

CHICAGO CHAPTER AMERICAN INSTITUTE OF ARCHITECTS JANUARY | 1988

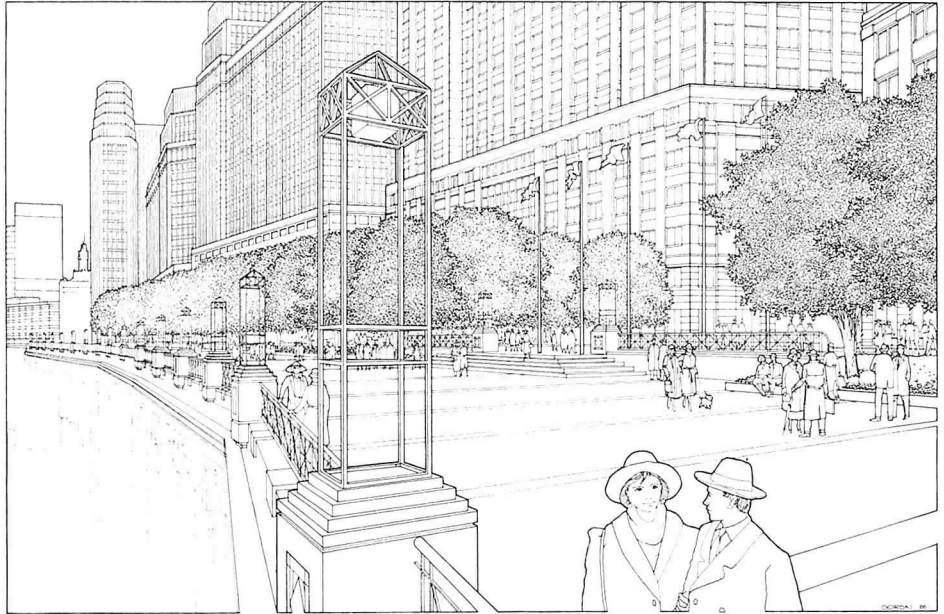
CCCAIA FOCUS



The FOCUS (ISSN 0744-821X) is published monthly by the Chicago Chapter, AIA, 53 W. Jackson Boulevard, Suite 350, Chicago, Illinois 60604, as a benefit of membership.

Postmaster: Send address changes to Chicago Chapter, AIA, 53 W. Jackson Boulevard, Suite 350, Chicago, Illinois 60604.

Urbanism in the Central City: Planning for Cityfront Center



From Rockefeller Center in New York and the Cleveland Terminal Group, both planned in the late 1920s, to the post-war Prudential Center in Boston, Gateway Center in Pittsburgh and Illinois Center in Chicago, all conceived in the post-war years, ideas about urban design in large-scale, mixed-use projects have changed substantially. In some ways a new set of large urban projects, including Battery Park City in New York, Fan Pier in Boston and the China Basin development in San Francisco mark a return to earlier modes of planning; in other ways they are a new phenomenon.

In Chicago, by far the most important of the new developments is Cityfront Center, an enormous mixed-use development on a 50-acre site just north of the Chicago River. At the Design Committee's Wednesday, January 13 program, moderator Robert Bruegmann will ask Dirk Lohan, who has played a leading role in planning Cityfront Center, Philip Levin of Chicago's Department of City Planning, and Tom Walker of the Chicago Dock and Canal Trust, one of the developers of the site, to discuss the

Cityfront Center. Rendering by Lohan Associates.

planning and design of this project, the goals of the developers, the aspirations of the city, and the impact on the appearance of the city.

On Wednesday, March 23, "Villa Suburbana' in Chicago" will be discussed. The classical "Villa Suburbana" can be defined as a house located just outside the walls of the town, intended solely for pleasure and for a very short stay. This theme from the past appears to be restated in many of the new suburban residences in the Chicago area. The house as a pursuit of pleasure will be the focus of the Design Committee's final program in the series.

Both programs are held in the ArchiCenter Gallery at 6 p.m. The registration fee is \$3 for each program for members; \$4, non-members.

Robert Bruegmann

January Chapter Program ▶▶

Cover Photo: Offices of Coopers & Lybrand, 203 N. LaSalle, Architect: Mekus-Johnson. *Photography: Jon Miller, Hedrich-Blessing.* Coopers & Lybrand's offices are subject of Interior Design Committee program on February 9.

Architectural Photography - Show and Tell

Photography for an architectural office is a necessity - from documenting the project through construction to promoting the office and the project for publication. You as an architect need photography.

But what needs to be photographed professionally, and what can be photographed by the architect himself? Why does it take so long to take a professional photograph, and why is it so expensive? What exactly goes into it? How much should a small, medium, and large office budget for photography?

These and many other questions will be answered on Wednesday, January 13, 5:30-7:30 p.m., in the Chapter Board Room, when the Office Practice Committee Forum has as its guests three of Chicago's outstanding architectural photographers who will show their most difficult assignments and how they, with their special training and experience, achieved outstanding results. The photographers scheduled for presentation are Abby Sadin, Sadin Photo Group, an internationally recognized group of photographers; Jim Steinkamp, Steinkamp/Ballogg, whose distinctive background includes an eight-year in-house stint with Murphy/Jahn; and from Hedrich-Blessing, the exuberant and extraordinary talented Jon Miller. Here's your chance to pose that question you always wanted to ask a professional photographer and, also, to see a unique show of talent.

John Sacco, AIA

Overview of the Field Museum Exterior Conservation

The exterior repair and conservation of the Field Museum, designed by Daniel Burnham and constructed between 1911 and 1919, is nearing completion under the direction of Harry Weese & Associates. The imposing Field Museum, reputed to be the largest Georgia marble building in the world, is certainly one of Chicago's most popular landmarks.

Kevin Lee Saaring will present an overview of the project, which includes the repair and conservation of marble and terra cotta and rebuilding of the terrace walls and steps. He will address the patching and repair of marble and terra cotta, repointing and conservation

Detail of Field Museum ornamentation



of masonry, repair of existing decorative elements, carving of marble, and production of replacement pieces in alternate materials, including cast aluminum. Mr. Saaring will discuss the theory of conservation, as well as techniques for conservation and repair.

Anyone who grew up in Chicago will remember grade-school visits to see the dinosaurs, mummies, and elephants of the Field Museum. Here is an opportunity to learn what has become of one of our favorite landmarks and how it is being conserved.

Join us on January 20, at noon, in the CCAIA Board Room, for this presentation.

The Historic Resources Committee's February program is scheduled for February 18, also at noon in the CCAIA Board Room. Earl Gough of Gough & Bros. will share his experience with the restoration of historic roofing and architectural copperwork. Mr. Gough is currently completing the restoration of the ornamental copperwork at the Charnley House and has worked on many other historic buildings.

Harry Hunderman, AIA

Series Centers on Chicago's Waterways

The Planning and Urban Development Committee has put together a dynamic series of programs for the first quarter of 1988. January will feature an open discussion on the series' theme - which is focused on Chicago's waterways and the opportunities they offer as planning elements. On January 20, Coogan's Pub, located on the Chicago River at

180 N. Wacker Dr., will provide the atmosphere for spirited dialogue on this current topic. Members looking to participate for an hour or so in discussion of the issues and concerns surrounding both the lakefront and the Chicago River and the opportunities they present as dramatic and unique features in our urban fabric are invited to gather at Coogan's Pub at 5:30 p.m. Reservations are not necessary - just arrive prepared for hearty food, drink, and a lively interchange of ideas.

On February 9 at another river front site, the Tavern Club, you are invited for dinner with John Buck and several of Chicago's other leading developers who are constructing projects along the Chicago River. Buck has expressed his enthusiasm for a pedestrian river route and hopefully will elaborate on his ideas for this feature. This event will offer an opportunity to meet, discuss, and question the developers regarding their new projects along the Chicago River. Reservations are \$40 each (cocktails and wine included). Please call the CCAIA office to make reservations for this event.

On February 25 concerned CCAIA members are invited to participate in a critique of the Chicago River Study commissioned by the city from Trkla, Pettigrew, Payne & Allen, Inc. and Boyer, Hoppe & Associates. This unique event will permit the review of the materials prepared by the joint venture partnership and a critique of the concepts they have developed. Here is an opportunity to take a meaningful part in the evolution of this plan. Please mark your calendars now and watch *Focus* for the exact location.

The series' final event will consist of cocktails and a presentation of the CCAIA contribution to the Shoreline Protection Commission. We will meet at the Columbia Yacht Club in early April for a presentation and discussion with Walter Netsch, Edward Uhler, Henry Henderson, and Frank Heitzman (exact date and time to be announced). Please watch your *Focus* for this information.

The steering committee hopes that these programs will provoke interest and response from a varied cross-section of the CCAIA membership. We look forward to your participation in these events.

John H. Nelson, AIA

More Chapter Programs ►

The Interior Architecture Committee
presents
The 1988 Tour and Lecture Series.

INTERIOR PLACES

New work by Chicago designers.

Coopers and Lybrand

February 9

Private Residence

March 8

Jones, Day, Reavis & Pogue

April 12

Watch your mail for details.
Tour reservations will be limited.

Architectural Licensing Forum '88

The Young Architects Committee will sponsor an evening program created to share and disseminate information, insights, and thoughts about the Architectural Registration Examination (ARE). Licensing agency representatives from each of the individual associations and agencies will be on hand Wednesday evening, January 27, to answer your questions and hear your concerns. NCARB Graders will also be present to give exam candidates the opportunity to review common Building Design Exam errors and to clarify the grading process.

Program handouts are included in the registration fee of \$8, AIA members; \$12, non-members; \$3, students. They include exam and eligibility requirements, registration application packets, current licensing law compendium of articles, directories of licensing information, and exam preparation resource materials.

The Licensing Forum will be held in the ArchiCenter Gallery beginning at 5:30 p.m. Interested in obtaining more information on how to register? Call Mary Beth Carroll at the Chapter office, 663-4111.

Tom Fabian

Emerging Trends in Real Estate

The CCAIA Real Estate Committee has been reactivated. We are planning a series of programs in 1988 concerning real estate issues impacting architects and other design professionals. The purpose of the committee is to educate Chapter members about various aspects of the real estate industry and about the role architects play in the industry. It is also an opportunity to meet professionals from a variety of real estate companies and to share ideas.

We welcome new members on the steering committee. We currently have at least a dozen people actively involved. Look for meeting announcements in upcoming *Focus* issues or call Mary Beth at the Chapter office, and put your name on the mailing list. The program announcements will be made in the *Focus* the month before the program, and an individual flyer will be mailed to each Real Estate Committee Group member.

The first program of 1988 is an exciting panel discussion overviewing the past, present, and future trends in real estate. We have invited a group of talented experts representing the broad facets of the industry, including: Mary

Decker, Metropolitan Planning Council; Peter Haverkamp, Homart Development Corp.; Andrew Prodanovic, Real Estate Research Corp.; Thomas Rosister, The Austin Company; David Schwartz, First Chicago Corporation. Susan Dee, JMB Realty Corp., will moderate the panel discussion.

The program will be held Wednesday, February 17, 5-7:30 p.m., in the 2nd floor Conference Room, Merchandise Mart. The cost, which includes light snacks and wine following the program, is \$5 per person. Please RSVP to Mary Beth Carroll at the Chapter office by February 12.

Quarterly programs have been planned for May, August, and November. Please come to the February program with ideas and responses to program topics. A major purpose of the committee is to provide valuable continuing education for professionals at all levels of experience. Please share in making this committee an asset to the CCAIA. The steering committee will meet on Thursday, February 25 in the Chapter offices from 8:30-9:30 a.m.

Susan Dee

New Photography Exhibit Opens at Chapter Jan. 4

A series of color prints by the architectural photographer Barry Rustin will be shown in the Chapter Board Room beginning January 4 and running through February.

Rustin states that "BRP [Barry Rustin Photography] understands how photography functions as a marketing tool." He points out that "today's increasingly competitive business world requires poignant imagery for effective communication.

"Our work is characterized by thoughtful study and analysis, critical attention to detail, and an open dialogue with clients to insure optimum results.

"We challenge the notion that location environments cannot be controlled. Scouting sessions allow for careful planning to prepare for the unexpected."

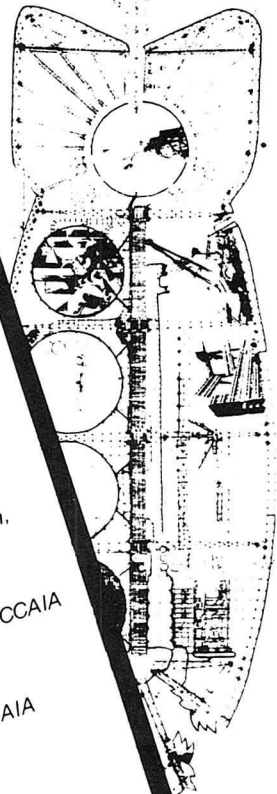
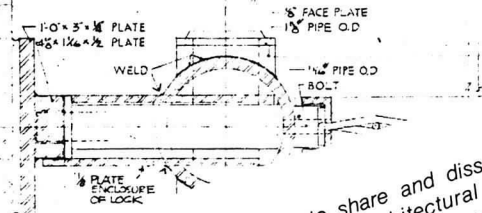
Since 1980, Barry Rustin Photography has traveled throughout the country concentrating on architecture.



U.S. Post Office at the State of Illinois Building. Architect: Loeb Schlossman & Hackl. Photography: Barry Rustin.

The architectural photography of Barry Rustin will be exhibited in the Chapter Board Room beginning January 4 and running through the month of February. Rustin's work is second in a series of architectural photography being shown in the Chapter Board Room.

ARCHITECTURAL LICENSING FORUM '88



PURPOSE:

An evening program created to share and disseminate information, insights, and thoughts about the Architectural Registration Examination (A.R.E.). Licensing agency representatives from each of the individual associations and agencies will be on hand to answer your questions and to hear your concerns. NCARB Graders will also be present to give exam candidates the opportunity to review common Building Design Exam errors and to clarify the grading process.

TIME:

Wednesday evening, January 27th, 1988; 5:30 p.m.

PLACE:

The Archicenter Exhibition Gallery, 2nd Floor, 330 S. Dearborn, Chicago, IL. 60604

INTERESTED?

For further information and RSVP contact Mary Beth Carroll, CCAIA Program Coordinator at 312/663-4111.

SPONSOR:

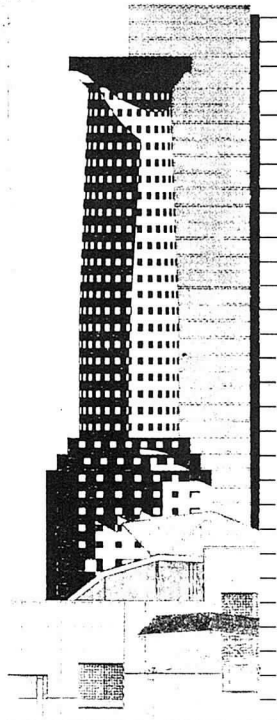
The Young Architects Committee of the Chicago Chapter AIA Suite 350, 53 West Jackson, Chicago, Illinois

REGISTRATION:

8\$ AIA Members, 12\$ Non Members, 3\$ Students,

HANDOUTS:

Program handouts will include exam and eligibility requirements, registration application packets, current licensing law compendium of articles, directories of licensing information and exam preparation resource materials.



NCARB UNIFORM ARCHITECT REGISTRATION EXAMINATION
DIVISION C: BUILDING DESIGN TEST
EXAMINATION INFORMATION BOOKLET
JUNE 1987

PLAN OF HOUSE - OUTDOOR POOL - BATH HOUSE
 3/13/88

The Mentor Program

Hopefully you have read, with interest and a sense of commitment to the architecture student, about the Student Affairs Committee Architect/Student Liaison Program that appeared in the December *Focus*.

Professionals participating in the program will serve as a resource and as an informal adviser and contact on non-academic issues, supplementing existing counseling programs at IIT, UIC, and the School of the Art Institute. Architect/mentors will provide a resource for answers to design practice questions and assist in career guidance and employment opportunities, taking the initiative in contacting the student or students with whom they have been matched through similar areas of interest. (Please note that the December article indicated a daily contact, but it is up to the participating practitioner to set a contact schedule.)

The program application deadline has been extended to Friday, January 15. You may use the form on page three of the December *Focus* or simply send in your name, firm name, address, phone number and areas of interest to The Mentor Program, CCAIA, 53 W. Jackson Blvd., Suite 350, Chicago 60604.

Note This Cancellation

The Architects in Government, Industry, and Education Committee was scheduled for a tour of the South Building of the Art Institute of Chicago on January 15. Due to the project's construction schedule, the tour had to be cancelled. Michael Turnbull reminds that the committee's programs will resume in February.

Springing for Another Computer Series

In April the Computer Committee will again offer its popular Hands-On computer series. This year's topic will be "Integrating Computer Systems into the Architectural Office." Participants, working at computers, will learn some of the ways that CADD, database, spreadsheet, wordprocessing, and other software systems can be used together to improve the design and production

process, and expand the scope of services.

Early registrants will receive free seminar passes to the A/E/C Systems '88 Convention May 2-5 at McCormick Place, enabling them to hear discussions on such issues as computer system management strategies, staff training, and marketing expanded services. These seminars and panel discussions are also a great opportunity to meet people from offices around the country and find out how they are dealing with the new technology.

Watch the February *Focus* for more information about the Hands-On series.

Jeanne Breslin

"Strengthening by Sharing" Conference a Success

The CCAIA Board of Directors and the Office Practice Committee would like to express deepest appreciation to the firms and speakers who contributed their valuable documents and time to make the "Strengthening by Sharing" Conference a great success. We would also like to thank Near North Reproductions, Jane Lucas, our executive director, Mary Beth Carroll, our program coordinator, and all the others for their many hours of hard work and dedication.

130 architects, both members and non-members, attended the conference. The event was a great success for the CCAIA. Together, we have taken the first major step toward communicating with other architects, working together to solve common problems, and developing a support network among our peers.

Speakers from leading Chicago architectural firms such as Skidmore, Owings & Merrill, Perkins & Will, and Nagle, Hartray & Associates explained the methods they use to solve such common office practice problems as liability, zoning and code analysis, quality control, and many others.

For those who were not able to attend the conference, you can still share in the valuable information exchanged at this event. We encourage you to purchase a copy of the new Office Practice Manual. This manual contains all the documents and exhibits distributed at the "Strengthening by Sharing" Conference.

The Manual, priced at \$47.50 (+ \$4 handling & \$3.80 tax) for members and \$67.50 (+ \$4 handling & \$5.40 tax) for

non-members, may be purchased by sending your check, payable to the Chicago Chapter, AIA, to Chicago Chapter, AIA, 53 W. Jackson Blvd., Suite 350, Chicago 60604. You may stop by the Chapter office to look at a copy and/or purchase over the counter.

The Office Practice Committee

Chicago in '30s First of PA Scholarship Benefit Programs

The Chapter's Professional Affiliates gained special recognition by sponsoring a program featuring Hedrich-Blessing's images of the '30s, with all the proceeds benefiting the CCAIA Foundation Scholarship Fund. This was the first of a series of yearly programs that the PA's will be sponsoring.

The purpose of this program, which was held at the Struve Gallery, was to make people aware that "the Professional Affiliates of the CCAIA want to assist with the efforts of the Chapter and its committees," said Lee Benish of Landscapes by Design, Professional Affiliates Committee Chairman and CCAIA Board member. Sue Ishmael of Marshall Fields Commercial Interiors Division and a CCAIA Professional Affiliate member stated that "as a group the PA's have numerous resources to help the other committees with their programs, and we are more than willing to assist in any way we can."

The success of the Hedrich-Blessing program was due to the generosity of several individuals and corporations who donated their time and services. The Harter Contract Corporation paid for the printing of the event's exceptional poster, the design of which was donated by R. Valicenti Design. The evening's catering services were donated by the Haworth Corporation. The exhibition space was made possible by generosity of the Struve Gallery, and the evening would not have been possible without the determination and talents of Jack Hedrich and the photography firm of Hedrich-Blessing.

"The corporate support of this event was overwhelming. It is so gratifying for us to know that major manufacturers and design-related individuals are so aware of the benefits of the CCAIA Professional Affiliates and their programs," enthusiastically states Sue Ishmael.

Mary Beth Carroll

Nominating Committee Seeks Board Candidates

Once a year a nine-member Nominating Committee is organized to select a slate of officers to fill positions on the Chapter Board of Directors. This committee, as prescribed by the Chapter bylaws, is comprised of the immediate past president, the first vice president, two second year directors, and five non-board members. The 1988-89 committee will be charged with choosing one first vice president, for a one-year term; one vice president, for a two-year term; one treasurer, for a two-year term; two directors, for three-year terms each; one associate director, for a one-year term; one student director, for a one-year term. New officers and directors will assume the duties of their offices on June 1, 1988. Two Illinois Council representatives for two-year terms, to commence January 4, 1989, will also be nominated.

The Nominating Committee will meet in February to consider potential candidates for these positions. If you are interested in serving on the Board of Directors, and/or need additional information, please contact me at 294-2277 before February 1.

Serving the Chapter by committing to a Board position means a contribution of time, energy, and knowledge. You must be able to communicate effectively, take a leadership role, and strive to assume an unbiased position. Membership on the Board of Directors is an opportunity that is open to everyone.

Nominations are also made by petition, signed by at least 25 assigned AIA members of this Chapter in good standing. The petition should be directed to the Chapter secretary, Steve Weiss, AIA, and sent to the Chapter office by March 15, 1988.

Ed Uhler, AIA

Roche Scholarship Applications Accepted

Three \$500 scholarships for architecture study abroad will be awarded through the 1988 Martin Roche Travel Scholarships in Architecture. Income from a fund set up in 1926 by Martin Roche and administered by the Chicago Chapter AIA Foundation, makes possible one scholarship to a graduate of the architecture program of either the Illinois Institute of Technology or the University of Illinois at Chicago, one to an undergraduate enrolled in the architecture program at Illinois Institute of Technology, and one to an undergraduate enrolled in the architecture degree program at the University of Illinois Chicago.

All scholarships must be applied to the costs of an architectural study/tour in a foreign country. The trip must commence on or before September 1, 1988, its duration to be a minimum of three weeks.

An applicant must be a U.S. citizen and recommended by the dean(s) of his/her school. The itinerary must be submitted with the application for funds.

Upon completion of the trip, or in any event, no less than six months after the departure date, the recipient must submit a report to the Chicago AIA Foundation. This report should consist of a synopsis of the areas visited and the recipient's impressions of the architecture. Sketches or photographs should accompany the report.

Selection of the recipients of the Roche Scholarships will be made by a committee of the Chicago Chapter, AIA Foundation; they will be advised no later than April 4. The selection will be made on individual merits as evidenced by his or her academic background, personal and professional achievements, character and integrity, and general indication of future promise in his or her profession.

Applications must be received in the Chicago Chapter office by 4 p.m. Monday, March 7.

Two 1987 scholarship recipients share their travel experiences on page 11.

Chapter Supports Reciprocity with California

The Board of Directors has sent a letter to the Illinois Architects Examining Committee urging that "the Architects' Examining Committee recommend that the Department of Education make every possible effort to maintain reciprocal licensing with the State of California."

The letter, signed by Chicago Chapter President Cynthia Weese, states that the Chapter was recently "informed by the California Council that the California State Legislature recently passed Assembly Bill 1113, which creates a mechanism for smooth and continuing reciprocity in architectural licensing between California and other states, in spite of the fact that California is no longer administering the NCARB examination.

"The Board of Directors of the Chicago Chapter of the American Institute of Architects believes that a national system of reciprocity in architectural licensing is very important to the architectural profession and should be maintained in spite of local political initiatives in the various state jurisdictions. Although the profession has always believed that the common national professional examination established the baseline of professional competency, it is true that reciprocal licensing has always admitted a broad range of educational backgrounds and work experiences as being 'equivalent.' It is also true that the format and precise content of the NCARB exam has varied considerably over the years."

The CCAIA Board is asking concerned Chapter members, especially those licensed in the State of California, to direct a letter to Norman A. Peter, Chairman; Illinois Architects Examining Committee; Mayer and Peter, Architects and Engineers; 718 W. C. U. Building; Quincy, Illinois 62301.

Chapter Prepares to Publish '88 Profile Book

Your 1986-87 *CCAIA Profile Book* will soon be replaced with the 1988 issue, which will be extensively cross-referenced and indexed. The *Profile* has gained a lot of credibility as a resource on Chicago area firms, especially for a first-time-out publication, and as it grows in content we expect it to become even more valuable as a tool for those seeking the services of an architect.

The new book will have three major sections: for Chicago Chapter firms, for CCAIA individual members who perform specialty consultation services to the profession, and for Professional Affiliates. In addition, an AIA member firm affiliated with another chapter may be included in the Firm Profile section for a special fee.

The Data Sheet, which will provide the information for the profiles, is being mailed to all Chapter AIA members, but only one firm principal is responsible for completing the form. To be included in the 1988 *Profile* you must be current with your 1987 dues. Firms who are newly formed or whose firm dues are not current probably will not receive this data sheet in the first mailing. Therefore, if you wish to have your firm profile included in the '88 book you should contact the Chapter office to receive the Profile Book Data Sheet, and when returning the completed form, determine the amount of firm dues owed and remit the proper amount along with the Data Sheet.

After looking over the Data Sheet, we know you will agree that the 1988 *Profile* is one good vehicle for selling the services of your firm.

Your Input Produces Our Best Efforts

Your priorities and perceptions about the Chapter are important to the Board of Directors: what we know about you helps provide the best programming and support for the Chapter's whole membership.

On January 4, a membership survey will be mailed, and in order for this survey to have maximum impact, the return rate must be high. The results of

this survey will provide the basis for developing 1988 Chapter activities.

We want to know how effective we are in your behalf; how responsive we are to our members' needs. What can we do for you? This is your chance to tell us! And you have until Tuesday, January 19 to lay it straight. Then we'll reveal the results of your opinions in the April *Focus*.

CDB Announces Awards Program

The Capital Development Board has announced an award program for outstanding CDB projects. The awards, given in the name of the late Thomas H. Madigan, will be presented for the top project in each of two categories: New Construction, and Remodeling. Other projects that exemplify outstanding achievement will also be recognized by the judging panel with Special Merit Awards.

The awards will recognize projects that exemplify design, function, quality, teamwork, and economy. Those projects nominated will be judged on the criteria of aesthetic features, complexity, technical features, energy conservation, programmatic achievements, estimate and bidding success, the design and construction schedules, design-related change orders, architect/engineer performance rating, and contractors' performance rating.

Projects nominated will be reviewed by a panel of judges, which will include a representative from the Capital Development Board, a representative from the Governor's Office, and members of the education and industry fields.

To be eligible for an Award, the CDB project must have had final acceptance between July 1, 1985 and June 30, 1987. Any A/E or contracting firm may initiate the application for the project in which they were involved. Written concurrence for nomination from the User agency must accompany the nomination form.

The awards will be announced at a ceremony on February 11.

All nominations for projects must be received by January 29. Nomination forms will be published in the CDB December newsletter or may be obtained by writing to: Thomas H.

Madigan Awards, c/o Capital Development Board Project Manager, Capital Development Board, Stratton Office Building, 3rd Floor, Springfield, IL 62706.

David Meeker Dies

Architect/urban planner/consultant David O. Meeker Jr., FAIA, executive vice president of The American Institute of Architects from April 1978 through December 1983 died at his home in Arlington, Virginia on November 23. He was 63.

During Meeker's tenure at the AIA, its membership grew by 40 percent - from 25,000 to 43,000 (today's membership is nearly 53,000). He considered the Congressional decision to restore rather than expand the West Front of the U.S. Capitol as one of his proudest achievements for the AIA.

Prior to joining the AIA staff, Meeker was the Albert A. Levin professor of urban studies and public service at Cleveland State University. He was previously assistant secretary for community planning of the U.S. Department of Housing and Urban Development, where he was the highest ranking architect in the federal government.

Pappas Installed as AIA President

Jacksonville architect Ted P. Pappas, FAIA, was inaugurated as president of the AIA for 1988 when Chicago's Don Hackl handed over the gavel at ceremonies held December 4 in Washington.

In his inaugural address, Pappas challenged AIA members to "recommit ourselves to our motto of 'truth and unity'...Perhaps the way back to truth and art in our work is to connect ourselves more closely, as professionals and as individuals, to our communities," he suggested. "Let's revive the concept of citizen architect. It's time for us to become more actively involved in the life of our cities...to more directly apply our skills, our talents, and our training to the problems of the nation. There is growth to manage, planning to do, homeless people to house, and neighborhoods to build."

Chicago Careers for Youth

SPECIAL REPORTS

Call for Volunteers

By Frank Heitzman, AIA

The Chicago Chapter is a founding member and co-sponsor of a unique program intended to bring role models to young students in the city of Chicago and encourage them to become aware of a broader range of possible careers in which they may participate. This concept, called the "Career Awareness and Exploration Project," was initiated about ten years ago by John Gnaedinger, Department of Vocational and Technical Education. It will become fully implemented this year under the active sponsorship of what will become the "Chicago Careers for Youth Foundation." In addition to the CCAIA, other co-sponsors of the program come from all areas of Chicago business and industry and are represented by the leaders in their respective fields. There is truly a ground swell of interest throughout the city in making this privately-sponsored effort work to improve the motivation and aspirations of the city's students and keep them in school.

The essence of the program is the interaction between businessmen and women in the "world of work" and 7th and 8th graders in the classroom. During the year, all students will hear speakers representing each of the 16 career areas and then choose two clusters of greatest interest. These two selected areas of interest may then be investigated further by the student during a half day "career exploration session," at which more working people representing the full range of roles within each cluster describe their work. This exploration session will probably occur at McCormick Place later in the spring.

The CCAIA is responsible for presenting the "Built Environment" career cluster, which encompasses not only architecture but also surveying, engineering, CADD, interior design, construction (representing all trades), and even possibly facilities management. It was felt by the organizers of the program that architects would have the best opportunity for presenting the

wide diversity of careers since they are involved with all of them through the life of a building project. The potential for influencing the early attitudes of tens of thousands of young students about the built environment is enormous and is taken very seriously by the task force.

To oversee this and other possible outreach programs regarding education, the CCAIA has appointed Jack Naughton, AIA, to head a new Education Task Force. This important group will have as its immediate charge the organization of a group of forty CCAIA architects who will be available to go to forty, 8th grade classrooms selected by the Chicago Board of Education on Tuesday, March 8 or Thursday, March 10, from 10 a.m. to 11 a.m. to talk about their own job and possible careers in building design and construction in general. Although this year's program

will reach only about 10% of the elementary schools in Chicago, next year it will expand to all elementary schools.

The Careers for Youth Foundation has developed a guide for speakers, brochures for each career area, and short video tapes that can also be shown at the presentations. However, each speaker is encouraged to present his or her experiences in the field in a personal way so that the students can see how they could be a part of the career.

If you are interested in being a part of this important program, please call the CCAIA office at 663-4111 or clip the note below and send your name, address, and phone number. We will contact you in late January to assign you to a school, arrange for a short coordination meeting of the speakers, and give you a suggested outline for your talk.

Yes!

I am interested in helping the youth of Chicago explore the great variety of opportunities available to them in the building design and construction industry and to serve as a role model for their career development by speaking to one 8th grade classroom on:

March 8 _____, March 10 _____ (You may choose both dates to speak.)

NAME _____

ADDRESS _____

_____ Zip _____

TELEPHONE NUMBER _____

Please mail this form to:

Chicago Chapter, AIA
53 W. Jackson Blvd., Suite 350
Chicago, IL 60604

Number One on Tour Agenda

Soviet Architects Visit Chicago

In October four leading Soviet architects touring the U.S. under sponsorship of Architects, Designers and Planners for Social Responsibility (ADPSR) made a two-day stop in Chicago. The tour resulted in the creation of a pledge that states, "As an architect, designer or planner...I will not use my profession's skills in work related to the nuclear arms race. The pledge is to be signed by professionals in both countries. Student, professional, and exhibit exchanges, and a joint construction project were also initiated.

Youri Platonov, president of the USSR Union of Architects; Alexandre Koudrysvtsev, director of Moscow Architectural School; Jim Toroysyan, head of the Yerevan Architectural Planning Department; and Sergey Kiselyev, chief architect of the All-Union State Scientific Research and Design Institute of the USSR Academy of Sciences, were the members of the Soviet delegation.

The impression of Chicago, through the eyes of the Soviets, was of concern, delight, and amazement. Although they were well aware of the buildings of Meis and Wright and knew what they wanted to see, they were continually amazed by the urban design of our city. The biggest surprise seemed to be the random placement of the buildings. They were disturbed that they could not take photographs without other buildings getting in the way. They saw the density of our city as an oppressive quality. Their uneasiness of the crowded streets was not to be seen as criticism but as a different way of design and planning than they are accustomed to. They did admit, however, that our dynamic and vivacious skyline could be obtained only through a random pattern and not a controlled process. Jack Hartray, past president of the Chicago Chapter ADPSR, decided that his "impression of their impression" was that our skyline is a grand example of capitalism at its finest.

The work of Frank Lloyd Wright was of special interest to our visitors as they toured the Robie House, Unity

Temple, and The Home and Studio. Alexandre was touched by the detail and artifacts designed by Wright for his children.

While visiting the office of Tigerman Fugman McCurry, Stanley Tigerman graciously interrupted the work of his day to show the Soviets projects on which he was currently working. They were impressed by his hospitality and most impressed by the quality of the drawings in the office.

Overall our visitors were impressed by the quality of the buildings designed in the '60s but not so much by the quality of recent work. On political issues and foreign policy, Hartray said, "We agree completely."

The CCAIA co-sponsored the Chicago leg of the tour. The four visiting architects presented a slide show of Soviet architecture at the ArchiCenter. In addition to their Wright tour and visit to Tigerman Fugman McCurry, they were honored at a lunch sponsored by John Zukowsky at the Art Institute, and, shown the Ida B. Wells housing project by two project residents and Mary Decker of the Metropolitan Planning Council.

**Michael Bordenaro
Mary Beth Carroll**

Soviet visitors listen to Ida B. Wells resident explain tenement management program, which allows residents to become involved with management of their home. Photo: *Mary Beth Carroll.*



Preservation Community Welcomes Visitors

Architects from France, Belgium, Germany, Spain, Argentina, Denmark, and the USSR, who were in the U.S. in October for the 8th General Assembly of the International Council on Monuments and Sites (ICOMOS), visited Chicago as one of several study tour groups who visited various parts of the United States following the Assembly, which was held in Washington, D.C. The Assembly, attended by over 600 participants from 70 countries, was attended primarily by architects professionally involved in historic preservation. It was the first ICOMOS General Assembly ever held outside Europe.

The 25-member Chicago study group was in the city the same weekend as our Soviet visitors, and like the architects from the U.S.S.R. visited Frank Lloyd Wright's Home and Studio and the Oak Park Historic District. This was followed by a reception and cocktails hosted by W. R. Hasbrouck, FAIA, and James Peterson, AIA, at the office of Hasbrouck Peterson Associates. Members of the Chicago Commission on Architectural and Historic Landmarks, as well as others from Chicago's preservation community joined in welcoming them.

On the second day of their visit, the preservation architects toured a number of Chicago's downtown buildings under restoration and then enjoyed dinner at the Cliff Dwellers Club. The morning of the third and last day found the group visiting the Dearborn Street Station, the Santa Fe Building, and the James Charnley House.

Wilbert R. Hasbrouck, FAIA

'87 Roche Scholarship Winners Share Experiences

Europe's Arcades

By Peter Erdelyi

During my study trip to Europe, I had the opportunity to compare similar architectural features of arcades in Vienna, Rome, Milan, Paris, and Lausanne, Switzerland, and to investigate whether the arcade as an architectural form could be appropriate for use in Chicago.

Although some historians have cited the Middle Eastern bazaar as the social and architectural predecessor of the arcade, it appears that the arcade was developed as a response to the social and economic conditions that occurred in Europe at the beginning of the eighteenth century. Changing social and economic conditions, particularly in France, created a class of people who had the means to purchase more goods than before, while the Industrial Revolution now produced more goods than before. Coupled with the belief of a popular, secure government and the need for new methods to sell merchandise, the arcade came into being.

The first arcades appeared in Paris and were based in part on the Palais Royal. Developers believed that a narrow passage, lined with shops on the first level and backroom operations or living quarters on upper levels, topped by a continuous glazed skylight and accessible only on foot, would provide a welcomed alternative to muddy, congested streets that were prevalent at the time.

As arcades grew in size and sophistication, several features were introduced in order to induce a continuous flow of potential customers: hotels, restaurants, galleries, and reading rooms became standard features, as well as more decorative features and better quality building materials. Several of the early arcades still stand in Paris, and some, like the Passage Colbert and Vivienne, are undergoing an economic revival as the place to shop.

In the mid 1800's however, the makeup of the arcade changed dramatically. As streets were now widened and paved, and sidewalks were introduced,



Passage Vero-Dodat, an example of early Parisian arcades.

the primary reasons for the arcade were being eliminated. However, several groups now looked at the arcade as both a vehicle to draw consumers to the central city and also as a focal point of civic pride. The first example of this type of monumental arcade is the Passage St. Hubert in Brussels, and the best examples of this type of arcade are in Italy, primarily in Turin, Genoa, and Milan.

Although the Galleria Vittorio Emanuele in Milan is continually used as a precedent for new projects, including, some say, the United Terminal at O'Hare, arcades in general have not been a large source of inspiration to architects. However, I believe that the mix of uses, particularly the mix of retail, professional, and social spaces, could be well received today. Although only one shopping center of note, Eaton Center in Toronto, uses a similar retail/professional concept, it is becoming more common and worthy of consideration.

Likewise, I believe that arcades based on the early Parisian models could be successful in Chicago, despite their need for large amounts of foot traffic and the commercial failures of similar developments such as Pipers Alley and the Main in Evanston. Although the available sites with a potential walkthrough are few, I believe that a Near North location or suburban location that would include a commuter rail station may be appropriate.

A book by Johann Geist, *Arcades* (MIT Press), is a rather comprehensive guide on the subject, although several of his observations, particularly of the Parisian arcades, are out of date.

Europe's Architecture Reflects Culture

By Salvatore Martorina

In traveling Europe, my experiences with other cultures, languages, and architecture were greatly enriched. As a student with knowledge of the long history of European architecture, I was able to achieve one of my greatest hopes: to view firsthand the buildings and public spaces that I had up until then only seen in books. I tried my best to become absorbed in the cultures that I encountered in the short time that I had.

My travels took me through fourteen countries, spanning from Scotland to Sicily. The changes in language and culture were amazing, when you consider the size of Western Europe. In all of the United States it is impossible to see such changes. The changes in culture were evident in the architecture; even throughout all of history, cultural differences in the countries of Europe have maintained a sense of diversity in the architecture. It is interesting that despite modern day communications and technologies, the countries of the European community still produce individual architectural statements based on their culture.

One of the greatest building types throughout Europe is the cathedral. Every town has its pride held within the immense space bounded by the walls of the cathedral. Throughout my travels I was struck by the beauty of such great buildings as Durham Cathedral in England and Notre Dame in Paris. Within and without the walls of such religious spaces, one wishes it were possible to build such structures today because of their beautiful stonework, ornate woodwork, and soaring vault.

Traveling Europe by train and boat was an excellent way to meet new people from different backgrounds. Although most of the people I met were English speaking, none of them were from the United States. I was able to find out a lot about the world just from my conversations with my traveling companions.

All in all, traveling abroad gave me insight into the world and into my architectural studies. I used the knowledge and friendship gained on the trip to broaden my world view and appreciation for my own culture.

The Client-Architect Relation

A Working Checklist

By Ben Weese, FAIA

At the two extremes, the architect intimidates the client, but the dominant case is the client riding roughshod over the architect. What about the middle ground—a working relationship of co-equals? An historic example is the classic interactive relationship between H. H. Richardson and Mr. and Mrs. Glessner, a rarity but so well-known because of its minute documentation by the Glessners. In our time, the psychology of confrontation is furthered and the stage set by the adversarial jury system in schools, with the professor as pseudo client largely besting the student.

If we could wipe the slate clean, what would we do to reduce the torment, uncertainty, diversionary tactics and non-cooperation of client versus architect. How can we encourage the atmosphere of collaborative co-equals, and what will be gained? We must analyze objectively what is happening. Architects should pause and quietly review themselves, their strengths and weaknesses, making lists of what they are and are not good at in order to better match themselves with clients. This is not taught anywhere - it can only be learned by doing. This process is less motivational psychology and much closer to existential philosophy.

Starting with lists is an act of joining the process in order to control it and learn to discriminate within it. One result is greater reluctance to passively take commissions with the excuse "we needed the work"..."if I don't do it, someone less talented will"..."things will improve later." These "half" commitments can eventually spell real trouble at worst, or a "vanilla solution" at best.

Much grief is avoided by "interviewing the client." This process begins, if we are lucky, in a dialogue that is set up in the interview. Instead of emphasizing the marketing monologue with countless projects to demonstrate overwhelming "expertise," engage the client in existential dialogue on their project

and their feelings. This process reveals whether you and the client are realistically suited. Is there common understanding of project goals? Are you compatible with or do you understand the client's values? The client should learn the same from you.

Step one above is self-education of the architect by objective examination of your position in the practice of architecture, your strengths and weaknesses. Continuing with that and being more objectively informed, step two is: How can we influence the client? Can a broader base ultimately be built for the architect to make an expression of culture, not just a commodity or a product? With some building types, the answer just may be no. But, perhaps, more honesty up front would clarify the options for both architect and client. Another interview technique is to have analyzed the situation enough to indicate to the potential client that you wish in a sense to interview yourself, even including the idea that you may not be wholly suited for the job.

This unconventional tack with a thinking client will produce a new and fruitful set of interactive questions and some objectivity. It is a test of both the client and the architect. It unmask a client who does not wish to analyze or articulate motivations, but only mechanically engages an architect. Interactive, exploratory techniques that allow a neutral and mutual review of the architect and client strengths and weaknesses have produced some of the most fruitful client/architect collaborations I have had. I am against professional marketing techniques because these subtleties are lost. Often the less informed clients are sealed off behind a wall of expertise.

In sum, the point is to sharpen and enlarge our analytical tools to better defend the embattled role of the architect. We are the bearer of the symbolic meanings of our culture, but 95 percent of the time we never stop to ask ourselves what that means or how we fail that challenge. More understanding of our dilemma is needed. Armed with those insights, we must then try to change things where we can.

All the World's a Stage

Presentation Skills Vital to Firm Success

By D. Scott O'Brien

While it's often said that a picture says a thousand words, architects today must realize that pictures alone do not sell design services. With fierce competition, sluggish markets, and savvy clients, it is clear that successful architecture and design firms must develop their ability to persuade, as well as their talent for design.

The flood of reservations for the recent "Selling Skills" Seminar sponsored by the Interior Architecture Committee and Steelcase, Stow & Davis proves that Chicago area design firms recognize the need for greater sensitivity to the process of selling. The seminar, designed to help principals and staff communicate ideas effectively, utilized video presentations, personal video taping, and role-plays to make its message.

As seminar participants learned, a sales presentation is a unique form of communication, distinguished from speeches and lectures by its call for a positive response. The presentation must do more than provide information: it must persuade a client to act in an affirmative manner.

To compel a client to action, the presentation must be dynamic, enthusiastic, and concise. It must address the client's specific concerns, presenting solutions and outlining the advantages and benefits of a unique approach.

Most importantly, the presentation must project confidence. The client must walk away convinced that this designer is a bright, talented and sincere individual. He must be comfortable in the knowledge that this designer believes in his or her own abilities and is fully prepared to undertake the important project at hand.

In its organization, the sales presentation should address key issues, eliminating unnecessary information. This requires a researched understanding of the client's situation and

See *Presentation Skills* pg. 19

Challenging the Shelter Dilemma

By John Tomassi, AIA

SPECIAL FEATURE



Lee Weintraub, AIA, John Buggy, AIA (photo left), and Walter Netsch, FAIA (photo right) were among those who set aside a day to gather solutions for housing the homeless.

At a time when U.S. schools of architecture are said to be focused more on design as an art form, and indeed, one meant to be profitable, some 75 students from five different campuses attended the day-long workshop held at the South Shore Country Club November 14 to benefit the homeless. The scene was one of scattered tables and chairs, a flurry of pens, pencils and paper, and a constant dialogue at once orderly and chaotic. Sponsored by the Chicago Chapter as part of the National AIA shelter design workshop agenda, the participants heard first from community leaders and city departments engaged in the massive delivery of public services to the homeless population.

The audience listened intently as speakers addressed topics such as who the homeless are and what kinds of con-

ditions are typically found in the city's shelters. For many it was the first time they had had any encounter with this issue. Alderman Louis Guttierrez, of the 26th Ward, presented a lively discussion citing problems arising when placing a new shelter in a city neighborhood. Eugene Love, Director of Emergency Services for the Department of Human Services, spoke about the many kinds of facilities being used and what problems can occur when trying to satisfy a less than accommodating building code.

Attendees also got a first hand account from Katie Milton who runs Unity House shelter on the city's west side. Describing her clients as "members of the family," she presented a picture of caring and guidance for those who so often find themselves in the throes of despair. Her shelter, once her



Mary Beth Carroll

building and new construction as their design parameters. Most interesting in these designs was a rethinking of living quarters to include private space with bare necessities, as well as communal space in hierarchic order. Sagely, Mr. Schipporeit counseled his designers in the economics of building as a means toward the aesthetic whole. Representatives from the Planning Department and the Department of Housing observing this group were most intrigued by the results.

Netsch's group, off and running at the bell, first heard a lecture from its captain and then proceeded to work feverishly all afternoon. IIT students again, perhaps eager to work with Netsch and others from SOM, rallied around a modular approach to emergency housing. Counseled about the qualities of space, such as dignity, privacy, and adversity, the group produced a series of schemes for open sites, which displayed a spartan regimen combined with a sensitivity for neighborhood scale and a refreshing appreciation for open space.

The designs by the students are being transferred to presentation boards and then sent to AIA Headquarters in Washington, where they will join an exhibit of workshops from across the country as part of the national effort. This promises to be an impressive showing and one that illustrates the resolve pledged by the Institute over two years ago: to take an active part in tackling the homelessness problem in our nation.

Here at home, the work is just beginning. Chapter President Cynthia Weese has asked for a continuation by the workshop committee to monitor such projects as the school building conversion and to discuss ways to demonstrate the value of good design in facing the housing shortage. While the Fed grapples with eight billion in appropriations for housing and a special shelter grants program passed last summer, the city administration is in need of sound advice to make sure this funding is used wisely in 1988.

Students gathered from as far away as Cincinnati to attend the Saturday workshop, proving, at least for some, that a concern for social problems is an important ingredient in their architectural education. For them it was not an exercise in futility but an opportunity to ponder the leadership role that is part of any good design business.

Tomassi is executive director of the Chicago Architectural Assistance Center.

home, was transformed with help from the city. Now it supports otherwise homeless individuals and families hoping to survive economic hardship and regain some vestige of a normal life.

During the charrette that followed, the students, divided into three design groups, were led by Gerald Horn, George Schipporeit, and Walter Netsch. Each group was presented with a design problem representing a type of shelter found here and in other cities throughout the country. But, as the students quickly learned, their leaders had brought a number of items to the table which were not described in the program.

Horn's group (some of his class at IIT, others from UICC) had the difficult task of recycling a small school building into a home for women and children. This project, perhaps the

most tangible because it has been earmarked for funding by the city, flowed almost effortlessly to an elegant and simple solution. As if this challenge were not enough, the group also tackled the problem of infilling an empty city lot with a transitional type residence. This geometry proved tougher, but results were equally impressive as the group devised a scheme that could be repeated adjacently on a second lot.

The design of a residential hotel was given as a problem to the Schipporeit group in order to focus attention on a type of permanent housing that is slowly being eroded from our streetscape but which is for many individuals a refuge from life on the street. The group, composed largely of students from the University of Wisconsin, Milwaukee, split into three sub-groups, choosing a warehouse, a loft

Robert Adam and the Antique

By Thomas Norman Rajkovich

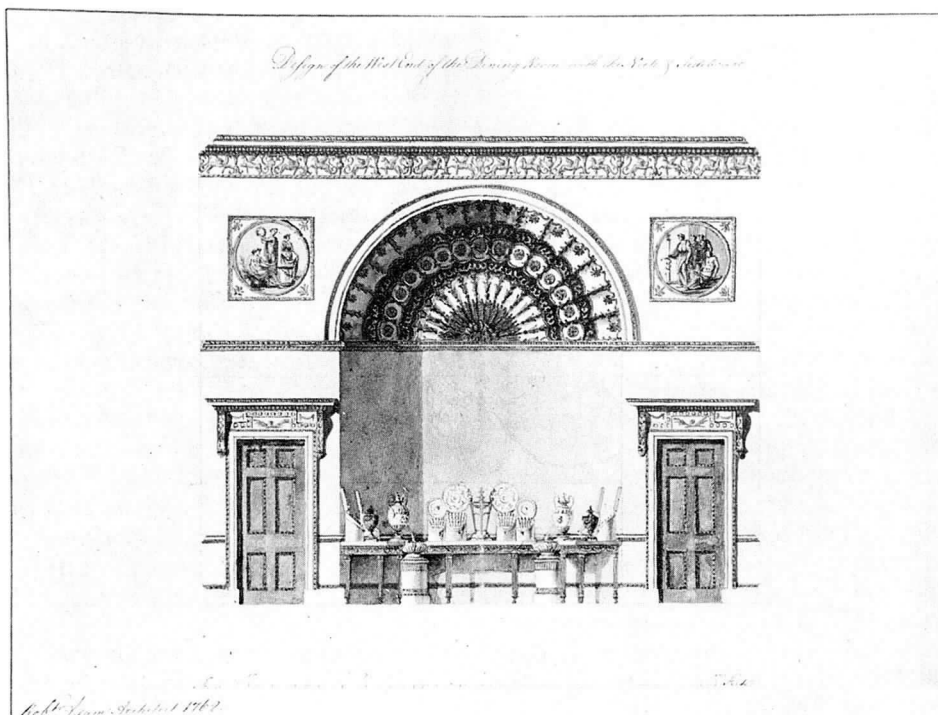
With the opening of "Robert Adam and Kedleston: The Making of a Neo-Classical Masterpiece" at the Graham Foundation on January 14, the Focus asked Thomas Rajkovich to discuss Adam's discovery of the classical world and its ultimate influence on his work.

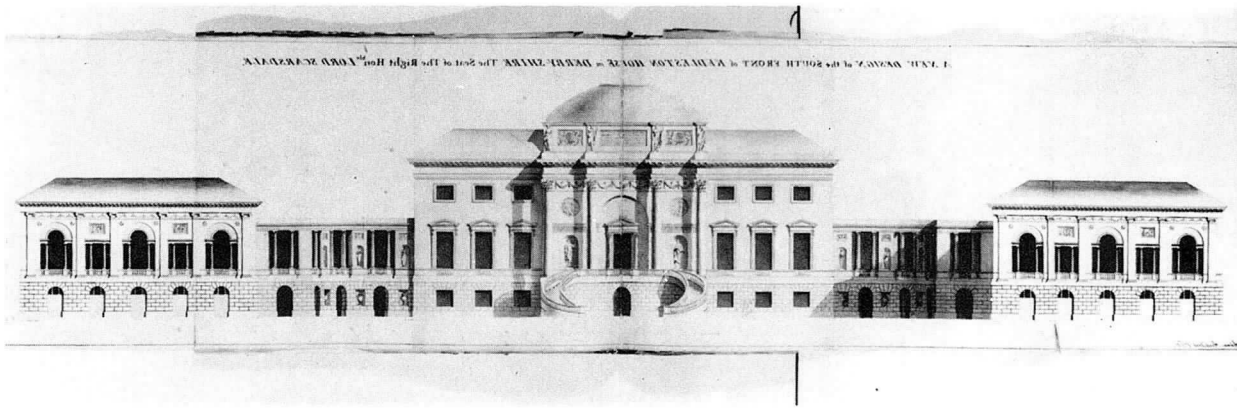
The architecture of Robert Adam and his brother James reflects a learned and meaningful application of antiquarian knowledge, a knowledge that was assuming broad and careful consideration in the eighteenth century with the advent of the Grand Tour. An appreciation of the Adams' achievements is, therefore, gained through reflection on the nature of the Grand Tour and the study of classical antiquity and its highly specific manifestation in what came to be called the "Adam Style."

The eighteenth century was a period marked by a vigorously renewed interest in the ancient world as exemplar. The Grand Tour centered upon Rome and involved travel amongst the extant sites of classical antiquity. It would become the formative core of education in the arts. For

Robert Adam, who began his Tour in 1754, at the age of twenty-nine, the study of the antique was intense, disciplined, and thorough. Together with an assistant from the French Academy, Charles-Louis Clerisseau, Adam proceeded to study and document the Baths of Diocletian and Caracalla in Rome, Hadrian's Villa at Tivoli, various temple sites, and, most importantly, the Palace of Diocletian at Spalato in Dalmatia (present day Yugoslavia). The documentation was analogous in form to the work of Giuseppe Vasi, David LeRoy, and James Stuart and Nicholas Revett, yet would serve as both a vehicle for the assertion of Adam's intentions (through implication) and as a means for the acquisition of knowledge and its translation as applicable skill. Adam's assessment and understanding of antiquity was, simultaneously, influenced by the interpretations of a contemporary Roman architect and engraver, Giovanni Battista Piranesi.

The "vedute" of Piranesi, seen as a sublime corollary to his intentions as architect, expressed a specific interpretation of the antique dominated by the "historiated fragment." Prior to the completion of his Grand Tour, Adam was befriended by Piranesi, who would later dedicate a set of engravings to Adam. For Robert Adam, the presence in Piranesi's work of the "historiated fragment," a perfectly preserved column capital or a panel of grotesques juxtaposed against the ruins of an architectural framework, was evidence of a layered antiquity.





Photos of Adam drawings courtesy National AIA.

In 1758, Robert Adam and his brother James established a practice of architecture in London in direct competition with William Chambers. The practice was predicated on the emulation of antique precedent. The corpus of work they produced (published later as *Works in Architecture*) was substantial and vastly influential. A clearly defined and principled approach to architecture resulted from the syntactical resolution of the elements of antiquity within the framework of a regulated formal order (derived in large part, from Adam's documentation of classical sites, specifically the Baths). The implementation of the grotesque (of renewed interest since Raphael's discoveries at the Domus Aurea) was, together with panellized ornament, an essential expression of architectural layering "all' antica" and the realization of a secondary, diaphanous spatial container. Antiquity was thus tempered in its layered expression and reinterpreted through allegorical invention. Nowhere would the influence of Piranesi manifest itself more vividly.

The architectural framework of the regulated formal order was again manipulated by Adam in a variety of formal type combinations reflecting the adaptation of the antique model (tripartite colonnade, panellized attic storeys, the use of segmental arches and vaults, depressed thermal windows, and entablatures absent their architrave). Formal correspondence would signal a prefiguring of rationalized classicism in the relation of ceiling to floor and internal order (column and entablature) to external order.

The Adams' knowledge and application of the antique was thorough and specific, and established a primacy for their practice in recognition and emulation. Their work, noted as the realization of a "style" within their lifetimes, would influence and inform the work

of many in the subsequent generation, especially that of John Soane.

Soane's work, in acknowledged debt to Robert Adam, further investigated the "historiated fragment" and its syntactic resolution within a framework, which proposed, perhaps, a more complex, transparent, or continuous spatial container.

The emulation of antiquity and its application in the development of a layered, formal spatial order, made meaningful through allegorical invention, heralds the Adams' work as innovative and scholarly. As Johann Wolfgang Von Goethe would write at the close of the eighteenth century, "Everything has been thought of before, but the problem is to think of it again."

Thomas Norman Rajkovich, who resides in Evanston, is in private practice with David T. Mayernik of Philadelphia, Pennsylvania and is presently designing a Counter-Project to the proposed addition of the John G. Shedd Aquarium. He is a member of the faculty of the School of Architecture at the University of Illinois at Chicago.

80 Robert Adam Drawings at Graham Foundation

From January 14 to 25, the Graham Foundation will house the British National Trust exhibition, "Robert Adam and Kedleston: The Making of a Neo-Classical Masterpiece." This exhibition of more than 80 drawings by the British architect was on view for six weeks at the end of 1987 at the Octagon in Washington, D.C. Chicago's Graham Foundation is one of six institutions, in addition to the Octagon, to be selected to receive the exhibition.

The works on view date from 1759 to 1778 and are drawn from the Kedleston Hall archives, which comprise the most comprehensive body of Adam's work outside the Soane Museum in London. In contrast to the "Treasure Houses of Britain," the Adam exhibition is a thorough exploration of a single country house. The drawings, many of which are designs for ceilings, wall elevations, and garden buildings in full color, show the architect at the height of his powers and form the central core of the exhibition. Highlighted is a unique collection of Adam's drawings for the park landscaping - from a fishing temple still in existence to a thatched cottage to a five-story view tower.

Kedleston Hall is considered the world's finest surviving example of the Adam style of architecture and design and is one of England's most unified eighteenth century estates.



January

4 ▼ Architectural Photography Exhibit

Work of Barry Rustin in the CCAIA Board Room

6 ▼ UIC Lecture

"What Price Paradise? Hollywood Redevelopment Project." Speaker: Diane Ghirardo, professor, Univ. of Southern Calif. 5 p.m., Rm. 250, Behavioral Sciences Bldg., 1007 W. Harrison. Free & open to public. Information: 996-3335.

CAF Noon Lecture

"Going from 'Y' to 'Zed': Adaptive Reuse of the Old South Loop YMCA." Speaker: Jack Murchie, partner, Schroeder-Murchie Architects. 12:15 p.m. ArchiCenter Gallery. Free.

7 ▼ Graham Foundation Exhibit

Last day of "Transformed House." Photography of Camilo Vergara. Graham Foundation. Mon.-Thurs., 9 a.m.-4 p.m.

10 ▼ Faith and Form Journal Submissions Deadline

See Notebook for details and/or call 617/965-3018.

12 ▼ CCAIA Executive Committee Meeting

8 a.m. Board Room.

13 ▼ CAF Noon Lecture

"Charles Rennie Mackintosh, Part II: The Later Years." Speaker: Tony Jones, president, School of The Art Institute of Chicago. 12:15 p.m. ArchiCenter Gallery. Free.

Design Committee Program

"Urbanism in the Central City: Planning for Cityfront Center." Panel: Dirk Lohan, Philip Levin, Tom Walker; moderator, Robert Brueggemann. 6 p.m. ArchiCenter Gallery. \$3 members, \$4 non-members.

Office Practice Committee Program

"Architectural Photography: Show and Tell." Speakers: Abby Sadin, Sadin Photo Group; Jim Steinkamp, Steinkamp/Ballogg; Jon Miller, Hedrich-Blessing. 5:30-7:30 p.m. CCAIA Board Room.

Graham Foundation Exhibition Opening

"Robert Adam and Kedleston: The Making of a Neo-Classical Masterpiece." Organized by the British National Trust. Through Jan. 26. Mon.-Thurs., 9 a.m.-4 p.m. Information: 787-4071.

Northeast Illinois Chapter Meeting

Joint meeting with Eastern Chapter. "Annual Economic Outlook." Information: 470-0073.

14 ▼ Exhibition Opening

"Landscape Drawings of Five Centuries: 1400-1900 from the Robert Lehman Collection of the Metropolitan Museum of Art." Through Mar. 20. Mary and Leigh Block Gallery, Northwestern University. 1967 Sheridan Rd. Tues.-Sat., 10:30 a.m.-5 p.m.; Sun, noon-4 p.m. Information: 491-4000.

17 ▼ PSMJ's CEO Roundtable on Foreign Acquisition.

Through Jan. 21 in St. Maarten. See Notebook and/or call 1/800-537-PSMJ.

19 ▼ CCAIA Board of Directors Meeting

Noon. Board Room

CCAIA Membership Surveys Due at Chapter Office

Chicagoland Bomanite Seminar

New techniques in coloring and imprinting concrete to be discussed. Held in Lombard. For location, time, contact: 620-4552.

20 ▼ Health Facilities Committee Program

"The Future of Cook County Hospitals." Noon. Union League Club, 65 W. Jackson, Rm. 816.

Historic Resources Committee Program

"The Field Museum: Overview of the Exterior Conservation." Speaker: Kevin Lee Saaring. Noon. CCAIA Board Room.

CAF Noon Lecture

"French Gardens and Chateaux." Speaker: Wojciech Lesnikowski, Professor of Architecture, UIC. 12:15 p.m. ArchiCenter Gallery.

Urban Development & Planning Committee Discussion

Focusing on issues and concerns for the lakefront and Chicago River. Coogan's Pub, 180 N. Wacker. 5:30 p.m. Members are welcome to join Steering Committee. No reservations necessary.

UIC Lecture

"Typology of the Nomad." Speaker: David Bell, visiting professor, UIC, and professor, Rensselaer Polytechnic Institute. 5 p.m. Rm. 250, Behavioral Sciences Bldg., 1007 W. Harrison St. Free and open to public. Information: 996-3335.

21 ▼ Computer Committee Program

"Integrating the Computer into the Architectural Office." 5:30 p.m. Bertrand Goldberg Associates office, 800 S. Wells (River City.)

CSI Dinner Meeting/Program

"Quiet Please: Architectural Acoustics." Speaker: John W. Kopec, of Riverbank Acoustical Lab. 5:45-7 p.m. (cash bar 5 p.m.). Dinner (optional) 7 p.m. Program: \$6 with reservations; program and dinner: \$17 with reservations. Reservations/information: 641-5986.

CAF Adult Education Class

"Chicago: The Rise of an American Architecture." First of six (meeting on Tues.) 7-9 p.m. through Mar. 1. Archi-Center Gallery. \$75 to CAF Education Dept., 1800 S. Prairie, Chicago 60616.

27 ▼

Young Architects A.R.E. Program

Created to share & disseminate information about the Architectural Registration Exam. Licensing agency reps on hand for questions; NCARB graders also part of program. 5:30 p.m. Archi-Center Gallery. \$8 members, \$12 non-members, \$3 students. Reservations/information: Mary Beth Carroll, 663-4111.

CAF Noon Lecture

"Pullman: A Social Legacy." Speaker: Dr. Phyllis Kozlowski, chairman, Humanities Dept., Moraine Valley Community College. 12:15 p.m. Archi-Center Gallery. Free.

Nat'l. AIA Grassroots '88 Conference

J. W. Marriott Hotel, Washington, D.C. Through Jan. 30.

29 ▼

CDB Awards Deadline

Recognizing outstanding projects in new construction and remodeling. See News Items article.

February I**CCAIA Nominations for Board of Directors Deadline**

Contact Ed Uhlir at 294-2277.

Illuminating Engineering Society Design Awards Deadline

International Illumination Design Awards Program. See Focus Notebook and/or call 956-8400.

Presentation Skills

Continued from page 13

concerns. Research is an anticipated phase of the presentation process, and clients expect to be asked questions. In fact, many are disappointed when prospective architects fail to do their homework prior to the presentation.

Once the basic issues are identified, they should be prioritized. Issues that are non-essential, from the client's point of view, should be eliminated. Discussion of the remaining major issues will form the body of the presentation.

Presentation delivery is a highly personal practice. The key to effectiveness is to act as comfortably as possible, as though the client was already an acquaintance. Talk in a straightforward manner, engaging the client in issues that interest him, maintaining his attention throughout. Some further suggestions on how this is accomplished:

► An effective presentation should have an introduction, a body, and a conclusion. First, state your objectives and get an agreement from the client. Second, present your issues and related solutions. Third, summarize and ask for the next step in a polite, unassuming manner, i.e. approval, contract, etc.

► Determine what the client must hear to convince him of your view. Eliminate all other information.

► Follow any and all rules that the client may establish for the presentation.

► Eyes are very important. Look the client in the eye from time to time to communicate your sincerity and confidence.

► Enthusiasm is contagious, but the client won't catch it if he's not exposed to it. Don't be afraid to show your excitement for the project or for your proposed solutions.

► Use only visuals that are pertinent. Use them minimally; do not use charts, books, and graphs that are over-detailed.

► Substantiate your points with evidence, facts and real-life situations that the client can relate to. Use gut-level, bottom-line terminology. Do not use professional slang.

► Use comfortable gestures to subtly emphasize important points. Do not jiggle change or gesture wildly.

► Pace the presentation to provide variety. Make effective use of silences to gather thoughts and drive home major points. Do not fill silences with "ums" or "ahs"; they erode the impression of self-confidence. If you need to think for a moment before answering a question, do so. Then proceed confidently.

The most important element of a sales presentation is the client's reading of the personalities involved. Therefore, it is essential that everyone be comfortable with the situation and act naturally. Learn to rely on your natural sense of humor, your sincerity, your knowledge, and your talent, and let those qualities show through. Give the client an opportunity to see what a terrific person he has a chance to work with.

The Interior Architecture Committee and Steelcase, Stow & Davis will offer the day-long "Selling Skills" Seminar again on February 19 & 20. Call the CCAIA office for details and reservations.

Scott O'Brien is director of marketing at Swanke Hayden Connell's Chicago office. He has published numerous articles on the promotion of interior and architectural design and frequently lectures for such groups as the Society for Marketing Professional Services. Among galleries and institutions exhibiting his photography are The Art Institute of Chicago and New York's Center for Creative Photography.

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▼
Edward H. Matthei, FAIA, has been appointed chairman of the National Easter Seal Society's Professional Advisory Council. Matthei began his work with the National Easter Seal Society in 1965 as the AIA liaison officer and has since served on the National Board of Directors as secretary and first vice president. Matthei is a founding partner in Matthei & Colin Associates Architects-Engineers.

▼
John Syvertsen, AIA, has announced the opening of a new architectural practice, John Syvertsen Architect, located in the Fine Arts Building, 410 S. Michigan, Chicago 60605. The phone, at this writing, has yet to be installed.

▼
Daniel Harding Wheeler has announced the opening of an office, Daniel Wheeler Architects, for the practice of architecture. Joining with him as an associate is Brad Erdy. Prior to opening this office, Wheeler was an associate and studio head at Skidmore, Owings & Merrill. He has also worked with Machado-Silvetti Architects in Boston and Himmel Bonner. He is a graduate of the Rhode Island School of Design, and a recipient of a 1985 CCAIA Young Architect Award. The office is located at 417 S. Dearborn; phone 939-7787.



▼
Ralph Johnson, AIA, senior vice president of Perkins & Will, is featured in the Nov. 16 issue of Esquire Magazine as part of its 1987 Register, the fourth in a series of annual editions

published to honor the achievements of outstanding American men and women. The Register recognizes professional courage, originality, ingenuity, and service to society. Johnson is one of 40 persons nationwide to be selected "because they and their peers will shape American society in the next two decades."



Professional Affiliate member **Lee Benish** has been elected vice president/president elect of the Society for Marketing Professional Services. Benish, who has served as SMPS

Mid-Central Regional Director, is a principal at Landscapes by Design in Itasca. He is chairman of the Chapter's Professional Affiliate Committee and represents the PAs on the Board of Directors.

▼
Thomas B. Battles, AIA, has recently returned to Chicago after 15 years absence, to become president of the Prestressed Concrete Institute. Many will remember Tom as a former executive director of the Chicago Chapter and Illinois Council during the late sixties. Earlier he served on the CCAIA Board as second vice president and secretary and chaired the Membership, Public Relations, and Regional Conference Committees. He and his wife JoAnn look forward to renewing old friendships in the months to come.

▼
Joseph Caprile, AIA, architect with Lohan Associates recently presented a lecture on the Chicago Dock and Canal project to the Structural Engineers Association of Illinois.

▼
Three Chapter members served on the Institute's Honors Awards jury: **Adrian Smith, FAIA**, chaired the jury, which met in Washington in early November; **Carter Manny, FAIA**, and Associate Member **Steve Moylan**. The Awards, consisting of the Firm Award and several Honor Awards, will be presented at the National AIA Convention in New York City in May.

▼
Victoria Behm, former Chapter executive director, has joined Rosenzweig Professional Services Marketing as Associate Partner of the three and one-half year-old firm. Behm has previously

been in charge of marketing for the Chicago office of Swanke Hayden Connell and was in the marketing group at Lohan Associates.

▼
Sitting on the Board of Directors of the Chicago Chapter, Construction Specifications Institute are three Chapter members: **Susan Greenwald**, director; **Terry Lallak**, director; and **Raymond Green**, past president.

▼
Werner Sabo, AIA, publisher of the AE LawNews, has announced a new book, *A Legal Guide to AIA Documents*. The book analyzes, on a paragraph by paragraph basis, the most recent versions of A201, the General Conditions, and B141, the Owner/Architect Agreement. It is designed to be helpful in understanding and amending these two important documents. Citations to cases and alternate language are included. Cost of the book is \$40 plus shipping and taxes. Call 332-2010 for further information.

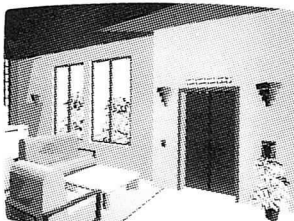
▼
Architects' unrealized dreams are showcased at the ArchiCenter's new exhibition of architectural drawings and models, "What Could Have Been: Unbuilt Architecture of the '80s." Architects, including Philip Johnson and Helmut Jahn, were asked by the exhibition organizers, Lorry Parks and Roberta Mathews of Grace Designs in Dallas, to select favorite projects designed for a U.S. site and dating from after 1980. The third and most important factor is "these favorite structures must never have been built." Twenty-seven architects and two environmental artists submitted work to the exhibition. Architects represented in the show include Michael Graves, Cesar Pelli, Ettore Sottsass, Paul Rudolph, and Robert Venturi. "What Could Have Been" debuted at CONDES 87 in Dallas and will run through Mar. 5 at the ArchiCenter.

▼
The UIC School of Public Health and the Midwest Asbestos Information Center will sponsor "Model Guide Specifications for Asbestos Abatement and Management in Buildings," to be held Mar. 2 at the Ambassador West Hotel. This course is intended to set forth the state-of-the-art of asbestos abatement in buildings and address the proliferation of guide specification materials concerned with asbestos abatement. The registration fee is \$240. For more information, contact UIC, Conferences and Institutes (M/C 607) 912 S. Wood St., Chicago 60612, 996-5225, Attn: Conference Registrar.

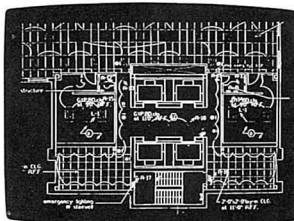
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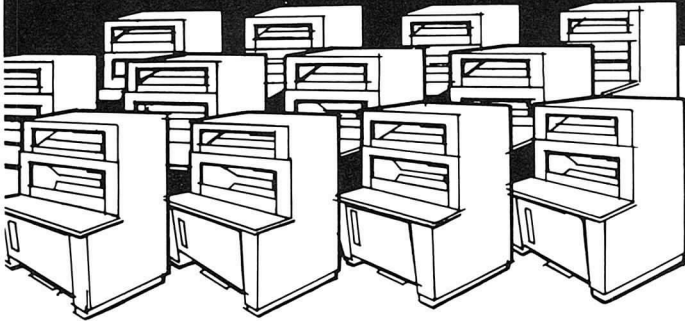
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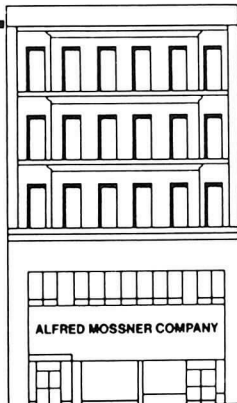
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▼
Entry forms for the 1988 AIA Architectural Photography Competition, organized by the St. Louis Chapter in cooperation with the National AIA, are available by sending a stamped self-addressed envelope to St. Louis Chapter, AIA, 911 Washington Ave., #225, St. Louis, MO 63101. Entries are due at the St. Louis Chapter on Mar. 1. The entry fee is \$15 for one to five slides, with no limit on number of entries that may be submitted by one person. The contest is open to members of any AIA Chapter. Entries are judged on photographic interpretation of the subject matter, not the architecture.

▼
Work of individuals who are involved creatively within the field of architecture and/or are accomplished in an area of the fine arts will be considered for a Fall 1988 exhibition, "Artists and Architects." The show will focus on the architect as artist, both in functional design and within the fine arts media; incorporation of architectural principles channeled into painting and sculpture; and collaborative efforts between the fine artist and the architect. An important aspect of the exhibition's premise is the mutual involvement of the artistic and architectural communities. The show is scheduled to open Sept. 25 at the Prairie Avenue Gallery and will run through Oct. 23. Contact Marguerite Perret, 1470 W. Warner, #2, Chicago 60613, 472-9334.

▼
Faith and Form, journal of the Interfaith Forum on Religion, Art and Architecture, is soliciting material on good design in rehabilitation, renovation, and restoration for the Spring 1988 issue. Most mainline denominations report few new churches are being built, and that they are concerned with re-adaptive use of existing spaces. The journal is especially interested in examples when unique problems have been addressed, options evaluated, and successful solutions devised. Clear descriptions of process, construction, and a philosophical/architectural statement will benefit the journal's readers. Submissions, which will be reviewed by the Faith and Form Committee, should include relevant visual material. The deadline is Jan. 10. Send materials to Betty H. Meyer, Editor, Interfaith Forum on Religion, Art & Architecture, 25 Maple St., Auburndale, MA 02166. The phone number is 617/965-3018. It is suggested that these projects be entered in IFRAA's Awards Program, details of which can be

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▼
Entry Forms for the International Illumination Design Awards (IIDA) Program are now available. The goal of the IIDA program is to encourage, recognize, and publicize outstanding lighting designs in the Chicago area. Entrants are asked to submit a written description (maximum of 250 words) and 35 mm slides of the design (maximum of 10 slides). All submissions are due Feb. 1. All qualifying entries will be forwarded for possible regional and national recognition by the Illuminating Engineering Society. Additional information and entry forms may be obtained by contacting John Hollander, 956-8400.

▼
 The fund to build a memorial to noted structural engineer Fazlur Khan remains short of its goal. The memorial will consist of a large bronze relief sculpted by the Spanish artist Carlos Marinas to include a likeness of Dr. Khan and the many buildings created by Khan that grace the Chicago skyline. William Lavicka and Jaime Moreno are spearheading the drive to build the memorial. Please contact Moreno at Material Service Corp., 372-3600.

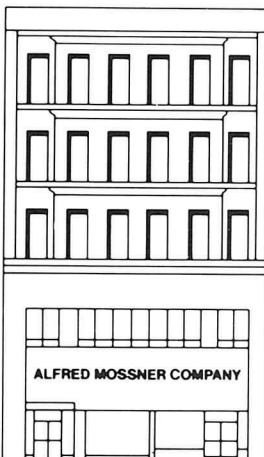
▼
 The Chicago Architecture Foundation has announced its first **adult education program** in architectural history. The first of two non-credit courses, "Chicago: The Rise of an American Architecture," will begin Jan. 26 at the ArchiCenter gallery. A second course, "The Language of Modern Architecture," will be given in the fall. The winter course, which meets on six Tuesdays, Jan. 26 through Mar. 1, from 7-9 p.m., will be conducted by Robin Franklin, candidate for a Master's degree in art history from the School of the Art Institute, where she has taught. Tuition is \$75. To reserve a place in either class, send a check payable to the Chicago Architecture Foundation to: Education Dept., CAF, 1800 S. Prairie Ave., Chicago 60616.

▼
 The Northern Illinois Chapter, Construction Specifications Institute is sponsoring its 4th annual "Construction Specifications Course" on Wed. evenings, Jan. 6-Mar. 23. The course will cover the construction specification process, a detailed review of general conditions of the contract for construction, preparing for the 1988 CSI Certified Construction Specifiers (CCS) examina-

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tion and the 1099 CSI Certificate Program (CP) examination. For more information on location, cost, etc., contact Edward Janis, 325-6160.

▼
The American Society of Civil Engineers "Manual of Professional Practice for Quality in the Constructed Project" will be discussed by Stephen Mitchell of Lester B. Knight at the joint dinner meeting of the Structural Engineers Association of Illinois and the Illinois Section of the ASCE, Structural Division, to be held Jan. 5 at the Como Inn, 546 N. Milwaukee. Dinner will begin at 6 p.m.; the lecture to follow. Cost of the dinner and lecture is \$14, SEAIO and ASCE members, \$16, non-members; students, \$8. Contact SEAIO office for details and/or reservations, 372-4198.

▼
Recent acquisitions of U.S. design firms by foreign investors is a focal point of PSMJ's Chief Executive Officer's Roundtable, Jan. 17-21 in St. Maarten, Netherlands, Antilles. With foreign investors seeking medium-size U.S. architecture and engineering firms and large firms with top management to anchor their U.S. holdings, CEO's of large design firms, especially those with a staff size exceeding 500, are asking what steps should be taken to position themselves competitively against these foreign acquired firms and if they should be acquiring smaller design firms. In-depth discussions on competing against foreign investors coupled with a statistical analysis of how the top 25 U.S. firms in 1987 have positioned themselves at the pinnacle of profitability despite the foreign connection are the focus of this conference. The session is strictly limited to 20 large firm CEO's. Spouses are encouraged to attend and enjoy the festivities throughout the conference. For information or reservations, contact Anita Stasiowski, Practice Management Associates, Ten Midland Ave., Newton, MA 02159, or call 1/800-537-PSMJ.

▼
"Theory and Practice: Bridging the Gap," a two-day seminar for architects, contractors, and preservationists, will be hosted and co-sponsored by Columbia University, NYC, Feb. 13-14. Three concurrent tracks will address the latest in techniques and technologies for paint and coatings, limestone and sandstone, and architectural terra cotta. For more information, call 212/744-6787.

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ference given in conjunction with A/E/C Systems '88, the 9th International Computer and Management Show for the Design and Construction Industry, being held in Chicago May 3-5, will bring together educators from government, industry, and academia to discuss major research issues of concern to designers, contractors, and facility managers. The symposium will include plenary sessions discussing government, academia, and industry interfaces; case studies on emerging research directions and strategies; international case studies; and working groups on major research issues, including artificial intelligence, information interfaces for design and construction, 3D modeling issues, visualization technology, facilities planning and management, and digital data exchange. More information: Call Lou Savarino, 617/492-1148.

▼
A 100-page, looseleaf bound manual, *Professional Liability Management for Design Firms*, addresses solutions to the liability problem in clear, non-technical language. Among topics included are: whether you should purchase insurance, contractual loss control methods, techniques to avoid claims, and project and management organization to reduce claims. Cost of the publication is \$38 plus \$3.50 shipping (prepaid orders only). The manual is available from Birnberg & Associates/THE PROFIT CENTER, 1227 W. Wrightwood Ave., Chicago 60614; 664-2300. It i

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