

The Institute's 1986 Honor Award Jury found Krueck & Olsen's steel & glass house on Chicago's North Side a "thoughtful reinvigoration of the tradition established by Mies van der Rohe. It is a place of discovery, where one rich detail after another is revealed. The house is spartan yet luxurious, austere yet filled with dramatic spaces and rich textures." Photo: Abby Sadin, Sadin Photo Group.

AIA Honor Award to Krueck & Olsen

North Side House Selected from over 600 Entries

Among the 14 firms to be presented with a 1986 Honor Award at the AIA Convention in San Antonio, will be Chicago's Krueck & Olsen.

The Honor Award is the profession's highest recognition for design excellence, and, according to the Institute, this year's winning projects are "characterized by extraordinarily sensitive treatments of diverse and complex sites."

Krueck & Olsen's steel and glass house on the city's North Side satisfies the occupant's seemingly contradictory requests: that the house be sited on a city lot close to his workplace, and that the home enjoy a degree of natural light and openness characteristic of suburban settings. The client also specified the sizes and uses for the particular areas within the

5,000-square-foot house. The architects' answer is a structure of strongly defined planes, of striking color, of changing light filtered through many windows of varied glass; a home "spartan yet luxurious, austere yet filled with dramatic spaces and rich textures."

This year's recipients of the AIA Honor Award were chosen from more than 600 entries, and the overwhelming majority are private residences, schools and libraries, many designed by small firms. All the designs involve innovative responses to context in both new construction and historic renovation.

Some of you may remember that the Steel and Glass House received a Chicago Chapter, AIA Distinguished Building Award in 1980.

Getting CADD Kicks From A/E '86

A/E Systems '86 is the largest, most comprehensive trade show and exhibition of architecturally oriented computer systems in the world, and it is taking place right here in Chicago June 23-27.

Whether looking for hardware, software, or turnkey systems, whether one's needs include sophisticated CADD, simple business graphics, or just word processing and database management; whether anticipating spending \$295 or \$295,000, this is the place to come.

In addition to the exhibits, there are seminars, tutorials, lectures, and other special events relating to all facets of design office automation.

In conjunction with the Systems Exhibitions, the CCAIA Computer Committee is providing several programs to help architects and other design professionals put the show into perspective and use their time at the exhibit more efficiently. The following activities are offered:

Wed., June 25

2-3 p.m. — *The Trade Show in Perspective/What's New.* Held in meeting room 6. Also offered Thurs., 6/26, 9-10 a.m.

3-4 p.m. — *Highlight Tour of Exhibition originating from room 6.* Also offered Thurs., 10-11 a.m.

4-6 p.m. — *Meet the Users* (popular CADD systems) at the CCAIA booth. Also offered Thurs., 11 a.m.-1 p.m.

Thurs., June 26

1:15-1:30 p.m. — *Panel Discussion* in John Evers Theatre.

The panel discussion will feature three well known CADD personalities: William Mitchell, from UCLA; Dan Raker, from A/E Systems Report; and our own Nick Weingarten, from Weingarten Associates. The theme of the discussion is "Where do we go from here?" Given the

- dramatic impact of the PC systems;
- power of the supermicros;
- sophisticated application software of turnkey systems;
- constant allure of artificial

Continued on pg. 13

Applause! Applause!

Your chapter is entering our new annual budget-based fiscal and electoral year. As you know, our terms of office now run June through June to relate a Board's budget to their fiscal responsibilities. I had the good fortune to follow superb administrator Tom Eyerman as Chapter President during this seventeen-month changeover period, though it's a pleasure I'm not sure I'd want to repeat.

During your Board's extended term we raised some \$67,250 from outside sources, published catalogues of our Design and Interior Architecture Awards, a Five Years of Interior Awards book, the 'short form' 150 Years of Chicago Architecture Catalogue, and ran some 220 programs and meetings. We've also welcomed our new Executive Director **Jane Lucas** and our new Program Director **Cheryl Kent**.

The blockbuster exhibitions at the **Museum of Science and Industry** took an enormous amount of time, energy, and no small financial commitment on the part of our member participants and volunteer organizers. This summer the museum will open a permanent Architecture and Technology exhibit.

Member firms played an equally important role in donating their archives to the **Chicago Historical Society's** collection and exhibits, "Compact Comfort (Apartments and Bungalows)," "Chicago Women in Architecture: Progress and Evolution," "Chicago Furniture," and "Drawings by Arthur Hercz." These contributions of material and expertise helped to document the architect's role in the social history and economic development of Chicago.

The Chapter looks forward to the completion of the **Art Institute of Chicago's** renovation program, continuing our own Design Awards Program, and participating in their superb exhibits.

We welcome the **Museum of Contemporary Art's** continuing interest with their current exhibition on Mies Van Der Rohe, and the exhibit at IIT on Mies' role in developing the architecture program there.

Special thanks to the busy executive committee who were responsible for overseeing the "Big Picture" of coordinating the entire AIA chapter program:

President-Elect **Ed Uhlir** whose efforts included the Sandcastle Competition, the Beaux Arts Ball Committee, the New Office Design Committee and the Evening



Past President Norman DeHaan addressing the Excellence in Masonry '85 Audience at the April Awards Banquet.

at Ravinia;

Vice President **Cynthia Weese**, next year's president-elect, spearheaded the new office design committee and served as CCAIA Foundation President;

Vice President **Kristine Fallon**, who was instrumental in planning and fund raising for Computer Committee events;

Vice President **Steve Weiss** (next year's secretary), who worked with the Housing Committee to plan the forthcoming Housing Exhibit and who helped to negotiate the new lease for the chapter office.

Special thanks to Secretary **Susan Greenwald**, whose four years as secretary have included such special efforts as the Liability Task Force, the Women and Minorities Task Force, and the writing of the Resolution on Supplemental Dues for the 1986 National Convention, and to Treasurer **Eugene Sisco** whose watchful eye helped to end the year with a hefty surplus for the Chapter's reserve fund.

Special thanks for the special talents

and support of retiring directors:

Tom Eyerman, last year's president and inspiration for many chapter innovations and programs, including the Compensation Survey, fund raising for chapter programs, and new bookkeeping procedures for the chapter office.

Diane Legge Lohan, ending her third year as director and liaison to the active Urban Affairs Committee which produced the North Park Village Charette, and the Couch Place Proposal, as well as coordinating the Richard Newhouse competition with the AIA.

Harold Hellman, whose three years as director and liaison for the Architects in Government and Industry have helped to bring in an impressive schedule of speakers and programs.

John Macsai, for his work with the Housing Committee and the Environmental Barriers Code Task force.

Associate Director, **Kim Clawson**, for his work with the Young Architects committee, and the Firm Profile questionnaire.

To continuing Board members

Jeff Kutsche, membership committee co-chairman, whose committee worked on membership benefits and sponsored a golf outing and a new member's party;

John Syvertsen, liaison with the student affairs committee, chairman of the Roche Scholarship committee, and hard-working member of the Office Design committee;

Neil Frankel, whose idea for a Five Year interior architecture awards catalog was realized in a handsome, award winning book celebrating forty-one award winning firms. (Neil will serve next year as vice-president on the Board);

Margaret Mc Curry, liaison for the Design Committee, and member of the Chapter Office Design committee.

1985-86 saw an ever-strengthening bond with the **Illinois Council**, our essential link with Springfield and the crucial legislation enacted there relating to the profession of architecture. Our thanks to retiring Illinois Council delegate **Robert Piper**, (next year's

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Illinois Council President), **Brian Robertson**, chairman for the 1986 Illinois Council awards, **Robert Clough**, **Frank Heitzman**, and **Jim Stefanski** for their articles in FOCUS discussing legislative issues, and for their planning of a first-class program for the state conference in November.

Special thanks to Illinois Council Executive Director **Shirley Norvell** for her work with the Liability task force, the Environmental Barriers task force, and her tireless efforts on the myriad of issues before the Illinois legislature. **Dory Beahringer** for her collaboration in sharing mailing lists with our office.

Equally important were the planning and coordinating efforts of individual and committee members for our educational programs.

Awards programs for a large chapter involve the efforts of many individuals, often groups working together. For the first time, the Interior Architecture Awards and the Distinguished Building Awards were able to be displayed together because of the large gallery furnished by the **Museum of Science and Industry** in conjunction with their 150 Years of Chicago Architecture Exhibit.

Participants in this massive effort were **Pete Landon**, chairman of the Design Committee, **Carter Manny Jr.**, chairman of the Awards committee, and the Distinguished Building Awards Jury **John H. Burgee**, **Barbara Littenberg**, and **Mark Simon**; **Mel Hamilton**, Chairman of the Young Architect Awards, and his jury **Ezra Gordon**, **Cynthia Weese**, and **Stuart Cohen**; **Linda Searl** and her jurors for the Chicago Award (Student): **Howard Decker**, **Diane Legge Lohan**, **Andrew Metter**, **Kathryn Quinn**, and **George Pappageorge**, and **Margaret McCurry** and **Ralph Johnson** who were responsible for the catalog.

For the Interior Architecture Awards, **Eva Maddox** (next year's Associate Director), chair of the Interior Architecture Awards Committee, her assistant **Pat Jessie**, and her jury **Bartholomew Voorsanger**, **Nancye Green**, and **Bruce Hanna** are all to be thanked for the planning and coordination of awards, receptions, fundraising and catalogs.

Special thanks to **Victoria Behm** for her editorial work on the Year 5 catalog, and **Anita Ambriz** and **Bill Brubaker** at Perkins and Will for her design services which made possible the 120 page DBA catalog on a very slender budget.

The late Chicago Chapter member **William Benn** donated the fund which

makes possible the \$500 prize for the Chicago award.

The reception for the DBA awards attracted a record 800 guests from the chapter and the arts community. Clients of award winning firms were especially impressed by the number of entries in all categories after viewing a slide show coordinated by **Mary Beth Carroll**.

Our thanks to **Pat Schneider** at the **Graham Foundation** which hosted the elegant Interior Architecture Awards reception, filled to bursting with over 200 persons, and the DBA jury just two days later.

During that same busy week of NEOCON, **Don Hackl's** election as National AIA president at the convention in San Francisco, the Interior Awards, and the DBA jury, **Mike Youngman** ran the Product Display Competition, sponsored by **Interiors Magazine** and its editor **Beverly Russell**.

Chicago architects hosted many chapter programs this year including visits to the following firms for the Firm Profile series of the Young Architects committee: **William Mc Bride Associates**, **Homart Development Company**, **Davis Associates**, **Murphy/Jahn** and **Pappageorge Haymes**.

One of the most popular member services, the FOCUS newsletter, got a design lift in July with a shift to typeset copy. The newsletter production costs, including typesetting, were completely funded for the first time this year through our advertisers, thanks to **Annette Kolasinski**, staff member who is writer, designer, and sales person for the newsletter, and for the new chapter PROFILE book.

In the past year, the Chicago Chapter sponsored several professional development seminars, each requiring major efforts from many chapter members.

"Designing for the Electronic Office II" on March 7 and 8 attracted 140 participants. Chairing the event were **Kristine Fallon**, and **Paul Lutton**, working with **Joan Gallagher** on the AIA staff, with major roles taken by **Peggy Orgler**, **Sheila Milder**, **Janet McCann**, **Julia Rivkin**, **Eric Fishaut**, **Cynthia Winter**, **Nick Weingarten**, and **Janice Stevenor-Dale**.

The Microcomputer Users Group chair, **Jeanne Breslin**, presented hands-on CADD seminars to 40 persons in April, 1986.

On April 20, 1985 the Real Estate Committee presented the Architect/Designer/Developer Conference, with presentations by **Kenneth Folgers**,

George Pappageorge, **David Marienthal**, and **Bertrand Goldberg**. Committee chair **Howard Zweig** also scheduled a series of follow-up seminars for participants.

In October 1985, the Bottom Line Conference on Marketing and Office Operations attracted 120 persons, many from outside Chicago, to hear presentations by **Don Gridley**, **Alice Sinkevitch**, **Ray Bayley**, **Paul Hansen**, **Victoria Behm**, **Kristine Fallon**, **Howard Birnberg**, **Mary Jo Graf**, **Alex Jenkins**, **Ray Griskelis**, **Roland Lieber**, **Charles Davis**, **Lee Benish**, **Steven Weiss**, **Walter Eckenhoff**, **Carol Ross Barney**, **Robert Clough**, and **Jack Hartray**. This dazzling array of talent proved that some of the best sources for professional expertise are our own chapter members.

On October 18, 1985, the Interior Environment Seminar featured research chemist, **David Sterling**, ophthalmologist **Dr. Mark Greenwald**, lighting consultant **Mitchell Kohn**, corporate toxicologist. **Dr. John Hadley** joined me in speaking about life safety issues in interior design. **Jim Bidwell** at the **Merchandise Mart** was kind enough to provide space for the seminar in the new Conference Center.

During this term, the following task forces were created to deal with pressing issues:

The Environmental Barriers Act Task Force, chaired by **Bernie Gandras**, is making recommendations to **Shirley Norvell**, **Frank Heitzman** and **Jack Hartray** who will be working with the Capital Development Board regarding implementation of the new act passed in October of 1985. Frank's article discussing the implications of the act appeared in FOCUS. Recently the committee hosted a breakfast for major developers discussing the consequences of the Act on housing construction with presentations by **Paul Lurie**, **Jack Hartray**, and **John Macsai**.

The Liability Insurance Hit Team led by **Sherwin Braun** has been working actively to inform members about the Liability insurance crisis. Assisted by Board secretary **Susan Greenwald**, this task force presented a seminar on March 13, whose panel of experts included **Robert Heisler**, **Paul Lurie**, **Jack Hartray**, **Sidney Robbins**, and **Ronald Grais**.

The Women and Minority Architects Task Force was formed by the Membership Committee as part of a program to bring new members into the chapter. The task force has been working to develop programs that will serve the needs of these target groups. **Howard Birnberg** served as chair, working with ►

Carol Ross Barney, chapter liaison to the national Women and Minority Affairs committee.

Richard Cook, chairman of the Quality Assurance Task Force, a peer review committee of CCAIA members, has proposed to the AIA that a national peer review program be set up, using procedures developed by this group. Many other chapters have shown an interest in this program.

Commissioner **Elizabeth Hollander** of the Chicago Department of Planning requested help with two projects. Planning and Urban Affairs committee chair **John Alschuler** arranged for teams to work on the North Park Charrette and the Couch Place Proposal.

The North Park Charrette explored approaches to take in regard further use of the site — the former Municipal Tuberculosis Sanitarium. Chairman **John Nelson** and his team, **Jim Stefanski**, **Jonathan Boyer**, **Robert Nevel**, **John Craib-Cox**, **Ed Uhlir**, and **Nancy Hubbard** headed teams of citizens to create an open dialogue on the development of a master plan for the site.

The Couch Place task force, led by John Nelson, updated a 1983 CCAIA proposal, and issued a final report including specific recommendations, preliminary concept material and a ball-park budget. With Planning Department **Glen Steinberg**, the task force issued a joint press release and printed report.

The Chapter also issued position statements on Navy Pier and on the McCarthy Building.

The year included many opportunities to have fun and meet other members. The Membership Committee hosted two parties for new members: one at the **Chicago Historical Society** in conjunction with the opening of the Chicago Furniture Exhibit, and one at the **World's Finest Chocolate Factory**.

The 10th Annual Sandcastle Competition attracted more than thirty entries. Judges were:

Department of Planning Commissioner **Elizabeth Hollander**, Chicago Magazine Editor **Henry Hanson**, Lyric Opera General Manager **Ardis Krainik**, Museum of Contemporary Art Director **Mike Danoff** and Chicago Tribune Charities Executive **Nicholas Goodban** accompanied **Tom Welch** to choose the winners, with **A. Epstein and Sons** taking first place in the Large Group category with "Star Wars Satellite Castle."

A Lyric Opera Backstage Tour by **John Nelson**, a night at the Court Theatre to see

\$69,000 in contributions brought Chapter members the "Design for the Electronic Office" conference, the "Architect as Designer/Developer" seminar, the DBA and Interiors Awards Programs and their magnificent catalogs.

Ibsen's "Master Builder" and dinner at the Quadrangle Club hosted by **Harold Hellman**, and a day at the Michigan shore beach and tour of award winning summer home of **Stanley Tigerman** and **Margaret McCurry** provided a variety of entertainments.

Planning, funding and organizing this mass of activities, (more than 220 meetings, programs, and events, during the past eighteen months), were the tasks of the committees. Without their willingness to develop programs, raise funds, and add more commitments to a busy schedule, these events could not have happened.

Space does not allow mention of the hundreds of committee members, but we must all thank the chairpersons who initiated the planning and kept it all going:

Design: **Peter Landon**; Computer: **Paul Lutton**; Membership: **Jeff Kutsche** and **Howard Birnberg**; Historic Resources: **Nancy Hubbard**, succeeded by **Harry Hunderman**; Interior Architecture: **Victoria Behm**; Housing: **Gary Berkovich**; Office Practice: **Craig Smith**; Real Estate Development: **Howard Zweig**; Planning and Urban Development: **Johh Alschuler** succeeded by **John Nelson**; Student Affairs: **Lee Weintraub**; Young Architect: **Gail Johnson**; Micro-computer Users Group: **Jeanne Breslin**; Architects in Government, Industry and Education: **James Gimpel**; Architecture for Health: **John Victor Frega**.

Harold Hellman served as chairman of the Chapter Fellows Committee which succeeded in advancing five Chicago members to fellowship in 1986: **Aubrey**

Greenberg, **Jerry Quebe**, **Gordon Wildermuth**, **Charles Rummel**, and **Maurice Thominet**. Our congratulations to all the new fellows for this professional recognition.

An essential ingredient in all these programs was the staff Program Director **Cheryl Kent** (and before her **Joan Gallagher**).

Your Chapter has participated in joint programs with the Tall Buildings Council, the Association of Commerce and Industry, the Merchandise Mart and NEOCON, and the CSI/AIA breakfasts.

We ourselves in our programs have enjoyed the participation and support of fellow architects from many states, the **Illinois Chapter**, **ASID**, and **IBD**.

Your AIA dues were augmented this year by \$69,200 in contributions from the following firms and individuals:

Haworth contributed \$10,000, and **Westinghouse** contributed \$2000 for the Design for the Electronic Office. A \$2000 donation from **Woodwork Corporation** helped to fund the Architect/ Designer/ Developer Seminar.

Each of the following supported the 5 Year/Interior Architecture Catalog with a gift of \$5000: **American Seating Company**, **Bernhard Woodworking**, **Cushing and Company**, **Harter Corporation**, **Interface Flooring Systems**, **Knoll International**, the **Merchandise Mart**, and **Storwall International, Inc.** Contributions for the 1985 Interior Architecture awards program included donations from **Van Stratten Gallery** and \$2000 from **Thonet**. Support for the Distinguished Building Awards Program included \$3000 from the **John Buck Company**, and donations from **Horwitz Matthews**, **Near North Reproductions**, **Schal Associates**, and **Stratton and Company**. \$8,600 for the catalog included \$3000 from the **John Buck Company** and donations from **Business Interiors**, **Contract Interiors for Business**, **Creative Office Interiors, Inc.**, **Desks Incorporated**, **F. Stowell Company**, **Hedrich-Blessing**, **Network 90** and **Office Equipment**.

Sound professional advice is important to the success of the architectural practice. Many thanks to the following members who have spent countless hours on the phone answering inquiries in the following areas:

Law: **Paul M. Lurie**, **Werner Sabo**.
Accounting: **Neal Tyson**, **Dennis Wolfe**.
Marketing: **Howard Birnberg**, **Dale Jones**.

Insurance: **Barbara Sak De Hoyos**, **Michael A. Sobel**, **Al Voirin**.

Codes: **Joseph F. Fitzgerald**, **George Wienold**. ▶

Business Planning: **Jack Hartray**, **Irving Moses**, **Norman Schlossman**.

A special thanks to **Mel Hamilton** at ISD for the space planning and coordination services of **Donna Becco** who has spent many hours on the design implementation for the new Chicago Chapter offices.

Filling your contract document orders (a total of \$77,000), were staff members **Roger Whitmer, Jr.** and **Eric Lattuner**. And fielding those questions, taking reservations, and keeping the job file up to date, was **Stephanie Hallmark**. Our office manager, **LaDonna Whitmer**, has her hands on the computer pulse of membership, dues and general office information.

The profession owes a vote of thanks to our members who serve in the **Architecture Society of the Art Institute**, the **Architectural Alliance of the Historical Society**, the **Chicago Architectural Assistance Center**, the **Architectural Club**,

the **Chicago Architecture Foundation**, the **Frank Lloyd Wright Foundation** and the **Friends of the Graham Foundation**. All of these organizations help to achieve public understanding and recognition of the profession of architecture.

Members also participate in **Friends of the Parks**, **Friends of the River**, **Friends of Downtown**, the **Coordinating Council on Preservation Week**, the **Metropolitan Housing and Planning Council**, **Open Lands**, the **Landmarks Preservation Council**, the **National Trust**, the **Newhouse Competition**, the **Bright New City Committee**, the **Chicago Commission on Historical and Architectural Landmarks**, **Architects and Designers for Social Responsibility**, and numerous community planning committees and civic organizations.

Personally the opportunity of attending over 280 meetings and 32 days out of town on design and AIA related matters was a trifle overwhelming. Highlights included

working on several World's Fair Committees, the Task Force Committees on Liability, Theatre Row, Accessibility, Codes and Standards, and environmental issues, as well as drafting position papers on the Chicago Public Library, Navy Pier, and the Lease Tax. Regarding jury duties included the Crown and Pym Scholarships as well as those of our own Chapter Foundation.

Our Chapter commitments included the pleasure of working with the Builder's Association, the Producer's Council, the Masonry Council, and the many construction industry associations in the Chicago area.

On a more global scale I enjoyed visiting the National Trust properties around London; attending the World Congress of the International Federation of Interior Architects/Designers also gave me an opportunity to see the new museums in Germany; the 1985 Paris

Continued on pg. 18

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The Arch of Septimius Severus, First State (of six), 1759

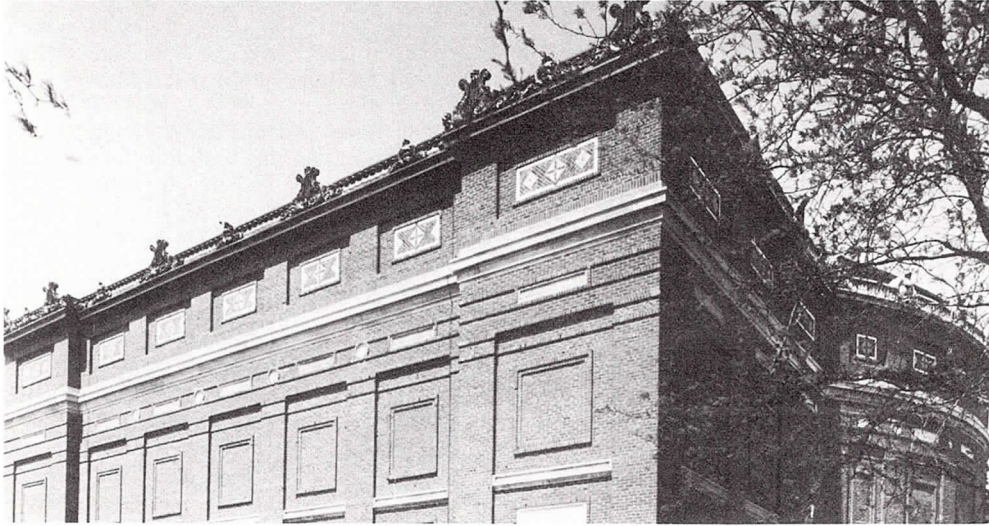
Giovanni Battista Piranesi

The Complete Imaginary Prisons In Rare, Early Impressions

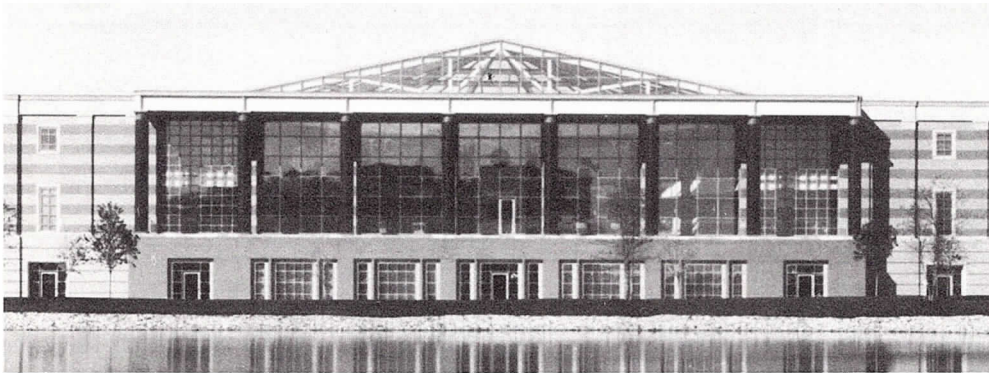
An Extraordinary Group of Views of Rome Mostly in First States (of up to Eight States)

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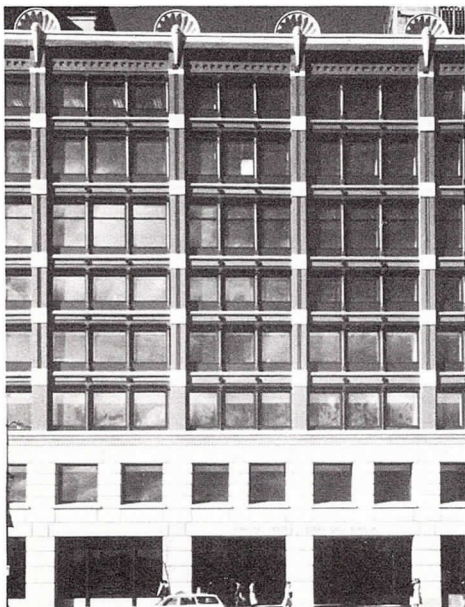
All Nine Excellence in Masonry '85 Awards to Chicago Chapter Firms



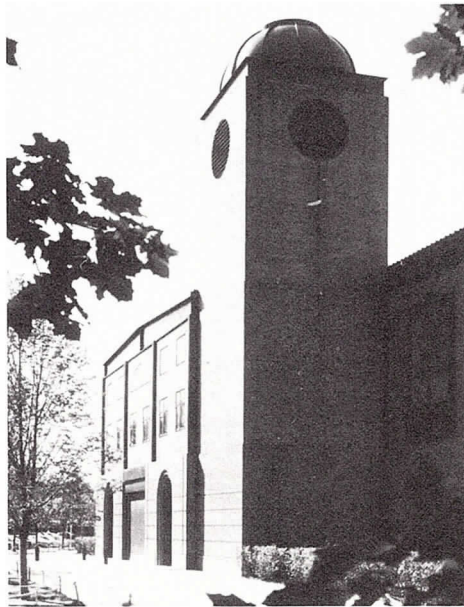
1.
GOLD MEDAL
Foellinger Auditorium, University of Illinois at Urbana/Champaign
Holabird & Root, Architect
Hansen & Hempel Company, Mason Contractor
The importance of this structure is in the architect's decision to duplicate the existing masonry forms. Lesser talent might have disfigured the original beauty... incredible craftsmanship... positive warmth.



2.
GOLD MEDAL
American Academy of Pediatrics, Elk Grove Village
Hammond Beeby & Babka, Architect
Hansen & Hempel Company, Mason Contractor
The strength lies in the simplicity of its form and its straightforward and classic use of masonry... the careful combination of brick, steel, and glass combine to present a coherent and timeless building.



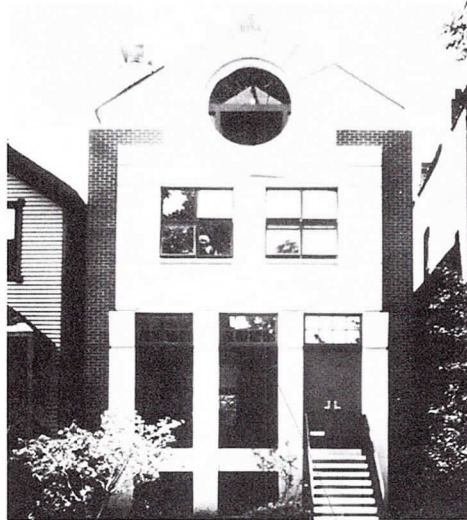
3.
SILVER MEDAL
20 N Michigan Ave., Chicago
Nagle Hartray & Associates, Ltd., Architect
Crouch-Walker Corp., Mason Contractor
It restores what was already there and adds to it in a way that is both consistent in its context and appropriate to its style... an adroit renovation which should be an object lesson in urban buildings.



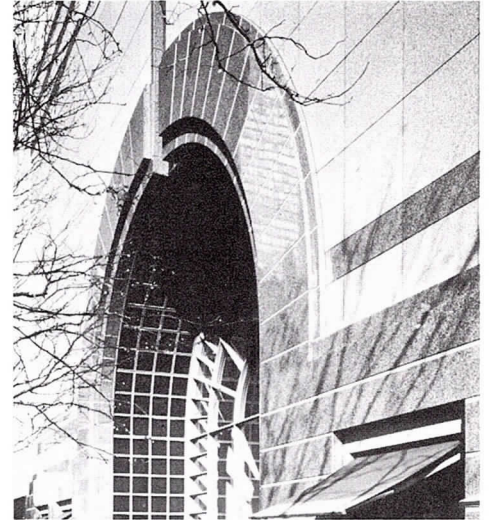
4.
SILVER MEDAL
Conrad Sulzer Regional Library, Chicago
City of Chicago, Bureau of Architecture, Architect
Hammond Beeby & Babka, Associate Architect
Ringbloom Construction Co., Mason Contractor
All the materials seem to be working with the building type. Very expressive of what is associated with such buildings - formal, grand in scale, and rich in appearance. Elegance of materials and detailing reminiscent of the Chicago style of modern architecture.

5.
BRONZE MEDAL (Honorable Mention)
Private Residence
Bauhs & Dring, Ltd., Architect
Quality General Construction, Mason Contractor

... successfully infills between two types of residential buildings which could have been overpowering. It is adroitly handled in terms of detailing, scale, and continuation of the relationship of the street, house, and the front yard.



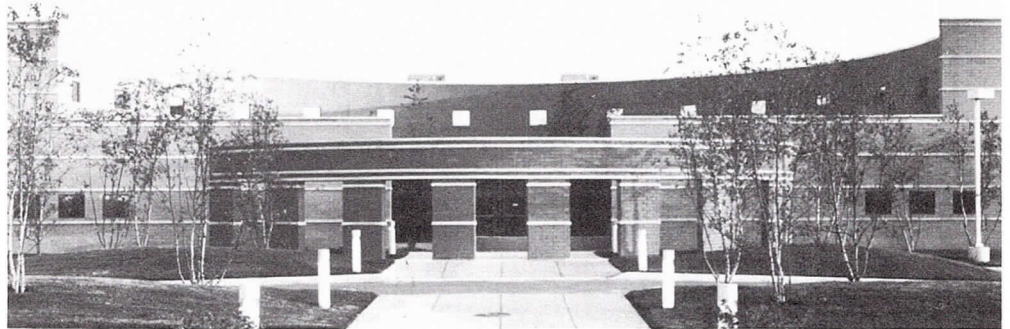
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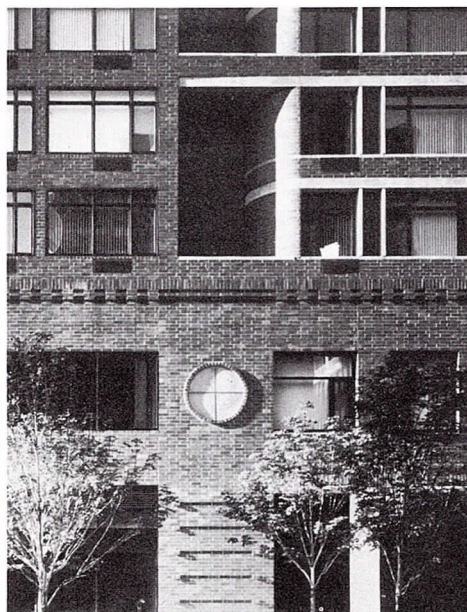
6.
BRONZE MEDAL (Honorable Mention)
Neiman-Marcus at Olympia Centre,
 Chicago,
Skidmore, Owings & Merrill, Architect
V. S. Wallgren Company, Mason Contractor

An elegant selection of masonry materials creating an enriching streetscape . . . a dramatic entry bringing in light and shadows from the street . . . skillful handling of materials in a difficult building type.



7

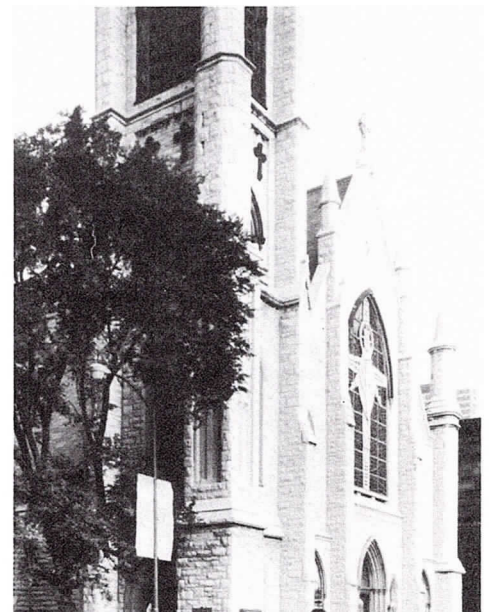
7.
BRONZE MEDAL (Honorable Mention)
CMD Meridian Business Campus, Aurora,
 IL
A. Epstein & Sons, Inc., Architect
Wil-Mar Masonry, Inc., Mason Contractor
Successful attempts to transcend the typically anonymous and universal exteriors of speculative office developments everywhere.



8

8.
BRONZE MEDAL (Honorable Mention)
The Grand Ohio, Chicago
Skidmore, Owings & Merrill, Architect
Frank Miller's Sons Fireproofing Co.,
 Mason Contractor
The modeling of the facade, the texture detailing, and the variation give it great interest. The building demonstrates the elasticity of masonry materials and the variety one can obtain.

9.
SPECIAL MENTION
Cathedral of St. James, Chicago
Holabird & Root, Architect
George Court Co., Mason Contractor
Rediscovering this building was a great deal. The interior is joyful and the exterior listening in the sun, all white and obvious, contributing to the environment.



9

HABS Drawing Contest Announced

The Landmarks Preservation Council of Illinois (LPCI) and the Historic American Buildings Survey of the National Park Service (HABS) announce the Second Annual LPCI Contest for HABS Measured Drawings. Four prizes: \$600, \$400, \$200, \$100 will be awarded for the best set of measured drawings of any previously unrecorded historic building or site in Illinois. The drawings will be donated to the Historic American Buildings Survey and deposited in the Library of Congress.

Since it was founded in 1933, Habs has recorded more than 20,000 architecturally significant structures. Nearly one-third of the buildings documented by HABS in the past 50 years have already been lost. The HABS measured drawings are often the only remaining records of these structures.

Contest guidelines and applications are

now available, and the closing date for submission of entries is August 31. Entries will be judged by representatives of the Historic American Buildings Survey and members of the AIA. There is a \$15 non-refundable fee payable to the LPCI. Interested persons should contact Sean Murphy at 922-1741.

Call for Entries

Builder's Choice 6th Annual Awards Program

The Sixth Annual Builder's Choice Design and Planning Awards is a building industry awards program recognizing excellence in design and planning of new and remodeled housing and commercial buildings. Projects completed between June 1, 1984 and June 1, 1986 may be submitted by

builders, architects, planners, designers, and developers.

Among the distinguished jury members are Thomas Beeby, AIA, Hammond Beeby & Babka; Peter Blake, Department of Architecture and Planning, Catholic University; David Childs, Skidmore, Owings & Merrill.

The deadline for receipt of all completed entry notebooks is June 20. The fee for each entry is \$150 and more than one project may be entered. For the program literature and further information, contact Builder at 202/737-0717.

PCI Professional Design Awards

Buildings, bridges, and miscellaneous structures using precast prestressed concrete and/or architectural precast concrete, completed within the last three years, or substantially completed by August 1, 1986 are eligible to enter the Prestressed Concrete Institute Design Awards Program. ▶

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The awards program is open to all registered architects and engineers. No entry form is required - you need only submit your entry according to the program specifications which you can obtain by contacting the PCI at 201 N. Wells St., Chicago 60606, 346-4071. ♦

Celebrating the Best in Product Display

Interiors magazine in cooperation with the Chicago Chapter is sponsoring a Product Display Competition that is held each year in conjunction with NEOCON.

Innovation in product display, provocation content of display, and informative quality of display will be under consideration by the jury, which this year sees Tannys Langdon, Principal, Hammond, Beeby and Babka; John Kurtich, Professor of Design, School of the Art Institute; Laura Horstman, Vice President, Facilities, Allied Bancshares; and Ronald Krueck, Partner, Krueck & Olsen selecting the showroom displays they feel best meet the criteria.

Awards certificates will be presented on Friday, June 13, 10:30 a.m. at the Merchandise Mart Expo Center. You'll see the winners in August *Interiors*.

Neidermaier Tour Planned

The Chicago Chapter's Interiors Committee is organizing a tour of the Niedermaier, Inc. manufacturing facility at 2835 N. Sheffield. Niedermaier designs and manufactures retail displays and furnishings. Among the company's recent projects are Carson Pirie Scott's Arcadia, Corporate Level, and Level 6.

You'll want to plan ahead for this unusual program. It's being scheduled for July 15 at 6 p.m., so mark it down now.

Think Thrice Before Calling Chapter

from 6/2-6/6

The first week in June the Chapter office will be immersed in the move to the new space. Other activities and services won't cease altogether, but they will be curtailed considerably. Please bear with us during that moving week, limiting your phone calls on document orders, queries, and requests. You'll be glad you did — we'll be a smidge under pressure, and smiling voices could be on hold for awhile.

Nominations for 1987 Honorary Fellows are due at the Institute by June 23. For nomination procedures contact Jim Scheeler at 202/626-7315.



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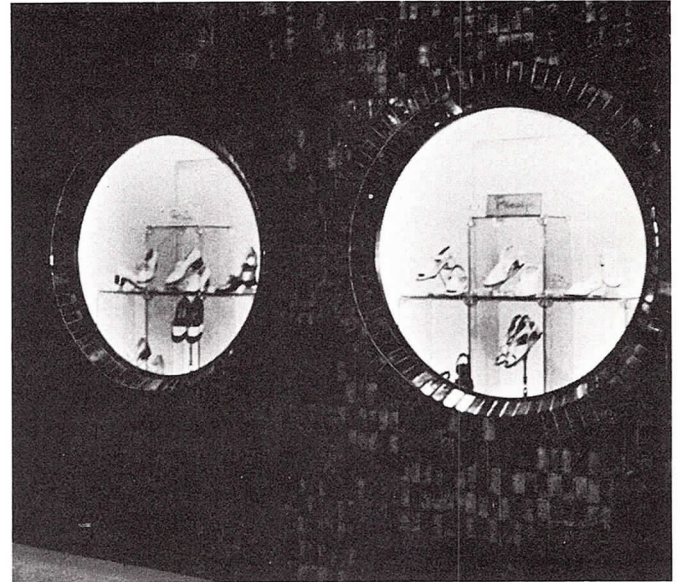
CERAMIC TILE IN COMMERCIAL BUILDINGS

Life Cycle Costing

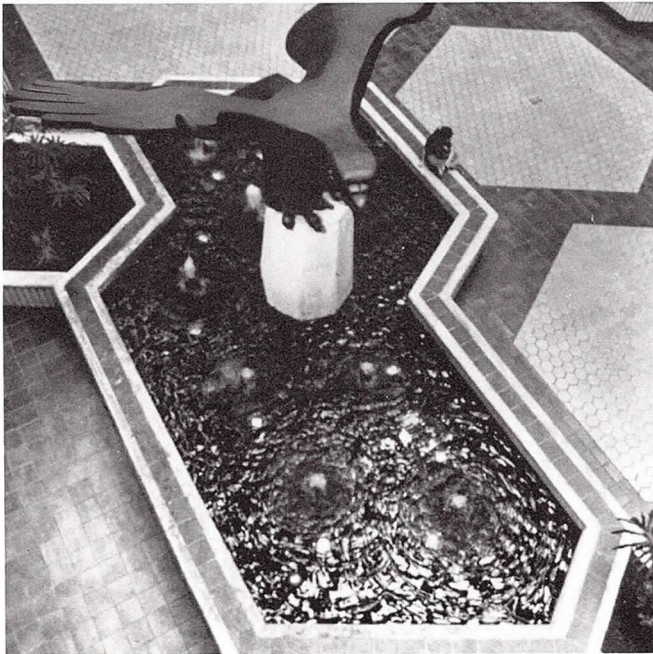
Runaway maintenance costs are a major expense in public-used buildings. Qualified sources now quote them to be as much as two times original construction costs!

Installation of ceramic and quarry tiles in heavily-trafficked structures offer the building owner cost controls which we suspect have not been fully appreciated until Life Cycle Costing was developed by the General Services Administration.

Using the GSA method to obtain a true picture of Life Cycle Values, add total projected maintenance costs for the expected life of the structure to construction costs. Then, divide this combined total by the number of years. The result will approximate true costs for the building and will give complete expected cost-per-year figures as well.

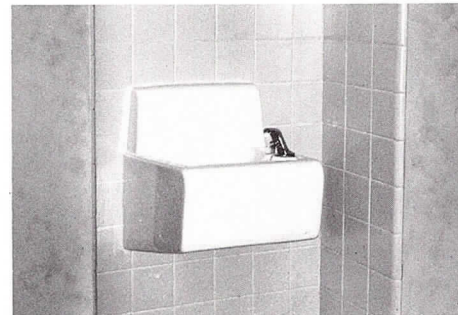


STORE EXTERIORS. Tiles are practically immune to all major causes of surface maintenance expense, armoring a building to resist vandalism, graffiti, chewing gum, food and drink stains, fading, smog and frost with equal efficiency.



SHOPPING MALLS. Throngs visit them daily. Yet, the only floor maintenance required is regular damp mopping and a periodic scrubbing. No waxing, buffing, or stripping necessary.

With today's wide variety of tile sizes, shapes, patterns and colors, the designer is limited only by imagination. Esthetics can be the first consideration; the durability is built-in. Think of ceramic materials as a sort of "steel-hard carpet."



MAINTENANCE. Painted plaster shows grimy fingerprints; glazed tiles do not.

Why finish a building with inferior materials? It is the finish that shows, and certainly does not look good if it wears out, tears or stains, and has to be replaced. Ask us for a copy of the independantly-conducted Life Cycle Cost Study. It demonstrates how ceramic and quarry tiles compare with other popular types of vertical and horizontal finishing materials. Use these Life Cycle Costs during construction planning.

The designer will soon discover that no other finishing material looks as good as ceramic or quarry tiles: on walls, floors, or on paper!



CHICAGO TILE INSTITUTE

1311 Merchandise Mart • Chicago, Illinois 60654
(312) 467-1640

Focus — 1986 — Calendar

- 2 Deadline IFRAA Art & Architecture Design Program.** (The date published previously by IFRAA was 4/18.) Questions may be addressed to: Marni Welch, Judah Magnes Museum, 2911 Russell St., Berkeley, CA 94705, 415/849-2710.
- 4 CCAIA Architecture for Health Comm.** "Impact of Prospective Payment Systems on Health Facility Design," presented by Janie L. Campbell, PhD, RN, Hospital Administrator, St. Mary of Nazareth. Board Room, #350. Noon. No fee.
- 5 CCAIA Registration Design Review.** Sponsored by Young Architects Comm. Aimed at helping architects studying for the Design section of the registration exam. ArchiCenter. 5:30-7 p.m. \$5 non-member. 663-4111 for reservations.
- 6 Sixth Annual Illinois Preservation Conference.** Through 6/8. Aurora. Registration: LPCI, Monadnock Bldg. #752, 60605, 922-1741.
Exhibit Opening. "Mies van der Rohe: Architect as Educator." Crown Hall, IIT.
- 7 CCAIA Sandcastle Competition.** "The Ultimate Sports Stadium," rising south of first jetty at North Avenue Beach. Register beginning at 10 a.m., be ready for critique at 3 p.m.
- 8 National AIA Convention.** "The American Architect." Through 6/11 in San Antonio. Information: 202/626-7396. or mation: 202/626-7396.
- 10 NEOCON.** At Merchandise Mart through 6/13.
CCAIA Interior Architecture Awards Presentation. Graham Foundation, 4 W. Burton, 6 p.m.
Product Display Competition Jury Meets.
- 11 Herman Miller Student Night.** A look at a major office furniture manufacturers NEOCON preparation. Refreshments, prize drawing. RSVP: 527-5740.
MSI Exhibit Opening. "Bauhaus" & "Made in Germany," restropective furniture 1910-84. Museum of Science & Industry.
CCAIA Membership Comm. Mtg. Board Room, #350, Noon.
- 12 Young Architects Comm. Mtg.** Board Room, #350. 5:30 p.m.
- 13 Product Display Competition Awards Presentation.** Merchandise Mart Expo Ctr. 10:30 a.m.
- 14 Distinguished Building Awards Jury Meets.** Charles Moore, Mack Scogin, & Frances Halsband are meeting at the Graham Foundation to go over entries.
- 17 CCAIA Executive Comm. Mtg.** Board Room, #350, 8 a.m.
Young Architects Award Jury Meets. They are to date Larry Booth & Adrian Smith.
- 18 CCAIA Historic Resources Comm. Mtg.** Board Room, #350. Noon.
- 19 Micro-computer Users Group Comm. Mtg.** Board Room, #350. 5:30 p.m.
- 23 A/E Systems Opens at McCormick Place.** Runs through 6/27. Free ticket in this issue of Focus.
CCAIA Membership Comm. Women & Minorities Task Force Mtg. Board Room, #350. Noon.
Nominations for Honorary Fellowships Due at Institute. Information: Jim Scheeler, 202/626-7315.
- 24 CCAIA Board of Directors Mtg.** Board Room, #350. Noon.
Society of Architectural Administrators Meeting. Information: Pat Shearer, 641-5959.
- 25 CCAIA A/E Systems Program.** At McCormick Place. The Trade Show in Perspective/What's New. Mtg. Rm. 6. 2-3 p.m. 3-4 p.m., Highlight Tour of Exhibition originating from Rm. 6. 4-6 p.m., Meet the Users. CCAIA Booth. \$20 members, \$35 non-members to CCAIA.
- 26 CCAIA A/E Systems Program.** Same as above with following times: 9-10 a.m., 10-11 a.m., and 11 a.m.-1 p.m.
CCAIA A/E Systems Panel Discussion. 1:15-2:30 p.m. McCormick Place, John Evers Theatre.
- 30 Student Competition Jury Meets.** They Peter Landon, John Syvertsen, Joe Valerio.
IFRAA Awards Finalists Notified.

Student Evening Wednesday, June 11 5-7 PM

Hosted by Herman Miller
Showroom space 920
Merchandise Mart

Design students and instructors from the greater Chicago area will be treated to an inside look at the preparations that a major office furniture manufacturer makes for the annual NEOCON exposition through an evening presentation of the products, programs, and showroom design that Herman Miller is offering for this National Exposition of Contract Furnishings.

Students will be given the opportunity to talk one on one with Herman Miller staff about product and graphic design. Light food service and prize drawings for a Herman Miller product will round out the evening. *Please RSVP by calling Stacy at 527-5740.*

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Roche Scholarships Awarded

The Chicago Chapter, AIA Foundation has awarded three scholarships for architectural study abroad. Funded by a trust set up in 1926 by Martin Roche, \$500 scholarships were awarded this year to:

Cynthia Jenkins, an undergraduate student at the University of Illinois, Chicago;

Niall Malcolmsen, undergraduate student at Illinois Institute of Technology, and
William Olechnowicz, graduate student at IIT.

Cynthia Jenkins who graduated from York Community H.S. in Elmhurst attended Indiana University and Elmhurst College prior to her enrollment at UIC, from which she plans on obtaining her Bachelor of Architecture Degree along with a Bachelor of Arts in Art History in June 1987. It is not surprising that she will begin her European study in Paris, for as a high school student she was recognized by the French Honor Society and won two French language Competition tests. She is employed by Phillip Kupritz.

Under-grad student Niall Malcolmsen will receive his Bachelor in Architecture degree in May 1987 from IIT where he has been on the Dean's List for the past four

years. Before enrollment at IIT, he attended the University of Michigan and Washtenaw Community College. He is presently employed by David Haid & Associates.

William Olechnowicz is a graduate student at IIT where he received his Bachelor of Architecture in December 1982. He is currently employed at Swanke Hayden Connell. Olechnowicz has planned to use his scholarship for a study of the Po River region and its adjacent valley in the Lombardy region of Northern Italy.

National AIA Foundation Awards Scholarships

Four Chicago area students, a total of 12 from the state of Illinois, were recipients of 1986 AIA Foundation Scholarships.

This year 250 winners were selected from more than 350 applicants. Awards range from \$500 to \$2000 for first professional degree candidates and from \$1500 to \$2500 for candidates beyond the first professional degree. The scholarship committee reviewed all eligible applications based on academic record, financial need, student statement of purpose, and recommendations by deans or department heads.

Local winners were UIC student Joseph Ferut and IIT students Donna Walsh, Alexandre Sims, and Lawrence Dick.

Office Practice

The Business End of the Business — Stage I

By Dennis A. Wolfe

Most architects are not trained, do not particularly like, and, especially, do not have time to be involved in the business aspects of their firm. This includes all payroll taxes, sales taxes, income taxes, bill paying, invoice completion, money collection, job production analysis, insurance review, making sure agreements are done, and, in general, acting as the management "partner" of the practice.

By working directly with many diverse firms, I have observed that every firm completes some business functions correctly, and every firm performs some functions incorrectly.

The first observation I would like to share are the three different types or stages of growth of an architectural practice. Although these three stages show a progression, I do not mean to imply that all firms will or should take the Stage III form of practice. This article will deal with the first stage of setting up an architectural practice. It is called the "Survival Mode."

Whether you begin your practice with one year or 20 years experience, you must go through this stage of development. How long it lasts and how much money you earn during this stage is totally a subjective decision. The important aspect of this mode is to make certain that you, not your peers, employees, or spouse, constantly make a conscious decision on what this mode means to you.

Survival Mode is typified by accepting any commission, from any client, for almost any fee, working with almost any time constraints the client wants. This is a

mode where we are "flattered" that someone wants to use our services; where doing any design project is better than doing nothing; where some money coming in is much better than no money coming in. How much money the "survivor" needs depends totally on the individual's circumstances. Someone with a non-working spouse, who has two children and a mortgage may "survive" on \$30,000 per year comfortably for 20 years. This architect is making a comfortable living, doing architecture, and being in business for him or herself. On the other hand, the "survival mode" for some might be a six-month process where rather than having a principal desire to add more professional personnel, some jobs must be turned down and money generated beyond the survival amount.

How long you stay in this mode depends on how well you were prepared to start your practice, what your individual survival limits are as determined by your circumstances, your conscious observation that this is how you operate, and your acceptance that this is your "mode" of operation. The decision is up to you.

(Next month: Stage II, Adding Personnel.)

Dennis A. Wolfe is president and owner of D. A. Wolfe & Associates, a business management company that has provided financial and management services for 15 years to over 80 architectural firms.

A/E '86

Continued from pg. 1

intelligence; and

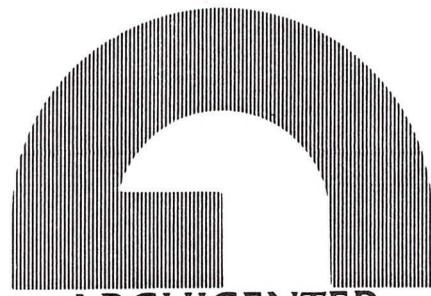
- the new products at this show, where are we going? What is the outlook for the next two, five, or ten years? What should those who have not automated do? This promises to be enlightening as well as controversial.

To pre-register for the A/E/C Systems '86 show and save both time and money, send registration form found on the flyer bound in this issue of the Focus. To register for the CCAIA programs outlined above, send a check to the Chapter office for \$20 (members), \$35 (non-members). Space is limited and there isn't much time, so make sure you will be able to participate by sending your check now.

Paul Lutton, AIA

Computer Committee Chairman

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Marketing

Public Relations — Everyone's Business

By Dale C. Jones

This is the fourth in a series of five articles on marketing written especially for the Focus by Dale Jones, director of marketing at Schirmer Engineering Corporation in Deerfield.

Public relations is a part of marketing that contributes to your firm's image and enhances your firm's credibility. A well-organized PR program can help a firm set the mood in a particular market segment before beginning to court prospects. It can also help position a firm in new markets. Public relations will not result in a specific new project and it cannot be measured in the short term. It will make your overall marketing program more effective.

Public relations includes media relations, past client follow-up, community involvement, educational involvement, special events, and exhibits and competitions.

To determine the approach that is best for your firm, you need to identify what audience you want to reach, what media access is available for that audience, what printed materials need to be generated to support the effort, and what other materials and techniques need to be generated. Many firms choose a few areas of public relations to focus upon. Since 25-45% of your total marketing expense is allocated for public relations activities, identification of the best areas to target is critical.

Media relations includes advertising, direct mail, articles, brochures, newsletters, TV, and radio. Traditionally, advertising has not been an area of great use by the design field. In the last five years, advertising has become more acceptable both to the profession and to the clients. In approaching advertising, as with other media, you need to identify the specific target groups that will read this material. This can be done by a research survey, by a consultant for your firm, or a survey created in-house. Because of the expense of advertising, the more specific the target, the better utilization of the firm's expenditure.

Direct mail programs include brochures, announcements, newsletters, and specific announcements of new services. Again, a targeted approach for direct mail programs will realize the best utilization of your

dollar. Direct mail efforts should be coordinated with face-to-face contacts on a regular recurring basis and be a part of the general business development program.

Traditionally, published articles as well as direct mail programs to specific target groups appear to be the most effective use of the PR dollar and time allocation. Published articles are divided into two segments: those in our professional publications and trade publications read by a client base we serve. Developing a rapport with editors and writers is the same as developing a rapport with prospects and clients. Each takes nurturing to develop results. Placement of articles lends credibility to the firm and the professional within the firm. It raises the visibility of individuals and provides another tool for the direct mail process.



Dale Jones

Everyone has brochures. These range from very expensive pieces to mini-sized pocket pieces. When developing brochures, you need to remember why you are using a brochure. Is it to be a general mail piece, a leave-behind for visits, or are you creating inserts that will be used in proposal preparation? Each requires a different focus for the written and graphic material. Remember you are producing a brochure to entice the client not fellow professionals. If you know your client base, the brochure material will match their expectations.

There are basically two types of newsletters: the internal newsletter for your staff and the external newsletters sent to clients, fellow professionals, and friends. Both are equally important. Internal newsletters, usually produced on a quarterly basis, will highlight current projects in the office, information about people, promotions, speeches, articles written, and, in general, newsy items that will help create a team or family interest within the firm. External newsletters are

also published quarterly and are done for exposure and visibility to your entire network. When producing an external newsletter, an appropriate focus needs to be decided - why you are producing it, what message do you want to convey, and to what audience.

Advertising or sponsorship for radio and TV is a very new field for the design profession. Some firms feel comfortable with sponsorship of certain programs that are related to their services on public television. Advertising exposure on TV and radio is still not considered "appropriate" by most of the professionals. Over the next few years this will change and your awareness of the audience and the cost will help you plan your PR program.

Past clients follow-ups combines the direct mail programs with business development and client maintenance in an effective manner to reach past clients and current clients on a regular basis. This is accomplished through visits, telephone calls, and letters. Once again, this maintains the visibility of the firm and continues the client relationship.

Community involvement by your staff and yourselves is another part of a public relations program. Those that have interest in political groups or public commissions and committees in the cities they live in should be encouraged to participate. The exposure and experience provided again increases visibility for the firm and the individual. Equally important are volunteer organizations and social groups that individuals participate in. Networking is an important part of public relations, and the more exposure an individual has within the community, the most exposure the individual can provide for the firm.

Educational involvement includes teaching, guest lecturing, and speaking at seminars, conferences, and workshops. Seminars sponsored by your firm for a select client group that will be explaining a new procedure, a new design service, an updating of a particular issue of interest to their field, is a new area being developed. Again, this improves the credibility and visibility of the firm and provides additional word of mouth enhancement between client-based participants.

Special events is everyone's favorite area. This includes open houses, project ground breakings, and attendance at conventions where your client base is participating. Special events are anniversary celebrations of the firm — 10

Continued on pg. 17

This is your *free* ticket to

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Return the bottom third of this sheet (ticket/registration form) prior to June 6 to avoid waiting in a registration line at the show. Instead, you'll receive your badge in the mail ahead of time.

A/E/C SYSTEMS '86
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Exhibit open
10 a.m. June 24 —
3 p.m. June 27

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Coupon 1 — **Worth \$55**

This coupon is good for admission to any single one-hour **A/E/C SYSTEMS '86** seminar scheduled June 24-27. Seminars are held at 8:30 a.m., 12 noon, and 3 p.m. each day. For a complete listing of seminars, request a copy of the promotional brochure by calling toll free 800/237-3900, or consult the **A/E/C SYSTEMS '86** Official Program, distributed to all attendees on site.

To redeem this \$55 coupon, simply present it at the entrance to the seminar room. Seating is on a first come, first served basis, so please arrive early.

Coupon 2 — **Worth \$15**

This coupon is good for a \$15 discount on the cost of a one-hour session at the MicroCAD Institute Hands-On Center, where enrollees actually operate the most popular **A/E/C** software on PC's. The Center is open during exhibit hours: 10 a.m. to 6 p.m., June 24 through June 26; and 10 a.m. to 3 p.m. on June 27. For more information about the Center, please call 617/497-0001.

The cost of a one-hour session is normally \$50, but with this coupon, it is just \$35. Just present this coupon to the registrar at the Hands-On Center. (Not good in combination with any other discount.)

Coupon 3 — **Worth \$25**

Fill out and mail in the bottom third of this sheet (ticket/registration form) and attach this coupon, and you will receive a badge which admits you *free of charge* to the 1000-booth **A/E/C SYSTEMS '86** exhibit. The exhibit hall will be open:

Tuesday, June 24 10 a.m.-6 p.m.
Wednesday, June 25 10 a.m.-6 p.m.
Thursday, June 26 10 a.m.-6 p.m.
Friday, June 27 10 a.m.-3 p.m.

Use your complimentary ticket on any or all of these four days. You may pre-register by mail and receive your admission badge in advance, or present this ticket in the registration area on site.

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A/E/C SYSTEMS '86

June 23-27, 1986
McCormick Place, Chicago

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This complimentary ticket admits the bearer to the 1000-booth exhibit at **A/E/C SYSTEMS '86**, June 24-27, 1986, at McCormick Place, 23rd Street and Lake Michigan in Chicago.

Prior to June 6, fill out the reverse side, cut on the dashed line, and mail this ticket to **A/E/C SYSTEMS '86**, P.O. Box 868, Frederick, MD 21701. Your complimentary badge will be mailed to you. Bring the badge to the show, or you will be charged \$25 for a replacement.

After June 6, bring this complimentary ticket to the registration area in the Don Maxwell Exhibit Hall (Mall Level) at McCormick Place. Registration begins at 8 a.m. Monday, June 23 and continues to 3 p.m. Friday, June 27. Exhibit hours are 10 a.m. to 6 p.m. Tuesday, June 24 through Thursday, June 26 and 10 a.m. to 3 p.m. Friday, June 27. To avoid the expected registration lines, mail this ticket prior to June 6.

Without this ticket, admission to the exhibit hall is \$25 — cash, check or MasterCard/Visa.

2023

Marketing

Continued on pg. 14

years, 25 years, 50 years; it's an open house when you move your office; it's recognition of an award, or it could be a special open house given for a particular client. Convention participation, other than professional organizations, are those attended by your client base. Participation again increases the visibility of the firm and the credibility of the individuals involved.

Exhibits and competitions require effort, focus, and funding. Exhibiting at conventions and trade shows that your clients attend has been an area of involvement that is also relatively new. Those of you who have a health care practice, attend and exhibit at the American Hospital Association; those of you who have correctional facilities experience, attend and exhibit at the American Correctional Association Conferences. Do not expect to receive a new project directly from the exhibit. It provides another point of contact with prospects and demonstrates your commitment to a client group.

Design competitions are another favorite area of architectural firms. They contribute to the firm image and allow you the opportunity, in some cases, of breaking into a new market without a track record. It should be remembered when you want to participate in a competition, the time and effort must be budgeted in your business plan.

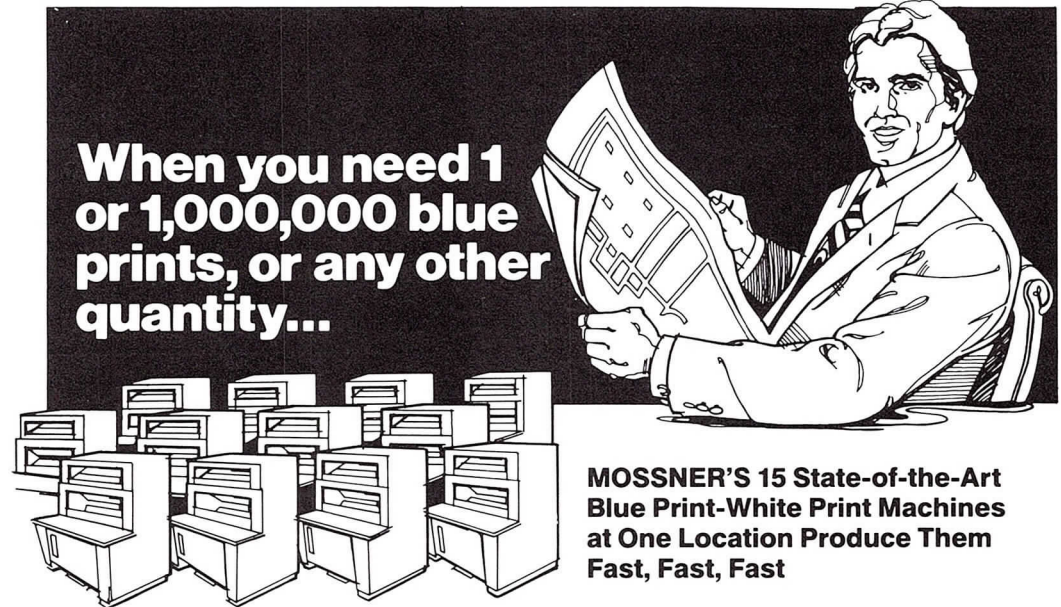
The combination of media, client follow-up, community involvement, educational involvement, special events, convention and exhibit participation and design competitions are all areas of public relations that are open to the design community. As you select the two or three areas for concentration, remember to focus on the target markets you are currently involved in as well as the future growth markets you have identified through your marketing program. This program should enhance the marketing plan, be an active part of it, and help you build the credibility needed to enhance the firm's image. Every employee's participation and involvement in public relations will have an effect on the direction and growth of the firm. ♦

Cesar Pelli, Mario Botta, and Charles Correa will receive the 1986 Illinois Council Chicago Architecture Awards to be presented during NEOCON 18.

Sharing Related Services Information

The Chapter receives calls from time to time requesting referrals for architectural photographers, model makers, renderers,

expert witness, graphic designers... If there is an architectural service that you would like to particularly recommend we include in our file, send us the name address, and phone number and we will incorporate the information in our file.



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Continued from pg. 5

Bienalle of "Architecture from the Inside" was an opportunity to see a worldwide representation of our art as was the Scandinavian Furniture Fair; a builder's conference in Korea included the Olympic buildings of Kim Swoo Quen FAIA; and the recent Trade Mission to Paris provided an opportunity to examine Bofill's new town projects and see Manet's Givernay in bloom. You'll be happy to know that none of the above were at Chapter expense.

The problems facing the profession as well as our Chapter are born of success. The growing interest in architecture has mushroomed into a prairie fire of architecture as chic and fashionable. High fashions are short-lived and we're in danger of over-exposure without some in-depth educational efforts in our elementary and high schools. Also, all the design professions are becoming so specialized that definitions of turf are becoming narrower and more precise. The navel gazing of NCARB is not helpful in the matter. This may not only prove more stifling, but has already created a growing cadre of paraprofessional specialists that should remain within an overall design umbrella. Hopefully, the professions will pull together on this.

Our chapter remains a focal point for a commonality of interest, and I urge you all to participate professionally and socially. The past and present Boards, Committees, Task Force groups and staff thank you for the opportunities and rewards of the past seventeen months and look forward, with you, to the next twelve. ♦

Norman DeHaan, AIA

320 N. Michigan CRSI Winner

The Concrete Reinforcing Steel Institute has selected Booth/Hansen & Associates' 320 North Michigan Avenue project as a 1985 Design Award winner. Seven projects nationwide were selected to receive the prestigious award, which is presented biennially in recognition of outstanding achievements in poured-in-place reinforced concrete structures. Booth/Hansen, along with the owner and the structural engineering firm of Chris Stefanos Associates, was honored at a special award presentation ceremony in April at the Bismarck Hotel.

The Focus Notebook

• **Bill Hasbrouck, AIA** has received the Third Annual Richard Nickel Professional Preservationist of the Year presented by the Chicago Coordinating Conference on Landmarks Preservation. Hasbrouck was honored at a reception held in May at the ArchiCenter.

• **Michael Gilfillan, AIA** is listed as guest speaker for the 23rd Annual Conference and Technical Exhibition, American Society for Hospital Engineering of the American Hospital Association held this month in St. Louis. Gilfillan, vice president in charge of medical planning, principal in charge of the Schaumburg office of Legat Architects will discuss Architectural Design and Construction Considerations for Non Acute Care Buildings.

• **Stephen Rankin, AIA** has joined Green Hiltcher Shapiro, Ltd. as a principal of the firm. Rankin's appointment expands the capabilities of Green Hiltcher Shapiro to provide comprehensive services in all building types.

• **Jack Train Associates** has moved to the Chicago Title and Trust Building at 111 W. Washington, Suite 2030, Chicago 60602. Their phone is 332-0363.

• **Diane Legge Lohan, AIA** has been named Chairman of the Film Center Committee at the School of the Art Institute. The Film Center serves a curatorial role in the Chicago film community showing classic as well as avant garde films. Showing in June: a complete David Cronenberg retrospective including his rare experimental short films; a series of Japanese films including masterpieces by Mizoguchi and Shinoda, shown in conjunction with the Art Institute's Japanese exhibition, *Todai-ji*; and a cross-section of shoestring films by Chicago's native and adopted independent filmmakers. Running into July will be a *Renoir Festival*. The Center is located in the second floor theater at Columbus Drive & Jackson Blvd. For recorded information call 443-3737.

• **Jaime Moreno**, Manager of Technical Marketing at Material Service Corporation has been elected to the American Concrete Institute's Board of Directors. Moreno is co-founder a past president of ACI-Chicago Chapter.

• Northern Illinois University Department of Art is soliciting help from our members for placing a recent edition of the Profile in the University library. If you are willing to donate a 1984 edition, your firm would receive a letter from the library that can be used for tax purposes. Contact: Patricia Martin, ASID, Department of Art, Room 314K VAB, Northern Illinois University, DeKalb, IL 60115 or telephone Ms. Martin at 815/752-0291.

• A major exhibition of etchings by Giovanni Battista Piranesi may be seen during June and July at R.S. Johnson Fine Art at 645 N. Michigan Ave. The exhibit features some 50 Views of Rome, many with the Fleurs-de-Lys watermark typically found on the earliest impressions a complete set of the Imaginary Prisons in the edition of 1761, as well as seven of the now extremely rare 1st State Prison impressions from 1745. For complete information contact R. S. Johnson, 943-1661.

• The best photographs portraying mechanical work and the people who perform it will earn cash prizes in a photo contest sponsored by the Chicago-area Piping Industry Fund. Both amateur and professional photographers may submit up to five photos in either black-&-white, color prints, or color slides. Contact Piping Industry Fund office, 600 S. Federal, Suite 400, Chicago 60605, 346-1600 for your entry form now, because the deadline for photo entries is June 6.

• Building Heritage London offers a five-day course focusing on the problems and benefits of building within the constraints of a major architectural inheritance. "The Buildings of London" will be offered in three time slots: July 28-August 1; Sept. 1-5; Sept. 8-12. Request information by sending name and address and preferred enrollment dates to Building Heritage London, 39 Dorset Rd., London SW19 3EZ, England.

Opening June 6 at IIT's S. R. Crown Hall, *Mies van der Rohe: Architect as Educator*. The Centennial exhibit focuses on how Mies' projects influenced his teaching and how he in turn was influenced by his students' work.

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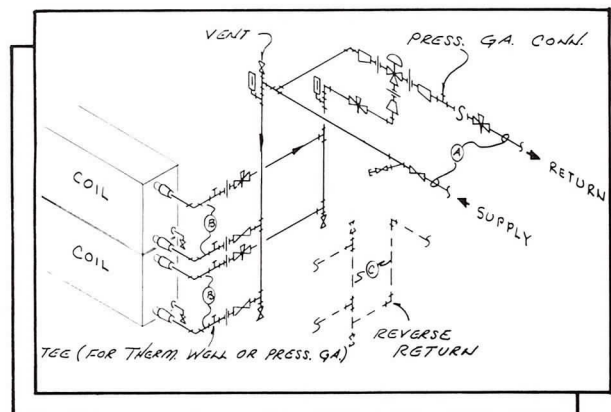
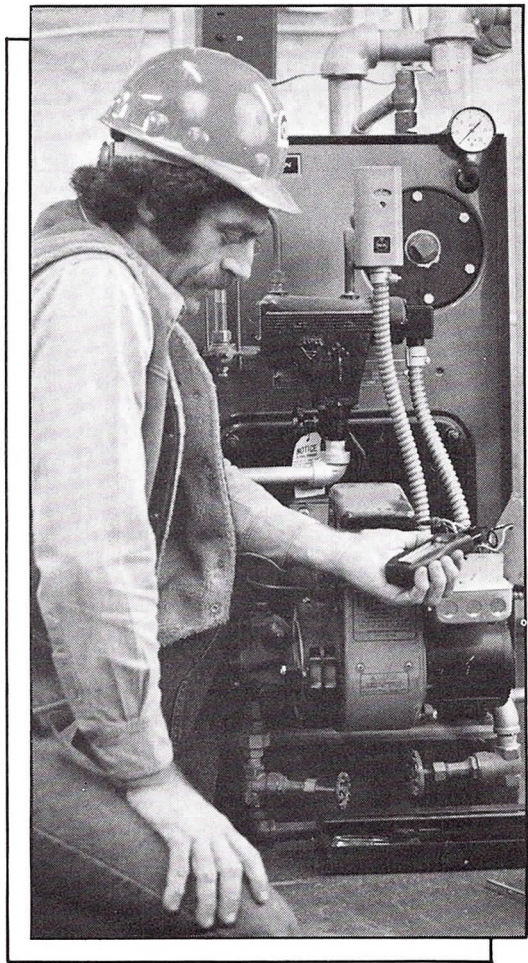
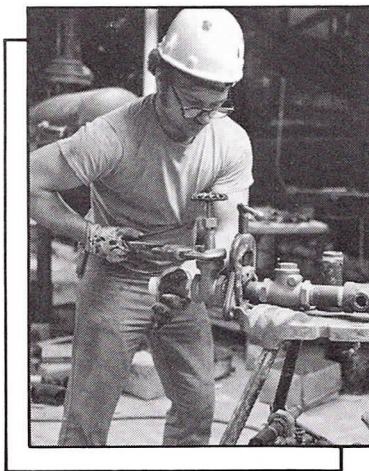
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