

F O C U S

Chicago Chapter American Institute of Architects

September 1984 Newsletter



Harris Bank & Trust Company, Skidmore, Owings & Merrill.

Bill Engdahl, Hedrich-Blessing

Conference Catalyst for Change?

President's Message

Your Comments Count

The Chapter office staff was overwhelmed by the response to our compensation survey - over 250 replies in the first four days. The results of the survey will be reviewed at our conference, "Compensation Crisis: Architects and Their Fees," on October 12 and 13.

I would like to share a few of the many comments we have received:

"For the liability assumed by the architect, we should charge a minimum of \$200 per hour for services rendered by senior architects. Trying to relate to a percentage of construction has become inadequate. A knowledge of exact costs involved (time, energy) multiplied by a factor of three will bring profit if work is steady, other wise a factor of four should be used."

"As a self-employed architect, I have found that somebody's always going to be cheaper, or somebody else will take the risk of doing less complete work. Quality service is immeasurable, and most clients assume that all architects are about the same."

"We should not publicly criticize our fellow architects. It is not to our advantage to make each other appear incompetent."

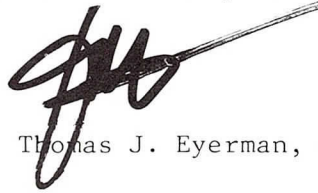
"[Architecture is] a poorly paid profession only because once a firm 'hits it big' the principals seem to lose their principles about the profession."

"Architects continually 'underprice' their services. How many of us will do a feasibility study for a token fee, or no fee, in hope of getting the commission - a study which may be worth thousands to the developer. Until we educate the client and demand higher fees, we will remain the poor relative of the major professions."

Thank you to those architects who sent us their opinions. Your comments will help us focus the conference on subjects that will be of the greatest interest.

This month is a busy one for the Chapter. The staff is working at a breakneck pace, and with our two IBM computers, the Chapter has entered the age of technology.

The 1985 dues statements will be mailed the end of September. I urge each of you to pay your dues promptly so that next year's president, Norman DeHaan, and the Board of Directors can effectively carry on the work of your chapter.



Thomas J. Eyerman, FAIA

Do You Agree?

A 29 year old respondent to the 1984 CCAIA Compensation Survey writes:

"Architects have to treat each other and the profession with more respect and dignity both at the public level in seeking commissions and projecting a professional image, and at the personal level of treating young architects as respected professional peers. This profession feeds on itself and on its young...if we don't believe in ourselves nobody will buy the line for a better fee structure."

Peter B. Wight, addressing the Seventh Annual Convention of the American Institute of Architects in Chicago, 1873 remarked:

"I have been asked by a gentleman who has had some experience as a patron (or 'client,' as we say), if Architects really met, talked, were friendly to one another; and upon assuring him that such things did

occur, he said: 'I thought in the way some of them talk to every man among you was continually trying to get up a powder plot for all the rest...Be assured, gentlemen, business men will not believe honest unless we treat each other honorably.'"

From a 46 year old respondent to the 1984 CCAIA Compensation Survey:

"We should be able to tell developers that we do not work for nothing. We should not publicly criticize our fellow architects. Other professions don't do this. It's to our advantage to make each other appear incompetent."

Peter B. Wight, 1873:

"The self-enforced isolation of Architects has been a source of all the misfortune of our profession. In the absence of friendship, backbiting and slandering become easy acquired accomplishments.

Until recently our profession stood alone in the prevalence of these evil practices, wherever they have existed has fallen into well-deserved contempt. The innocent have shared this with the guilty and, as a result, have either retired in disgust to other occupations or have adopted the tactics of the less scrupulous persons, to procure business enough for a decent livelihood. Unscrupulous clients have taken advantage of this state of affairs to drive sharp bargains.

A 33 year old respondent to the 1984 survey:

"Attitude and self-image are a big problem; if architects thought more highly of themselves, they could be more self-assured in their business dealings and command and receive higher compensation."

And from Weld Coxe, written on "Can Design Leadership be Managed?" in the July issue of Progressive Architecture:

"Behavioral scientists note...that architects as a class tend to have lower se-

“Compensation Crisis: Architects & Their Fees”

October 12 & 13, 1984

Midland Hotel

Registration Due
at Chapter Office
October 8

\$75 AIA Members
\$100 Non-Members
Includes Friday Lunch

them than other profession-
ers, such as lawyers or doctors
recently the attention of
observers has focused on
architects are educated.

"The studio system of archi-
tural schools has as its
fundamental hallmark design by
criticism. Behaviorists tell
that this system can have
permanent impact on the self-
worth of those who go through

Some students - probably
majority - are conditioned
the studio process to be
criticized for almost every-
thing they do, and in conse-
quence they develop low confi-
dence, nonassertive behaviors
to keep them out of trouble.
In later life, unfortunately,
this desire to keep out of trou-
ble also lets them be led by
their clients, rather than vice
versa..."

Quotes selected and edited
by Alice Sinkevitch.

What is Happening!

Over 350 local architects
were elected to convey their
dissatisfaction with the pro-
fession's fees and compensation
state-of-affairs. They have
used the 1984 CCAIA Compensa-
tion Survey as a vehicle to ex-
press their discontent and
frustration. How it colors
their comments is illustrated
by the quotes in the Presi-
dent's Column. As evidence
of an unsatisfactory condi-
tion persists after more than
a century, our executive direc-

tor, Alice Sinkevitch, has par-
alleled some survey replies
with remarks from a recently
excavated speech given in 1873
by Peter B. Wight.

Members of the architectural
profession involved in a seem-
ingly inextricable condition
can either remain in the quag-
mire, or they can create an at-
mosphere conducive to change.
An insolvable position exists
only when those involved em-
brace apathy and meaningless
criticism. It should be recog-
nized that negative attitudes
feed upon themselves, and the
ill-will expressed among a
group's members diffuses the
power it can ultimately possess
to change the nature of the
condition.

President Eyerman, with his
penchant for broaching subjects
many others would only tenta-
tively uncap, directed his May
FOCUS column to the profes-
sion's eroding environment.
"The need to establish a fair
return on the architect's in-
vestment in their practice and
the establishment of fair com-
pensation for architectural em-
ployees must be the major focus
of the AIA in the remaining
years of this decade."

A conference, "Compensation
Crisis: Architects and Their
Fees," has been developed to
provide the impetus for a sig-
nificant change. We hope it
will furnish the space where
commonalities can surface for
a mutual give-and-take, so that
architects can reap that fair
return.

A.K.

Chapter Programs

Golf Outing

The Membership Committee is
sponsoring their first golf
outing on Friday, September 7
at the Old Orchard Country
Club, Rand Road and Euclid in
Arlington Heights. \$40 will
get you a cart, on the course,
dinner, and prizes. There will
be a cash bar.

Tee-off times start at 11
a.m. For reservations contact
Bob Chaney, 427-4000. Be a
sport and entertain a client.

Microcomputer Information Exchange

The Micro-Computer User
Group is having its Kickoff
Program Wednesday, September
19 at 5:30 p.m. in the Chapter
Board Room. The program will
include informal user presenta-
tions and an "Ask the Experts"
Forum, where each member may
ask one question of the group's
more experienced users.

New and prospective members
are encouraged to attend and
share in the exchange of infor-
mation relating to micro-comput-
ers and their use in the archi-
tectural office. Please join
us.

Refreshments will be served.
Space is limited so call the
AIA office at 663-4111 for res-
ervations.

G. I. E. Plans for All Architects

The Committee on Architects
in Government, Industry, and
Education has been planning a
number of programs that will
be of interest to all archi-
tects.

The first fall program,
"LUNCH ON THE QUAD: THE JOHN
CRERAR LIBRARY," takes place
on September 21 at the Univer-
sity of Chicago. Harold H.
Hellman, FAIA, will present an
overview of the 30 million dol-
lar development of a new sci-

Continued on pg. 11

THE 1984 BUILDING AWARDS

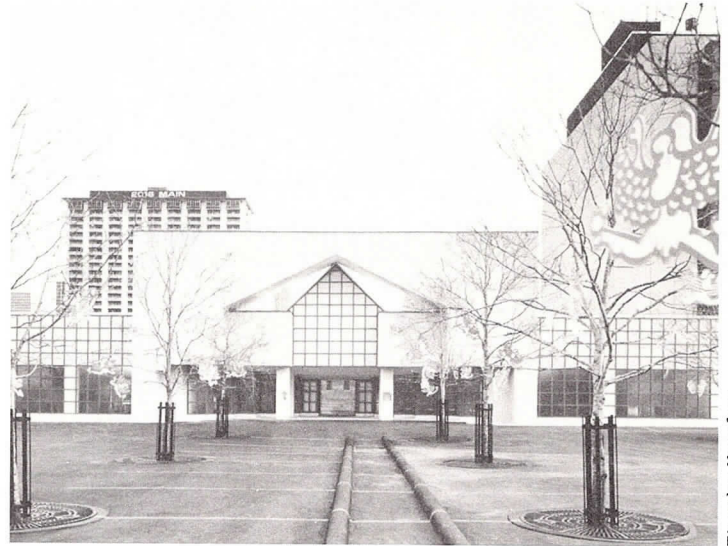
The Twenty-five Year Award



Nick Merrick - Hedrich-Blessing

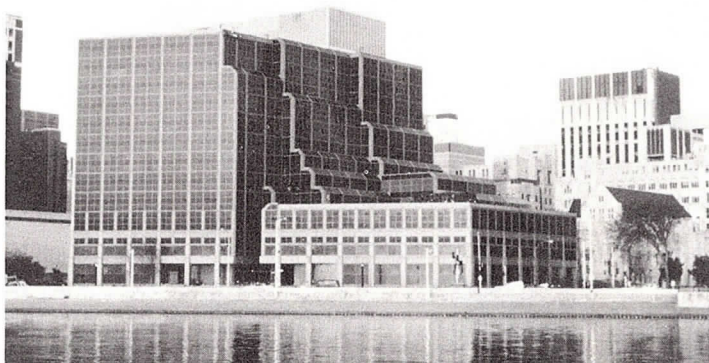
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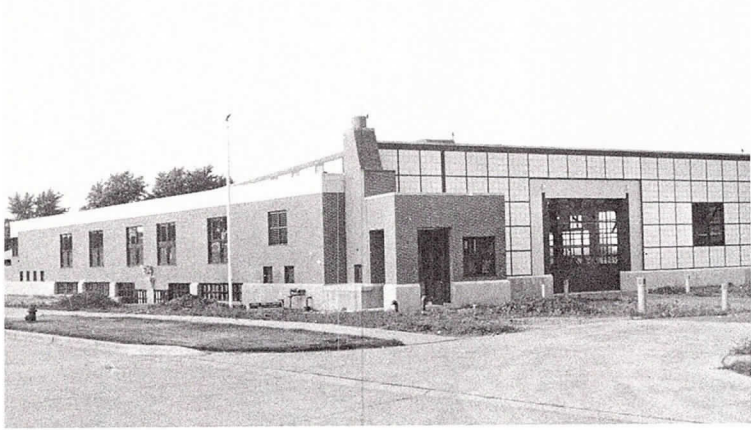


Tom Sze

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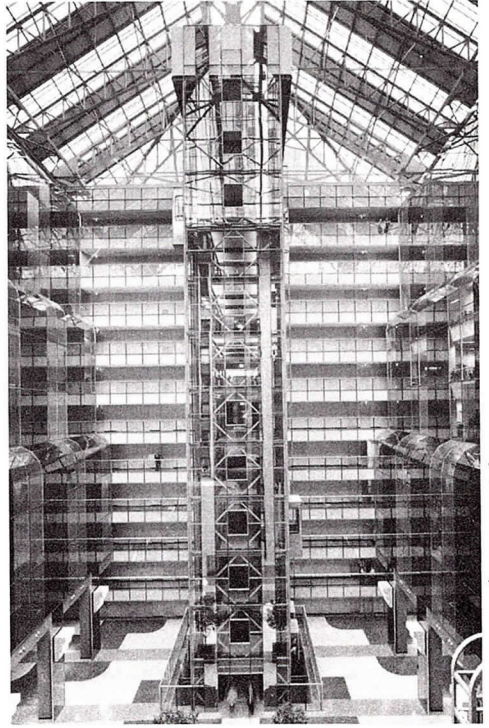


O'HARE EXTENSION: CUMBERLAND
STATION Joseph W. Casserly,
City Architect, Chicago
Perkins & Will, Associate
Architect



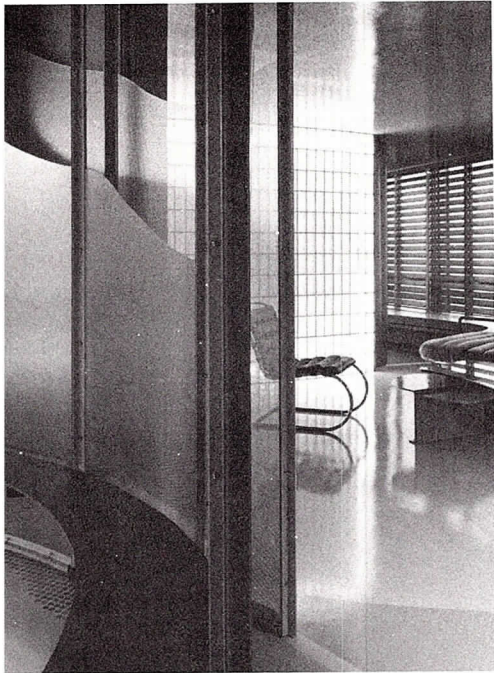
Andrew Metter

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botsky, Metter, Worthington & Law, Ltd.
ormerly Sisco/Lubotsky Associates, Ltd.)



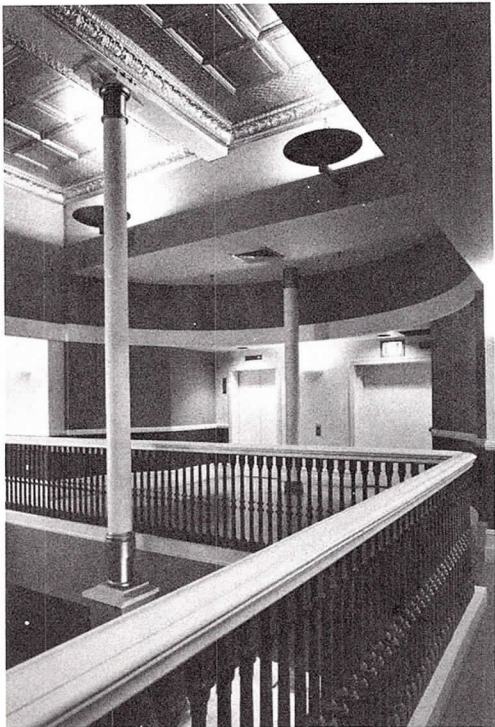
Keith Palmer/James Steinkamp

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Swanke, Hayden & Connell



Merrick - Hedrich-Blessing

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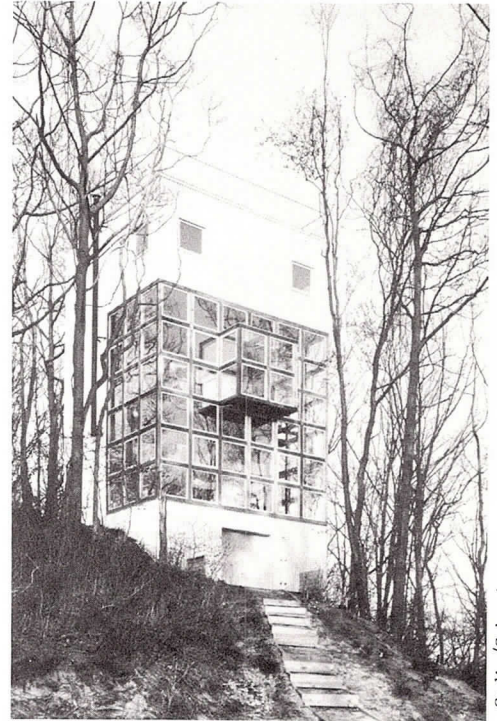
Merrick - Hedrich-Blessing

175 NORTH FRANKLIN STREET
Chicago
Stuart Cohen & Anders Nereim



BAHAMAS RESIDENCE
Hammond Beeby and Babka Architects

Norman McGrath - Architectural Digest



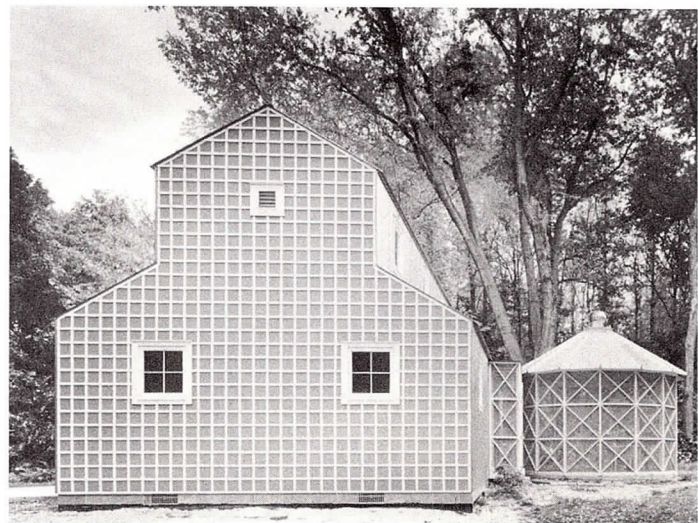
FOREST DUNES RESIDENCE
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Pappageorge Haymes, Ltd.

Sadin/Schmair



HOUSE OF LIGHT
Chicago
Booth/Hansen & Associates

Paul Marchici



WEEKEND HOUSE
Lakeside, Michigan
Tigerman Fugman McCurry

Ceremony Salutes 1984 Best

The 1984 CCAIA Awards Program will take place on September 6 at 6:30 p.m. in the Art Institute's Columbus Drive Auditorium. The presentation ceremony will include a screening of all entries. It will be preceded at 5:30 p.m. by a viewing in the Department of Architecture Gallery of photographs of the winning buildings, student competition winners' boards, and examples of work from the Young Architect Award recipients. At 7:30 p.m. award winners will be honored guests at a reception, to be held just across the street from The Art Institute in the recently renovated lobby of the La Fite Center.

An exciting assemblage of

talent will be recognized that evening. All commercial and residential buildings will be cited as winners of the 1984 Distinguished Building Awards. One other will be given prominence as a design that still makes an aesthetic statement 25 years after being integrated into our city's architecture.

Five "Chicago Award" winners from the University of Wisconsin at Milwaukee will attend the ceremonies representing an architecture program that embraces a formula for professional success.

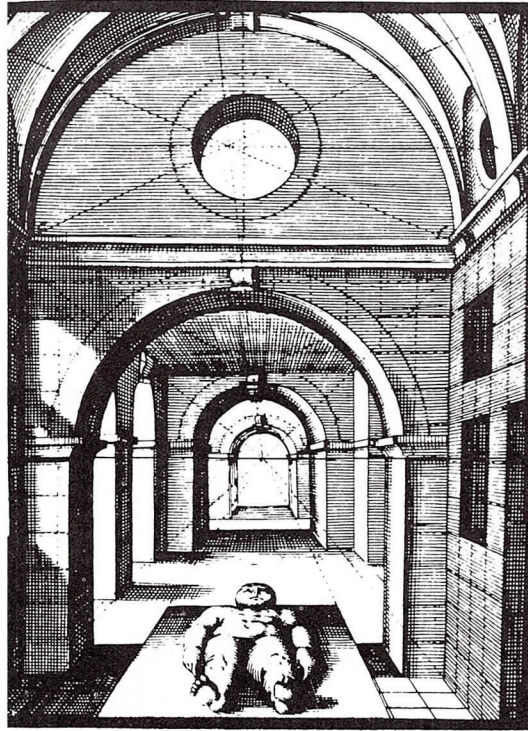
Three young architects who have displayed exceptional talent and contribution to architecture will be honored. The Distinguished Service Award

will recognize two individuals who have given outstanding service to the architectural community as a whole.

"The House Next Door: 150 Years of Chicago Residences" focuses on residential design over the last one and one-half centuries. 149 houses were selected by a panel of architects and historians: The 150th home has been left for each to choose his or her own favorite. Guests will have an opportunity to share the 149 houses next door through slides presented during the awards ceremony.

The cost for this special evening is \$12 per person. Request for reservations should be sent to the Chapter office.

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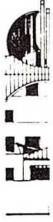
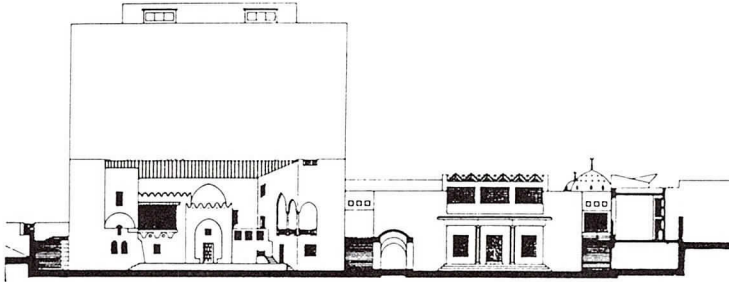


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S E P T

CHICAGO AIA FOCUS



2

3

4

LABOR DAY

FOCUS DEADLINE

9

10

11

"THE ZEPHYR: STREAMLINING AMERICA"
Richard Wilson, Architecture History
Dept. Univ. of Virginia, lecture at
Museum of Science & Industry, 2 p.m.,
684-1414

CARSON PIRIE SCOTT ARCHITECTURE WEEK
BEGINS: Through 9/21

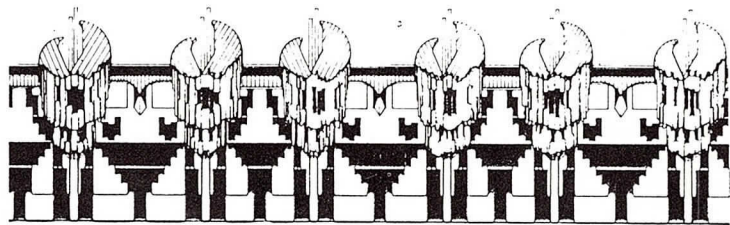
"ARCHITECTURAL AWARDS IN PERSPECTIVE:
A SYMPOSIUM: Held in conjunction
with "Honor & Intimacy," 6 p.m., The
Art Institute, Fullerton Auditorium

CCAIA EXECUTIVE COMMITTEE MEETING,
8 a.m., CCAIA Board Room

"ARCHITECTU
PALACES, PA
Jim Law and
ArchiCenter

YOUNG ARCHI
5:45 p.m.,

16



RENDERING S
AIA, Triton
8:30 a.m. -
\$90, regist

"REOPENING
slide lectu
Ed Uhler, 1
Center Gall

MICROCOMPU
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Board Room,

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WALL GLAZING SEMINAR: 2nd day

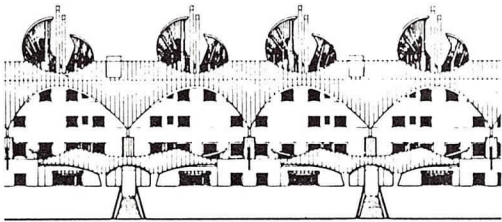
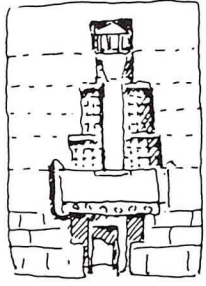
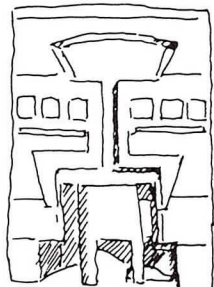
30

CCAIA BOARD OF DIRECTORS MEETING:
noon, Chapter Board Room

"WALTER BUR
AUSTRALIA":
Landon, 12:
Gallery, fr

M B E R

1984 CALENDAR

		<p>1</p>	
<p>5</p>	<p>6</p> <p>1984 CCAIA AWARDS PROGRAM CEREMONY: Exhibit, 5:30, Dept. of Architecture Gallery; presentation of awards, 6:30, Columbus Dr. Auditorium; reception, 7:30, Santa Fe Center Lobby, 224 S. Michigan</p> <p>"HONOR & INTIMACY: ARCHITECTURAL DRAWINGS BY THE GOLD MEDALISTS, 1907-1983," exhibit opening, The Art Institute</p>	<p>7</p> <p>GOLF OUTING: Old Orchard C.C., \$40 includes golf, cart, dinner & prizes, reservations 427-4000</p>	<p>8</p>
<p>12</p> <p>LES, ure: 2:50 p.m.,</p> <p>MEETING:</p>	<p>13</p> <p>"INTERNATIONAL DESIGN MARKET/CHICAGO: Focus on residential architecture, workshops, lectures, details & regis- tration information, 527-4141</p>	<p>14</p>	<p>15</p> 
<p>19</p> <p>by NEI/ Ctr., seminar</p> <p>.C.'': Haan and Archi-</p> <p>nforma- apter -4111</p>	<p>20</p> <p>RENDERING SEMINAR: 2nd day</p> <p>GRAPHIC PRESENTATION TECHNIQUES: slide lecture, Triton College Collins Ctr., NEI/AIA sponsored, free, 7 p.m., information, 449-0022</p>	<p>WALL GLAZING EXHIBIT & execution of finish, ArchiCenter, 10 a.m.- 4 p.m., free</p> <p>"LUNCH ON THE QUAD: THE JOHN CREAR LIBRARY": tour of new Univ. of Chi- cago science library & quadrangle, noon, 5730 S. Ellis, sponsored by Arch. in Govt/Ind/Education</p> <p>RENDERING SEMINAR: sponsored by NEI/ AIA, Triton College Collins Ctr., 8:30 a.m. - 4:30 p.m., 2-day seminar \$90, registration 449-0022</p>	<p>22</p> <p>WALL GLAZING SEMINAR: at ArchiCenter by The Day Studio, registration & in- formation 415/626-9300</p> <p>RENDERING SEMINAR: 2nd Day</p>
<p>26</p> <p>SES IN th Peter chiCenter</p>	<p>27</p> 	<p>28</p> <p>"NEO-CLASSICAL ARCHITECTURE IN CHIC- GO": Exhibit opening, ArchiCenter Gallery, please confirm opening date 922-3431</p>	<p>29</p> <p>OAK PARK HISTORICAL DISTRICT HOUSE WALK: sponsored by St. Edmund Women's Club, 10 a.m.-3 p.m., \$7 inc. coffee & dessert at Parish Hall, 188 S. Oak Park Ave., 383-7495 or 386-0427</p> <p>"NEIGHBORHOOD DEVELOPMENT/CITIZEN PARTICIPATION & WORLD'S FAIR": U of I, Chicago Gallery 400, 10:30 a.m.- 12:30 p.m., free, presented by Cen- ter for Urban Affairs & Poplcity Re- search, Northwestern Univ.</p>

Gold Medalist Exhibition Opens

The AIA Foundation exhibit, "Honor and Intimacy: Architectural Drawings by the Gold Medalists, 1907-1983," opens at The Art Institute September 6 and will remain on view through October 28. The exhibit

The exhibit features architectural drawings by AIA Gold Medalists from the point of inspiration to the final presentation. The drawings represent a broad range of styles and interests. Included are drawings by Pietro Belluschi, Charles F. McKim, Milton Medary, Ludwig Mies van der Rohe, Clarence Stein, and Howard Van Doren Shaw. Also featured are drawings by Henry Bacon, Marcel Breuer, Bertram Goodhue, Sir Edwin Lutyens, Auguste Perret, Josep Lluís Sert, Louis Skidmore, and Louis Sullivan.

43 individuals have received the Gold Medal, which recogni-

zes individual achievement in design, planning, education, engineering, and the practice of architecture.

"The AIA Gold Medal was founded in order to promote the public view of architecture and demonstrate the significant changes architects were making in American life," said the exhibition's curator Richard Guy Wilson, professor at the University of Virginia's division of architectural history.

Following the Chicago showing, which is funded through the Thomas J. and Mary E. Eyerman Foundation, the exhibit will travel to the Octagon in Washington, D. C.

Symposium Takes a Look at the Numbers

On September 10 a symposium will be held at The Art Insti-

tute in conjunction with "Honor and Intimacy." Joining Richard Guy Wilson will be two members of the architecture press: John Morris Dixon, editor of Progressive Architecture and Jane Holtz Kay, architect and critic of the Christian Science Monitor.

"Architectural Awards Perspective: A Symposium" will convene at 6 p.m. in Fuller Auditorium to discuss the increase in the number of architecture awards over the past 75 years. What does this increase mean from a contemporary viewpoint, and what impact will it have from a historical viewpoint?

The symposium is co-sponsored by the Architecture Society of The Art Institute and the AIA Foundation, and is made possible by a grant from Skidmore, Owings & Merrill.

COPPER DEVELOPMENT ASSOCIATION PRESENTS A METAL ROOFING SEMINAR

A one-day, comprehensive presentation on copper architectural roofing and sheet metal technology. To be held at:

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Chapter Programs

Continued from pg. 3

The library and the first new building at the University over 25 years. The program will include a tour of the building.

The architects for the library and quad were The Stubbs Associates and Loeb, Lossman and Hackl.

Those interested are invited to bring their lunch and meet at 12 noon on the Quad at the steps to the library entrance located off 5730 S. Ellis Ave. There is a parking garage off Maryland Ave. near Cottage Grove and 59th St. Enter the Quad from 58th St. between Mel and Ellis Avenues.

On October 19 "LIMITATION OF LIABILITY: A CONTROVERSIAL EVOLUTION" will be held at the Upper Board Room. The issues surrounding the exposure to professional liability risks in our ever-increasing litigious age continue to be one of the central concerns confronting the private architectural practice. Those architects who in their service to government, institutions, or industry act as clients, as well as architects in private practice, should be aware of the concept of limitation of liability and its effect on the health of the profession and benefits to clients and practitioners alike.

This topic will be discussed by Albert W. Voirin, president of AVA Insurance Agency, Inc., a leading agency specializing in insurance for design professionals. Mr. Voirin has degrees in Business Administration and Risk Management.

"YOU BETTER HAVE A PROGRAM, HOW TO AVOID THE FINANCIAL DERRIDGING ASSOCIATED WITH CONSTRUCTION CHANGE ORDERS" will be presented at noon on November 16 - A discussion of the benefits accruing to the architect and the client when the client has taken the time

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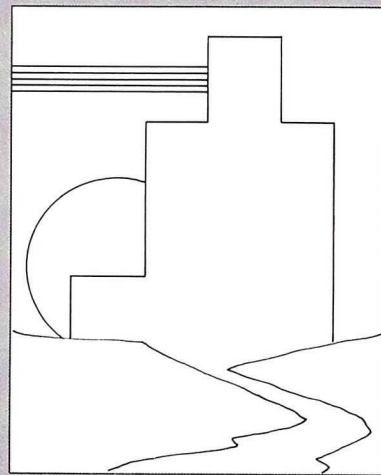
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Continued on pg. 12

Chapter Programs

Continued from pg. 11

to prepare an architectural program that clearly articulates the needs and expectations of the user.

The October and November programs will be held at noon in the Chapter Board Room.

Microcomputers: The Basics

A series of hands-on microcomputer tutorials introducing architects to the basic functions of word processing, spreadsheets, and data base management will be offered on six Thursday evenings beginning October 11. "Microcomputer Training for Architects," co-sponsored by the CCAIA Computer Committee and the Department

of Architecture at IIT, will be held from 6 - 8 p.m., October 11 through November 15.

OCTOBER 11, CCAIA Board Room "How the Microcomputer Fits into the Architects Office": A panel discussion covering typical computer applications used within the office, advantages in using a microcomputer, and how the computer is related to services performed. The discussion, to be conducted among Chapter members currently using a microcomputer, will be followed by questions and an outline of remaining sessions.

OCTOBER 18, IIT Downtown Center, 77 S. Wacker Dr. "Introduction to Microcomputer Systems": A discussion and demonstration of the basic components, hardware and software that comprise a microcomputer system. You will learn the basic computer terms, how a computer is organized, and how it handles information.

OCTOBER 25, IIT Downtown Center. "Word Processing": A demonstration of the basic concepts and capabilities of word processing on a microcomputer. Tutorial goals include how to create and update documents, how to print documents, what kind of applications word processing can be used for, an overview of advanced word processing features.

NOVEMBER 1, IIT Downtown Center. "Spreadsheets": A demonstration of the basic concepts and capabilities of spreadsheets covering how to create spreadsheets, the kinds of applications for which spreadsheets can be used, an overview of advanced spreadsheet features.

NOVEMBER 8 - IIT Downtown Center. "Data Base Management": A demonstration of basic concepts and capabilities of data base management systems. Learn how to create query data bases, the kinds of applications for which the data base can be used, plus an overview of advanced data base management features.

NOVEMBER 15, CCAIA Board Room. "Implementation": To implement the microcomputer applications demonstrated in the last four sessions. The discussion will cover determining computer requirements, managing computer use, computer user problems, and future trends in microcomputers.

Robert Krawczyk will be principal instructor of the series. Krawczyk is a computer application consultant, is an instructor in the Department of Architecture at IIT, and serves on the National AIA Computer Committee.

Early registration is recommended, as it is expected the series will be filled quickly. Your registration must be received in the Chapter office by September 21. All six sessions are \$75 to AIA and members, and IIT students, faculty, and administrators. Non-member registration is \$100. Registration is for the series only and includes practice cassette and course materials.

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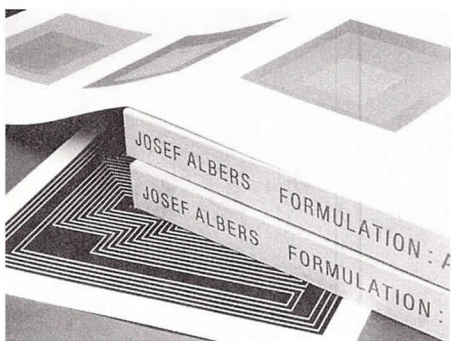
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Library Friends Offer Albers Portfolio



Through a special arrangement with the publisher, the ends of Ryerson and Burnham Libraries, The Art Institute Chicago, are selling the remaining 70 volumes of Josef Albers' last portfolio, "Formulation: Articulation." The two bound volumes contain 66 orders with 127 original silk-screen images by Albers. This limited, numbered edition of 1000 was printed in 1972 under the artist's direction by Ives-Sillman, Inc.,

Connecticut. The volumes are on view by appointment in The Art Institute Library.

Mr. Sewell Sillman, former Associate Professor of Graphic Design at Yale University and assistant to Josef Albers will speak on the printing of Albers' "Formulation: Articulation" at the fall meeting of the Friends, Thursday, October 4 at 5:45 p.m. Mr. Sillman and his late partner, Norman Ives, collaborated with Albers on the production of this book, which took nearly two years.

To purchase the portfolio mail a check for \$2000 (Illinois residents add \$160 sales tax) made payable to the Art Institute of Chicago/Friends of Ryerson and Burnham Libraries to: Ryerson and Burnham Libraries, The Art Institute of Chicago, Michigan Ave. at Adams St., Chicago 60603. The Friends will pay for shipping and insurance. Contact Barb Korb, 443-3671, for more information.

Profession Focus of Carson's Promotion

In the spirit of, "From big things, better ones will grow," benefit dinner dance, "The Refinements of Glessner I," has triggered a whole festival of contemporary architectural activity, to be held at Carson Pirie Scott's State Street store between September 18 and 21.

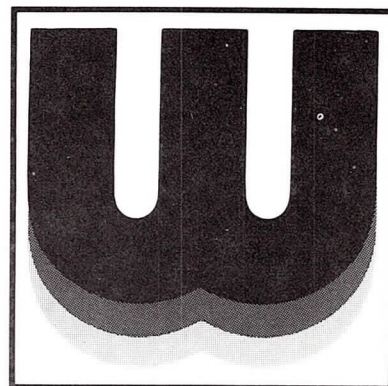
Contributions from five architectural/cultural organizations will take form as exhibits, lectures, displays, and demonstrations, bringing the entire architectural community to focus. CCAIA members have responded with enthusiasm to President-elect Norman DeHaan's invitation to participate in Carson's Salute to Chicago Architecture."

The Boards of the 1984 Chi-

cago Interiors Awards winners will be on display. Models and renderings of "Fantasy Buildings" will be exhibited (fantasy being defined here as creation without commission. Our members will be displaying their original furniture creations, as well as, at noon in Carson's "classroom kitchen," their culinary talents.

A special exhibition of paintings, sculpture, stage sets, and other artistic activities is also planned to show off the architect wearing his "fine art" hat. A noon lecture series, films, slide presentations and special tours of the store itself round out the "salute."

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In Brief Form

THE ILLINOIS CHAPTER OF THE AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS is sponsoring a seminar on the use of microcomputers in the landscape architect-

tural office. It will be held September 21 on the U of I, Urbana campus. On October 12 the ASLA is sponsoring a seminar dealing with creative ways of using various paving materials in design, which will be held

at the ArchiCenter. The cost for each session is \$25. For information and registration forms contact Mark Finger 598-5450.

A WALL GLAZING SEMINAR will be held at the ArchiCenter SEPTEMBER 22 & 23. The Studio in San Francisco will conduct the seminar, and invited AIA members to view collection of wall glazes, surface finishes and see actual execution of a finish on September 21 at the ArchiCenter from 10 a.m. to 4 p.m. For information and registration brochure: the Day Studio, 4626-9300.

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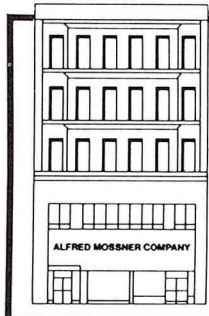
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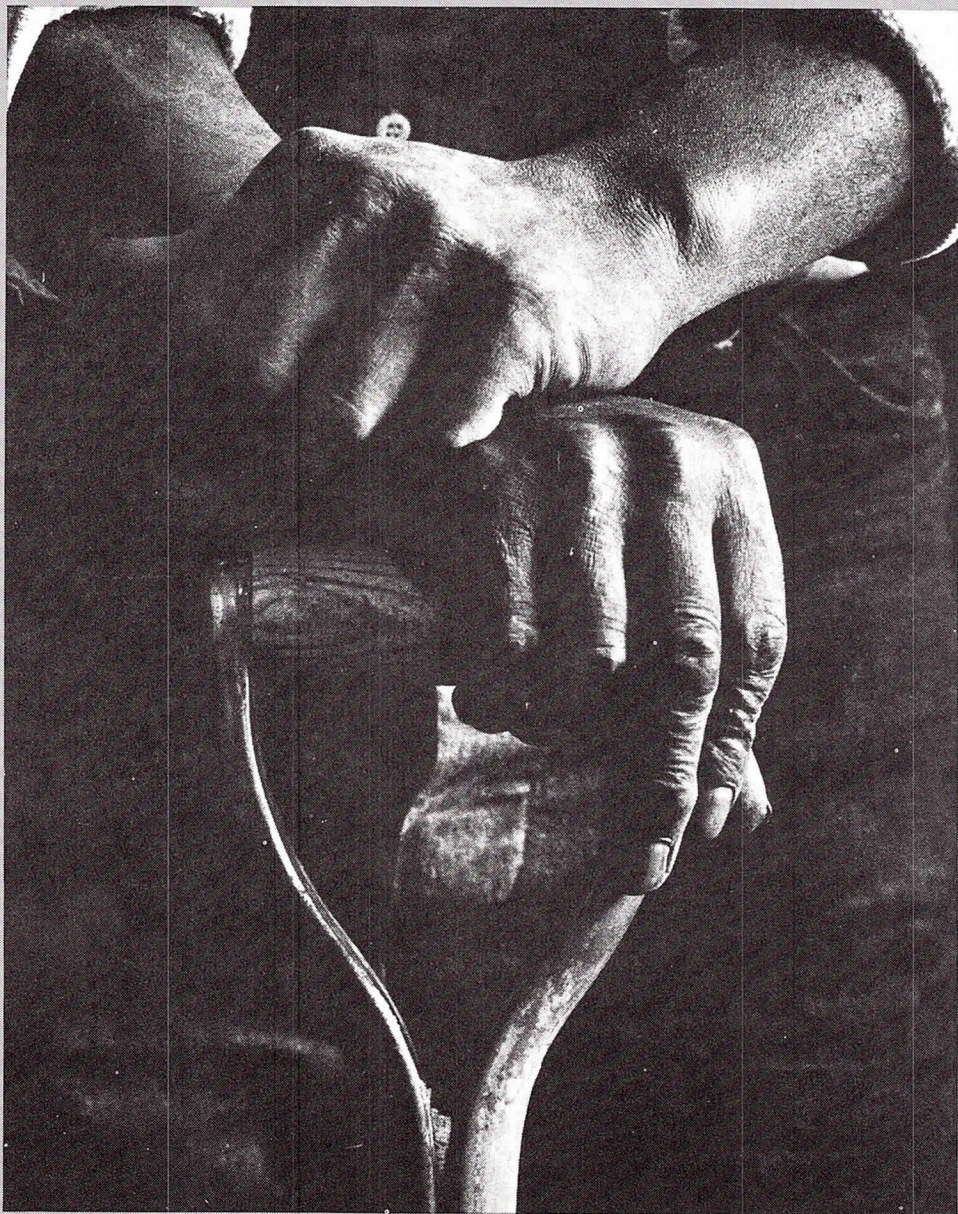
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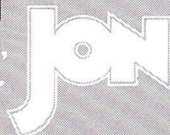
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