30 AM, \$7, registration</p>

# Y

## CALENDAR

<p style="text-align: center;"><b>4</b></p> <p>ality Consult- Chicago Bar le, 8-9:30 AM, n 663-4111</p>	<p style="text-align: center;"><b>5</b></p>	<p style="text-align: center;"><b>6</b></p>	<p style="text-align: center;"><b>7</b></p>
<p>se of Richard R. ture, noon,</p> <p><u>EXAM REVIEW</u> j Architects ard Room, non- 1 663-4111</p> <p><u>HEEL INSTITUTE</u> Drake Hotel mpia Centre, ster Steiner</p>	<p style="text-align: center;"><b>12</b></p> <p><u>ALS REGISTRATION EXAM SEMINAR:</u> 8:30 AM- 5 PM, Radisson Hotel, 505 N. Michigan, \$100 at door, 213/208-7112</p> <p><u>YOUNG ARCHITECTS PROFESSIONAL DEVELOP- MENT WORKSHOP:</u> "Contract Document Administration," 5 PM, CCAIA Board Room, mem. \$7, non-mem. \$14, students \$5, registration 663-4111</p>	<p style="text-align: center;"><b>13</b></p> <p><u>ARCHITECTS IN GOVERNMENT, INDUSTRY &amp; EDUCATION COMMITTEE:</u> Organization meeting, noon, CCAIA Board Room</p> <p><u>AIA SEMINAR:</u> "New Business Opportuni- ties in Land Development," Dr. Carl Tschappat, Wayne Maynard, ASLA; Hyatt Regency O'Hare; members \$225; regis- tration, AIA 202/626-7355</p>	<p style="text-align: center;"><b>14</b></p>
<p style="text-align: center;"><b>18</b></p> <p>rical Consult- ago Bar Assn. 9:30 AM, \$7 63-4111</p> <p>E: "New Prac- le Cherner Jones noon, CCAIA</p> <p>Management," 7/731-1912</p>	<p style="text-align: center;"><b>19</b></p> <p><u>ARCHITECTURAL EXHIBIT:</u> "New Chicago Architecture: Beyond the International Style," opening in Gallery 200 of The Art Institute</p> <p><u>MEMBERSHIP COMMITTEE MEETING:</u> Noon, Moses Assoc., 225 W. Ohio</p> <p><u>PSMJ SEMINAR:</u> "Time Management," contact Susan Johnson 617/731-1912</p>	<p style="text-align: center;"><b>20</b></p>	<p style="text-align: center;"><b>21</b></p> <p><u>WRIGHT PLUS TOUR:</u> Ticket Sales at 158 N. Forest, Oak Park &amp; ArchiCenter, \$22</p>
<p style="text-align: center;"><b>25</b></p>	<p style="text-align: center;"><b>26</b></p>	<p style="text-align: center;"><b>27</b></p>	<p style="text-align: center;"><b>28</b></p>
<p style="text-align: center;"><b>6/1</b></p> <p>nical Consult- , P.E., Chica- LaSalle, 4111</p>	<p style="text-align: center;"><b>6/2</b></p> <p><u>YOUNG ARCHITECTS PROFESSIONAL DEVELOP- MENT WORKSHOP:</u> "The Construction Pro- cess, 5 PM, CCAIA Board Room, members \$7, registration 663-4111</p>	<p style="text-align: center;"><b>6/3</b></p>	<p style="text-align: center;"><b>6/4</b></p> <div style="text-align: center;">  <p><b>SANDCASTLE COMPETITION</b></p> </div>

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## COMPETITIONS

THE GYPSUM DRYWALL COUNCIL OF NORTHERN ILLINOIS announces its call for entries to its annual award competition. There are two categories: Gypsum Systems and Light Gauge Steel Framing. There will be one award each for residential, commercial and institutional projects.

Projects or buildings must be located in Chicago or Cook, DuPage, Kane, Kendall, Lake, McHenry or Will Counties, having been completed within the three-year period ending May 30, 1983.

Mail request for competition package no later than May 15, 1983 to GDCNI, 5860 N. Nagle, Chicago 60646. Entries must be received by June 1, 1983.

THE WICKER PARK DESIGN COMPETITION is calling for feasible designs for Milwaukee Ave. between North and Ashland. Entrants will be asked to provide photographs or drawings in any of three categories: designs that can be put into effect for under \$25,000; designs that can be put into effect for \$25,000 to \$100,000, or for \$100,000 to \$300,000. All entries must include estimates of the costs of implementation.

Declaration of intent to enter must be received by June 10, 1983 and entries submitted by July 7, 1983. There is a \$15 entry fee per design. Contact the Wicker Park Design Competition, W.P.A. Gallery, 1539 N. Damen, Chicago 60622.

RED CEDAR SHINGLE & HAND-SPLIT SHAKE BUREAU has announced its sixth biennial Architectural Awards Program for residential and light commercial structures. The program is open to all architects or teams of architects whose projects have been completed after January 1, 1978.

Entry forms are due June 10, 1983 and the actual entries are due July 15, 1983. Entry forms, rules and attend-



ant information may be obtained by writing Red Cedar Shingle & Handsplit Shake Bureau, Suite 275, 515 116th N.E., Bellevue, WA 98004.

QUINCY COURT DESIGN COMPETITION documents are available at Friends of Downtown, 17 N. State, Room 1333, Monday through Friday from 9 AM-3 PM. Completed designs for the space which joins the west side of State St. Mall between Adams & Jackson must be delivered to the ArchiCenter, 330 S. Dearborn, by 4 PM, June 21, 1983. The non-refundable entry fee is \$25. First place prize is \$1000. Winners will be exhibited during July at the ArchiCenter.

*Birnberg (Cont'd. from pg. 3)*

A recently published study of several dozen high technology companies found that 75% experienced a significant increase in employee productivity after developing and funding comprehensive formal training programs. Our experience indicates similar results for architects and engineers. Clearly the turnover/training cost versus productivity increase equation is highly favorable towards training.

Design firms should budget at least 1% to 1.5% of their total annual revenues for training. Many firms divide this further into 50% of the budget targeted for principals, senior managers, project managers, etc. and 50% for the technical and non-technical staff (including the marketing staff.)

Without this commitment to training, the profession will continue to find it's role on the building team eroding. Slow economic times are ideal periods to train key staff members in new technical and service areas and in new skills, such as marketing. Small, as well as large, firms must offer these training opportunities.

*Clark (Cont'd. from pg. 3)*

often reinforced by local architect alumni, as something closer to drafting rather than scholarly research activity. Even though the results may have been of high quality, the work was often considered a waste of time and energy by the administration. It was never agreed that this professional development for the faculty was indirectly benefiting the students. The cumulative effect of this peer reaction, both administrative and professional, caused the retreat of this talent into a surrogate mold of writing and research activities, where one's career efforts were more fairly measured, and immensely easier than practice. The standard of care required for the documentation of generalized research problems could be achieved with a fraction of the integrative ability required to detail, specify and coordinate an acceptable local architectural project.

It is small wonder that students became the products of teaching by non-practicing, and even non-architectural faculty in the core courses of the curriculum. Additionally, some unproven faculty, professionally speaking, became comfortable in the milieu of the game theory and endless discussion which began to replace detailed studio work. If students began to wonder if this environment was realistic in professional terms, they were told, "The office will teach you the nuts and bolts over the balance of your education. You will pick up the skills you need. The catalogs and codes are all there from which to get the facts. Remember, here is the only place you can get this priceless intellectual immersion from which to develop your taste and decision-making ability for the important issues."

While this was going on someone forgot to tell the marketplace that it must change what it wanted and

*Cont'd. on pg. 10*

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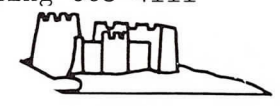
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Clark (Cont'd. from pg. 9)

needed, and that its educational responsibility was greatly increasing in order to get the jobs done. Without a planned, concise technical continuing education program the competitive arena of practice will continue a pattern of trial and error, make-do, reform attempts, and frustration.

The central problem leading to these effects has been the unnecessary and often vicious isolation of technology from the creative process in the name of intellectual supremacy. This "blind-spottedness" can apparently only be overcome by a liberating new perception that brings into

focus the heart of our work as necessary art.

The challenge is to create an educational value system which brings together both the fascinating intellectual processes (software in today's terms) and the limitational realities (hardware) as measured by the increasingly tougher standards of production in all fields. To start with, we will need earlier and more complete access to the entire array of building material and product literature and their basic performance constraints, such as the reliable written standards.

For the necessary proof-of-concept learning at the professional level, we need to assign the future theory prob-

lems in this realistic context. With a long overdue commitment of resources and a new spirit of cooperation, a renewed program of simultaneous and effective development of creativity, taste, and skill will result - partly through a strong incorporation of the knowledge and experience of practice into the campus setting. More importantly, the rigor of successful practice must be presented to and respected by the academic leadership as never before.

To do otherwise would seem to subscribe to the juvenile idea that we are engaged in a huge game involving only the "fixing" of a social order and behavior, wherein the principal goal is the communication of symbols of scorn for any other order which causes discomfort. Perhaps there is a more usefully creative, more timely and more enduring way to practice our art that is lying virtually undiscovered, yet in full sight. Shall we get it together and see it work?

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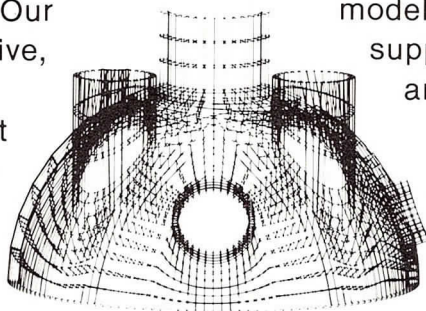
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## DANFORTH HONORED BY IIT

CCAIA member, George Danforth, FAIA, was one of seven IIT alumni who were honored on April 30 at the Reunion 83 awards luncheon. Danforth received the Award of Merit for sustained contributions to the university and the Alumni Association.

Danforth, who is professor emeritus of architecture at IIT, succeeded Mies van der Rohe in 1959 as professor and chairman of IIT's department of architecture. He served as the first director of the School of Architecture and Planning from 1968 to 1974 and taught at IIT for 22 years. A partner in the firm of Danforth, Rockwell & Carow, he is a Fellow of the AIA and has been a Chicago Chapter member since 1947.



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