

CCAI A FOCUS

CHICAGO CHAPTER AMERICAN INSTITUTE OF ARCHITECTS MARCH | 1989



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SPEAKING OF

Public Relations

For at least 30 years, the Chicago Chapter Board has felt that one of the most important activities that the CCAIA should engage in is creating a better image of architects among the public. In normal business world parlance this is called "public relations" - something at which architects do not usually excel (with some notable exceptions, however).

In the dusty past, and just at the beginning of my own education, architects were a bit embarrassed at the notion of "promotion" as being somehow cheap and tawdry. It appeared to the professionals at that time that if one engaged in purposeful publicity, the esteemed position of the Mother Art would be somehow diminished. It is hard to believe today, but for many years the AIA fostered strict prohibitions against even listing the name of the architect on a construction sign. I suppose this attitude stemmed from the medieval concept of the secrets of the Master Masons, which to divulge the methods or special knowledge of the profession was punishable by death. This kind of protectionism of the "trade," so to speak, would at its furthest extent lead to total ignorance by the public of the fact that someone other than the builder had to actually design that building. This has led us to the dilemma we find ourselves in today, with much misunderstanding of the role of architects in contemporary culture.

In the process of doing the annual clean up of the CCAIA office, Executive Director Jane Lucas discovered an old blue-printed document of about 100 pages, which was written by the Chapter Board of 1956. It is extremely interesting in giving us a glimpse of how members of our profession felt about themselves and their duties to the public at the time. One can only vaguely speculate how our current musings about the unique changes taking place in our midst today will be appreciated 30 years from now. Such is the

romance of history. I do intend to fully divulge the contents of this mysterious dead sea scroll in a future column, but for now I will limit my discussion to a comparison of attitudes about publicity.

Among other things, this document purported to be a "long range plan." This is ironic since we are only now beginning to implement some of the ideas they had, such as some day creating an architectural fair and trade show, which we are doing this year via "Concept Chicago 89," and giving representation on the Board to younger Chapter members. There are in fact many similarities between this paper and the current long range plan for the Chapter, which was created last March without the benefit of our ancestor's wisdom. But one item clearly stands out as being of supreme importance to the architect of the 1950s, that is, the "promulgation of a clear definition of the difference between public relations and publicity promotion." This was brave in those days of anti self promotion. The 1956 Board wistfully looked forward to some day hiring a "professional public relations counsel."

Chapter P. R. No Longer a Dream

A landmark event occurred at the December, 1988, Board of Directors meeting. We finally, after 30 odd years, hired such a firm.

The firm that was selected after much research and many interviews is the Chicago firm of Paul Wertheimer and Associates. This firm was retained because of their ongoing participation with other related associations and with the city of Chicago. We are already quite pleased with the work they have performed on your behalf. Paul Wertheimer has been to several recent major AIA events, such as the Distinguished Building Awards, several Board and Executive Committee meetings, and our first dinner meeting last month to get a "flavor" of who we are, in order to present us to the public.

We cannot really see ourselves as others do, which is why it is extremely valuable to have the unbiased view-

Cover graphic by Nick Pavkovic for the Young Architects exhibition, *Alternative Visions: Chicago*, opening on March 31 with a reception, from 6-8 p.m., at the Chicago Public Library Cultural Center Randolph Street Gallery.

THE CHAPTER CIRCUIT

point of an "outsider." Paul has made arrangements to have all of the mayoral candidates appear before the Board to make a statement and respond to questions. This has already been accomplished in a session with Alderman Bloom, and by the time you read this, we will have met with the others. Larry Bloom's presentation developed into a press conference, at which several local representatives of the media were present. The meeting was aired on Channel 7 that evening, showing the AIA banner and your Board looking wise and probing. It also appeared in the printed media the next day, and I heard about the "presentation before 'a group of architects'" on the radio. During those two days, probably several hundred thousand people heard the "A" word in a very positive light. Just as our own designs are priceless, this kind of public exposure cannot be bought for any money. It can and is, however, being provided for us by our very knowledgeable and savvy consultant.

Other services that Paul Wertheimer has promised to do include creating a long-needed press kit for the CCAIA that can be assembled quickly for any occasion. He will also share with the CCAIA staff and Board some of his techniques on how to deal with the media and how to be positioned as an expert (which, of course, we are). He plans on running an educational seminar on public and media relations during this year. We are all in need of a major re-education in this area.

At long last, we have thrown off our bondage of guilt feelings about good, honest, self-promotion. It took only 33 years. Let's hope that our current long-range plan does not take as long to accomplish.



PROGRAMS AND EVENTS

CCAIA Annual Meeting at Blackstone Theatre

The CCAIA Annual Meeting will be held at the Blackstone Theatre on Thursday evening, April 13, beginning at 5:30 p.m. This will be the Chapter's second annual meeting in one of Chicago's famous theatre spaces. In addition to a business meeting and the announcement of the 1989-90 Board of Directors, there will be a special exhibition and a presentation on the "new" Blackstone Theatre, recently purchased by DePaul University for its Theatre School productions.

Chapter Dinner Program Focuses on the Architect and the City Project

On Tuesday evening, March 21, 1989, the CCAIA will hold its next Chapter Dinner Meeting at the M & M Club. The first meeting on Interior Design Licensing, held in January, was highly successful (see report on page 8), and we plan to build on that success with another interesting topic.

The guest speaker will be Kendall Fleming, architect for the city of Chicago. Mr. Fleming will discuss not only the role of the Department of Architecture and recent innovations of that group, but also how to obtain work from the city and the mechanics of dealing with city projects.

A cash bar will be open from 5:00 to 6:30 p.m., giving everyone an opportunity to meet Chapter Board members, committee chairs, Professional Affiliates, and our guest speaker, as well as other architects. Dinner will start at 6:30 p.m., and the program will open with a brief update of Chapter events and news by President Frank Heitzman. Mr. Fleming's remarks will conclude at 8:30 p.m., with an oppor-

tunity for questions from the audience.

Free parking is available in the northwest corner of the Merchandise Mart. The M & M Club is located on the second floor of that building.

Cost of the dinner and program is \$20.00. Make your reservations now using the form below.

Werner Sabo, AIA

Chapter Dinner Meeting/Program Reservation Form

Tuesday, March 21, 1989
M & M Club, Merchandise Mart
2nd floor
5:00 p.m., cash bar
6:30 p.m. dinner, meeting/program

Name _____

Firm _____

Address _____

Zip _____

Phone _____

I have enclosed \$20 to reserve a space at the March 21 Chicago Chapter Dinner Meeting/Program. (Your check should be made payable to the Chicago Chapter, AIA and received no later than **Friday, March 17**. Please mail the reservation form to: Chicago Chapter, AIA; 53 W. Jackson Blvd., Suite 350, Chicago, IL 60604.)

Construction Documents: Less is Not More

Specifications and working drawings that are difficult to understand will be compared with those easily understood and executed - both during the bidding process and during the construction phase - at the Practice Management Committee's first program in its Practice Pointers Series. ►

On Wednesday, March 15, from 5:30 to 7:30 p.m., in the CCAIA Board Room, Donald Robideau, Kenneth Reider, and Gary Eve, all from Turner Construction Company's Special Projects Division (SPD), will conduct the presentation. The cost to attend is \$5 for CCAIA members; \$7 for non-members. Please respond by calling the Chapter, 663-4111.

Computer Committee Demonstration

On March 16, at 5:30 p.m., Mark DeWalt of Jack Train Associates, Inc. will demonstrate how his firm uses its video imaging system for design study and client presentations. The system can be used to superimpose and manipulate a CADD drawing or video image of a model onto a video image of an actual site or surrounding condition.

The program will be held at Jack Train Associates, 111 W. Washington. As always there will be ample time for questions and discussions. Space may be limited, so please RSVP by calling 663-4111.

Anyone interested in joining a Data-Cad Users Group please contact Julie Keverian at 346-7155.

Dave Urschel, AIA

CSI/AIA Breakfast Seminar 1989 Spring Series on Construction Phase Services

During the last few years, concerns about liability and litigation in building construction have generated increasing interest in quality assurance programs. Firms and professionals have become more aware of the importance of reducing risk through educational programs provided by knowledgeable people experienced in the construction industry.

In order to develop a higher level of technical competence to meet these urgent demands, the CSI/AIA Education Committees will be offering a breakfast seminar series on topics ranging from "On-Site Inspection of the Work" to "Shop Drawing Revisions and Submittals." These seminars are designed to provide design professionals with practical "rules of thumb" and current administrative thinking in a rapidly changing marketplace. CSI/AIA has tapped the talents of some of the most qualified

people in the profession to address these issues.

- ▶ **March 8:** *Contract Administration or How Not to Stop the Work*
Martin David Dubin, Dubin Dubin & Moutoussamy
 - ▶ **March 22:** *Alternate Dispute Resolution*
Steve Stein, Esq., Greenberger Krauss & Jacobs; contractor to be announced.
 - ▶ **April 5:** *Bonds & Insurance*
To be announced, The James Group
 - ▶ **April 19:** *Shop Drawings or Minding Someone Else's Business*
Ed Wilkas, Executive V.P., Murphy/Jahn
 - ▶ **May 3:** *On-Site Observation and Construction Progress*
To be announced
 - ▶ **May 17:** *Project Closeout & Substantial Completion*
Hank Kurzynski, Senior Project Manager, A. Epstein & Sons
- All seminars will be held at the Chicago Bar Association, 29 S. LaSalle St., 11th floor. Complimentary continental breakfast will be offered. The schedule is: **8:00 - 8:30 a.m.**, breakfast and registration; **8:30 - 9:15 a.m.**, program; **9:15 a.m.**, questions/answers.

Make check payable to Chicago Chapter, AIA, and mail with registration form below to 53 W. Jackson Blvd., Suite 350, Chicago 60604. For more information, call Terry Lallak, 644-3464 or CCAIA, 663-4111.

Terry Lallak, AIA

Registration Form Chicago Chapter CSI/AIA Breakfast Seminar 1989 Spring Series

Registration is \$8 for each session; six seminars for \$40.

I am registering for All _____ sessions

Mar. 8____ Mar. 22____ April 5____

April 19____ May 3____ May 17____

Amount enclosed \$ _____

Name _____

Firm/Organization _____

Address _____

_____ Zip _____

Preparing the Award-Winning Entry

If my project didn't win last year, should I submit it again? Is it worth the expense to hire an architectural photographer? How does the jury process work? Do small projects have a chance of winning an award? Should the same photographer be used for every project? Which photos should be included? Which should be left out? How should the written portion of the entry be presented? What publicity will all entries receive? What additional exposure will winning projects get? What are the options outside of AIA Awards?

On March 16, in the CCAIA Board Room, these questions and many others will be answered at an evening seminar on preparing awards presentations. The aim of this session is to walk you through the preparation process from the choice of project through the assembly of entry materials.

Eva Maddox, president of the firm Eva Maddox Associates, Inc. who has received many awards and has been a member of many juries, as well as being involved in selecting juries as chair of CCAIA's Interiors committee and the Interior Awards Committee, will discuss the jury process.

Scott O'Brien, who has been chairman of the Interior Awards Committee for the past two years, will draw on his extensive experience in preparing award winning entries as marketing director for such firms as Swanke Hayden Connell and the Austin Company.

Alice Sinkevitch, Director of Marketing for Holabird and Root and former CCAIA executive director, will discuss the process of preparing entries, as well as additional awards sponsored by other institutions that can bring valuable publicity to firms.

Jack Hedrich, president of Hedrich-Blessing, the noted Chicago architectural photography firm, will discuss the dynamics between architect and photographer; how to make the best use of your photographer.

Members of the Design Committee will be on hand to answer any question about the two new awards being introduced by the AIA this year, the Distinguished Restoration Award and the Divine Detail Award, inspired by last year's exhibition.

Since **space is limited, reservations are essential.** Call 663-4111. Admission is free. The seminar will begin at 5:45 p.m., Thursday, March 16, in the CCAIA Board Room.

Getting Going with 'Get a Job'

After their first month without a program since last August, the Young Architects Committee greets spring with a full schedule of events beginning the last week of March.

March 28 is "Get a Job, Part I" at the Merchandise Mart Second Floor Conference Center, from 6:00 - 8:00 p.m. A panel discussion between personnel directors of some of Chicago's largest architectural firms will discuss what they look for in hiring young professionals. Portfolios, resumes, and general interview decorum will be among the topics covered. Program coordinators Diane Travis and Kathy Nagle have suggested that the program will be helpful to students as well as folks three to four years out of school.

If you've already found your job in architecture, yet think, perhaps, it's not for you, then "Get a Job, Part II" will be more to your liking. It will be held March 30, same time, same place as above. This panel discussion will include people who were trained in architecture and have found a way out. The Young Architects Committee refers to this one as our "Parachute Program," and we're expecting high attendance.

The end of March will see the Committee dredging Virginia Kinnucan out from under the organization of "Alternative Visions: Chicago" exhibition details. Be sure to stop by the Chicago Public Library Cultural Center's Randolph Gallery on Friday evening, March 31, to graze, quaff refreshments, and see young architects' visions of Chicago's future. The exhibition will run through May 27.

Future programs now in the planning stages include a no-holds-barred debate about the Intern Development Program and the annual Mock Exam. Watch this space for more information in the coming months.

Edward Keegan

'Alternative Visions: Chicago' Opens March 31

Conceptual schemes of both practical and theoretical changes to Chicago's physical environment will debut at the opening of "Alternative Visions:

Chicago" on March 31 at the Chicago Public Library's Randolph Gallery. Sponsored by the Chicago Chapter AIA, the Chicago Bar Association, and the Chicago Office of Fine Arts Department of Cultural Affairs, the show will highlight work of emerging architects in the Chicago area.

The exhibition will be the first chance for many young architects to present their ideas to the profession and the general public. Exhibitors were asked to "submit a solution for a building, planning concept, ornamental detail, or landscaping idea that portrays an anticipated or unforeseen change in Chicago's condition, whether it be economic, political, social, technological, or ecological.

While the exhibition opens to the public on Saturday, April 1, all AIA members are invited to attend the opening on Friday night, March 31.

Virginia Kinnucan
Program Coordinator



Practice Makes Perfect with CCAIA Mock Exam

What better way of preparing for the Architectural Registration Exam (ARE) than by taking it ahead of time.

The CCAIA Young Architects Committee is sponsoring the 1989 Mock Building Design Exam on Saturday, June 3. The exam, designed to closely simulate the conditions and content of the Building Design portion of the ARE will be held at the School of the Art Institute and the Harrington Institute of Design.

Exam solutions will be graded by a team of licensed architects. On Saturday, June 10, all candidates will have the opportunity to meet with their grader for an individual critique.

This year the CCAIA is offering the exam free of charge to those who apply for Associate membership by May 31. An announcement of the Mock Exam and registration forms will be mailed in April to all CCAIA Associate members.

Don't miss this important event. Take the Mock Exam, practice, and be prepared for the most important 12 hours of your life.

Marc Poskin
Program Coordinator



CONCEPT CHICAGO 89

October 5 and 6

Shaping Up Concept Chicago Programs - Track I Features Computers

Fifty-three one and one-half hour time slots to fill with programs, over 200 speakers to be confirmed, and just eight months until "Concept Chicago 89" opens its doors. How will we do it!?

This is how we are doing it!

We have developed six program tracks dealing with a specific area of architecture. These program tracks include:

- Computers
- Design
- Government Issues
- Historic Resources
- Marketing
- Practice Management
- Technical

Once these tracks were developed, a brainstorming session took place with the members of the Concept Chicago Planning Committee. A survey listing all the topics the committee came up with was sent out to representative members of the CCAIA. Again the CCAIA membership came through with flying colors. The results were overwhelming. Of the 300 surveys sent out, over 200 were returned with great suggestions and comments. As a result of this survey, we have developed a two-day educational program that is sure to knock your socks off!

Along with the programs developed by the CCAIA, 19 co-sponsoring organizations (building related organizations) have planned programs that will be of interest to both their memberships as well as the membership of the CCAIA. These programs will be described in later issues of *Focus*.

This month the computer track will be featured. The CCAIA computer committee, chaired by David Urschel, developed five programs covering various areas of computer use in architecture. ►

Computer Aided Rendering in Architecture

Nick Weingarten will lead a panel of experts in computer uses for graphic presentations. Illustrated will be the latest techniques in 3D modeling, video imaging, and material simulation. The panel includes professional illustrators, educators, architects, and computer graphic technologists.

The Desktop Publishing Revolution in the Architect's Office

Jeanne Breslin will present desktop publishing techniques and their role in the architectural office. DTP software can now put powerful typesetting and page graphic layout capabilities into the hands of architects with very little computer experience or hardware investment. Case studies will be presented that will demonstrate how flexible and inexpensive printers, in conjunction with desktop publishing software, have blurred the line between simple page layout and architecture presentation.

Computer Utilization Among Architects

This relatively mundane title is deceptive. Kristine Fallon will moderate a panel of clients - both public and private, construction industry representatives, and architects. They may well show you the direction your practice will need to take in the use of computers to not only remain competitive but to survive in the future market place. Expect a lively discussion with a strong emphasis on changing client and user expectations.

Utilizing CADD in the Construction Document Process

David Jordani will lead a panel of architects experienced (and highly opinionated) in the use of CADD in the design development and construction document process. Beneficial applications and methods of organization will be discussed that can enhance the creative process while resulting in better documents.

Computer Aided Project Management

Project management means so many different things to different architects that this seminar could be useful even if the word computer was not used at all. Jim Jankowski will lead this seminar and discuss a wide range of effective computer applications in project management that can improve quality control, expand billable services, and result in much more useful project history. □

'89 Grassroots Conference Stirs Enthusiasm of 500 Officers & Execs

By Steven F. Weiss, AIA
CCAIA First Vice President/President Elect

The American Institute of Architects' annual Grassroots conference was held in Washington the last week of January. This event is a gathering of the presidents and presidents-elect of all of the Institute's 250 components, as well as all of the paid executive staff of the components. There were approximately 500 participants this year, including Jane Lucas, Frank Heitzman, and myself representing the Chicago Chapter. Also in attendance from Chicago were Richard Cook, FAIA, as Illinois regional director; Bob Clough, AIA, president-elect of the Illinois Council; and Lee Weintraub, AIA, Young Architect guest of our regional director. There were approximately 25 members in the Illinois delegation.

There are two primary objectives for Grassroots: to provide a legislative liaison to members of Congress by the AIA, and to develop the leadership of each chapter. There is a third objective for the Chicago Chapter: meeting with the delegations of the "Seven Sisters," the seven largest chapters in the country. This last objective has traditionally been most important to our chapter, as we are able to discuss programs and large city issues in a small group setting. This has enabled us to learn from each other's successes and mistakes.

The legislative liaison aspect of Grassroots is orchestrated by the Government Affairs Staff of the Institute. They are very well tuned into the Capitol Hill scene and provide a wide range of material with which the members of the AIA can approach their senators and congressmen and intelligently discuss legislative issues. This lobbying effort is not inconsiderable; on the afternoon of the scheduled Capitol Hill visits by the Grassroots participants, there were approximately 500 architects on the Hill meeting with virtually every member of Congress or

their staff. The blitz was short but thorough!

The issues we presented this year included the Construction Site Safety Act, which would make the design architect responsible for worker safety programs on construction sites, low cost housing via the Search for Shelter Initiative, energy conservation and long-range energy planning, infrastructure replacement and repair, and the initiative to tax unrelated business income of non-profit corporations such as AIA. This would directly affect the Chapter budget as we currently do not pay income taxes on the income we derive from documents sales.

The Illinois delegation met with Senator Dixon, who indicated his knowledge of the various issues. He gave a particularly eloquent speech about the need to address housing for the low income and homeless segments of our population. He also indicated his concern about working with President Bush on a non-partisan budget to reduce the deficit. Our meeting with the Senator was one week after the inauguration, so everyone was still on the honeymoon.

After meeting with Senator Dixon, Frank Heitzman, Richard Cook, and I went wandering the halls of Congress. We spent a half hour with Representative Rostenkowski's administrative assistant, Tom Schneering. He proved to be particularly knowledgeable about Chicago issues. He asked about our attitudes toward the recently announced GSA building and the design-build selection process. He informed us that the GSA is trying this method out in four locations across the country. If it is successful, it is his opinion that the government will begin to acquire most of its facilities in this manner. There are broad implications for architects in this scenario, including lack of direct interaction with the client during design, potential loss of income from speculating on fee with the developer, and inability to be selected by the government for a project. We informed Mr. Schneering of our concerns on both the GSA and the public library selection processes. His response was that if architects object to this method of selection we had better be vociferous in our complaints to Congress and to the federal building agencies. After spending time with us, Mr. Schneering arranged for us to meet briefly with Rep. Rostenkowski. His main concern was the budget, although he was also interested in news of the mayoral primary. He was emphatic in his rejection of run-

ning for mayor of Chicago; as he said, "My budget is bigger than Gene's. Why go backwards?"

Leadership development, the second primary objective of Grassroots, was the subject on Friday of an all-day series of seminars. There were 31 different sessions we could attend, ranging from balancing a chapter budget to effectively lobbying local governments. The schedule allowed one to attend four different sessions, and Frank, Jane, and I divided up to cover as many as possible. I attended sessions on recruiting and motivating volunteers (you'll all get asked!), serving as a public spokesman for a component, chapter development of the Vision 2000 program, and compliance with the Antitrust Consent Decree. The sessions were well done and well attended. They were set up to allow maximum interaction between

If architects object to the design-build selection method, we had better be vociferous in our complaints to Congress and to the federal building agencies... because if the GSA is successful in using design-build, the government will begin to acquire most of its facilities in this manner.

the participants, rather than as straight lectures. We learned from each other and were able to share many great ideas. Among other things, we learned that several components present their educational programs through teleconferencing, which allows these chapters to reach a far flung membership. This concept could help us reach our suburban members more effectively. We also heard about how some components use their past presidents more effectively than we do. Consequently, we will be hosting a Past Presidents' Breakfast at "Concept Chicago 89," in order to draw upon the collective wisdom of our past leaders.

As I mentioned above, there is a third objective at Grassroots for our Chapter. This is our participation in the Seven Sisters programs. The Chicago Chapter is one of the seven largest chapters of the AIA, along with Boston, New York, Houston, Dallas, Los Angeles, and San Francisco. Although geographically diverse, all seven sister chapters have similar problems and concerns. The sister chapter meetings are a terrific way to get to know the leaders of the other large chapters and to discuss issues that affect us individually and as a group.

The seven sisters get together twice a year: at Grassroots and at the National Convention. In addition, we are exploring the possibility of getting together one more time per year, away from the activities of the Institute. We met twice at Grassroots: once at dinner, and at a morning working session. The major topics of conversation were Interior Design Licensing (NYC is violently opposed; everyone else is somewhat less hysterical), dealing with the Institute on Convention planning (Houston has the convention in 1990, Boston in 1992, and Chicago in 1993), and ways to enfranchise the public into the AIA (Boston derives major income and programs from their Public Membership Program).

We also compared notes on budget, staffing, membership recruitment programs, and educational programs.

The Chicago contingent spent some time discussing "Concept Chicago 89" with the Boston contingent. Their "Build Boston" is the model for our program. These two sessions provided us with specific help in planning and guiding our chapter. It was gratifying to learn that we are not alone in our mistakes or our successes. It seems that the profession is not as diverse as the regional differences of our country would indicate.

On reflection, Grassroots was certainly a beneficial experience for me. It helped to put our chapter activities into context with other components around the country. Clearly, many other components have better programs than we do. However, very few have as many strong programs or as many dedicated members as the Chicago Chapter. I hope that the ideas generated at Grassroots will filter their way into our planning and programs so that the Chapter benefits from the rest of the Institute.

Young Architects Meet to Discuss Profession's Challenges

Lee S. Weintraub, AIA
CCAIA Representative to
Young Architects Forum

A Young Architects Forum has been formed to encourage young architects' involvement at the National AIA level. The Forum will also provide for continuing discussions related to Vision 2000, a multi-year program developed by the AIA, to assess current trends and ultimately develop a plan for the future practice of architecture. Ben Brewer, Jr., FAIA, this year's National AIA president sees this program as a way to "design our preferred future."

Thirty-six young architects from around the country met at the annual AIA leadership conference, "Grassroots '89," in Washington, D.C. Participants ranged in age from 25-40, and their practice varied from sole practitioners to principals in both small and large firms, to project architects working for architectural firms. Each brought with them experience from different areas of practice and unique regional attitudes, but all participants brought a high level of creativity and a desire to be involved in the future direction of the profession.

Young Architects Forum participants attended national and regional business meetings and listened to prominent keynote speakers, who addressed leadership and futuristic concerns. Most of the time was spent in closed door brainstorming sessions, dealing with issues that are expected to influence the direction and shape of architectural practice and design excellence through the twenty-first century.

The Young Architects Forum (YAF) agreed that we must first determine the direction that the profession is going before we can develop strategies by which the profession and the AIA can adapt to the needs of a changing world. According to keynote speaker Amy Freeman Lee, PhD, "Architects cannot improve if we don't objectively look at ourselves." Hundreds of architects and educators, along with the Institute for Alternate Futures, an independent consulting firm hired by the AIA, have prepared a report, "Vision 2000 - Trends Shaping Architecture's Future." This report is used as a data base of information that identifies major

social, technological, economic, environmental, political, and professional trends that are affecting society as a whole. Through specially-designed exercises, the YAF tried to determine how these trends would affect the practice of architecture and the built environment. We cannot reduce uncertainty about the future until we identify the multitude of challenges facing architects. Once these challenges are identified, we will then be better prepared to create an environment that will meet the changing needs of society in the next century.

Numerous strategies were discussed for meeting the challenges facing architects. Among them: expand public awareness of the built environment and the architects role in it, anticipate future markets and develop skills in these areas, promote more exchange of ideas between architects and those professionals involved in the development of new materials.

It is important to note that many of these issues transcend regional boundaries, but others do not. Architects must apply local data to determine trends that directly affect architecture and the built environment within the areas.

During the next few months, Regional Director Richard Cook, FAIA, and I will present the details of Vision 2000 to any interested members of the CCAIA. We will also conduct meetings of our peers to collect information, analyze trends, and recommend strategies. This collection and exchange of ideas about Vision 2000 will set the direction that the American Institute of Architects will take. After synthesizing the information provided by many architects from around the nation, the AIA will disseminate it to both architects and the public.

The Young Architects Forum will meet again at the National AIA Convention in May, giving us another opportunity to discuss regional feedback. This analysis will lead to the development of a challenging agenda for the future. □

Weintraub, a project architect at Jack Train Associates, is currently serving on the CCAIA Board of Directors as Illinois Council Delegate. Weintraub spent several years actively involved in the Student Affairs Committee and is a founder of the CCAIA Mentor Program. In November 1988 he was appointed by the CCAIA Board to represent the Illinois region to the Young Architects Forum.

Interior Design Licensing Debated at CCAIA's 1st Dinner Meeting

A Timely Topic - A Hot Topic!

By Michael Youngman, AIA
CCAIA Interior Design Licensing Task Force

On the evening of January 17, a capacity crowd gathered in the Conference Center at the Merchandise Mart to hear two viewpoints on the issue of Interior Design Licensing. This controversial subject was the focus of the first quarterly Chapter dinner meeting program.

Donald J. Hackl, FAIA, president of Loeb Schlossman & Hackl and past president of the National AIA, and Spes Mekus, ASID, principal of Mekus Johnson Inc., presented their own viewpoints on the matter. Norman DeHaan, AIA, ASID, of Norman DeHaan Associates, Inc., served as moderator for the session.

The program was timely in that several states have hotly contested the issue of interior design licensing, with several having adopted licensing already. In December, National AIA President Benjamin Brewer Jr., along with the national presidents of The American Society of Interior Business Designers and The Institute of Business Designers, issued a joint statement outlining the basis of discussion and listing principles that must be resolved by the organizations for a unified approach to interior design title registration.

Ms. Mekus defined the Interior Designer: A professional interior designer is a person who is qualified by education, experience and examination to creatively solve problems pertaining to the function and quality of an interior environment. The difference between an Interior Designer and an Interior Decorator is that, although both deal with aesthetics, the Interior Designer's role includes making the spaces they design function efficiently and safely. Their responsibilities include a knowledge of material classifications as they relate to flame spread ratings, smoke toxicity and code requirements, needs of the handicapped, exiting requirements, lighting quality and quantity, as well as acoustics. Mekus feels that interior designers' decisions do affect the health, safety, and welfare of the public. Without such

knowledge, a person not competent might provide design services that make an interior environment unsafe and even life threatening.

Ms. Mekus stated that the licensing of interior designers will hopefully accomplish two objectives: 1) It would in fact protect the health, safety, and welfare of the public, by setting minimum criteria and standards for education, years of experience, and examination to make certain that practitioners are properly qualified; 2) It will differentiate the various professional practices available to the public and separate interior designers from self-proclaimed interior decorators with "good taste."

She feels that title registration for interior designers, that which limits the use of the title but not the providing of interior design services, should ideally become part of the Illinois Architectural Act. The reason for this, she explained, is that an Interior Designer's services overlap and include many of the same or similar to those of an architect, with the exception of any load bearing design and, of course, with a focus on the interior environment of buildings. As practiced today, interior design is a specialty within the architectural profession.

Ms. Mekus stated that "enlightened architects should endorse title licensing" as a way of improving the field and alleviating the problem of untrained decorators from soliciting their services to a client that assumes all interiors people are alike. The combined design professions need to work together to educate the public as to the value of hiring a qualified professional for their needs. "And this starts with licensing."

Mr. Hackl retorted that Ms. Mekus had the "right points but the wrong reasons." He feels licensing should not be regarded as a matter that is advantageous to the interior profession, but one that is for the health, safety, and welfare of the public. Referencing a report prepared by the NCARB, there are five propositions that are the legitimate foundation for state registration of a trade or profession.

1. The practice of the trade or profession seeking registration must require that practitioners master a body of knowledge, skills, and abilities, the mastery of which is not readily achieved by lay persons.

2. The improper practice of the trade or profession must impact substantially the health, safety, and welfare of the public.

3. The members of the public at risk must be unable to protect themself-

Board Candidates Announced

The CCAIA Nominating Committee has met and selected candidates for the Chapter Board of Directors. Nominations may also be made by the general membership. The CCAIA Bylaws provide that "Nominations may also be made by petition signed by at least 25 Assigned Members of this Chapter in good standing. Any such petition shall be sent to the Secretary (Leonard Peterson, AIA) and must be received in the Chapter office on or before March 15.

First Vice President/President Elect

Sherwin Braun, AIA

Vice President (June 1989-June 1991)

John Tomassi, AIA

Treasurer

Thomas Samuels, AIA

Director (June 1989-June 1992)

Linda Searl, AIA

Yves Jeanty, AIA

Associate Director (One year)

Susan Dee

Professional Affiliate

Kimbal Goluska

Illinois Council Delegates

(January 1990-December 1991)

Ray Griskelis, AIA

Robert Robicsek, AIA

Lee Weintraub, AIA

James Zahn, AIA

Illinois Council Alternates

Michael Youngman, AIA

Geraldine McCabe-Miehle, AIA

James Torvik, AIA

The April *Focus* will carry biographies on each candidate, candidates' statement, and a photo.

ves satisfactorily from injury without the intervention of the state.

4. The trade or profession seeking registration must be willing to have the state develop rigorous entry criteria necessary and appropriate to protect the members of the public at risk from unqualified practitioners.

5. The trade or profession seeking registration must be willing to have the state regulate the actual practice of registrants to the extent reasonably necessary to protect the public.

Mr. Hackl further stated that most licensing laws deal with professions where judgement is not compromised by outside interests. A profession should have an agency relationship with its client, not a vendor relationship as do many within the interiors field when they accept compensation from manufacturers when specifying manufacturers' products. Also a proliferation of licensing can cause confusion and disorientation with the building department authorities and the public.

The reason that architects cannot practice law is that they do not have an accredited degree in the judgmental skills of the legal profession. Architects are licensed to practice architecture because of the experience, training and testing they receive to perform the judgmental skills of the building profession. There is a difference between judgmental skills and literacy skills. The knowledge of fire ratings for fabrics, for example, has to do with literacy skills, not judgmental skills.

Mr. Hackl noted that requirements for registration for interior designers must include agreement of a four-year minimum professional degree accredited by the Foundation for Interior Design Education Research (FIDER) or the equivalent. However, in his opinion, courses are not presently being taught that are critical to the health, safety and welfare of the public, and that courses taught do not address nearly enough of the technical subjects. Furthermore, the rules published by the ASID seem to be more focused on protecting interior designers from competitive practices than on protecting the public with regard to health, safety and welfare.

Grandfathering is also a central issue that needs to be addressed. There is the danger of admitting those into the profession that cannot pass qualifying tests. It is his opinion that it is better to regulate the practice of interior design from within rather than by legislation. Even now architectural licensing is

under-financed, and licensing interior designers will put a further burden on the system. The marketplace can be a better determining factor as to who will succeed and fail in the profession.

After the presentations by both parties, the discussion was open to members of the audience. Among several opinions expressed and statements made were the following:

► There is a new climate of enlightenment at national AIA, considering their initial white paper position in 1985 opposing licensing to the current statement regarding a unified approach to licensing.

► At the School of the Art Institute, the interiors program is more of a pre-architecture program, with many students going on to a masters in architecture program elsewhere.

► Most interior design students also take some architectural technical courses, such as lighting, plumbing, and millwork detailing. Interior design is not just a decorative art.

► In response to the question of why don't interior designers enroll in an architectural education program: One of the primary reasons is that those practicing interior design in lieu of getting a degree in architecture is that they are not interested in the stresses on a building's structure but are interested in designing for the quality of life within.

► The majority of FIDER accreditation is for four-year programs.

The evening's discussion concluded with some conflicting comments regarding the type of registration and grandfathering for interior designers. Although the ASID has stated they are for title registration only and do not want to disenfranchise architects, the local ASID in Ohio is supposedly backing practice registration. It was pointed out that Florida did not allow grandfathering for interior designers, but in Maryland the ASID is sponsoring licensing that would allow grandfathering.

The pivotal question regarding licensing for interior designers seems to be: Is the practice of interior design focused on health, safety, and welfare of the general public? And, as an alternative to licensing, should certification within the profession be instituted instead? Architects and those planning to be architects should consider and express their opinions on these issues, which will impact the design profession in the future. □

Computerized Testing for ARE

Last fall, architecture became the first profession to implement computerized testing for professional registration on a national basis. The NCARB has developed an innovative program, which combines its expertise in exam writing with state-of-the-art computerized testing technology. This Computer-administered Architect Registration Examination (C/ARE) is a significant advancement in the examination of persons applying for registration as architects, incorporating numerous innovations over traditional, paper-and-pencil examinations. The state of Illinois is one of the first 14 states to administer the C/ARE.

Among the most important innovations, the C/ARE will increase the frequency and flexibility of examination administration. In addition to the traditional June administration, which will continue to be offered in the paper-and-pencil format, applicants will now have two additional opportunities each year to pass portions of the exam in the computer-administered format. Unlike the paper-and-pencil tests, in which all applicants take the exam at the same time, the C/ARE allows the applicants to schedule their exam at their convenience. The Exam divisions are available for several weeks in February and October. The Illinois February exam is in process at this writing; all previous exam candidates who lacked Divisions DF/E/I for licensure were notified. These divisions will again be offered in a window of two to four weeks beginning October 27. Qualified applicants may schedule any time during normal business hours, Monday through Friday, during these testing periods. Once the applicant is qualified by Continental Testing Services the applicant makes an appointment with Educational Testing Service in Evanston.

Convenience and frequency of scheduling are not the only innovations offered by the C/ARE. Applicants who fail the exam will receive with

their exam scores a re-registration package to return to their state boards immediately, assuring a retake at the first opportunity. Only the section failed will need to be repeated.

A customized computer program developed for NCARB administers questions to an applicant in the form of mini-tests, or "testlet." A "testlet" is a group of questions that have been carefully selected so that each testlet is equal in difficulty and subject matter to all others. No two applicants ever get the same questions. The computer continues to issue testlets until the applicant has completed the required examination.

The C/ARE's structure quickly provides for fast evaluation of an applicant's competence with a greater degree of accuracy than the paper and pencil version. Field tests of the C/ARE support this claim. The C/ARE's accurate scoring capabilities insure precision in determining pass/fail in each division of the examination. "The pass/fail line is condensed from approximately 3-4% to less than 1%," explains Ron Moline, AIA, chairman of the Illinois Architects Examining Committee. The profession and the public are assured that architects registered through this examination procedure are qualified to enter the profession.

No prior computer experience is necessary to take the C/ARE. Applicants sit before an ordinary personal computer and a page-size video screen. They select answers from the choices on the screen using only two keys. A tutorial preceding the actual exam allows applicants to practice these simple skills and insures computer literacy before continuing with the exam. Moline explains further, "Ultimately, with the exception of the graphic portions, all divisions will be offered on computer. In the near future, simulations of architectural office practice will be available to test candidates in exercising architectural judgement utilizing the computer and sophisticated software." Moline emphasizes that with the new computerized exam, "Not only are skill, knowledge, and ability measured, but judgement can be tested. Judgement - that makes a professional."

Administration of the C/ARE is controlled by the individual state registration board. Persons desiring more information regarding the computer-administered Architect Registration Examination should contact the Department of Professional Regulation in Springfield, 217/785-0800.

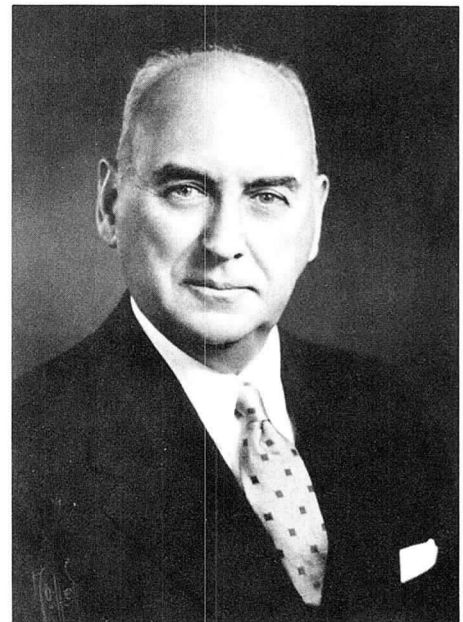
CHS to Establish Architectural Study Center

The Graham Foundation for Advanced Studies in the Fine Arts has awarded a grant of \$150,000 to the Chicago Historical Society to establish The Charles F. Murphy Architectural Study Center in honor of the Foundation's first president. The gift was announced at the Society's Architectural Alliance luncheon in February.

The grant will enable the Society to make its important collection of drawings and other materials relating to Chicago's famous architecture more accessible to increasing numbers of scholars.

The Graham Foundation is internationally known for its support of architecture and related arts. It was organized largely through Charles Murphy's leadership from a bequest of Ernest R. Graham (1868-1936). The late Charles F. Murphy (1890-1985), for whom the study center will be named, was a long-time associate of Graham.

Architectural drawings from both Graham's and Murphy's offices are preserved at the Chicago Historical Society and form an important part of CHS's architectural collection.



Late Charles F. Murphy's name is given to new architectural study center at the Chicago Historical Society through grant from The Graham Foundation.

St. Louis Hosts AIA Convention

The "Gateway to the West" will provide a gateway to the twenty-first century as the profession focuses on its changes in the year 2000 and beyond. Benjamin Brewer III, AIA, National AIA president and chairman of the 1989 convention committee, comments, "Along with our focus on the future of architecture, the convention will examine ways to prepare young architects to meet the challenges facing the profession in the twenty-first century." The convention will be held May 5 - 8 at St. Louis' Cervantes Convention Center, and, as is tradition, the convention will provide a variety of professional sessions, high-quality continuing education programs, and an exhibition of the latest products and services available to architects. St. Louis' rich architectural heritage dating back to the early 1800s should also provide for fascinating special events and tours.

The convention "newspaper" is out and covers all you need to know to get the very most out of the 1989 convention. Dr. Robert Schuller will make the keynote presentation at 9:00 a.m. on Friday, May 5 in the Convention Center. On Sunday, May 7, from 5:30 to 7:30 p.m., the "Fabulous Fox" Theatre will be the site of the annual Dodge/Sweet's/*Architectural Record* Party. Joseph Esherick, FAIA, will be awarded the 1989 AIA Gold Medal at a reception and buffet on Monday, May.

Seminars will cover Affordable Housing, Creativity in Design, Developing Effective Promotional Materials, Types and Trends in Facilities for Aging, Small Firms/Small Projects, Low-Cost CADD: How Good a Value, and more. Consultations - intensive, small-group roundtables - will focus on Copyright Issues for Architects, Marketing Consultations, ConDoc Overview, Planning and Engineering Building Communications Systems, Getting Published in the Architecture Press: Technical Subjects, Developing a Business Plan, and more, more, more. There will also be Masterspec Technical Specifications Reviews. And a multitude of special evening events, afternoon tours, postconvention tours, etc.

Your convention newspaper is complete with an advance registration form. Go ahead and use it! And stop by the Chapter for one of the terrific looking convention posters (21" X30") to hang in your office.

Survey Shows Firms Want More Profit but Poor Marketing Stands in Way

In responding to *The Profit Center* newsletter survey on growth and progress for designers in recent years, 78% of those participating in the survey have experienced growth in the past five years. Many, however, have found the increase in staff to have leveled out in the past year; few expect significant staff additions in the near future. The average age of firms responding was 19.1 years, far higher than to be found in the design professions as a whole. The responding firms had an average of 3.6 owners each.

Only 45.1% had any written plans for growth. This includes annual budgets, marketing plans and long range plans. Many professional managers outside of the design professions would find it inconceivable to operate their business without such plans.

Here is how firms said they would like to grow: greater profits, 84.9%; higher revenues, 77.4%; more productivity, 77.4%; larger staff, 67.9%; diversified services, 58.5%; geographic locations served, 39.6%. Multiple answers were possible. Percentages are based on the number of firms indicating a particular response.

What key problems do design firm managers face in initiating or sustaining growth in their practices? Leading with 52.8% was poor/insufficient marketing; lack of time/crisis management, 39.6%; knowledge of how to grow, 34.0%; lack of capital, 26.4%; low energy level, 15.1%; lack of interest, 13.2%; low staff productivity, 13.2%.

Many of those responding relied heavily upon their own experience to direct the growth of their firms. Very few noted significant reliance on outside consultants or advisors such as CPA's or attorneys.

Complimentary copies of *The Profit Center* discussing the growth survey are available by sending a self-addressed envelope with 25 cents postage to Birnberg & Associates, 1227 W. Wrightwood Ave., Chicago 60614. □



The American Institute
of Architects

1989 National Convention
and Design Exposition

May 5-8, 1989
St. Louis

Investigating Historic Terra Cotta

By Susan Tindall
Historic Restoration Services
and Deborah Slaton
Wiss, Janney, Elstner Associates, Inc.

Terra cotta, "meaning baked earth, has been used in construction since ancient times. The material became popular in the United States in the mid to late nineteenth century, primarily through its use as structural, fireproof clay units. By the 1880s terra cotta was equally valued for its decorative qualities, and through the 1920s it was often used as a cladding material on skeletal-framed high rise structures. Through numerous restorations and several new buildings that utilize this historic material, terra cotta is once again in vogue.

Terra cotta is made from a mixture of clay, already-fired clay known as grog, and additives. A mold is made from a model or existing unit. The clay mixture is pressed into the mold, removed, dried, and fired. Frequently, a slip coat of clay or an ornamental glaze is used on the exterior surface. If properly manufactured and maintained, terra cotta may enjoy a long and successful service life. In fact, Chicago buildings such as the Rookery have passed their 100th anniversary with terra cotta intact and in very good condition. However, many other older and historic structures require repair of the terra cotta. Sometimes the causes of deterioration are manufacturing defects; in other cases, improper maintenance has exacerbated deterioration caused by the principal enemy of nearly all building materials: water.

Causes of Deterioration: The Need for Investigation

Water and associated problems are the primary causes of deterioration in terra cotta. Damage from freeze/thaw cycling may cause cracking and spalling of



the terra cotta glaze and body. Since terra cotta cladding is frequently held to the structural frame by a metal anchorage system, water-related corrosion of embedded iron causes cracking and displacement of adjacent terra cotta. Structural and thermal movement in terra cotta courses or copings, combined with a lack of expansion joints, may cause large-scale cracking of the terra cotta. Environmental attack and erosion may also occur. In areas where moisture is prevalent over long periods of time, moss or algae may grow on the surface of the terra cotta, in the mortar joints, or even beneath the glaze.

Improper maintenance is another cause of damage and deterioration in terra cotta. Where the behavior of the material is not understood, the mortar joints in older terra cotta facades have in some cases been completely caulked with sealant. As in a brick wall, the joints need to breathe, and inappropriate application of sealants compounds the moisture-related deterioration of the units. Improper application of paints or other coatings to the face of the terra cotta also leads to surface spalling and cracking.

Research

Research is essential in a terra cotta restoration project, and nearly always

At the Navy Pier Headhouse in Chicago, the terra cotta units above the window openings are cracked and displaced. Water entering from the sills above has contributed to this problem. Where cracks are wide enough, a fiberoptic device can be inserted to inspect conditions on the interior of the units.

yields helpful results. The original drawings and specifications for the building may be available, including shop drawings for the terra cotta. Access to the original drawings can save hundreds of hours that would normally be spent measuring and preparing new drawings and can serve as a very valuable guide to existing structural systems.

Care must be taken to ascertain that the original drawings represent the structure as built, and to determine what changes have been made. Documentation of repairs and maintenance completed over the years provides useful information about past problems and existing conditions.

Preliminary Survey

A preliminary walk-through survey of the building will help to determine the amount of time required for the inspection, to identify areas requiring close inspection, and to select the means of access.

The preliminary survey of the exterior may be conducted from the ground, or from surrounding buildings using binoculars. A walk-through of the interior is also recommended to help identify evidence and locations of water penetration. A preliminary survey of the roof and parapets should be conducted, as this is where many water penetration problems begin.

The Navy Pier Headhouse has terra cotta sills, courses, and decorative elements on its brick masonry exterior walls. The sills are especially vulnerable to cracking and spalling. Large amounts of water entering the walls have contributed to this deterioration.



Hands-On Inspection

Information gathered from the preliminary inspection and research allow a schedule and program for the detailed investigation to be established. Typically, a complete survey of all terra cotta units is not within the project budget and may also be physically unfeasible. In this case, representative terra cotta units should be selected for close inspection. Units of varying configurations, locations, and conditions should be examined, and all types of deterioration observed in the preliminary survey should be represented in the sampling.

Various methods of documentation may be used during the inspection. On a very large project, it may be helpful to prepare a special recording sheet for gathering data in the field, while for small projects, a color photo log keyed to the overall facade drawings may be sufficient. Because numerous similar terra cotta units are often found on a single building, a schedule of typical units is also helpful in compiling field data.

The selection of appropriate equipment may include sounding devices, borescopes, hammers, chisels, fine picks or probes, materials for chemical testing, and note-taking and camera equipment. The investigator frequently comes to the job site "fully armed" for the first few days, but can refine the

equipment carried as the inspection progresses.

Investigative Techniques

Two basic types of investigative techniques are available: non-intrusive and intrusive. Non-intrusive techniques are generally less expensive, less time-consuming, and protect the integrity of the historic fabric. These should be considered first. Intrusive techniques require opening the wall, but do provide a sample for laboratory testing and analysis.

Of the non-intrusive techniques, the most important for use with terra cotta is visual observation. The correct interpretation of visual evidence will identify the location and cause of deterioration. Sounding of terra cotta utilizes a wooden hammer to tap units. An experienced investigator can evaluate the sound produced to determine whether the unit is hollow, cracked, or solid. Information gathered from sounding should, however, be correlated with further inspection to verify which units are damaged. Another useful approach is to utilize a metal detector to located metal anchorage within or behind terra cotta units. Other methods include field application of chemicals to determine whether staining of the terra cotta is produced by oxidation of ferrous metals.

In utilizing intrusive techniques, existing openings should be taken advantage of first. Where pieces of terra cotta have broken off or been removed, a ready-made inspection hole exists. Sometimes a small unit or portion of a unit can be removed intact and without damage to surrounding units. If the terra cotta is cracked, some openings may be wide enough to insert a borescope. This fiber-optic device, which may be used with a camera attachment, allows the investigator to inspect the interior of units, providing information about anchorage systems, mortar fill, and interior conditions of the terra cotta and adjacent systems.

Chips or loose pieces of terra cotta are "free samples," which may be removed without causing additional damage to the terra cotta. Where units must be removed for investigation, severely cracked, spalled, or loose elements are good choices for removal. Removal may be necessitated by safety concerns as well as the need for inspection openings. Where units are removed, they should be kept as intact as possible. Any removed pieces should be retained for laboratory analysis and/or reinstallation. Openings should be provided with temporary cover during the inspection and closed upon completion.

Laboratory testing of terra cotta is particularly revealing in that it may provide information about causes of deterioration. Petrographic examination and chemical analysis yield information about the composition of the terra cotta body and glaze, adhesion between these layers, the presence of deleterious components, and quantitative data about characteristics of the particular terra cotta. Specific tests include compressive strength, petrographic analysis, and initial and 24-hour absorption rate, among others.

With careful attention to all aspects of the investigation - historical and technical research, survey, representative in-depth inspection, hands-on investigation, field and laboratory testing, and analysis - the appropriate repair and restoration procedures may be selected. Correct implementation of an appropriate preservation solution will protect the integrity of the historic fabric and allow a terra cotta-clad building to continue successfully into its second hundred years. □

Sketchbook

Suburban Office Buildings

Sketchbook Schedule

May - PRESERVATION/RESTORATION/REHAB. Materials due March 14.

June - VACATION HOUSES. Materials due April 17.

July/August - PARKS/PLAYGROUNDS/RECREATIONAL FACILITIES. Materials due May 15.

September - INDUSTRIAL BUILDINGS. Materials due June 14.

October - FACILITIES FOR AGING (Housing, senior centers, residential care, continuing care retirement communities.) Materials due August 15.

Please submit a set of sketches and/or hardline drawings (preliminary sketches are of particular interest), along with a black and white photo and a description of the project, up to 100 words, plus a description of the firm, up to 60 words.

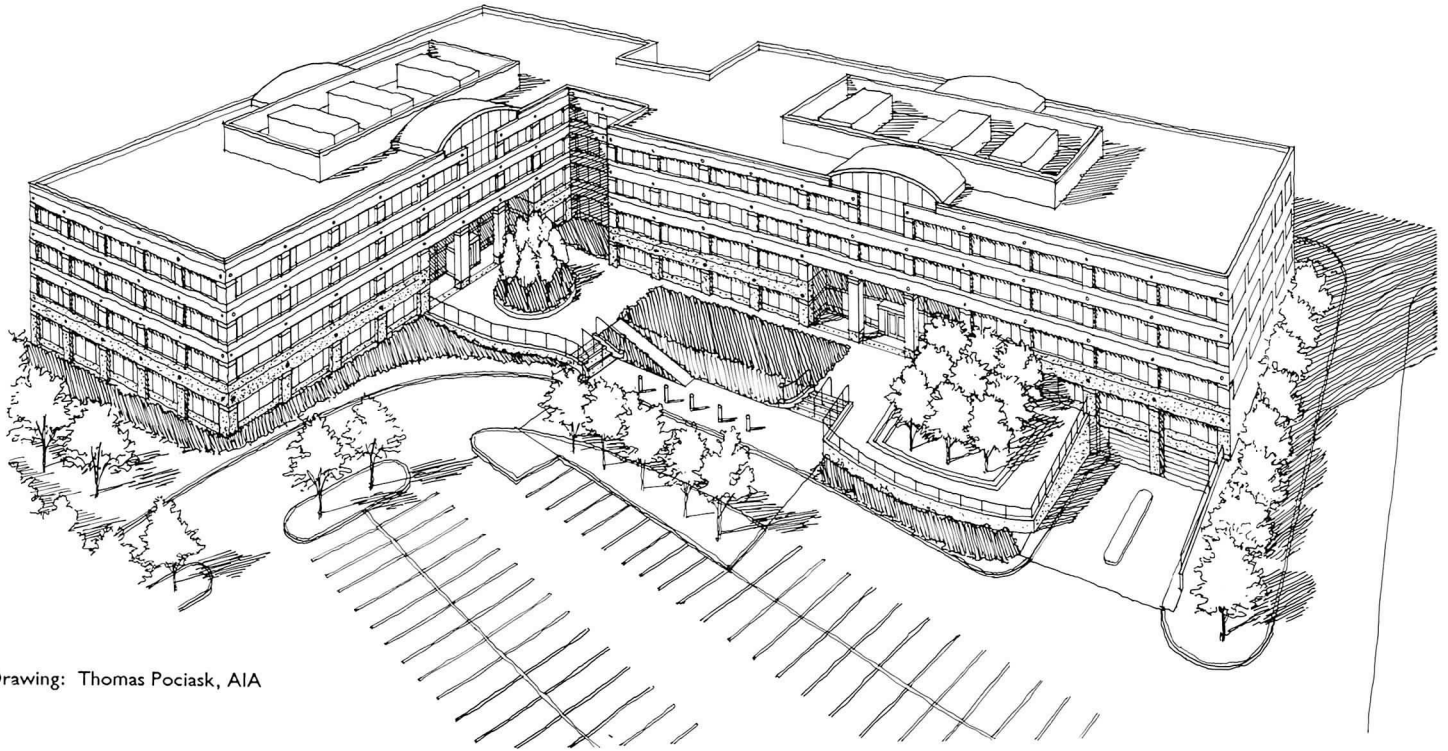
Riverwoods Corporate Place Riverwoods, Illinois

This 187,000 square foot suburban office building is intended for major corporate tenants. The challenge, therefore, is to provide a distinguished building within the constraints of speculation. In this case, the exterior is constructed of granite chip precast concrete with painted accent strips. This finish contrasts with the green reflective glass of the windows. The silhouette is relieved with curved pediments above each entrance, which contain the multi-story space valued by tenants. Basement parking is an added attraction, while visitors as well as tenants benefit from a formally landscaped entry plinth that adds importance and visibility to the entry facades. The project team: James Nagle, FAIA; Thomas Pociask, AIA; Jerry Walleck; Carol LaMar; Jennifer Dini; Ina Goldman.

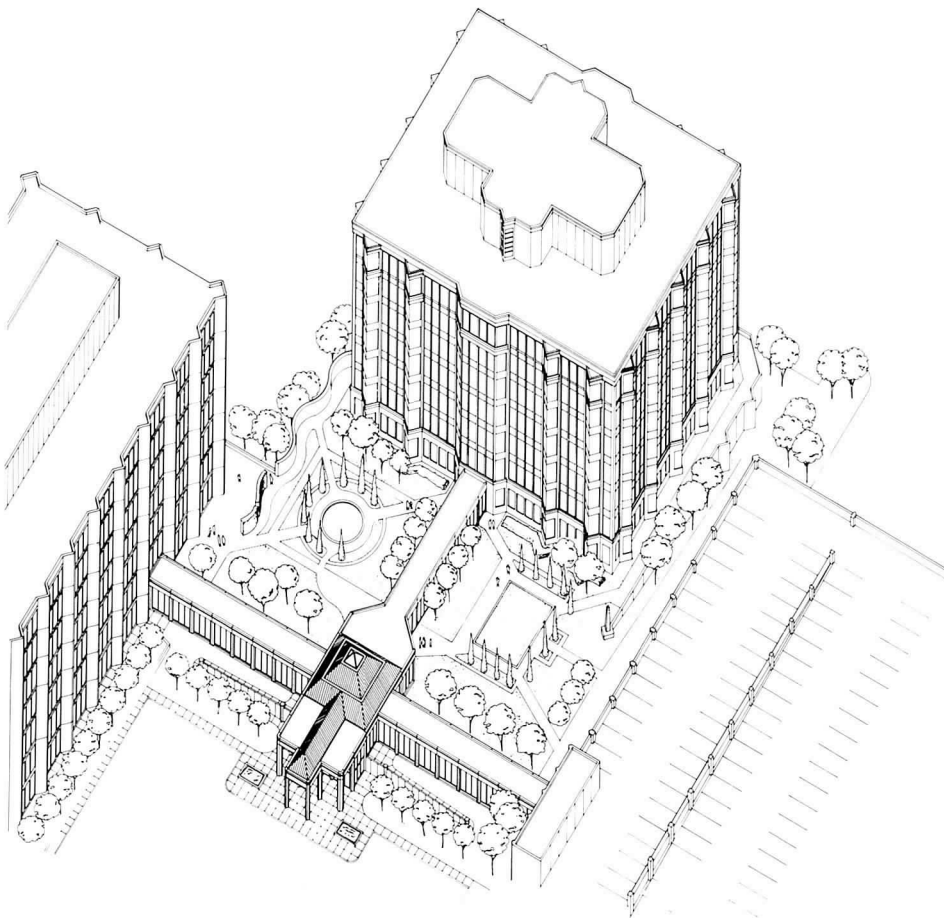
Nagle, Hartray & Associates Ltd.

The firm provides a full range of design and planning services for the built environment. The work includes retail, commercial, and institutional projects, with a high proportion of the practice devoted to all types of residential work. Recent work includes 401 E. Ontario, a 50-story rental apartment high rise; Deerfield Plaza, an office and shopping center in downtown Lake Forest; and Nonnconah Corporate Center, Memphis, executive headquarters for Federal Express.





Drawing: Thomas Pociask, AIA

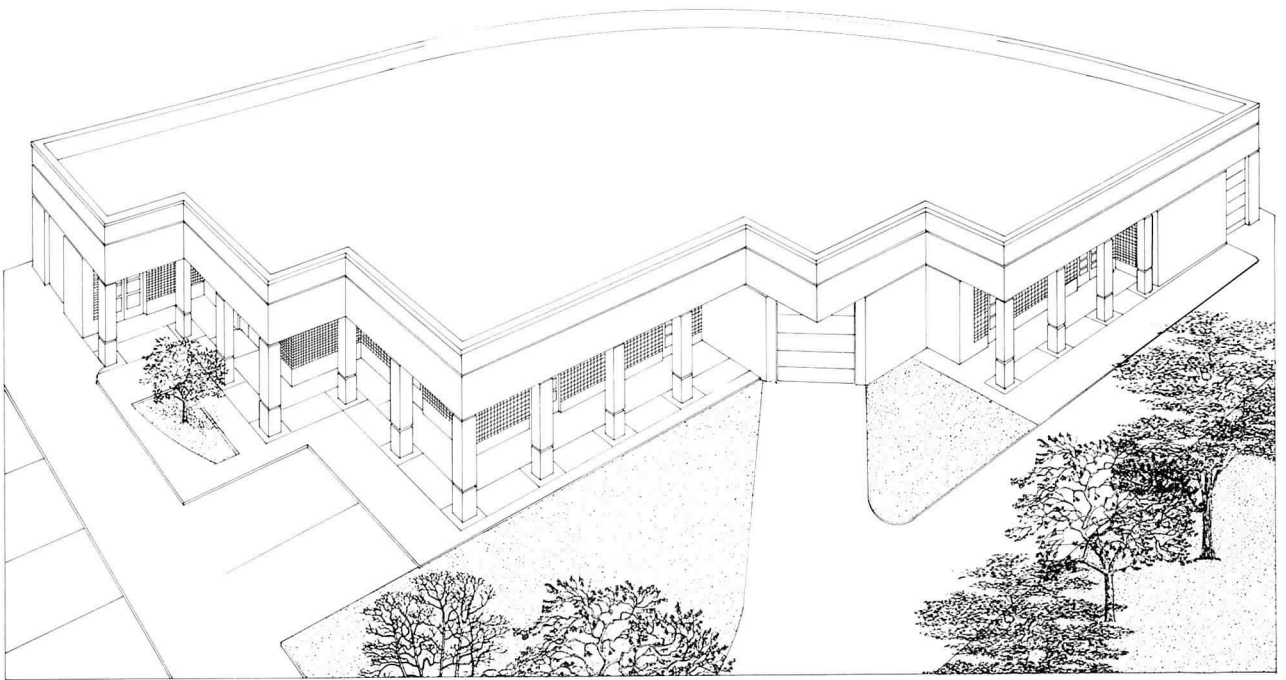


*Commerce Plaza Redevelopment
Oak Brook, Illinois*

A comprehensive architectural redevelopment of this three-building 550,000 square foot office complex has created a fresh image for the property and expanded tenant amenities. A new sky-lit entrance pavilion provides a striking gateway to Commerce Plaza. New glass-enclosed walkways link this entrance with the existing buildings and the new 475-car parking structure. Redesigned interior spaces incorporate granite, stainless steel, and mahogany finishes to provide a unified, high quality environment from the lobbies to the tenant suites. New facilities include an enlarged cafeteria, conference center, postal center, and retail shops. The final phase of the architectural development is a new 140,000 square foot office building. The building massing and exterior wall finishes reflect an aesthetic similar to that of the original structure, while providing an up-to-date image for the complex.

Jack Train Associates Inc.

JTA has a staff of 25, and current projects include the construction of a 25-story residential apartment at Clark and Huron; a 600,000 square foot office/manufacturing/distribution facility for Motorola in Arlington Heights, and an Electromagnetic Interference Lab for Underwriter Laboratories in Northbrook.

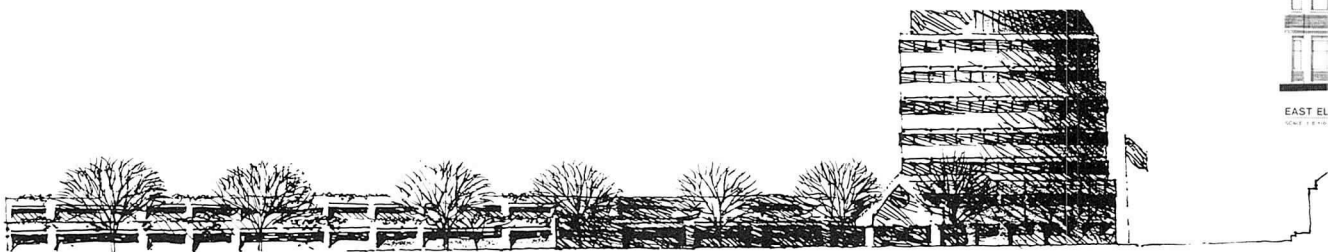
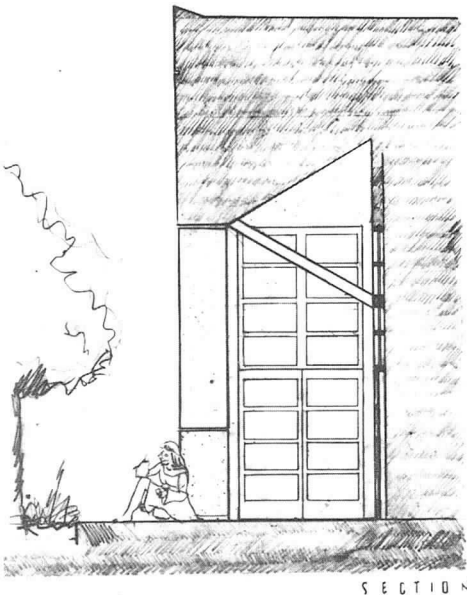


Butterfield Office Center

The demanding site onto which this combination of speculative warehouse and office space was to be situated, laid the foreground for the form of the building, which was further manipulated to create a series of covered walkways in an attempt to re-introduce the so-neglected human element to this type of suburban building. The highly detailed stainless steel 'canopy like' structures become even more dramatic at night as they are illuminated by an unseen overhead light source. The exterior envelope is comprised of pre-manufactured panels, glass block walls, and stainless steel detailing. The stepped approach to the perimeter allows for a variety of views and added glass exposure. The simple structural grid allows future tenants to organize this space to suit their specific needs.

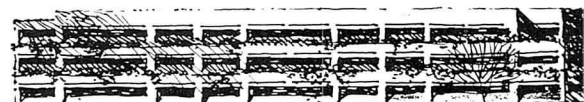
Adime' Design/Architecture Incorporated

This young but broadly experienced firm was established in 1987, and has produced a variety of commercial, residential, and public sector projects. The firm's principals are Peter S. Madimenos, AIA, and Corrine V. Madimenos.



PHASE I - ELEVATION

PHASE II - ELEVATION

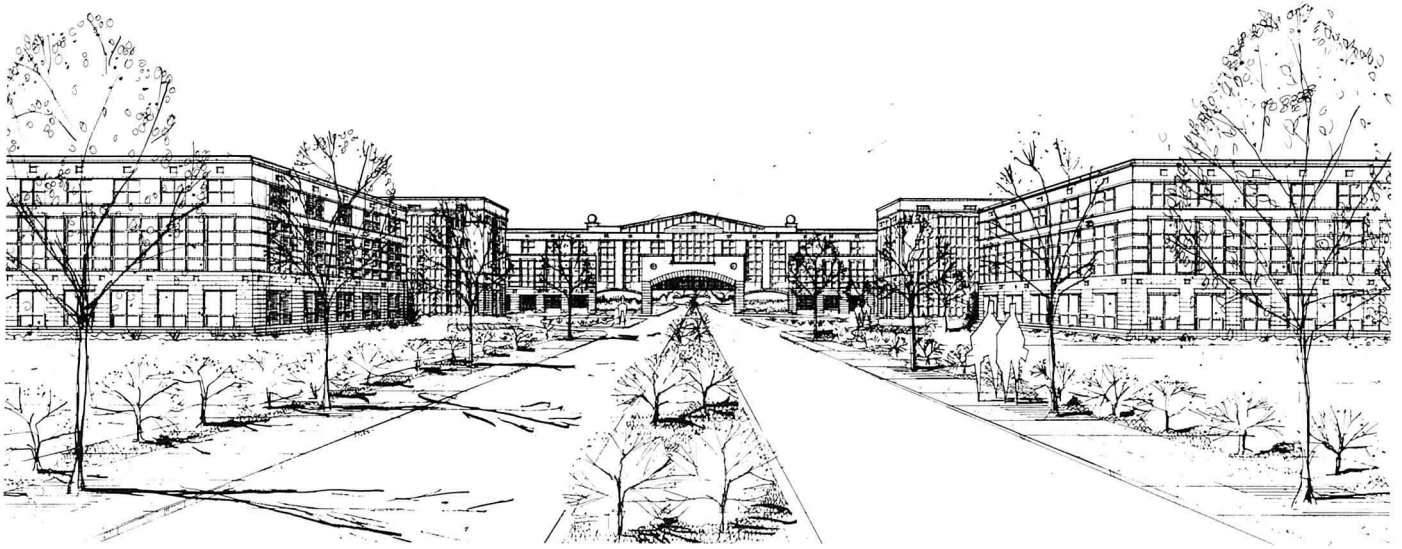


Corporate Headquarters

Prepared for Trammell Crow Company, Chicago, this 280,000 square foot facility brought together two related but separate divisions under one roof. Each division retained its identity by occupying wings, serviced by individual entries with atriums and continuously skylit shafts illuminating building cores. Wings were linked by executive offices spanning a main entry boulevard that terminated at a fountain from which the staff parking radiated. Classic materials of granite, masonry, and rusticated precast were to face the office blocks, while unexpectedly, the central cores were to be sheathed in a glass curtain wall allowing for interior light penetration as previously mentioned.

Serena-Sturm Architects Ltd.

Since its founding in 1983, the firm's work has focused on projects for corporations, institutions, and prominent commercial developers in new construction, renovation, interior design, and master planning. Representative clients include: AT&T, Trammell Crow Company, Lincoln Properties, Stein and Company, Cabot Cabot and Forbes, Dearborn and Associates, Highland Park Hospital, Solo Cup Company, and LaSalle County Housing Authority.

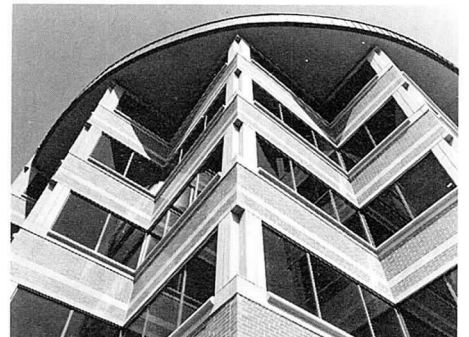
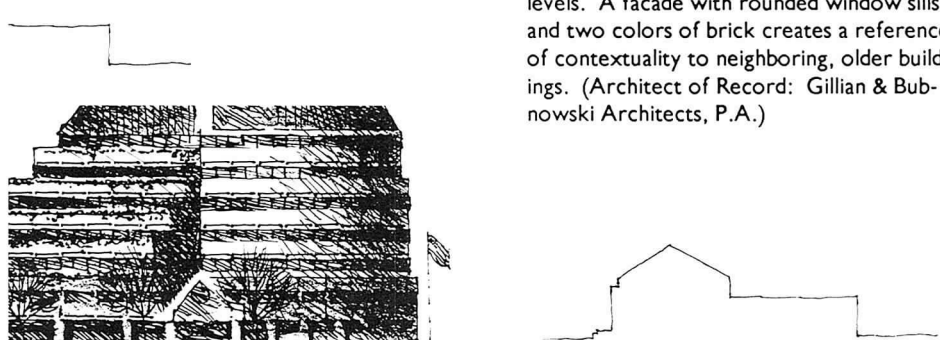
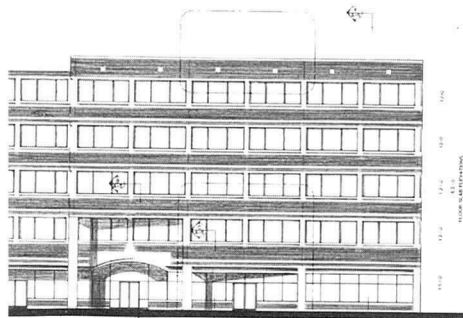


Post Office Plaza Somerville, New Jersey

The building is located next to the Somerville station of the Central Railroad of New Jersey. Deriving its name from the mail facility across the street, the building expresses massing, articulation, and materials obtained from its context and the heritage of the region. The five-story, 75,000 square foot structure forms a gateway to the downtown area. A curved copper roof is contrasted with stepped office floors below to accentuate a public plaza and the two-acre site geometry. Parking will be provided for a total of 273 cars at three levels. A facade with rounded window sills and two colors of brick creates a reference of contextuality to neighboring, older buildings. (Architect of Record: Gillian & Bubenowski Architects, P.A.)

Anthony Belluschi Architects, Ltd.

The firm specializes in retail, office, hotel, mixed-use, residential, airport, urban design and redevelopment, historic restoration, and building rehabilitation projects, serving a wide variety of corporate, institutional, and real estate clients worldwide. The firm's roots trace back to 1935, continuing a tradition of many generations of architectural design and planning. The Chicago office was established in 1978.



1989 Agenda Set

The Illinois Council met on January 13 in Springfield for their annual organizational Board meeting. Dr. Robert Mandeville, who holds the position of Director of the Illinois Bureau of the Budget for the past 14 years, longer than any of his counterparts in other state governments, was the special guest. It is always comforting to encounter knowledgeable and capable public officials, especially one serving as the chief fiscal officer of the state. Dr. Mandeville offered answers to mystery questions, which gave the ICAIA Board an opportunity to demonstrate their wit and Jeopardy game show expertise. Answer #1) \$50 million, and answer #2) \$500. Later in this article you will find the questions - an incentive to stay with me a little longer.

Another heavy legislative agenda is expected in the coming year. What follows is a survey of the issues we expect to address in the next year, along with the individual spearheading the issue and the chapter with which they are affiliated.

► A/E Selection

Gene Elliot-Northern Illinois Chapter
Legislation is expected to amend the Local Government Procurement Act enacted in 1987. Such procedures would also be a part of the expected bill to codify state procurement procedures.

► Accessibility Standards

Frank Heitzman, CCAIA
Legislation is being considered to deal with problems encountered with the present law, which could not be addressed in the recent rules changes that included the adoption of the ANSI standards.

► Architecture Act Sunset

Walt Lewis, Central Illinois Chapter
The three design profession acts (architecture, structural, and professional engineering) are scheduled for their 10-year sunset review in 1989. Renewal this year will follow significant changes to the administrative provisions made to all three acts last year and designed to improve enforcement. It is hoped

that all three professions will hold any nonadministrative changes until after the current law is renewed.

► Asbestos

Ralls Melotte, Central
Legislation is expected on issues of funding, indemnification beyond state funded projects, and the parameters of work allowed by the Certified Industrial Hygienists.

► Comprehensive Experience Requirement

Kris Fallon, CCAIA
The Illinois Architectural Exam Committee is proposing rules changes to the Architectural Act, which would follow the model provided by the NCARB's Intern Development Program and require candidates to complete a structured experience program. Their intent is to insure that candidates receive diversified training and that the more detailed reporting requirements improve the verification of their training.

► Historic Preservation

Neil Strack, Central
The Illinois Council, Landmarks Preservation Council of Illinois, and other interested organizations will be exploring legislative solutions to current law, which permits home rule municipalities such as Chicago to violate their own preservation ordinances, such as the recent de-designation of the McCarthy Building.

► Interior Design Regulation

Bob Robiscek, CCAIA
Legislation being drafted by the Illinois Interior Design Coalition is expected to be introduced this session.

► Landscape Architecture Regulation

Walt Lewis, Central
Legislation to regulate the practice of landscape architecture, which was unsuccessful last session, is expected to be introduced again this year.

► Liability

Ray Griskelis, CCAIA
One of the most irritating issues for most architects in Illinois is the Structural Work Act, which is being addressed on two fronts. In the judicial arena, an amicus brief prepared by Kevin Sido of Hinshaw Culbertson Moelman & Fuller was supported by

the ICAIA and other professional societies in a case that sought to expand damages awarded under the structural work act. A decision is expected early this year. Second, a survey conducted by ICAIA, CECI, and ISPE to quantify the cost of this act to A/E's has been contributed to the Governor's study of the Workers Compensation System. It is hoped that this study, due for release any time, will result in meaningful changes, which would include elimination of this act.

► Manufactured Building

John Tomassi and Lee Weintraub, CCAIA
The manufactured building industry will again seek special exemptions from local building requirements, which would extend to structures for residential, commercial, education, or industrial purposes, including hotels and motels not exceeding two stories in height.

► Seismic Disaster

Don Hackl, CCAIA; Hans Fischer, Southern
The Emergency Services Disaster Agency may be seeking consideration of adding seismic testing to the Illinois Architecture Act.

► State Building Requirements/Codes

Don Walton, Central
A study is being considered to determine which codes/standards are applicable; where and how to accomplish a so-called "One-Stop Shop" for state code information.

Other issues not defined here may, and most often do, surface as the legislative session unfolds. This is, however, a sampling of the range of issues with which we expect to deal. Having followed me this far, I would be remiss if I did not give you the questions to the answers given above: Question #1) What is state spending each day from the general fund, and Question #2) What is the amount spent annually by the average family on the state lottery.

Robert Clough, AIA

CCAIA member Robert Clough, AIA, is the 1989 vice president/president-elect of the Illinois Council. He has represented the Chicago Chapter on the Council as a director since 1985 and as treasurer in 1987 and 1988. He is a senior associate at Loebel Schlossman & Hackl where he is serving as director of finance and administration.

How to Help a Design Jury Choose Your Project

The Art of Standing Out in a Crowd

By John W. Ostrom

Every architect has built at least one award-winning project during his or her career - the only problem is getting others to recognize the outstanding design with an appropriate award. Despite the obvious quality of your project, it may go unrecognized by jury after jury, an oversight often attributed to a particular jury's bias. But the real reason may be the way you submit your work.

Award juries are required to screen scores, if not hundreds, of entries. In the initial screening, a submittal that doesn't explain itself clearly often is passed over without full consideration.

Architectural design award programs generally ask for three types of information: written descriptions, plans, and photographs. By using these media effectively, you can significantly increase your chances of being considered for an award.

Tell It Like It Is

Written descriptions are not always the first thing a jury evaluates, but what you say about the project can weigh heavily in a jury's decision. The project description is your chance to tell jurors what they can't see in the photographs and to explain more fully what is shown in plan. Juries are concerned about what the client's program is, how the design responds to the program and to the user, how the project addresses the environment and adapts to the site, and other considerations that went into the design.

Most project descriptions are drawn from marketing brochures, or read as if they were. Descriptions of features that are, or should be, obvious in photographs are of little help to a jury

in deciding what constraints the architect was working under and how he or she responded. Often, an innovative or creative response to difficult design parameters can favorably influence a jury.

As an example, one project in a recent design awards program sponsored by the California Council AIA included only a single, cryptic sentence as the project description. On the basis of such incomplete background information, the jury was unable to determine if the project was new construction, a remodel, or an addition. Although the project had many qualities that the jury admired, the lack of program information made it impossible to consider the project for an award.

Plans may be one of the most overlooked aspects of any submission. Many architects submit the least number of plans possible and often do not include important sections, elevations, or site plans. Once a jury has seen the photographs and read the description, the plan often becomes the final factor in determining the merits of a project.

One jury, in evaluating a research center, spent quite some time looking at the plan to see if the circulation patterns really worked. Only two general floor plans were provided, and the jury was unable to determine how the different programmatic areas worked together. In fact, several crucial areas glowingly described were not represented in plan. As a result, a potentially award-winning project was dropped from consideration.

One California firm, which has received numerous awards over the years, often prepares drawings and plans specifically for design award competitions. Working drawings are not always the best representation of a project, and clear drawings make it easier for a jury to see how the design elements work together. The best advice is to provide sufficient plans to explain the project fully to a jury, including a site plan, representative floor plans, and any important sections or elevations. As one juror for a recent California Council AIA awards

This article and the Chapter's March 16 program, "Preparing the Award-Winning Entry," (see page 4) could be just what you need to move your project closer to that coveted award.

program commented, "In some cases it would be helpful to have plans of a wall detail or other significant features of the project not shown in other standard plans."

Picture This

The final area of consideration is possibly the most important, and in many ways, the most controversial feature of any architectural awards program. Although awards programs are often criticized as "photo contests," photographs are still the most practical and immediate method of evaluating the architecture. Most jurors recognize the seductive appeal of photography and are able to distinguish outstanding photos from outstanding design, but poor quality photographs are the surest way to keep your project from being considered.

There is no question that architectural photographers are expensive, but the investment can be a wise one for you and your client. In addition to improving your image in awards programs, the availability of good quality photographs can make it easier to have your work published. As incredible as it may sound, every design award competition has projects submitted with photographs that are out of focus, badly exposed, and too grainy to be legible. Many firms rely on someone in the office to photograph their latest project. Talented amateurs may be able to do the job in some cases, but photographs not only have to show the important elevations of the building and significant design features but also capture the spirit of place that makes the architecture unique.

One California architect tells the story of the difference photography made to his firm: "When the project was completed, we were so sure it was an award winner that we didn't think we needed an architectural photographer to show how great it was. I went out and took photographs myself, and we entered the project in several design competitions. After having the project turned down flat in competition after competition, I contacted a juror ►

for one of the awards programs. I asked him why the project wasn't receiving any recognition. He told me that the photographs were so unclear that the jury couldn't really tell what the architecture looked like.

"We hired a photographer to re-shoot the buildings. When the prints came back we entered the project again in some of the same programs we had participated in earlier, in addition to other competitions. The project has since won four top awards for design."

A final point on photographs: artistically contrived shots that look good in a photographer's portfolio are not the best way to show off your work. The shadow of a tree falling across the floor tells a jury nothing about your project and can distract more than enlighten.

The best advice in entering any awards program is "when in doubt, follow the instructions." In some particularly rigid programs, ignoring the instructions may get you disqualified even before judging begins. In most other cases, not providing the required information will hinder a jury's ability to understand what your work is all about.

Give your award-winning projects a chance. Tell the jury what they need to know about the requirements of the project, not how wonderful it looks. Show them the plans necessary to evaluate such things as circulation and relationships between different programmatic areas. And get the best photographs you can afford, to show the building's design elements and reveal its relationship to the surrounding environment.

A national, regional, or local architectural design award can be an important marketing tool that allows your project and your firm to gain recognition in the press and with the public. Be sure to give your work every chance to receive the honors it deserves. □

This article is reprinted with permission from Architecture California magazine. John W. Ostrom is director of communications/public affairs for the California Council AIA and project coordinator for the Council's annual Design Awards program.

WORKING WITH

The Corporate Architect

Designing Partnerships with Today's 'New' Corporate Client

Strengthening the Bond Between Designers and Corporate Clients

By Susan J. Dee

Architectural and design services are more important today than ever before in shaping our buildings. The function of planning, designing, and managing buildings has existed as long as there have been buildings. What is new is not the function but its deliberate, conscious, and planned practice as part of a company's organizational design and development. Today, more than ever, designing and managing corporate office space has become a broader responsibility, involving a larger percentage of corporate assets. This requires a more professional and systematic approach to space leasing, utilization, and maintenance. New partnerships are being forged between design consultants and their corporate counterparts - facility managers and corporate architects. The terms are interchangeable, depending on the organization and the expertise of its staff members. Many of these in-house professionals were spawned from private practice. They are today's 'new' corporate client.

Facility management differs from the traditional practice of architecture or interior design. It is about 'buildings-in-use' and is a management function more than a technical one. Facility managers often are the liaison with outside consultants, translating corporate objectives into design terms and communicating back to their management in business terms. The ultimate goal of facility management is organizational effectiveness: helping the organization allocate its physical resources in a way that allows it to flourish in competitive and dynamic markets. Architects and designers need only modify their tradi-

tional approach and expand their role to meet the changing needs of today's corporate client.

Consultant Rosabeth Moss Kanter of Goodmeasure, Inc. says, "Open communication is one hallmark of innovative organizations that are good at winning the new fast-paced game of business." Communication includes not only internal communication between departments and senior management, but between consultant and client. Design consultants need to build communication on a foundation of research regarding the company's product or service, its role in the community, its management style, and the role of its corporate architect. It is the role of the consultant as well as the corporate architect to speak the client's business language. Consultants need to research both the client and their representative, to establish a basis of mutual understanding and respect, and to understand the decision-making process.

According to Laura A. Horstman, AIA, vice chair of the National Corporate Architects committee and manager of facilities for Salomon Brothers, New York, "An educated client can be a private practitioner's best ally. I find most consultants willing to work with a corporate architect; they view me as a help, not a hindrance. The track record and reputation of a facilities staff and its individuals contribute to earning the consultants' respect and cooperation. When consultants do not cooperate with the corporate architect, it usually results in higher project costs and risks their firm losing a valued client." Neil P. Frankel, AIA, past chair of the National AIA Interiors Committee and vice president, principal-in-charge of interiors for Perkins & Will, Chicago, welcomes the opportunity to work with in-house professionals and respects their role. He affirms, "We now have a knowledgeable client who truly understands our business."

Previously, design firms' clients were corporate executives with a business background and orientation. The learning curve on design projects for

these executives was sometimes steep and rarely reused. These clients are now the facility manager's "clients" as well. Mr. Frankel continues, "Facility managers are equally committed to service and excellence; they ask for more and are prepared to be involved and identified with aesthetics and function. They serve as a conduit to senior management and a member of our design team. I estimate we are working with facility managers on 75% of our current projects."

Mr. Frankel agrees with Ms. Horstman that some designers would benefit from a better understanding of the corporate architect's role. "Design

Today's corporate client/user is concerned with the welfare of their employees. They are using the terms 'well-being' and 'quality of life' more often today than ever before.

schools are not educating their students about today's client and are still teaching 'traditional' practice. Because facility managers often come from a consulting and design background, there isn't the 'veil of mystery' regarding our services that existed in the past. We have not lost contact with the business executives; they are not removed from the process and still participate in the client jury for our presentations. The facility manager is generally responsible for the day-to-day operations, and the executives provide a global view, focusing on longer range goals. Therefore, as consultants we must orient our presentations to both perspectives. As facility managers become more entrenched in the corporate strategic plan and objectives, they are quickly becoming tomorrow's board members."

Architectural design firms are a valuable resource to the facility manager. As an outside 'expert,' the design firm has the advantage of instant credibility, making it easier for recommendations to be approved and implemented. The design consultant can bring objectivity and a fresh perspective to a project. Consultants are less aware of corporate 'nuances' and less affected by politics, allowing them to raise important questions that might not otherwise be asked. Consultants also provide CADD expertise as an integral part of the design process. The consultant incurs the expense to purchase and maintain CADD systems, benefiting both the design firm and their corporate

partners. As a technical resource, the design consultant combines an expertise in planning, design, and construction, with a creative approach to problem solving.

Facility managers are turning to outside consultants not only for traditional design services but to supplement or replace in-house talent during lean times. Each organization needs to identify a liaison for outside consultants, no matter how small or specialized the task, who can serve as the evaluator and can orchestrate consultants' services. Partnerships are formed from within the organization and with outside consultants. Mr. Frankel continues, "We

are all on the same team and need to draw on our shared resources." Consultants and facility managers have more in common than their background and training. They share the same level of commitment, long hours, and involvement in the creative process. Consultants face the same business issues in the dynamic marketplace as their clients.

Consultants can improve their services by understanding and internalizing their corporate clients' values, to assure a good relationship with their clients, and to produce a project truly responsive to corporate needs. Mr. Frankel adds, "Today's corporate client/user is concerned with the welfare of their employees. They are using the terms 'well-being' and 'quality of life' more often today than ever before. As their design consultants, we must understand our clients' business plan in addition to the issues of image and aesthetics. There is a new emphasis being placed on more objective and less emotional decision making regarding design issues. Our clients are expanding our design standards. Their contribution deserves to be recognized by the design industry, by rewarding the end results of the design process. Through post occupancy analysis, we need to evaluate the performance of the space. The overall performance of our product is measured on its timeliness, durability, and longevity. Clients recognize that quality design is cost effective."

He continues, "Our new clients understand the language of our proposals

and contracts. They are able to interpret the scope of our services without additional documentation or explanation and make a fair analysis of competitive bids." Ms. Hortsman adds, "Most often consultants are given pre-defined requirements, a site, and an established budget by the corporate architect. I try to match the consultant's background and skills with the needs of a particular project. I provide a tightly written program and issue RFPs in order to establish a fair comparison between competing firms. I match the scale of the project to the scale of the firm. The project's results are important not only to me but to each client representative, from presidents to department managers. I want each project to be as important to the design firm as it is to my clients. Along with competitive fees, the skills, quality, talent, and background of personnel, and appropriateness of the solution provided by a design team are determining factors in a firm being selected for a given project."

The primary reasons for office moves are thought to be regular growth or periods of downsizing the work force, organizational restructuring, and departmental moves to improve work group effectiveness. Neil Frankel adds that the acquisitions and mergers prevalent in today's business climate also affect office moves and the use of space. "Design consultants must be able to identify, investigate, and explain the options to their clients in this dynamic business climate. Their design solutions need to be flexible. They can arrive at maximum utilization and flexibility by pursuing and presenting 'what if' scenarios." The 1988 IFMA Facility Management Practices Report states that departments measuring actual churn (the percentage of people who are physically moved in any given year) rates report an average rate of 43% regardless of industry or company size. "Facility managers are demanding lifecycle cost and benefit/result information, because they often must present a 15-17% internal rate of return to justify major expenditures to their senior management," according to Dr. Maree Simmons Forbes in a recent article.

The overall facility management function is a continuum. Some of the responsibilities are inherent to an in-house staff function, such as the integration of strategic planning and interpretation of the corporate mission, as well as operations and maintenance. Ms. Horstman adds, "For example, in a retail, consumer-oriented organization, facilities play a marketing role in ►

THE BOOKSHELF

creating the company image, where as in a financial institution the facility creates an impression and helps to reinforce the image. Corporate architects need to understand the time and costs involved to introduce a new product or service and how that affects the business decision-making process. Does their company have a 'long term benefits' philosophy regarding growth, and are they willing to finance regional locations, or do they have more of a short term, low cost attitude, requiring regions to be self-supporting, and only leasing what they can afford? There are risks involved in either scenario; there may be excess space in the long term or a shortage of space and higher rental costs in the short term."

The growing complexities in designing and managing all facets of an organization's facilities is placing greater pressures on consultants and facility managers. Their shared task is to add some degree of certainty to an uncertain and rapidly changing business climate. Everyone can win in the new partnership between client and consultant. It is only through forming partnerships and responding to the complexities and demands of their task with focus, flexibility, and a fast response that the 'design' partners can begin to accomplish their mission and contribute to the strength and success of their respective organizations. Roger Yee, editor-in-chief, *Corporate Design & Realty*, concludes, "Designers hold corporate America's decision-making apparatus - the office - in their hands for a brief but intense moment, giving it decisive shape and function." Corporate management and their consultants must shape their facilities because the facilities will shape their organizations. □

Susan J. Dee recently completed the new corporate headquarters project for JMB Realty Corporation at 900 N. Michigan. Previous to JMB, she worked with several major corporations in a facilities management role. Ms. Dee is active with the CCAIA and various other civic and professional organizations. She serves as a public speaker for professional and educational organizations. Dee is nominated to be the Associate Director to the 1989-90 Board of Directors.

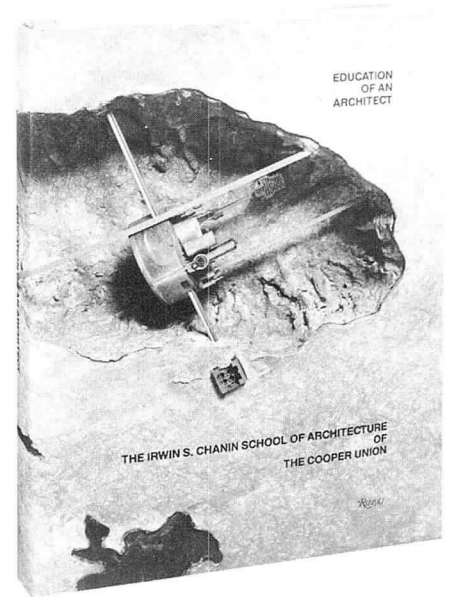
Education of an Architect. *The Irwin S. Chanin School of Architecture of Cooper Union. Editors: Elizabeth Diller, Diane Lewis, Kim Shkapich. Rizzoli International Publications, New York, 1988. \$50.00 hardbound, \$35.00 paperback.*

Reviewed by Edward Keegan

The Cooper Union for the Advancement of Science and Art has been a noted New York institution of higher education for well over a century. Its architecture school has steadily grown in prominence since 1964 when John Hejduk made it his academic base. *Education of an Architect* is a sequel to a book of the same name, which was published in 1971. The first volume was a catalogue of student work produced between 1964 and 1971 and exhibited that year at the Museum of Modern Art. This book presents subsequent work from the period 1972-1985; it also contains written contributions by the distinguished faculty, including Raimund Abraham, Diana Agrest, Anthony Candido, Peter Eisenman, Jay Fellows, and Sean Scully.

Cooper Union is one of only several schools that remain under the singular vision of a dedicated academic for so long. (Colin Rowe's role at Cornell is another example.) Le Corbusier was fond of saying that "creation is a patient search" and this book is evidence that this can be true of collective as well as individual endeavors. That Cooper Union's course has remained steady, while other schools have wandered from white to gray to silver to mauve and back again, is a tribute to John Hejduk's commitment to the principle of architectural education.

The book is organized in two parts. The first chronologically reviews the first four years of design studio, starting with basic definitions and abstract spatial problems in the first year and progressing to more complex and sometimes realistic problems in the fourth year. The larger part of the book is given to fifth year thesis projects, which are grouped according to general topic:



Instruments, Orders and Projections, The City, The Institution, Outskirts, The House, Bridges, Topographies, and Texts.

It is in the thesis section where the highly synthetic nature of the school's production becomes apparent. These are architectural explorations on a high plane - architecture is accorded the status of the mother art. The influences are multiple: music, poetry, modern art (particularly cubism), as well as both Modern and historical architecture. The general bias is towards abstraction rather than representation. The work is firmly rooted in the tradition of Modernist culture. It is possible, perhaps even necessary, to critique the work from a postmodern viewpoint - to deplore the way in which the work sets itself apart from the world as it exists. But the post modern position has lost much of its validity in recent years by the lack of conviction on the part of its practitioners.

That the students who have studied in the Cooper Union's programs will grow and their ideas about architecture will change is inevitable and good. The important thing is that they have learned the necessity of conviction, that architecture can and must make a difference in society. This book allows us to eavesdrop on their investigations and refresh our thoughts about architecture.

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THE CALENDAR



March

I ▼ Graham Foundation Exhibition

Doshi's Silk Screen Prints. 9 a.m. - 4 p.m., Mond. - Thurs., 4 W. Burton. Through April 6

Photography Exhibition Opens

At UIC Gallery 400, *Through Amateur Eyes: The Architecture of European Modernism as Photographed by an American Abroad, 1931.* Through Mar. 28. 400 S. Peoria. 10 a.m.-5 p.m., Mon.-Fri. Information: 996-6114.

Photography Competition Entries Due

AIA Architectural Photography Competition entries due at St. Louis Chapter, AIA, 911 Washington Ave., #225, St. Louis, MO 63101 no later than today. Information: 314/621-3484.

2 ▼ Computer Expo

For consulting engineers. Hyatt Regency Hotel. Registration available at the door. Information: Tim Kilberg, 648-1700.

3 ▼ Interior Architecture Awards

Intent to Enter Due at Chapter office.

Exhibition Opening Reception

Art by Architects. Showcasing the artistic visions of Chicago architects. Through Mar. 25 at Mars Gallery, 1139 W. Fulton Market. 3-7 p.m., Thurs. & Fri.; 2-6 p.m., Sat. More information: 226-7808

4 ▼ Exhibit Opening Reception

Art by Architects. 8 p.m.-1 a.m. Mars Gallery. See Mar. 3 entry for more information.

6 ▼ LPCI Lecture

Balancing Commercial Growth & Quality of Life. Howard Decker. 5:30-7 p.m. The Northern Trust Co. 50 S. LaSalle St., Assembly Rm., 6th fl. \$4 LPCI members/\$5 non-members. Information, 922-1742.

7 ▼ Lecture

Sponsored by School of Art Institute. Richard Serra, sculptor whose Tilted Arc, a 78 ton, 20 ft. high, 120 ft. long steel sculpture curving across Manhattan's Federal Plaza is subject of much debated court battle. 6 p.m. Rubloff Auditorium. \$6. Information: 443-7284.

8 ▼ CSI/AIA Seminar

Contract Administration or How Not to Stop the Work. Chicago Bar Assn. 29 S. LaSalle, 11th fl. 8 a.m. Use registration form pg. 4.

9 ▼ SMPS Luncheon Meeting

Evaluating a Client and Project - Before it's Too Late. More information: 559-0095.

13 ▼ LPCI Lecture

What Older Buildings Do for Downtown Chicago that New Buildings Cannot. Mary Decker. 5:30-7 p.m. The Northern Trust Co., 50 S. LaSalle St., Assembly Room, 6th fl. \$4, LPCI members/\$5 non-members. More information, 922-1742.

14 ▼ CCAIA Executive Committee Meeting

8 a.m. CCAIA Board Room.

15 ▼ Practice Management Committee Program

Construction Documents: Less is Not More. 5:30-7:30 p.m. CCAIA Board Room \$5, CCAIA members; \$7, non-members. RSVP 663-4111.

16 ▼ Chapter Program

Preparing the Award-Winning Entry 5:45 p.m. CCAIA Board Room. Reservations essential: 663-4111.

CSI, Northern Ill. Chapter Dinner Meeting

Current Design Criteria for Single-Ply Roof Systems & New Standards Adopted by Factory Mutual Research. Holiday Inn, 860 W. Irving Park Rd., Itasca. Cash bar, 6 p.m.; Dinner, 7 p.m.; program, 8 p.m. Reservations: Ed Janis, 325-6160.

18 ▼ Lecture

The Art and Architecture of Chartres Cathedral. Malcom Miller. 3:30 p.m. St. James Cathedral, 65 E. Huron. More information, 787-7360.

19 ▼ Illinois Council Board Meeting

In Springfield.

20 ▼ UIC ARE Refresher Course

First session for classes meeting twice weekly on Mon. and Thurs evenings through June 5. More information: 996-5225.

21 ▼ Chapter Dinner Program

The Architect and the City Project. 5 p.m., cash bar; 6:30 p.m., dinner/meeting/program. M & M Club, Merchandise Mart 2nd fl. \$20. See reservation form pg. 3.

22 ▼ Intent to Enter Due

DBA 25-Year Award and Nominations for Young Architect Awards

CSI/AIA Seminar

Alternate Dispute Resolution. 8 a.m.
Chicago Bar Assn. 29 S. LaSalle, 11th
fl. Use registration form on pg. 4

Graham Foundation Lecture

The Bungha of Kutch, Earthen Architecture of Northwestern India. Jasleen Dhamija. 8 p.m. 4 W. Burton.

23 ▼ SMPS Breakfast of Champions

Morning program featuring NBC Tower. Information: 559-0095.

24 ▼ Exhibition Opening

School of the Art Institute's *Cranbrook Exchange* - works by Cranbrook Academy of Art graduate students. Through April 22. Opening reception, 6-8 p.m. Information: Joyce Rowe, 443-7284.

28 ▼ CCAIA Board Meeting

Noon. CCAIA Board Room.

Young Architects Program

Get a Job, Part I. 6-8 p.m. Merchandise Mart 2nd floor Conference Ctr.

30 ▼ Young Architects Program

Get a Job, Part II. 6-8 p.m. Merchandise Mart 2nd floor Conference Ctr.

Earthquake Technical Briefing

Sponsored by Earthquake Engineering Research Institute. No charge. 4-7 p.m. Crawford Auditorium, Engineering One Bldg., IIT. Information: Gilberto Pineda, 751-3144.

31 ▼ Exhibition

Alternative Visions: Chicago Opens this evening to CCAIA members at Cultural Center Randolph St. Gallery. Show opens to public April 1.

And remember the CAF Lunchtime Lecture series at 12:15-1 p.m.: March 1, 8, 15, 22, and 29.

OPPORTUNITIES

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WANTED New Members

Young men and women with architectural degree wanted to join the American Institute of Architects and the Chicago Chapter. No license yet? Don't worry! Here's the deal! Join before May 30, 1989 and take the Chicago Chapter Mock Exam on June 3 absolutely free. Call the CCAIA, 663-4111, for an Associate Member Application.

Registered Architects: Join now through June 1 and receive 50% off Chicago Chapter dues. Call 663-4111 for AIA Application.

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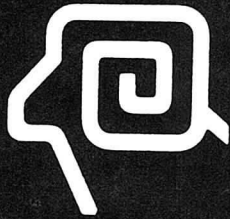
FOCUS NOTEBOOK

▼
Cengiz Yetken, AIA, was invited to lecture on Louis I. Kahn, at California Polytechnic State University in San Luis Obispo, California in February. Yetken, who was a student of Kahn's at the University of Pennsylvania and worked in Kahn's office in Philadelphia as a project architect for the Theater of Performing Arts during its conceptual design and development stages in 1966-68. was also asked to authenticate Kahn's sketches, part of a current Art Institute of Chicago exhibition running through June 25.

▼
Thomas Beeby, AIA, was one of 20 artists and entertainers who were named by the *Chicago Tribune* as having made memorable contributions in 1988. In "Chicagoans in the Arts" Richard Christiansen described the new Chicago public library design competition as "Chicago's most exciting and probably its most important architectural event of 1988...and that alone made Beeby one of the city's most important arts figures." Christiansen also cited the critical praise Beeby won for The Art Institute's Rice Building addition. The **new library** has recently received a Citation in the 36th annual P/A Awards program, sponsored by *Progressive Architecture* magazine. The citation was given to Chicago architects **A. Epstein & Sons and Hammond Beeby & Babka, Inc.**, Schal/Mortenson Joint Venture, builder, and U.S. Equities Realty, development manager, all of whom are involved in the project under the name SEBUS.

▼
A national magazine is in a desperate search for a good, "nifty," renovation of a Sears house with a good exterior as well as interior. Other residential remodelings are also needed. Call or write Linda Hunter, 4423 Kingman Blvd., Des Moines, IA 50311; 515/255-1425.

▼
Stuart Cohen and Anders Nereim Architects, and **Peter Landon Architects** have been honored with Merit Awards in the American Wood



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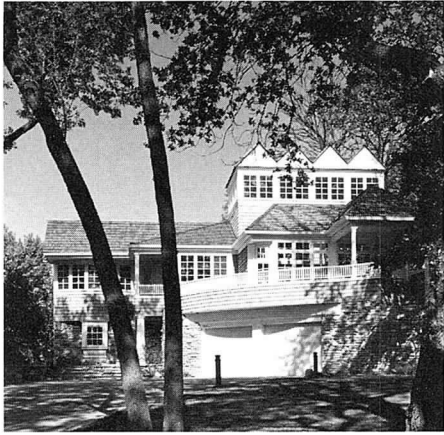
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Council's 1988 Wood Design Award Program. A Private Residence on the



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North Shore, follows the tradition of grand, wood-frame seaside houses along Northern Michigan and the East Coast. Designed by Cohen and Nereim, with Julie Hacker as project architect, the expansive exterior of the updated Shingle style is cloaked in cedar shingles with cedar shakes on the multi-gabled roof.



Wayne Cable

Peter Landon opened up a gabled, cedar-sided outmoded vacation cottage in Union Pier, Michigan by removing front and rear screened porches on the front and rear and carving out a portion of the back wall facing the lake, replacing it with full height windows and doors on two floors. This seventh annual awards program sponsored by the American Wood Council recognizes and honors outstanding wood design in residential and nonresidential buildings, both new and remodeled.

▼
The IIT/Chicago-Kent Construction Law Institute **Seventh Annual Construction Law Seminar** will be held on April 25 and 26. Twenty owners, contractors, architects, and engineers will recreate events that occur in the industry and from which the greatest number of disputes arise. The midwest's best qualified construction lawyers will then comment on the legal issues. Specific attention will be paid ►

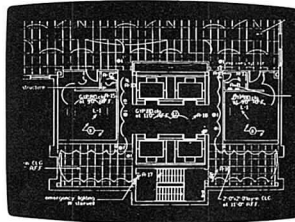
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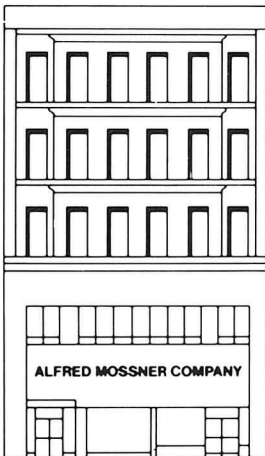
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to contract documents, including the recently revised AIA standard forms and to describing appropriate field procedures to minimize the chances of a dispute arising. A new feature will be a mock negotiation between an owner and lender to obtain a construction loan. For more information, call the Institute's director Steven G.M. Stein, Greenberger, Krauss & Jacobs, 346-1300.

▼
A refresher course for the 1989 ARE, sponsored by UIC's School of Architecture, will provide a review of topics and principles to prepare ARE candidates. The classes will commence on March 20, meeting twice weekly for three-hour sessions on Monday and Thursday evenings for 11 weeks ending June 5. Included is a mock exam in Site Design (NCARB div. B) and an optional mock exam in Building Design (NCARB div. C). Both duplicate NCARB formats and problems and will be graded or juried and returned with comments. Classes are taught by practicing architects and engineers and faculty of UIC's School of Architecture. Building Design will be taught in a special Saturday morning session on May 27 by Barry Chin and Ken Zinns, authors of *Licensed Architect: Building Design Examination Primer*. For more information contact the Registrar, UIC, Conferences and Institutes M/C 607, Box 6998, Chicago, IL 260680; 996-5225.

▼
The Earthquake Engineering Research Institute will sponsor a technical briefing on the December 7 Armenian Earthquake. The briefing will be based on field investigations and observations of a team of technical observers and will cover: seismology and geology, strong ground motion, performance of engineered structures, performance of lifelines, performance of equipment and building contents, search and rescue, emergency response and management issues. There is no charge for this program. It will be held on Thursday, March 30, 4:00-7:00 p.m. at IIT, Crawford Auditorium, Engineering One Bldg., corner of 32nd and State St. For more information: Gilberto Pineda, 751-3144.

▼
Sixteen Louis Kahn drawings acquired in 1986 by the Department of Architecture at The Art Institute of Chicago are exhibited through June 25 in Galleries 9 and 10. "Architecture in Context: Louis Kahn in the Midwest" presents the drawings, acquired from the architect's daughter, Sue Ann Kahn, within the context of other works. A

touring exhibition entitled "Transformations: Louis I. Kahn's Library Projects" is on view in conjunction with the drawings from the permanent collection.

▼
Graham Foundation Exhibition:

"Doshi's Silk Screen Prints." Doshi, India's leading architect and once the assistant of LeCorbusier and an early Graham Foundation Fellow, celebrates his work through the medium of the modern print. The exhibit opens March 1 and continues through April 6 at 4 W. Burton, Monday - Thursday, 9:00 a.m. - 4:00 p.m. **Graham Foundation Lecture:** *The Bungba of Kutch, Earthen Architecture of Northwestern India*, by Jasleen Dhamija, a friend of Doshi, with a lifetime involvement in the study of folk art and craft traditions. The lecture will be held on Wednesday, March 22, 8:00 p.m., 4 W. Burton.

▼
On Saturday, March 18, at 3:30 p.m. at St. James Cathedral, 65 E. Huron St., **Malcolm Miller**, the suave and entertaining authority on Chartres Cathedral will speak on "The Art and Architecture of Chartres Cathedral," touching on the history of the building, the structure itself, the narratives of the statuary, and the wondrous stained glass windows. On Palm Sunday, March 19, 3:30 p.m., children will be able to hear and see Mr. Miller reveal the stories that the colorful and vivid windows have been telling through the centuries. A Cathedral Tea at the conclusion of each program will be served. For more information, call 787-7360.

▼
A series of LPCI lectures on "The Importance of Historic Landmarks to the Central City...What Distinguishes Chicago from "Any City, USA?" continues on Monday, March 6 and March 13, from 5:30-7 p.m., in the Assembly Room 6th floor, The Northern Trust Co. 50 S. LaSalle St. On March 6 **Howard Decker, AIA**, Decker and Kemp; **Jared Shlaes**, manager, Tax Division, Arthur Andersen Co.; **Robert Meers**, president, Broadacre Management Co.; and **Robert Wislow**, chairman, U.S. Equities will discuss "Balancing Commercial Growth and Quality of Life." On March 13 "What Older Buildings Do for Downtown Chicago that New Buildings Cannot" will be examined by **Mary Decker**, executive director, Metropolitan Planning Council. Please send \$4 (LPCI members), or \$5 for non-members for each session to LPCI, 53 W. Jackson Blvd., Chicago, IL 60604. Call 922-1742 for more information. ►



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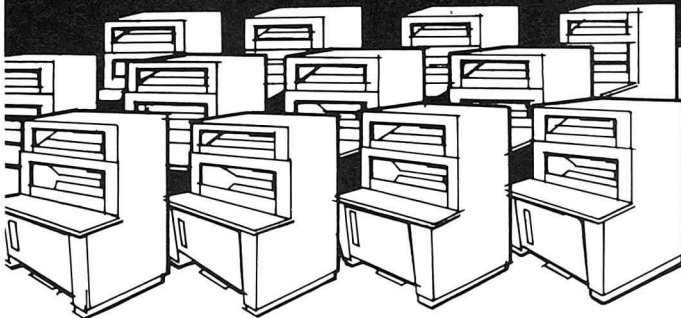
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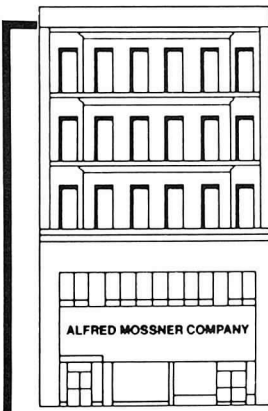
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▼
The Barrington Area Library is beginning an architectural search. Plans are to expand the present 28,040 sq. ft. facility at 505 N. Northwest Highway in Barrington, Illinois. The expansion will be approximately 20,000 sq. ft. to match existing two-story contemporary masonry building. Capabilities in facility management and value engineering are preferred. It is expected an architect will be selected by May 31. Architectural firms interested in being considered may submit written information and samples of work through March to Barrington Area Library.

▼
1988 and 1989 sets of Sweets (sans Sections 7 and 10) are available, quite simply, by calling Mike Peterson at 228-7150.

▼
Applications for the Licensing Exam are available at the Chicago Chapter office to anyone who is interested. You may call 663-4111 and we will mail it to you or stop in and save us the postage. The application filing deadlines are March 14 for first-time candidates and May 12 for retake candidates.

▼
 A new directory, profiling over 600 major corporations and facilities organizations, *The One List*, devotes a full-page entry describing the scope of its facilities operations and a forecast of capital programs and facilities operating expenditures through 1992. For more information on obtaining *The One List*, contact Donna M. McCourt, The Brendan Group, Inc., 16824 Kercheval Place, Suite 210, Grosse Pointe, MI 48230 or call 1/800-727-5478.

▼
Hyde Park House '89, a marketplace for home renovation and decorating ideas will be held April 8 and 9 at the Mies van der Rohe Bldg., School of Social Service Administration, 969 E. 60th St. on the campus of the University of Chicago. The days' activities include demonstrations and seminars focused around the theme, "Your House has a Past, Give it a Future." Admission is \$2.00.

▼
Applications are being received by the University of Oklahoma for the graduate program for those wishing of-fice employemnt while seeking a Master of Architecture degree. Six candidates will be selected and placed with Tulsa architectural firms in June. Course work begins in September. Contact Jack Stout, 918/586-0760. □

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Wednesday, March 15, 5:30 p.m., Chapter Board Room
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Thursday, March 16, 5:30 p.m., Jack Train Associates
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