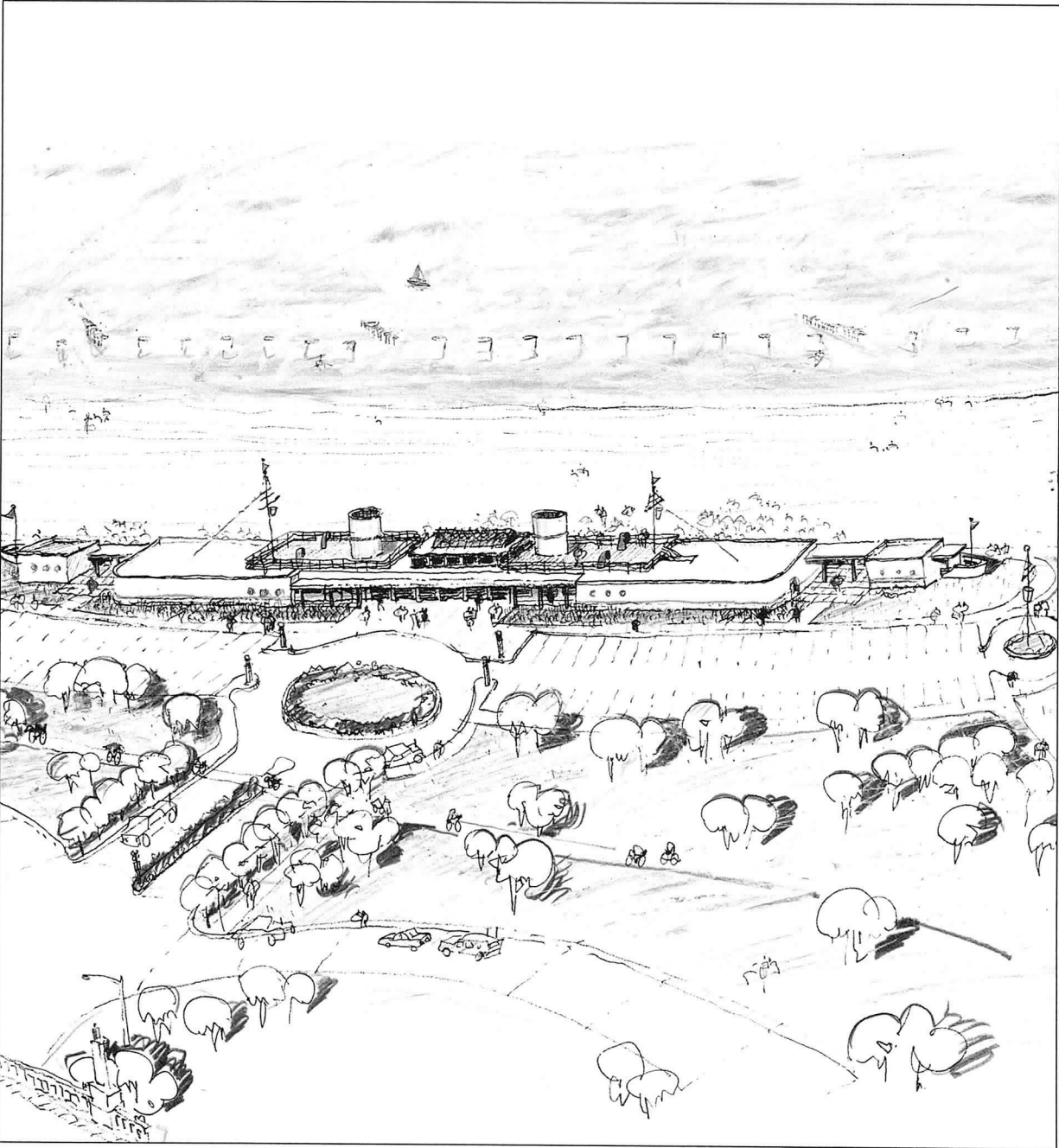


CHICAGO CHAPTER AMERICAN INSTITUTE OF ARCHITECTS

JUNE 1991

CCCAIA FOCUS



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Cover: A new North Avenue Beach House in our lake front's future? We hope so. Schroeder Murchie Laya Associates, Ltd. was hired by the Chicago Park District as architect for the restoration of the beach house and for site planning improvements to surrounding park areas, which include improved pedestrian, bicycle, and vehicular traffic patterns adjacent to the structure. New uses of the beach house will emphasize activities that promote continual all-season use. Meanwhile, join us in front of the current beach house Saturday, June 15 for the AIA Chicago Sandcastle Competition.

PRESIDENT'S MESSAGE

Keeping Pace in '91/'92

As we begin yet another year in the life of the Chicago Chapter, I can't help but reminisce over the events of the past several years of my involvement with the many individuals who have comprised the Boards and staff during those years. The experience has been a benefit to me personally, but more importantly, it has given me the background and knowledge of the work and function of the Chapter necessary to hold this office. I have worked with five outstanding past presidents, as director, secretary, and vice president. The time has passed quickly, my family has grown, my firm has prospered, my head has a few more grey hairs, and I, together with all of you, have become several years older, and hopefully wiser.

You might ask, "Who is he, Len Peterson, and what positive change can he bring to this Chapter, so rich in the heritage of Chicago architecture?" Perhaps we should look first at who I am not. I am not a philosopher nor an academician, although I most certainly have opinion and a commitment to education. I am not a prolific writer or great orator. I have not had formal training in finance, marketing, business law or psychiatry - all very helpful proficiencies in the pursuit of architecture. I have, in fact, a rather humble background. Like many my age, I have an immigrant father, who came to Chicago looking for a brighter future. Dad was a carpenter, and like many tradesmen of the day, he had a dream that his son would one day be an architect - their definition of the person who drew those nice white lines on blue paper! Who was I at that time to deny my parents' wishes. Somehow that doesn't work with my children today.

Devoid of the attributes listed above, who I am then can best be characterized by the traits accorded me by my partners, peers, and friends: practical, organized, a left-brained individual

with a love of architecture and an apparent ability to bring people together in search of a common goal. As was once described to me, an ability to "get the herd moving roughly west!"

The pace and activities of this chapter are, at times, phenomenal. Work at the national and state levels is sometimes overwhelming. Educating, writing, speaking, sharing, assisting, and multiple instances of volunteer work has become commonplace activity. Our staff workload is usually at capacity, supporting in excess of 30 events per year while still maintaining operational assignments and membership service.

What more can be done? How much growth in numbers and activities can our Chapter sustain? What basic fundamental services should be strengthened? Rest assured these questions have presented themselves to me many times. Fortunately, the answers can be found, in part, in virtually all of the past planning retreat documents through short and long term planning goals developed by each previous Board.

In reviewing each tabloid of goals, it becomes apparent that the content of services and activities needed does not change substantially, regardless of growth. The execution and hard work, however, of continually providing these services in a timely and well-thought-out manner, with the human resources necessary to earn high marks for our efforts, is indeed a challenge and in some instances, may require change and fine tuning in their respective presentations.

What challenges confront us right now? Recession, budget constraints, uncertain employment outlook, serious environmental issues, a profession that senses it is losing its grip on the construction process, more competition for less fees, a more demanding and sophisticated client, and the prospect of the 1993 National Convention here in Chicago, are but a few.

What should our strategy be to respond appropriately? First, let me say again that this Chapter has demonstrated a great deal of energy in

*Welcome 1991-92 AIA Chicago
President Leonard A. Peterson, AIA*

dealing with its responsibilities to date. We are fortunate to have had the likes of Ed Uhlir, Frank Heitzman, Cynthia Weese, Steve Weiss, and Sherwin Braun lead our efforts during my association with the Board. I would like to single out Cindy in particular for her continuous efforts on behalf of the AIA. Women in architecture can take pleasure and pride in her accomplishments locally and now nationally as our regional representative. She continually contributes unselfishly of her time and provides insightful articles for FOCUS on a regular basis.

My contribution toward a continuation of leadership will be to maintain, strengthen, and fine tune the good work that has been initiated by my predecessors. Stay solvent, stay on course, trim the sails, and prepare for the '93 convention - all the while remembering that service to our individual members and our member firms is our number one priority. Those of you who write out that check for \$400+ each year or are responsible for firm supplemental dues deserve in return something of value for your investment and support.

As we approach this year's planning retreat on May 11, we will be focusing on our efforts on developing a calendar of events that carefully addresses six segments of our constituency, namely, Student, Associate, AIA, Affiliate, smaller firm, and larger firm members. Programs and activities for each segment will be evaluated relative to "value received" and scheduled with a sensitivity toward minimizing calendar conflicts. Constructive criticism of Chapter planning has sometimes taken the position that planners have been too aggressive and overly optimistic of our ability to deliver a multitude of quality programs and services, with limited resources. That observation will be addressed, perhaps under the banner "Less is More." In addition, our calendar development will look beyond the '91/'92 year, in the anticipation of the '93 convention.

Active committees and successful programs will be continued and sup-

ported aggressively. Certain inactive committees will be evaluated for potential sun-setting. New committees and program activities have been, or will be, formed to address current issues and service needs. A prime example would be that of our new Environmental Committee. The environment is one of the most compelling issues requiring architects involvement and might well be the link that can focus on architects value to the public through concern, sensitivity, and problem-solving abilities.

Of prime interest to all of us is the issue of continuing education for all members. Seminar programs planned for this November will be aggressively pursued. The proposed IDP program for intern associates or other proposals for strengthening the licensing process should be "front burner" issues for the Chapter.

Recent gains in local government af-



"Stay solvent, stay on course, trim the sails, remembering that service to our individual members and our member firms is our number one priority."

fairs, code reform, housing issues, landmark preservation, and public awareness of our collective work and value to the public should be nurtured and continually pursued.

I would like to address one final issue. By now most of you have heard or read about the "Consent Decree" formulated by the Department of Justice in resolving the long-pending anti-trust suit brought upon our association. Rest assured that I will uphold the law as it relates to this issue; however, I believe the institute should do everything within our legal rights to improve the status and well-being of our members. We have all worked very hard toward pursuing an education and garnering the experience and knowledge necessary to perform a service that impacts the very soul of our society. We deserve to be embraced by our government, not thwarted, as we collectively have the problem-solving abilities necessary to save this fragile planet from many of the perils brought on, in part, by government itself.

Let me express my thanks to all of you for the privilege of serving this important Chapter. It is an honor for me personally and a responsibility that I will take very seriously. Many thanks to my colleagues who have concluded their terms with the Board, and welcome to those of you who have been elected. Your credentials are strong, you have come highly recommended, and I'm looking forward to working with you in the year ahead. Linda Searl is an excellent choice to follow my term in office and to bring our chapter into the National and UIA conventions on very sound footing. I will do all that I can to help her achieve an A+ rating when the international spotlight is on Chicago.

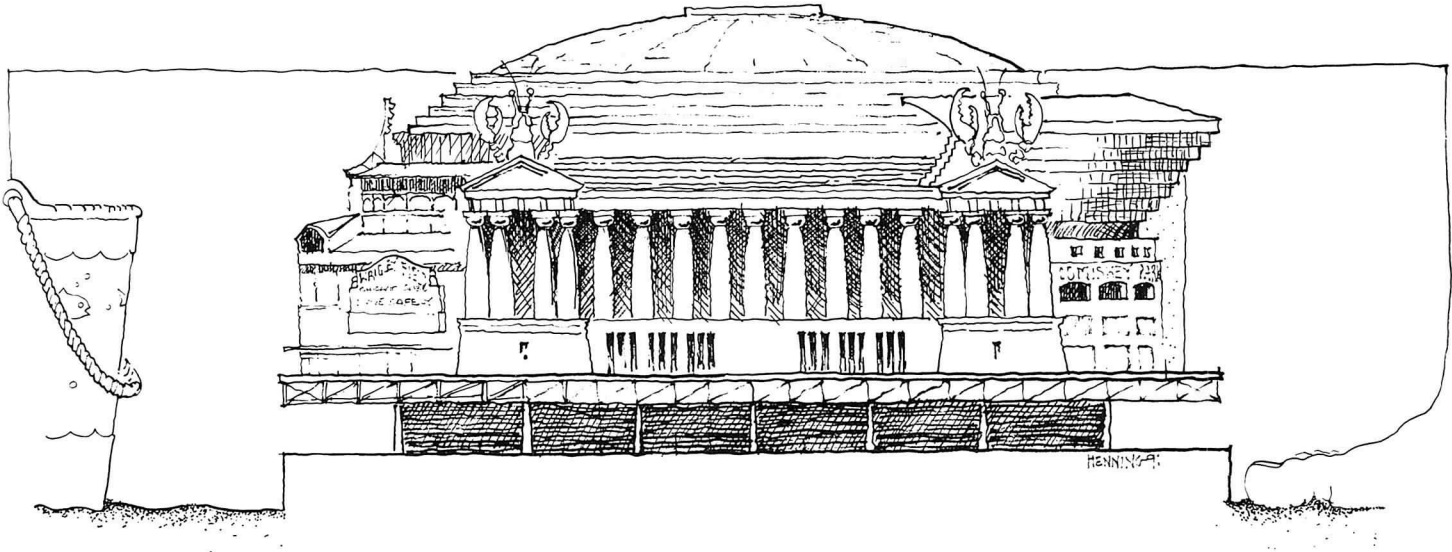
Thank you Sherwin for a job well done. Your "I will" spirit and your genuine friendship have been an inspiration. I look forward to serving all of you.


Leonard A. Peterson, AIA

The Disco Demolition demolished Comisky Park, the Wrigleyville
Yuppies have tossed out the Cubs, the General Assembly said
Thumbs Down to the Bears, Ardis Kranik wants a New Opera House
and suddenly Orchestra Hall's too small . . .

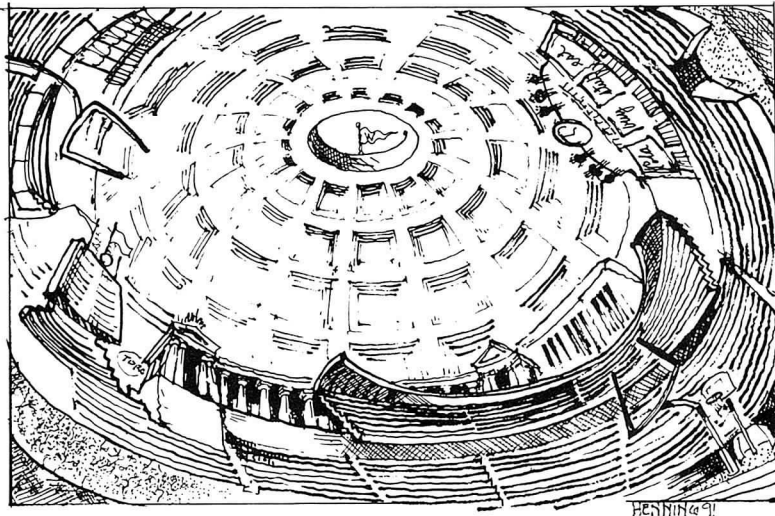
Let's put them all in

Mc SAND DOME



Saturday, June 15, 1991
North Avenue Beach

(Rain Date June 16)



The Chicago Chapter of the
American Institute of Architects
and the Chicago Park District
proudly present the

18th Annual Sand Castle Competition

JUDGES
Neil Frankel
Spez Mekus
Ben Nicholson
Tom Welch

MODERATOR
John Nelson

Registration 9:00 - 10:00 a.m.
Judging 1:45
For More Information Please
Call Kathy at 312-663-4111

This year's event is partially underwritten by a generous grant from
BAYGOOD, TELPNER & ROSE
Certified Public Accountants

FOCUS on PROGRAMS

SIGN
ME
UP



Highlights of the 1990 BOCA Building Code

AIA/CSI Workshop
Mon., June 17
Registration, 8:15 a.m.
Breakfast, 8:45 a.m.
Chicago Athletic Assn.
12 S. Michigan Ave.
\$40

AIA Chicago and CSI will co-sponsor a breakfast seminar addressing highlights of the 1990 BOCA National Building Code.

Mr. Kelly P. Reynolds, one of the foremost authorities on building codes will explain in detail the differences between the 1987 and 1990 editions of the BOCA code, including code changes, their use, application and rationale. Each participant will receive a copy of the illustrated "workbook" that diagrams the changes.

As this building code is used throughout the metropolitan Chicago area, the information available at this session is both relevant and timely.

Watch your mail for a flyer on the program.

Environmental Influences on Site Planning and Design

Committee on the Environment
Thurs., June 13, 5:30 p.m.
ArchCenter Gallery
330 S. Dearborn

Mr. Pete Pointner II, AIA, AICP, will highlight the philosophical, regulatory, and practical applications of environmentally sensitive design. This will include wetlands, the regulatory factors affecting them, as well

as the maintenance and management of wetlands.

Other topics will include the applicable regulations governing environmental audits for below grade tanks, toxic and hazardous waste, and asbestos disposal. Current issues surrounding zoning and subdivision regulations will be discussed with regard to statutory authority, light and air, landscaping and grading issues.

As founder and president of Planning Resources, Mr. Pointner has lectured on various topics such as community planning, downtown revitalization, historic preservation, environmental analysis, and scenic highway design. We are excited to have Mr. Pointner as our guest and look forward to hearing his views on these vital planning issues.

If you would like to know more about the Committee for the Environment, call Steve Blonz, chair, at 708/692-4700 or Yue Kuang Ku, co-chair, at 708/803-4510. We are a new committee and as such we are in the process of outlining our goals and drawing a mission statement. A vast array of topics naturally come under our title: preservation of the environment through recycling, the promotion of environmentally conscience design, and the dissemination of environmental information, to name just a few. It is exciting work, and we welcome all members who would like to take part in this endeavor. The more members we have the more we can accomplish.

Kent C. Bray

**More great
programs on the
flip side**

Interiors Awards Presentation

Tues., June 4, 6:30 p.m.
The Arts Club
109 E. Ontario
Members: \$25
Non-members: \$30

AIA Chicago Chapter members will return to the Arts Club for the third year running to celebrate and commemorate the 14 winners of the Interior Architecture Awards Program.

We have all become accustomed to a sophisticated, elegant occasion, and the 1991 awards ceremony will be no exception.

Awards will be presented at 6:30 p.m., and an hors d'oeuvres and wine reception will follow. You have, undoubtedly, already responded via the lively green invitation. We hope so - reservations were due May 29.

Contract Administration and Inspection for Roofing Installations

AIA/CSI Breakfast Seminar
Wed., June 5, 8 a.m.
Chicago Bar Association
321 S. Plymouth Court

The AIA/CSI breakfast series (of three, originally) has been expanded to four sessions and will cover contract administration and inspection for roofing installations.

As with the scheduled sessions, continental breakfast is served at 8 a.m., with the program following shortly after and concluding at 9:30 a.m.

Additional information is available by contacting Terry Lallak at 312/554-1400 or Joe Stypka at 312/427-7300.

- AIA/CSI Breakfast Seminar**
Contract Administration & Inspection for Roofing Installation
\$10 at door/\$9 advance
- Chapter Event**
Sandcastle Competition
- I am signing up for a team.
- I am my own team. Team name: _____
- AIA/CSI Workshop**
Highlights of the 1990 BOCA Building Code
\$40
- Office Practice Committee**
Leveraging Existing Specialties into New Markets. **\$5**
- Computer Committee**
A/E/C Systems Show Discussion. **Free**

Check enclosed: \$ _____

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Chicago, IL 60604 or FAX IT:
312/347-1215

JOIN A COMMITTEE

Check off the committees that are of interest to you, complete and mail this form, and you will be contacted.

- Chicago by Design
- Computer
- Corporate Architects
- Design
- Education
- Committee on the Environment
- Government Affairs
- Historic Resources
- Housing
- Interior Architecture
- Architecture for Justice
- Membership
- Office Practice
- Planning/Urban affairs
- Professional Affiliates
- Public Relations
- Real Estate
- Student Affairs
- Technology
- Young Architects
- 1993 AIA Convention in Chicago

NAME:

FIRM:

ADDRESS:

CITY:

STATE/ZIP:

DAYTIME PHONE:

Membership Category:

- AIA
- Associate
- Professional Affiliate
- Student Affiliate

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Chicago, IL 60604
or
FAX IT: 312/347-1215

AIA Chicago Sandcastle Competition

Sat., June 15
Registration, 9-10 a.m.
Judging, 1:45 p.m.
North Avenue Beach

Get thee to the beach - and bring your trowels, buckets, and blueprints. This is our annual Great Fun Event: it stretches your imagination, assures comradery, and hones your construction skills. There's always a first-rate jury to praise, and poke fun, at your creation.

The rules don't change much over the years: you may form teams of up to ten, bring your own equipment (do not add dyes to the sand), and don't forget to clean up the beach after. See you under the sun.

Leveraging Existing Specialties into New Markets

Office Practice Committee
Tues., June 18, 5:30 p.m.
Chapter Board Room
\$5. RSVP: 312/663-4111

In an economy where some markets are all but dead, others are alive, and some are flourishing, firms are looking at ways to leverage their expertise in one marketplace into another.

O'Donnell, Wicklund, Pigozzi & Peterson are among the most successful firms in achieving diversification. Moving from an educational facilities-based practice, they now have significant work in health care, life care, housing, and corporate facilities, as well as educational facilities.

A representative from OWP&P's marketing group will share thoughts on means you can use to evaluate how to leverage your existing experience into new markets.

Pat Rosenzweig

Corporate Real Estate Trends

Corporate Architects
Committee
Brown Bag Lunch Program
Wed., June 19
Noon-1:15 p.m.
Chapter Board Room

Mr. Steve Kerch, writer for the *Chicago Tribune* will share his perspectives on trends in corporate real estate in the Chicago Metropolitan area. Discussion will include issues related to corporate facilities in loop locations versus suburban campus environments. The program includes a question and answer period.

Discussion of A/E/C Systems Show

Computer Committee
Thurs., June 27, 5:30 p.m.
Chapter Board Room
RSVP: 312/663-4111

Many new computer products, both hardware and software, are introduced at the A/E/C Systems trade show. The committee will hold an informal discussion of the show, and everyone attending is welcome to share their thoughts on the products and the show.

This will be the last Computer Committee meeting until the Fall.

Shedd Oceanarium Private Tour and Cocktail Reception

Design Committee Event
Tues., July 2, 7 - 9 p.m.
1200 S. Lake Shore Dr.
RSVP to the Chapter office
with \$25 members; \$30 non-
members; \$15 students.

(Information on this event did not arrive in time to be included on new monthly sign-up column, so you may simply do a write-in of this event or attach this column to the sign-up form with the name/address/etc. portion completed.)

Join Al Novickas, project architect at Lohan Associates, as he conducts an after-hours, behind-the-scenes tour of the exciting new Shedd Oceanarium. Be prompt, because the tour begins at 7 and will be conducted until 8 p.m.

A reception will follow the tour at the Soundings Restaurant, located in the Oceanarium.

We recommend you respond promptly as the number of people who will be able to join this tour is limited.

Please arrive at south entrance of Aquarium (Oceanarium ramp). There is parking along Solidarity or McFetridge Dr.

PROGRAMS =

PROFESSIONAL DEVELOPMENT =

THE HEART OF THE MATTER

150 Architects and Guests Gather for Annual Meeting

University Club Setting for Inventive Schedule

The Chapter devised a new structure for its Annual Meeting and it appears the scheme is a blueprint for success. The evening of May 2 was divided into three segments, the business meeting, cocktails, and dinner/awards/guest speaker, each occurring in a different space from the others. Attending any of the three segments was not dependent on attending any other. It was particularly gratifying to find that when members are given the choice to attend a business meeting they do attend. It was standing room only when 1990-91 President Sherwin Braun gave his farewell address and incoming President Leonard Peterson made his inaugural.

We were proud that all of the principals who delivered the nitty-gritty of the year were concisely informative. The Vice Presidents Linda Searl, Harry Hunderman and John Nelson recapped the Design, Practice and Membership Commissions respectively. Nelson reported that the Chapter's 6% membership increase this year was the highest in the country and that the entire Board of Directors became involved in membership retention by making personal calls to members we feared would disappear. 1989-90 President Steve Weiss presented the 1991-92 slate and called for a vote on a bylaw change that would extend the 1992-93 president's term through June 1993 (rather than May); thereby allowing that year's president (Linda Searl) to remain in office through the AIA Convention, meeting June 16-22 in Chicago.

Our new president, Len Peterson, was quick to point out that with 24 people in attendance from his firm, OWP&P, it was the largest turnout of suburban architects at a Chicago Chapter annual meeting.

Peterson said he looks forward to "maintaining, strengthening, and fine tuning the work that has been initiated" by presidents and board members before him.

Although the space where cocktails were served soon became elbow-to-elbow and consequently a bit overheated, few paid any attention to the slight uncomfortableness. The occasion seemed particularly festive, given the savory and beautifully presented hors d'oeuvres, and the spirited conversation.

Dinner was then served in the beautiful Michigan Room, with early evening light spilling in from the windows that overlook Grant Park. Past President Sherwin Braun introduced John Nelson, secretary on the Board and past chair of the Planning and Urban Affairs Committee who presented the 1991 National AIA Citation for Excellence in Urban Design to the Chicago River Urban Design Guidelines. Charles Thurow, first deputy commissioner of the Department of Planning accepted the award on behalf of Mayor Daly and Department of Planning Commissioner David Mosen. Award certificates were presented to Friends of the River, and there to accept were Mary Lambert, president of Friends of the River, Executive Director Beth White, and Ed Zotti, principal author of the Guidelines.

Long-time friend of AIA Chicago Paul Lurie, partner in the law firm of Schiff Hardin and Waite, and AIA Chicago Executive Director Jane Lucas, received Honorary Membership in the Chapter. Eight architects, who have been members of the Institute and the Chicago Chapter for 25 years received certificates. In attendance at the dinner were Stanley N. Allan, FAIA; Philip J. Bradtke, AIA; Neil P. Frankel, AIA; and William Gaul, AIA. Unable to attend were Richard N. Hague, AIA; Hans P. Neumann, FAIA; Donald E. Ohlson, AIA; and Arthur D. Stevens, AIA.

After dinner, Gregory Baldwin, FAIA, partner in the Portland firm Zim-

mer, Gunsul Frasca, was introduced by First Vice President/President-elect Linda Searl, AIA. Baldwin, an entertaining guest speaker, offered what he called "Musings on Urban Design at ZGF," backing up his narrative with a lively slide presentation that included some unorthodox cartoons illustrating his points.

Baldwin began by explaining that while ZGF "respects the traditions of the discipline, we tend to interpret and apply urban design by our own criteria. At ZGF, urban design and architectural design are virtually inseparable. On one hand we tend not to work on planning projects that simply lay a foundation for subsequent projects to follow, but rather on planning projects for which built products are integral.

"Somewhat by accident we may be avoiding the fundamental flaw of urban design as originally conceived: that equity in participation is desirable. When urban design is practiced as a collaboration of equals, it ignores a basic characteristic of design: that one entity must assume the prime responsibility for the stimulation, conception, and execution of the design."

Baldwin feels that "modern urban design has only occasionally fulfilled its promise. When applied on a very large scale in and around existing cities, ideals of reform have often been insufficiently reconciled with the inclinations of the citizens, the resources of the responsible agents, and the urban heritage of the culture being served. Too frequently, the practice of urban design has become a protestation of good intentions, a prelude to specific project design and development, and the decoration of public surfaces. However, while urban design has promised more than it has delivered, it has expanded the awareness of citizens, businesses and government of the virtues of strategic planning and civic design. Yet, it has not always demonstrated those virtues with the conviction they deserve...due not to a lack of collaboration between key interests, but the absence of design leadership among the collaborators.

Challenge of the '90s: Career Options for Young Architects

Mark your calendars! The National AIA Young Architects Forum meets in Chicago June 28-30, offering a valuable conference that will address the pressing issues relevant to young architects in this tight marketplace.

Our Research Roundtable, focusing on Career Options in the '90s, will be moderated by John Syvertson, AIA; with Cynthia Weese, FAIA, of Weese, Langley, Weese; Grant McCullagh, AIA, McClier Corporation; Robert Smetana, AIA, Fifiield Development; and Marcel Acosta, City of Chicago Department of Planning. Our panelists will provide a lively debate on the variety of routes one may follow within our profession.

The how-tos of starting your own firm will be addressed through a panel discussion with local architects who have recently begun their own practices. In addition there will be exercises to help define reasons for starting your own firm, to assist in identifying personal strengths and weaknesses, provide an overview of marketing and profit plan strategies, evaluate who would make an appropriate partner, and define more clearly your own value system for your firm. As well there will be a presentation and workshop focusing on how to successfully balance your personal, professional, and family life.

We will be conducting a research roundtable of young architects from the region. This will assist in the analysis of the young architects constituency on a national level and provide critical information for focusing on future programs and issues at both the national and regional levels.

A reception and tours will also be a part of our activities. We will be hosting our event at the Graham Foundation. Please watch your mail for more details and set aside June 28-30.

To register for the conference, contact Monica Williams at 202/626-7311.

Individuals interested in providing housing for out-of-town visitors or assisting in final coordination efforts, please contact Susanne E. Roubik at Decker & Kemp, 312/322-0911.

Susanne E. Roubik
Midwest Regional Representative
Young Architects Forum

You Can Help Make "ArchiPages" a Success

Dear Colleague,
My term as president has come to its end, but I need your help one more time to keep our non-dues revenue up and our local dues down and reasonable. Your Board of Directors has approved a contract with a local advertising/marketing and directory firm (PSD) to produce a new *ArchiPages*, redesigned inside and out, which has the potential of being a real service to the industry and an income winner for us all with your help.

Please submit a list of consultants, contractors, material suppliers, vendors, etc. with whom you do business who are potential advertisers for our directory, *ArchiPages*.

Your help is appreciated and essential.

Send your list of potential advertisers to Cynthia Gordon Burton, AIA Chicago, 53 W. Jackson Blvd., Suite 350, Chicago, IL 60604.

Thanks!



Sherwin Braun, AIA

"ArchiPages" Potential Advertisers List

Dear AIA Chicago: Here is a list of consultants, contractors, vendors, materials suppliers with whom my firm has worked. I suggest you contact them and explain the advantages of being seen in the 1992 edition of *ArchiPages*.

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IDP Revisited

The question of acceptance or rejection of IDP (Intern Development Program) as a requirement for registration as an architect in Illinois is one that has been nipping at our heels for years. Last year the Illinois Council voted against recommending to the licensing board that the state should adopt a modified program, but the vote was very close and the division was almost entirely a Chicago versus downstate issue.

This may be politics as usual in Illinois, but it also means that the issue will not go away, and so it is time for Chicago architects to find out everything they can about the program and determine whether or not it is a good thing for us. But even if we reject it as an Illinois criteria, we must address IDP as a national reality and assist our intern architects to satisfy the requirements of the program since more and more states are adopting the standard. Newly registered architects are being required to satisfy some or all the IDP requirements in order to get reciprocity in other states. The requirements for architects from non-IDP states varies from state to state, but it is clear that to help our architects meet a standard that is becoming a national standard, we must do something for them.

Registered architects and employers are not truly required to do anything in terms of making IDP happen for interns other than being open minded about the kinds of experiences an intern can have in an office. An unwilling employer may be able to avoid dealing with IDP but may also find that an ambitious and capable intern employee may move on when experience needed to satisfy the desire to go through the IDP program is unavailable. It may be shortsighted, too, since statistics are indicating that IDP candidates have a greater success rate on passing the NCARB exam.

Illinois now has three state coordinators for IDP in order to satisfy the

growing concerns of the 200 or so IDP candidates in our state. The goals for these state coordinators has nothing to do with passage of IDP in Illinois, but only to make it possible for candidates to get the experience, programs, and support they need to satisfy the requirements. And, since the AIA is experiencing a membership crisis, it would appear that one of the best ways for each chapter to encourage new membership is to demonstrate that we are there for them.

The focus statewide and, therefore, in the Chicago Chapter as well, is to:

- ▶ contact all of the IDP candidates in the Chapter and determine their needs;
- ▶ help organize programs in cooperation with other chapter committees, to respond to their needs; offer opportunities for interns to meet together and to meet with other architects; put together a list of registered architects willing to act as advisors to the candidates;
- ▶ meet with individual firms or architectural groups and university students to outline the program and answer questions.

The latest prediction is that by 1995, 95% of the states will have adopted IDP as a requirement for licensure. Without a doubt, it is time for Illinois to become informed and to make sure that our interns are not left behind.

Anyone interested in receiving information about IDP, volunteering to be an advisor, or setting up an information session for their office should write to the IDP Coordinator in care of the Chicago Chapter office.

Gigi McCabe-Miele, AIA

IDP state coordinators are Gigi McCabe-Miele, Chicago Metropolitan Area, Eastern and Northeast Illinois; Mike Andrejasich, Central and Northern Illinois; Norm Loch, Southern and Western Illinois.

Chapter Health Insurance Committee Continues to Explore Options

In December 1990, United Health and Life Insurance took over our health insurance plan - a desperate move made necessary when our group was abandoned mid year (Federal Home Life Insurance decided to leave the health insurance market). In March 1991, despite sizable cost increases, over 90% of the group renewed (some opted for the cheaper HMO version offered by United Health).

Having dropped us mid-stream, Federal Home Life compounded the felony by failing to cooperate with United Health. They delayed in providing information about claims made during the first eleven months of 1990; as a result there were many problems with unpaid or delayed claims for care in December. Euclid Insurance Agencies, Inc., our group's agent, fielded many calls and helped to sort out problems. They continue to do so and welcome your calls and inquiries (ask for Nancy Piske, 708/833-1000).

None of us ever feel certain that the annual increases in our premiums are completely fair. The kind of profit margins enjoyed by the insurance companies compared with the number of claims made by our group are an annual point of discussion, but the data is usually a little vague. Only the rising cries about a national health insurance problem comfort us.

Our group has been able to offer good coverage, open enrollment, and an umbrella for architects moving from firm to firm within the group. Still, the Chapter's health insurance committee continues to gather information and request additional quotations for cost, coverage, and service comparisons. To date, none of the alternatives have been sufficiently promising to recommend a change.

Later this year the committee will

begin the process for the March 1992 renewal. We plan to start earlier than usual this year and will double the usual effort to get alternate quotes and to review other plans. Anyone interested in participating in the evaluation meeting, or if you have questions or suggestions, please write to the Health Insurance Committee in care of the Chapter office.

Gigi McCabe-Miele, AIA
Health Insurance Committee Chair

"en charrette" - A Smash Hit

The Chapter's Student Affairs Committee's exhibition of student work from UIC, IIT, and The School of the Art Institute once again proved itself an immensely popular attraction. Anticipating that this year's "en charrette" would be as warmly received as it was last year, the Committee went ahead and made plans to offer the show beyond its initial one-week run. A wise calculation, for once again the show affirmed its high position in the must-be-seen category.

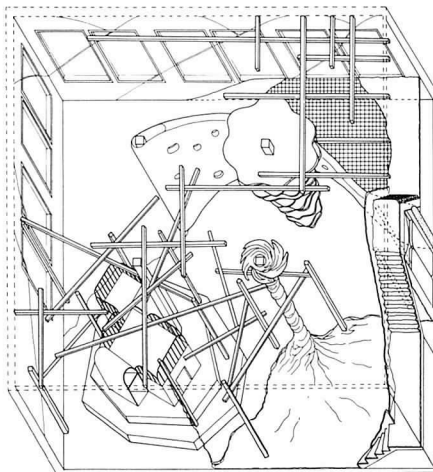
When the exhibit closed at the Athenaeum Gallery at 333 W. Wacker, the architectural drawings, models, and sculptures comprising the 80-project show were packed up and transported to the Betty Rhymer Gallery at The School of the Art Institute. Students, professionals from around Chicago, and the public turned out to enjoy this exhibit, which put the student in the spotlight. All told, thousands of visitors were witness to the work of those who will shape our built environment in the future.

The exhibition was juried by representatives from local architecture and development firms: Nada Andric, of DeStefano/Goettsch Ltd.; Mark Jarasek, of Miglin Beitler; and Kimbal Goluska, of Skidmore, Owings & Merrill. Three awards were given. First place went to DeWitt Kendall, IIT, for

his "Transformations" from paintings to model. The jury commented that Kendall's project was "very well executed and thoughtful; a piece of art...represents a fundamental part of architecture: the initial approach to the single element and its evolution." Second place went to Patrick Molzahn of The School of the Art Institute for "Expressways Children's Museum," and third place was awarded to Arden Freeman from IIT for "Model and Drawing."

An overwhelming enthusiasm for the event was displayed by students, faculty, and professionals. We would like to express our special thanks to the department heads at the three participating schools, without whose support the exhibit would not have happened; to Christian Laine, at the Chicago Athenaeum for the donation of space and staff; and to the great group of people that helped every step of the way by collecting, installing, and transporting the exhibit, including Jeanne Long and the staff at the Betty Rhymer Gallery, Morgan Fleming, Dirk Denison, Arden Freeman, Ken Schroeder, Rachal Witig, and Julie Fisher. Sponsors for the exhibition included Equitable Insurance Society of the United States and Urban Investment and Development Company.

John F. DeSalvo, Exhibit Curator
Student Affairs Committee Chair



AIA

Stephen J. Cavanaugh, Murphy/Jahn; **Patricia A. Craig**, Johnson and Wilson; **David A. Frittinger**, Harry Weese Associates; **Shi Hori**, Kajima International Inc.; **Joseph F. Libert**, Hanscomb Associates; **Darryl Strouse**, Knight Architects; **Anne Sylvan**.

Associates

Brian Gorynski, Knight Architects; **Lelia Kandalaf**, Knight Architects; **Laurence Korwin**, Korwin Design; **Michael P. Moran**, Knight Architects; **Brad Novak**, Knight Architects; **David Redemski**, Hansen Lind Meyer; **Aras Rimavicus**, SOM; **Paula Shaviv**, Knight Architects; **Walter D. Street III**, Hill + Street; **Betty J. Toy**.

Upgrade to AIA

William E. Bailey III, Prisco, Duffy & Associates, Ltd.; **Bruce W. Wexelberg**, Rolf Jensen.

Professional Affiliates

Henry Otte, Custom Brick Company; **Lili Kray**, Lili Kray, FISID.

Transfers In

From the Buffalo/Western New York Chapter, **Kenneth R. Mullin, AIA**, Morse Diesel International.

Emeritus

J. Gale Brown, AIA.

"en charrette" entry: Pre-School Environment, Asako Takigawa, Intermediate Interior Architecture Studio, School of the Art Institute of Chicago

New Life for Old Buildings

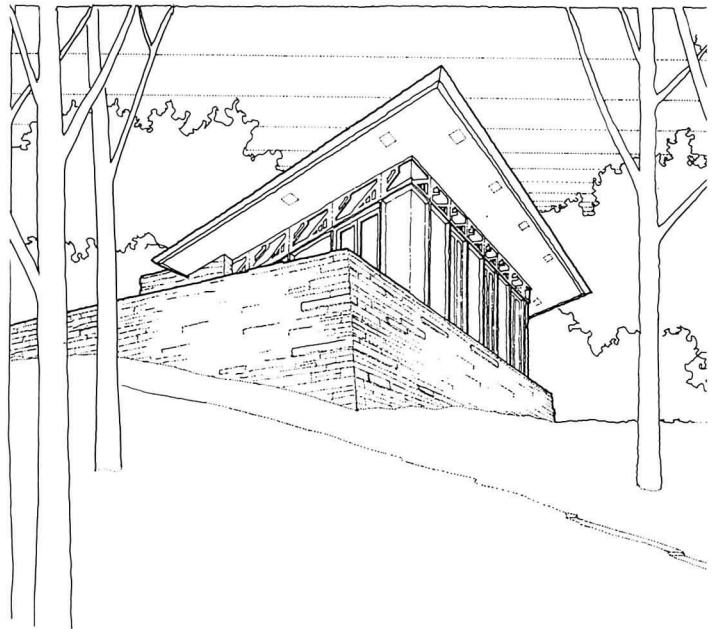
Sketchbook

SETH PETERSON COTTAGE RESTORATION Mirror Lake, Wisconsin

According to a Taliesin apprentice, Frank Lloyd Wright based this 1958 cottage on a previous proposal, which was never built. The cottage is owned by the State of Wisconsin Department of Natural Resources but is being restored under the direction of a not-for-profit group, the Seth Peterson Cottage Conservancy. The cottage will be open to the public and made available for vacation rental.

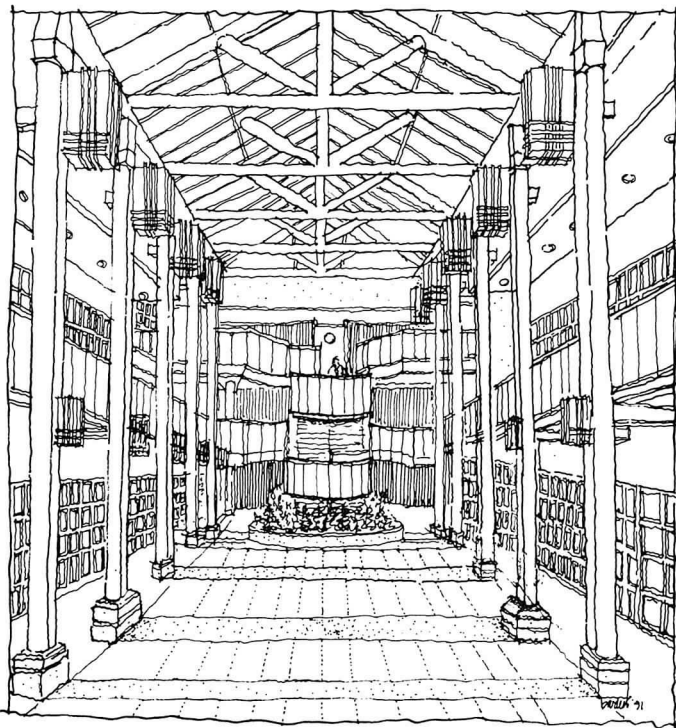
The scope of work is extensive and involves the complete replacement of the roofing structure, installation of radiant heating (as designed by Wright) replacement of windows and glazing, new mechanical, electrical and plumbing systems, and the installation of furnishings designed for the cottage but never built. Provisions are being made to allow for handicapped accessibility.

Sketchbook will resume in the Fall with category ideas generated by you, our readers. Please send your ideas to the editor of FOCUS or give me a call at 312/663-4111. I'd like to hear from you by July 1.



EFLER & ASSOCIATES, Chicago, is currently involved with the design of an additional theater for the Music Box, a historical survey and landscape rehabilitation of Graceland Cemetery, and new single-family

residences in Lake Forest, Chicago, and Racine, Wisconsin. Approximately one-half of current projects involve the restoration and rehabilitation of historical sites and structures.



RAYMOND J. GREEN & ASSOCIATES/ARCHITECTS, INC., Evanston, Illinois, is a 33-member design firm specializing in architecture, planning, interior design, and construction management. Founded in 1979, the firm serves a diversified clientele in-

cluding corporate, municipal, health care, ecclesiastical, and educational clients. Among its current projects are the renovation of an 80,000-sq.-ft. corporate headquarters, a church restoration, a public library, and numerous public school projects.

GENERAL BOARD OF PENSIONS, UNITED METHODIST CHURCH Evanston, Illinois

The Board, needing space to house current and expected growth of the organization, purchased the building "next door," which is actually two buildings - the first, built in the mid-fifties, has two floors, while a large addition built several years later, has three floor levels. The fenestration pattern also differs between the two buildings.

The main objective was to integrate both buildings internally and provide cohesion to the exterior design and site planning to make them a part of an urban campus. There was also a strong concern to establish a renewed presence for the building, and yet remain sensitive to the neighboring residential historic district.

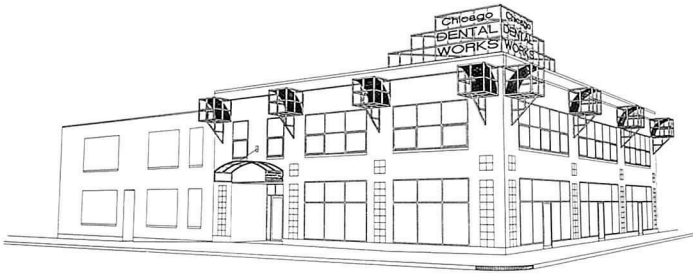
The newly created atrium space allows for large group meetings for business to be conducted in a casual way, or as a place to sit, reflect, and to meditate. Ramps and balconies were added to provide accessible circulation between the different floor levels. Office areas are

placed adjacent to the atrium, to overlook the vegetation and provide natural light to the interior offices.

Project Team: principal in charge, Raymond J. Green, AIA; Myn Ancheta, Joe Barden, Loren Benson, AIA, David Block, Tony Burba, Elizabeth Hale, Reno Masini, AIA, Clarence Passons, AIA.

CHICAGO DENTAL WORKS
2340 N. Clybourn Ave.
Chicago, Illinois

The design of exterior and interior renovations for this vintage building created a prominent image for a local dental care group. The design features unique custom decorative wall lanterns to create a unique presence along the streetscape. The 8,000-sq.-ft dental offices occupy the second floor, with retail and parking on the first floor.



WARMAN OLSEN WARMAN LTD., Chicago, projects include design for new and renovated facilities for major health care providers. Recent projects included design for a new professional office building for Illinois Masonic Medical Center, Chicago; master planning and design for Glen Oaks Medical Center, Glendale Heights, IL; interior and exterior renovations for the expansion of the kitchen, cafeteria, and new Terrace Dining Room at Warren Barr Pavilion, Chicago; and Evanston Hospital's new Medical Waste Incinerator.

SHEPARD RESIDENCE
Chicago, Illinois

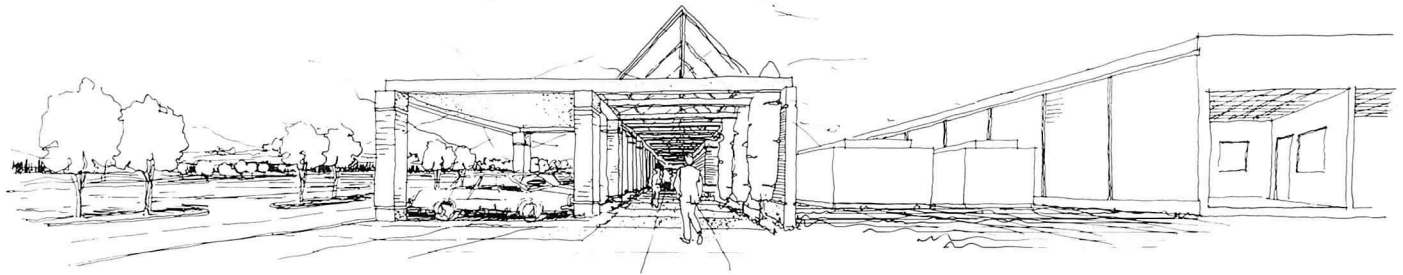
This two-flat is located in Chicago's historic Wicker Park district. Built in 1880-1889, this Queen Anne style building has many classical and Romanesque details uncovered by carefully removing paint and applied materials. Over the 100-year period the building had gone through many changes, making it difficult to restore its past glory: at one time the building was used as an auto shed and, quite recently, as a rooming house.

Brick and sandstone surfaces were chemically cleaned to reveal scallop detailing, bead and reel mouldings, and foliate detailing at end of the columns. Non-structural interior walls were removed to create open vistas, to be closed only by paneled pocket doors (discovered under the drywall) between the living and dining rooms.

Due to its remarkable proportions, brick work and detailing, this project has become a major contributor to its historic district.



ATUL KARKHANIS ARCHITECTS LTD., Chicago, is a full service architectural firm specializing in adaptive reuse and restoration of residential and commercial projects. Other projects include "Wild Hare Bar" in Wrigley Field area and residential projects in Bucktown. The firm also offers consultation on zoning related matters in the city of Chicago.



CORPORATE ADAPTIVE REUSE
Lake County, Illinois

This renovation project focuses on the revitalization of an existing 500-acre Research and Development Park into a "World Class" corporate business campus. A comprehensive master plan addresses optimum land utilization for future facilities, which include campus amenities such as a conference center, fitness center, hotel, golf course, and heliport.

The first phase renovation involves the adaptive re-use of an obsolete 440,000-sq.-ft. single story laboratory building to an office use. The design features new employee access into the building and between buildings comprised of a glazed trellis and arcade with masonry garden walls, which screen existing ground mounted equipment and provide covered parking for executives. The large interior floor area will be enhanced with central skylit atriums and pedestrian streets, organizing and activating the deep interior working environments.

Project Team: design principal, Karl Heitman, AIA; senior design architect, Richard Schmidt

GROMATSKY DUPREE AND ASSOCIATES, Itasca, Illinois, is a full service architecture firm with offices in Dallas, Tucson, and Chicago. The firm has an established reputation in a full spectrum of commercial projects, including office, retail, industrial, and interiors. Other recent renovation projects under construction or completed include Colonial Park Mall/Harrisburg, Pennsylvania, as well as several major department store renovation projects in Illinois, Florida, and Texas.

TERRA COTTA COMMONS
1760 W. Wrightwood
Chicago, Illinois

Terra Cotta Commons, a 40-unit residential conversion from a former storage-warehouse, is located in Chicago's expanding Clybourn Corridor. The four-story masonry building contains landscaped courtyard parking along with individual patios and roof decks.

Two-story loft spaces, with one and one-half and two baths, comprise 50% of the development, with all units having fireplaces, including the remaining one-story, one-bedroom units.

The existing masonry facade was maintained and refurbished with new windows installed in the existing openings. A portion of the roof was removed, creating a new courtyard area.

MICHAEL LEARY ARCHITECT, Chicago, has been engaged in the design and building of multi- and single-family residences as well as commercial and office-warehouse projects since 1984. Current projects include townhouse developments and residential additions.



SOUTH ELEVATION

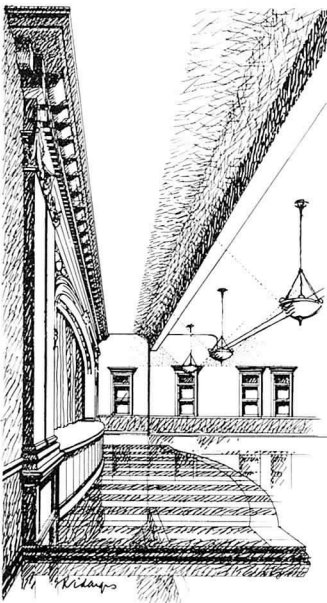
VILLAGE OF LAGRANGE
Village Hall Auditorium
Renovation
LaGrange, Illinois

The project program called for adaptive reuse of the auditorium and auxiliary spaces of the LaGrange Village Hall to accommodate Village Council functions. Work included renovation of original stage and proscenium, repair and reconstruction of original auditorium balcony and main stair, restoration of

auditorium finishes, new mechanical ventilation and lighting systems, and new public toilets. The building was designed in 1900 by Stiles and Stevens and is listed on the National Register of Historic Places.

Project Team: Hans Friedman, FAIA; Mark Iglesias; Mike Zelinski; Ann McGuire, Consultant. Sketches by Federico Vidargas

A. M. KINNEY ASSOCIATES, INC., Evanston, Illinois, was established in 1962. This national architectural and engineering firm provides architectural, planning, and interior design services for an expanding base of building types, among them: corporate and research facilities, historic preservation, retail, industrial, and commercial projects. Recent projects include historic preservation and adaptive re-use of Joliet Union Station; exterior restoration of Buildings #1, 2, and 2A at Great Lakes Naval Training Center; Vehicle Maintenance Facilities for Transport Service Company; and a Distribution Facility for Kajima International.



525 ADA LOFTS
Chicago, Illinois

To gain the best use of the property, the adaptive re-use of this loft building required selective demolition and the addition of another floor. Forty-five residential units are designed in two wings, with the interior units overlooking an atrium garden. To architecturally unify the two wings, the structure and partial facade of the center portion was retained and enhanced by an illuminated glass block column.

BAUHS AND DRING, LTD., Chicago, was founded in 1974. The firm's work includes a variety of project types and sizes, from small residential projects to multimillion dollar office complexes. Other adaptive reuse projects are the Oak Park Club Condominiums and the Scoville Park Residences next door to each other in Oak Park.

Pricing Your Services to Win

By Raymond E. Bayley, AIA

As the demand for architectural services has gotten smaller, so have fees. Today, deciding how much you are going to charge is a critical decision. It can make the difference between a profit or a loss, winning or losing an important assignment, or, in a worst case, the continued success of your practice.

Firms that price their services to win often start by calculating their costs. Then they make three adjustments. First, they adjust their cost-based fee for the supply and demand conditions in the marketplace. Second they adjust it for the client's perception of the services' value. Finally, they make adjustments based on the firm's strategic objectives. And, because the decision is so multi-faceted, they usually involve operations, design, marketing and financial management people in the decision.

This article presents some thoughts about a different approach to cost-based pricing that will help you win more projects and make more money. In a subsequent article, the effect of the supply and demand conditions in the marketplace, your clients' perceptions of value, and your firm's strategic objectives on the pricing decision will be discussed.

The cost-based method of pricing reimburses the firm for its costs. It is the method most widely used by architects and is one of the approaches suggested by the AIA. There are three parts to cost-based pricing: 1) direct costs; 2) indirect or overhead costs; and, 3) the cost of owner's equity, otherwise known as profit.

Normally, a cost-based price is determined by calculating the direct salary cost that will be required to complete a project times a multiplier to cover indirect costs and profit. Although this method is simple, it can

lead to serious errors, which may cause you to over or under price your work.

Pricing Direct Costs

In order to price direct costs accurately, an estimating model that simultaneously considers all of the factors contributing to direct costs and takes into account a firm's historical performance on a broad range of projects is required. There are three reasons such a model will be better than the current techniques being used. First, you will not have to guess at all of the tasks and hours that might be required to complete an assignment, which often means forgotten tasks or overly optimistic estimates. Second, it will allow you to simultaneously use as many of your past projects as you would like as a basis for comparison, which is helpful since there is never really a one-to-one relationship between any two projects. And third, it is fast.

The foundation of this model depends on the relationships between facts about projects and the amount of time that has to be spent working on them. For example, in most projects there is a relationship between the size of the project and the amount of time required to complete the work: larger projects usually require more time. In fact, you can illustrate this by using your past projects to create a graph with the number of hours required to do the work on one axis and the size of the project on the other. And then, by carefully fitting a line between all of the points on your graph, you can use the line, or better yet, the equation of the line to estimate your fees for projects of different sizes.

For example, the equation of your line might be $120 + .03X$. This equation says the y-intercept is 120, which means that every project starts with a minimum of 120 hours, and .03 is the slope of the line, which means that .03 hours are added for every unit (square feet in this example) of increase in project size. So, if you need to estimate the number of hours that will be re-

quired for a 12,000 square foot project the equation will be $120 + .03(12,000) = 360$ hours. And, if your average direct salary cost per hour is \$20 per hour, then your total direct salary expense is \$7,200. Thus, you have a pricing model that can be used to determine your direct costs in relation to project size.

Of course, there are several factors that contribute to direct costs other than project size. For example, the complexity of the project from a design or technical point of view, the type of client organization, and the amount of time that the project will be in your office are all contributors to direct costs. Again, using your past projects, it is possible to create graphs showing the relationships between each of these variables and the amount of time required to complete the work. However, in order to simulate an actual pricing situation, it is necessary to consider all of the graphs simultaneously. This is accomplished best with some mathematical formulation. Fortunately, if you have Lotus 1-2-3 or a similar software package, this is relatively easy to do. The technique is called regression analysis.

In order to use a regression analysis, you should gather data on a minimum of about 15 or 20 of your past projects to create a meaningful database. The first step is to identify as many of the quantifiable factors as you can that affect the amount of time you spend on projects. These are called independent variables. Some are fairly obvious, like square footage or project cost. Others are less obvious, like the ease of working with the client. However, even these factors can be quantified, albeit subjectively, with the formulation of some grading criteria and assignment of numerical grades. Second, you should identify how many hours it took to complete each project. The hours are called dependent variables.

With this information, you can build a data table in your computer (your software manual will tell you how to do this), which will provide you with an equation you can use to es-

"The cost of owner's equity (profit) should not be the same for all clients or projects since the risk is not the same."

estimate your direct costs on any project in minutes. And, if you're still more comfortable with preparing detailed estimates, regression analysis will provide you with a quick and highly reliable check of your work.

Pricing Indirect Costs

Price your indirect costs to win more assignments and make more money by adopting the sliding multiplier or stipulated cost plus a fixed multiplier described below. Either of these methods will lead you to a more profitable practice.

Indirect costs, which make up about two-thirds of most fees, do not vary in direct proportion to direct costs. Yet, they are usually priced as if they did by applying a 'firm/department' standard multiplier to direct costs, which means they are often over- or understated. For example, if the multiplier was three, i.e., three times direct cost equals total cost, for every change of one dollar in direct costs there would be an immediate change of two dollars in indirect costs. And, in reality, there might not be any change at all.

For example, consider two projects: first, a project requiring 100 hours of work over a two-month period, with an invoice being sent to the client in each month; second, a project requiring 500 hours of work over a two-month period, also with invoices being sent to the client in each month. Are the book-keeping costs to send the invoices on the second project five times greater than the costs on the first project? No! In fact, they're about the same. But, by applying the same multiplier on both projects, the cost that's been allocated to the second project to send out invoices is 500% greater than the cost that's been allocated to the first project. In most firms, larger projects are overburdened with overhead costs while smaller projects are not self-supporting. Yet, overhead costs are almost always spread evenly over all projects, regardless of size or any other meaningful determinant of overhead costs.

There are several situations where the 'firm/department' standard multiplier could be adjusted to more accurately reflect the actual costs created by different situations. For example, there are some costs that are the same for almost all projects, regardless of size, like the costs associated with setting up a client's account in the firm's financial management system. There are others, which will vary with the type of work that has to be done, like the preparation of specifications, which requires more overhead, i.e., secretarial time, than some other services. And, there are others that will vary with the amount of time the project is in the office, like rent. Thus, indirect costs vary with each project assignment and should be priced accordingly.

Of course, trying to determine actual indirect costs for each project would require too sophisticated and expensive a cost-accounting system, but an alternative to the methods currently being used would be helpful. One approach is to use a sliding scale for the overhead multiplier that represents the proportionately smaller amount of overhead actually required to support larger projects. Or, it might be possible to have a stipulated cost that is charged equally to every project before applying an overhead multiplier, thereby making the total proportionate indirect cost greater on small projects. Whatever the method, more accurately pricing your indirect costs will lead you to more profitable projects and, ultimately, a more profitable practice.

Pricing Owner's Equity

Profit is the firm's cost of the owner's equity. In other words, it is the amount that the firm has to return to the firm's owners in exchange for the use of the money that they have invested in the firm. And, like any investment, the return should be proportional to the risk of the investment. Thus, the cost of owner's equity, i.e., profit, should not be the same for all clients or projects since the risk is not the same.

For example, the risk associated with providing your firm's "standard" services to a repeat client, with whom you've had a successful relationship, is relatively low. But, the risk associated with providing a new service, to a new client, who is in an unstable business, is relatively high; yet, target profit multipliers are often applied to projects as a percentage of total direct and indirect costs, as though the risk were the same on all assignments.

So, if you price the cost of your owner's equity to accurately reflect the risk associated with each assignment, you will probably win more work from good clients, because you will be quoting them lower fees, and losing opportunities with the clients that might not pay you anyway.

To summarize, using costs to determine price requires calculating direct costs by taking into consideration all of the quantifiable causal factors of direct costs (regression analysis is the most efficient and cost effective way to do this); estimating indirect costs in a way that more accurately reflects the burden created by different projects; and, formulating costs of capital or profit targets based on the risk associated with working on different assignments. Unfortunately, however, costs are not the only determinant of price. Price is ultimately determined by your costs adjusted for the demand for your services in the marketplace, the value of your services from the client's point of view, and your firm's strategic objectives. Thus, looking beyond your costs is where the final answer to the question, "How much should I (can I) charge?" can be found.

Raymond E. Bayley is managing partner of The Mayne Group, an Evanston firm specializing in management consulting to architectural and engineering firms. Formerly, Bayley practiced architecture for 15 years, six as managing principal of one of Chicago's leading firms.

Housing in Poland

By John Tomassi, AIA

Early this year, at the request of the International Masonry Institute, the International Union of Bricklayers and Allied Craftsmen, and the International Council of Employers of Bricklayers and Allied Craftsmen, in conjunction with the Polish workers' union, Solidarity, I was among a small group invited to participate in a fact-finding mission concerning various aspects of the state of housing in Poland. The itinerary, which took us to Warsaw, Wrocław, and Krakow, included examinations of existing housing sites and material manufacturing facilities, and incorporated meetings with government officials, architects, academics, and several members of Solidarity from the region of Lower Silesia.

As one of six Americans on the tour, I was given free access to information about the building industry and was allowed to ask questions openly and to deliberate freely with our hosts. The intent of our sponsors was to let our exposure to the current conditions within the country spawn commentary regarding the prospect of building new housing in Poland sometime in the near future. Through our observations and discussions of the nature of change within Poland and its contrasting conditions with those of the United States, we became aware of the overriding factors owing to the burgeoning Polish free market economy and to the developing transitional Polish government. The following comments are an abridgment of those impressions.

My remarks should not be construed as representative of the entire group. At times, however, it appeared that the group corroborated on a number of points and shared, in many instances, the same view. It should be further noted that the samples taken were of a nature far more complex than can be examined in this short paper.

Existing Housing

While a variety of housing types exist in the Polish towns we visited, two distinct groups were highlighted on the tour. Much to our advantage, these two types of housing were central to the theme of our trip: understanding the way things had been up to that time, and what an ideal future might have in store. That these visions were in such vibrant contrast to one another is a tribute to our hosts, who no doubt, planned it that way. Nonetheless, the message contained in these brief glimpses spoke volumes.

Our party agreed, upon examining the communist influenced co-op housing first hand, that its composition was deficient in structure and livability. These precast concrete buildings of 24 units or more went together slowly, and it seems, minimally. Assembled from premanufactured parts, the structures' end result contains incomplete joinery (between wall panels), marginal weatherproofing, and most astonishingly, the absence of any structural frame. On the interior, apartments containing between 60-70 square meters (650-750 square feet) per family of five, compared unfavorably with U.S. standards. They lack sufficient privacy, room for adequate storage, and appropriate life safety measures.

The frequent use of this system in the past few decades has left large clusters of like dwellings (known as co-ops) concentrated in dense urban areas, not unlike the subsidized high rise housing that was built in the U.S. during the 1960s. Our group met with the governing board of one co-op and engaged in a spirited exchange in which we were told, among other things, that as a result of the caretaker style of government that existed in Poland before the election, a tenant family living in one of their units paid what they could manage, often no more than \$10 per month. We came away, intentionally it seems, with the distinct impression that the residents wanted to do away with this style of living as quickly as pos-

sible; to eliminate the stigma of communism and the low standard of living that these dwellings represented.

The alternate site, a several-acre open parcel near Wrocław, contained several single family townhouses in various stages of construction. This was a private development composed of indigenous materials and endemic design, aimed at a presumably upper middle income market, and the units were correspondingly generous by modern standards, even for the U.S. Construction consisted of load-bearing masonry with reinforced concrete floors, brick or stucco on the exterior walls, and clay tile or metal roofs. The interior layout was well conceived and provided efficient usage within a very compact design. Although some figures were bandied about, no reliable indication of the construction costs or selling prices of the units was perceptible.

Building Materials and Methods

The tour included visits to several factories where local building materials were produced: a precast concrete panel plant of communist origin; a clay brick factory (probably pre-war); a gypsum block-making facility recently opened; and a wood door and window factory, formerly communist run but currently undergoing privatization. All four were quaintly impressive.

According to one supervisor, the precast plant was operating at less than 50% capacity, indicative of the phasing out of all state run industries. Although it seemed like the large vacant hull of some ancient voyager no longer fit for service and stripped of its parts, it appeared capable of housing any number of manufacturing applications suited to a more modern construction industry. The other production facilities appeared, by contrast, dated and obsolete. Quality control appeared substandard and without any true value in the broader marketplace, especially outside Poland. For example, the clay unit masonry was a low grade used for backing, not finish work; the gypsum mason-

ry units were oddly proportioned and not conducive to conventional methods of construction; and the doors and windows were made from inferior grade lumber reworked a number of times in order to take on a semblance of the straight and true characteristics required of precision millwork.

All in all, conventional construction materials appeared unsuited to frequent use in a regular construction program. While it is apparent that quality standards are observed in the use of materials for certain projects of substance; i.e., hotels, offices, government buildings, no light construction methods or techniques were presented to us as widely accepted.

Building Trades

Though our hosts were all members of Solidarity, we discussed little about the quality of craftsmanship and standards of construction in their country. Instead, we visited a center for training in the building trades co-sponsored by U.S. manufacturers and the Brick Layers' Union.

Here local tradesman are trained in carpentry, electrical, masonry, and ironwork. The program teaches trade skills to apprentices and journeymen employed in Poland's construction industry. It is intended to serve as a model for future facilities, providing a skilled workforce for an expanding Polish building industry.

Government

At the time of our visit, the government's transitions meant government offices were undergoing changes in staffing and direction. At the offices of the Ministry of Housing and Building Construction in Warsaw and at the office of the Warsaw Voivodship, a local government office, we learned that plans were underway for a new commerce throughout Eastern Europe, which included changes to the banking laws, redirection of land ownership and infrastructure to local authority, and major industrial improvements such as large food processing plants and a central air cargo facility in the Warsaw area, which would serve Poland and western Russia.

In our discussions with Polish officials, a willingness to exchange information and to collaborate with Western companies was emphasized, while the need for capital and a very large moral effort in turning around 30 years of in-

doctrination and neglect was underscored.

Professional Design

Twice in the week long tour we had the opportunity to meet with architects. In Wroclaw, we visited a large architectural and engineering firm, formerly state owned and operated, now undergoing privatization. Their work consisted of large scale building projects in Europe and the Middle East. We were given a presentation of a proposed new housing project.

While it would not be appropriate to critique elements of style and building technology after such a short review of this work, our group recognized the use of masonry and a scale of dwelling units comparable to western standards. Most conspicuous, however, was the disclosure that the cost of undeveloped land equaled the cost of construction for a new single family townhouse. Translated into dollars, this means that the proposed project was expected to cost approximately \$30 per square foot, land and improvements included (\$15 per square foot of dwelling for construction and \$15 per square foot of dwelling for improved land). The average dwelling then, was expected to cost \$30,000 to \$40,000.

On our last day, a meeting with three architects from Katowice, a heavily industrial region in the south of Poland, was arranged, after fellow ar-

chitect Philip Hresko showed our hosts several American journal articles covering Polish architecture. The three architects, who had been mentioned in the article, showed us plans of a large housing complex designed for the miners union of the local area. As we discussed the virtues of masonry over stick-built construction, it became apparent that the concept of building quickly, using light framing and lift slab construction for a four-story, 24-unit building was thought to manifest a certain economy; therein lay the current wisdom among this group.

Privatization is having an effect on the profession, which previously had a very limited influence on the construction industry. Inconsistencies in the quality and availability of materials still seems a major problem and one that prompts designers to opt for new systems and technologies heretofore undeveloped in Poland. We saw no standard lumber sizes, no plywood, irregular unit masonry, inferior windows and doors, and little use of insulation, all necessary ingredients for a standard multiple-house building program anywhere in the western world. Rather than request these hard-to-find materials, it seems architects would rather discover newer and less familiar techniques, hoping to avoid materials shortages and costly labor delays.

John Tomassi is principal in the firm John Tomassi & Associates.



Left: Two-family residence near Warsaw, using local building materials.



Right: Multi-family co-op housing in Warsaw built of precast concrete modular components.



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ACSA - What is it?

By Cynthia Weese, FAIA

Few AIA members are aware of
the AIA/ACSA (Association of
Collegiate Schools of Architec-
ture) Research Council. It was formed
in 1986 as it became apparent that archi-
tecture schools are becoming, by
necessity, more research oriented. The
purpose of the Research Council is to
serve as a link between these schools
and the profession, utilizing the results
of the research in daily practice.

ACSA's goal is to foster research,
benefiting both the architectural cur-
riculum and architectural practice,
which makes a positive impact on the
built environment. Thus, the Council
represents a national focal point for archi-
tectural research in all its forms. It is
a unique link between the profession
and educators.

During the first four years of its ex-
istence, the Council, with nine AIA
members and six ACSA members (the
chair being one of the AIA members)
was a self-driven voluntary effort. How-
ever, a year ago both AIA and ACSA
agreed to substantial funding support in
order to maintain an independent staff
and increase activity and visibility.
ACSA raised their member dues in
order to be able to make their contribu-
tion. The energetic new executive direc-
tor is Deane Evans, AIA, an architect
who has both practiced and taught.
Under his direction programs are ex-
panding; new issues are being addressed,
and new areas for funding explored. I
was appointed chair of the Research
Council last September, and I look for-
ward to supporting research activities
useful to practicing architects.

The Council pursues two basic
areas of activity. The first is outreach,
in which architectural research is
promoted and the results publicized.
For example, two workshops on seis-
mic design are being held during this
Spring, funded by a grant from the
Federal Energy Management Agency

(FEMA). The first workshop was held
in St. Louis in April, reaching architects
in the seven-state surrounding area.
The second will be in Washington,
D. C. in June.

Recently, in conjunction with the
newly formed Committee on the En-
vironment, the Research Council spon-
sored an awards program for environ-
mentally conscious architecture. As a
member of the jury, I was pleasantly
surprised to find a number of firms prac-
ticing in this way - and at the same
time, producing excellent architecture.
Environmental responsibility has
widened in recent years; it includes sys-
tems of grey water reuse, indoor air
quality, and use of recycleable non-toxic
materials. Six citations of merit were
awarded. There will be an exhibit of
selected projects at the National AIA
Convention, and *Architecture* magazine
has an article in its May issue.

The second area of activity is in
programs. The Council is organized
into a number of constituent programs
that have strong links to the overall
AIA committee structure. Each pro-
gram has a Board of Trustees, which
identifies research priorities, solicits
funding, initiates research projects,
reviews the findings, and disseminates
the results. An example of this is the
Health Facilities Research Program,
which has sponsored, among other
projects, a monograph on performance
failure in hospital buildings and a four-
volume study on designing environ-
ments for people with dementia. Other
such programs are Energy Design,
Natural Hazards, and Justice Facilities.
An Educational Facilities Research Pro-
gram may be established shortly.

With the support of our current
AIA president, Jim Lawler, FAIA (who
founded the Research Council) and
President-elect Cecil Steward, FAIA,
the Research Council is setting an am-
bitious agenda for the next two years.
This includes expanding its existing
programs substantially, lobbying for
housing research funding, and publish-
ing an annual summarizing architectural
research throughout North America. If
all goes well, the latter will be in your
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whether it be in roofing materials, build-
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search Council is dedicated to making
more knowledge available to you. Call
me or Deane Evans at the Institute if
you would like any more information.

THE BOOKSHELF

The History of History in American Schools of Architecture, edited by Gwendolyn Wright and Janet Parks. Princeton Architectural Press, in association with the Temple Hoyne Buell Center for the Study of American Architecture, New York, 1990. \$24.95, paper.

Reviewed by William W. Tippens

The Temple Hoyne Buell Center for the Study of American Architecture was established at Columbia University in 1983. Its stated mission of focusing "on American architecture as a major scholarly endeavor, a diverse and exciting aesthetic repertoire, and a critical element of our larger American culture," had been difficult to perceive through the murky political waters of Columbia's Graduate School of Architecture, Planning and Preservation into which the center was launched. Under the direction of Gwendolyn Wright, however, the Buell Center has emerged from the fog and through the exhibition catalog, *The History of History in American Schools of Architecture 1865-1975*, opened the Arthur Ross Architectural Gallery at the Buell Center. In the center's previous seven years, it was difficult for even the students at Columbia to perceive the contribution it was making. The gallery, however, has given the Buell Center a venue for focusing and broadcasting its work.

This unique exhibition produced a catalog that recognized and explored the fact that the way in which history has been taught in American architecture schools reveals volumes about how architecture has been practiced in the United States. The quality of scholarship and broad exploration of the topic evidences the Buell Center's ability to bring together scholars on a national scale and shed light on an important yet seemingly abstract point regarding American architecture. The result is an excellent example of what an architectural studies "think tank" should produce.

The catalog includes seven essays

written by individual authors who explore history from the first classes taught in the Beaux Arts tradition at MIT through Gropius's dictum at Harvard of the irrelevance of history to architects, to Vincent Scully's lyrical and impassioned lectures at Yale, which still reverberate today. Importantly, this catalog did not remain provincial in its analysis and recognized the impact of professors such as Nathan Ricker at the University of Illinois and the curriculum of Mies van der Rohe at IIT.

The authors selected for the catalog also represent an important cross section of architecture schools today, including Anthony Alofsin of the University of Texas at Austin, Kevin Harrington of IIT, Spiro Kostof of Berkeley, Christian Otto of Cornell, and Richard Plunz of Columbia. Each of their essays, which explore the subject of the history of history in a somewhat chronological fashion, is well researched and written. They have contributed to a fascinating and readable book.

Unfortunately, as a catalog on an exhibition of drawings and photographs the publication falls short. Much of the work shown has been drawn from Columbia's Avery Architectural and Fine Arts Library, one of the world's greatest architectural collections, which celebrated its centennial in 1990. Published by Princeton Architectural Press in monograph form and on cheap paper, the drawings and photographs printed are not given justice. Despite this poor decision in printing, the catalog is interesting to read and enlightening for all those interested in the history of American architecture.

William W. Tippens is the architectural historian of the Chicago Park District and a graduate of the Graduate School of Architecture Planning and Preservation at Columbia University.

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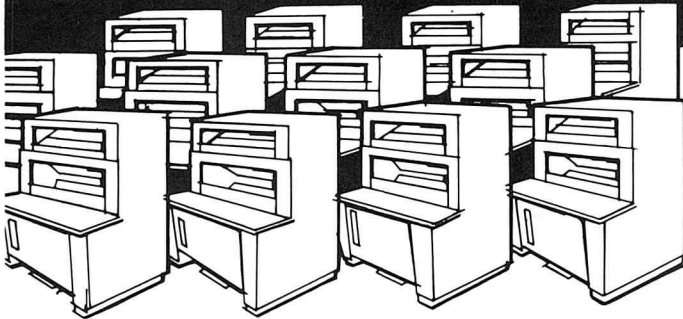
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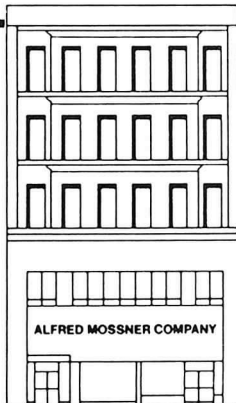
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People

▼
Edward Matthei, FAIA, has been honored with the National Easter Seal Society's Distinguished Service Award, the Society's highest award. Matthei, founding partner of Matthei & Colin, was selected by a jury of board members who recognized his significant contributions to making our society and its public buildings accessible for Americans with disabilities. Matthei was instrumental in the creation of the ANSI building codes for accessible structures almost 30 years ago. He has served as a member of the National Easter Society's Professional Advisory Committee, and is widely regarded as a leader in creating barrier-free environments. The Distinguished Service Award has been presented each year since 1986 to an individual whose work has had a significant impact in helping persons with disabilities achieve greater independence. Previous winners are then Senator, now Governor, Lowell Weicker of Connecticut; Senator Robert Dole of Kansas; Dupont spokesperson and disability educator Bill Demby; and Senator Tom Harkin of Iowa. In 1979 Matthei was recognized with the National Easter Seal Society's Leon Chatelaine Award for his efforts to champion barrier-free building design in the U.S. and in international forums.

▼
David E. Mikos, AIA, of Anderson Mikos Architects Ltd. was recently elected and sworn in as a village trustee of the Village of Lake Barrington.

▼
Colonel Gaines Hall, FAIA, has returned to Chicago from active duty as Chief of Staff of the 416th Engineer Command. Hall was in command of 5,000 architects and engineers working in the Middle East. Now he is back as vice president of operations for Kirkegaard & Associates in Oak Park.

▼
Hill Burgess, formerly with SOM for 18 years, is now working in the office of Peter Rose Architect in

Montreal. Hill reports that he is working on an addition to Brookside School at Cranbrook and a small library in Montreal. The firm's address is 1315 ouest, boulevard de Maisonneuve, Suite 1000, Montreal, Quebec H3G 1M4; telephone 514/849-4278.

▼
Dr. Wayne C. Teng, founder and president of Teng & Associates was the recipient of the 1991 Alumni Award for Distinguished Service in Engineering from the College of Engineering at the University of Illinois, Urbana-Champaign. Teng received the award for his "original contributions in the development of new concepts in building structures, his management of a unique interdisciplinary team, and his extraordinary service to the structural engineering profession.

▼
John Nelson, AIA, president of Environ Inc. was elected president of the Lyric Opera of Chicago Guild Board of Directors, a two year office beginning June 1.

▼
Harry Weese Associates has been named a winner of the 1991 Merit Award from the Chicago Building Congress. The award was presented to the firm for the architectural concept and design of the Hotel Inter-Continental.

▼
The Womens' Architectural League has presented its annual scholarships to: Maureen Harper and Dawn Socha from IIT; Kristina Klee and Clarice Swanson from UIC; Ann Reisinger and Frank St. Angel Jr. from University of Illinois, U-C. The scholarships, which are made possible through the WAL sale of greeting cards, were presented the evening of May 7 at the Chicago Yacht Club.

Project Spotlight

▼
The Glen Ellyn firm, **LZT/Filling Partnership**, has been selected from among 24 firms to design an addition to the College of DuPage Student Resource Center. Preliminary plans ►

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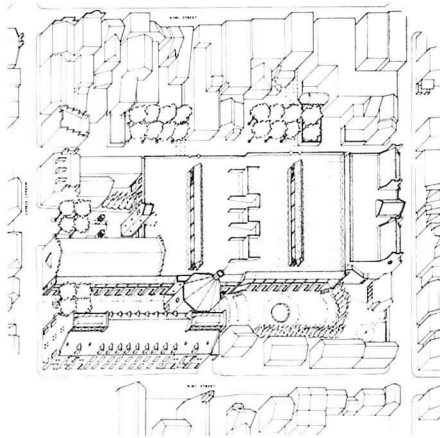
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for the \$10.3 million expansion call for the addition of library and study space, and offices to accommodate the mushrooming college enrollment, which reached a record high of 34,200 students this year. Other current LZT projects include the new Westmont Public Library, Naperville Branch Library, and a new Law Enforcement Facility for Oswego.

▼ **Hanno Weber & Associates'** new town hall in Leesburg, Virginia received a glowing report from the *Washington Post's* Benjamin Forgey, who called the



project "strong, memorable, ingenious." Weber's scheme, which won a 1987 design competition, "recalls Virginia's 18th-century architecture." It is "actually a complex of related buildings and open spaces...like a collage that challenges convention and stimulates the imagination."

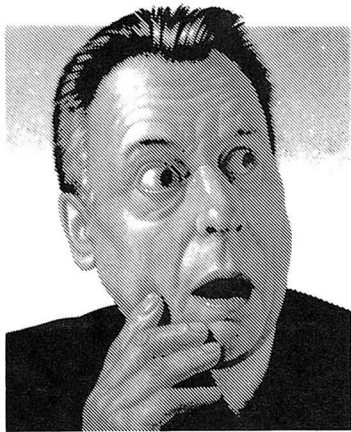
▼ **Eifler & Associates** has been retained by the Trustees of Graceland Cemetery to initiate the first phase of a long-range planning and restoration program for Graceland Cemetery. The first phase entails the preparation of a historical report and the development of guidelines for the stabilization, maintenance and restoration of the landscaping, sculpture, monuments and buildings on the site. Subsequent work is expected to include the generation of a master plan to coordinate restoration of the cemetery landscaping and individual sites and monuments. Eifler & Associates will be assisted by Christopher Vernon, historical landscape consultant, and Roy Ashley and Associates, landscape architects.

▼ **Tigerman McCurry's Commonwealth Edison Substation**, Chicago, IL



Commonwealth Edison Sub-station, Chicago, IL, Excellence in Masonry '90 Gold Medal winner; Tigerman McCurry, architect; Hansen & Hempel, mason contractor.

was a Gold Medal Award winner in **Excellence in Masonry '90**. The awards were presented in May at the annual banquet. Chicago Chapter President Len Peterson, AIA presented the two gold medals, the other going to Radovan Pejovic Architect, Ltd. for St. Sava Orthodox Serbian Church in Merrillville, Indiana (Gacesa Masonry Construction, mason contractors). **Hartshorne & Plunkard, Ltd.** (Quality Brickwork, Inc., mason contractor) received a Silver Medal for their project 1862 N. Dayton, Chicago. Other Chapter firm members who received Silver



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Medal Awards were **Perkins & Will** for the Orland Park Village Center, Orland Park, IL (Hansen & Hempel Co., mason contractor); **Skidmore, Owings & Merrill** for 303 W. Madison, Chicago (Caesar Fiocchi Co., mason contractor); **Nagle, Hartray & Associates** for Garibaldi Square, Chicago (A.L.L. Masonry Construction). Honorable Mention Awards were presented to Chapter firms **Loebl Schlossman & Hackl** for the Benefit Trust Life Insurance Company, Lake Forest, Illinois; **Diamond/Phillips** for the Embassy Club Buildings 10-12 (A.L.L. Masonry Construction). A Special Mention was awarded to Philip West; Donald Bergstrom & Associates, Inc. Architects; Albert H. Ramp, Architects/Engineers, Inc.; S.G. Bialek & Sons, Inc. for Main Fire Station, Roselle, IL.

Competitions

▼
Iowa Architect, in conjunction with the 1991 Iowa Chapter and Central States Region Convention, will sponsor a competition of regional architects and students, "Remembrance and Transformation, A Competition in

Three Parts." Included are three categories: the design of a residence, the creation of a child's toy, or the presentation of photographic images challenging entrants to first "remember" and then "transform" a place, object, or image holding significance in their lives. Two grand prizes will be awarded in each category and winning submissions will be published in *Iowa Architect*. Optional pre-registration aps are due on or before June 11; the final entry deadline is September 6. Write Roger Lynn Spears, Iowa Chapter, AIA, 512 Walnut, Des Moines, Iowa 50309.

Exhibitions

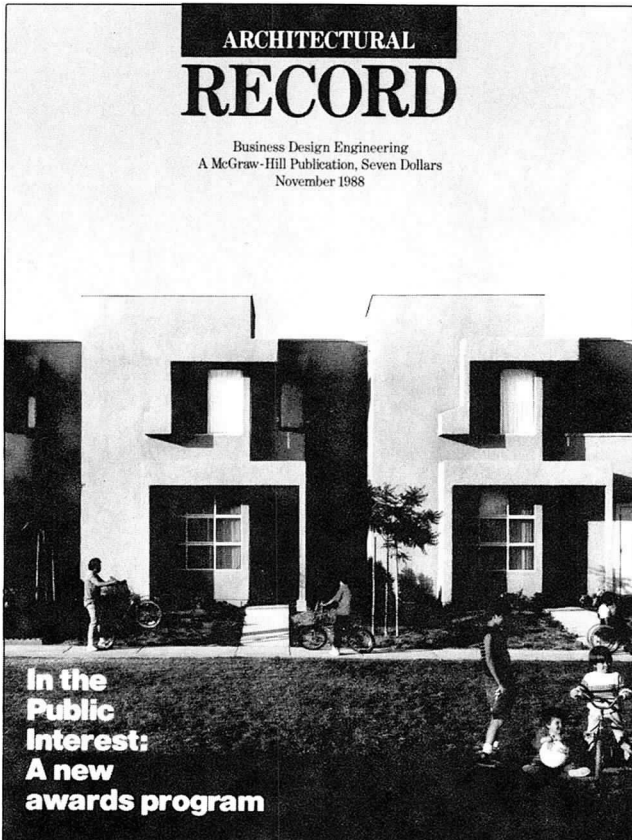
▼
"Austrian Architecture and Design: Beyond Tradition in the 1990s" will open at the Art Institute on June 7. The exhibit, which examines contemporary architecture and design in a nation all too often associated with traditional imagery, features the latest works of five architects and eight designers who represent the vitality and diversity of contemporary design in Austria: Coop Himmelblau, Gunther Domenig, Hans Hollein, Gustav Peichl, and Heinz Tesar. The work of furni-

ture designers, jewelers, interior space designers, product designers, plus design items by Himmelblau and Hollein are included. On Thursday, June 6, 5:30-7:30 p.m. the Consul General of Austria and Mrs. Clemens Coreth will sponsor a preview opening for members and friends of the Architecture Society of the Architecture Department of the Art Institute. This exhibit of the active yet underexhibited design vitality of Austria today, will mark the reopening of Gallery 227.

Various Matters

▼
Woodward Insurance Services, the Chapter's group insurance agent representing architects and engineers professional liability insurance, will be known as **Euclid Insurance Agencies, Inc.**, of which they have been a division for ten years. The address and phone number remain 977 Oaklawn Ave., Elmhurst, IL 60126, 708/833-1000, FAX 708/833-1747.

▼
The Builders Association (BAC) of Chicago has become the **Builders Association of Greater Chicago (BAGC)**. The name change reflects ►



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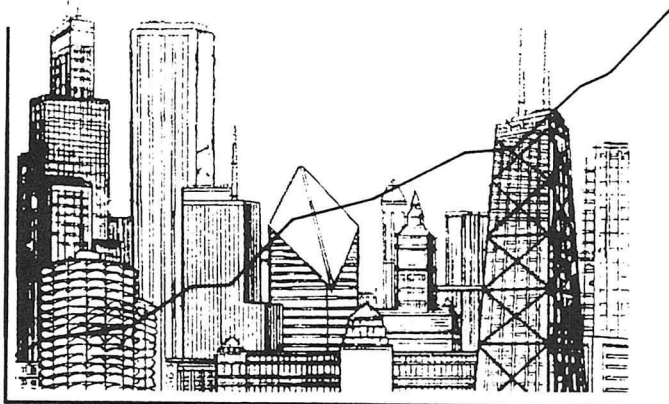
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▼
NEOCON continues to grow. This year, the 23rd annual contract furnishings exposition will run concurrently with the biennial World Congress of the International Federation of Interior Architects/Interior Designers (IFI). At the Merchandise Mart June 11-14 state-of-the-art products for contract environments will be exhibited, distinguished international speakers will address the dynamic political, environmental, and business forces at work in the new business climate of the '90s. All of this is promised in NEOCON's lively, dizzying program brochure and the press packet. Two keynote addresses kick off the event: "Global Interdependence: The Challenge of a New World Marketplace," (4 p.m., Tuesday, June 11) with Henry Grunwald, former U.S. Ambassador to Austria and former editor-in-chief, TIME Inc., and David Gergen, editor-at-large, U.S. NEWS and WORLD REPORT; "Designs of the World: The Power of Innovation," (8:30 a.m., Wednesday, June 12) featuring designer/architect Emilio Ambasz; director of the Cooper-Hewitt Museum, Dianne Pilgrem; designer/industrialist Dakota Jackson; and director of the London Design Museum, Helen Rees. NEOCON is always such fun - a great place to run across your professional peers.

▼
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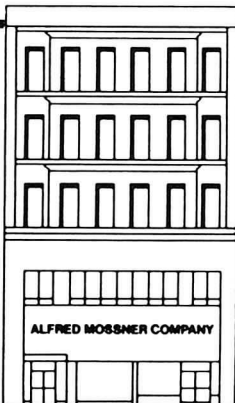
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Calendar of Events

Monday, June 3

- **1993 Convention Committee Meeting.** Board Room. 5:30 p.m.

Burnham Prize submission deadline. Information: Alan Armbrust, 708/940-9600, ext. 295.

Tuesday, June 4

Interior Architecture Event

- **Interior Architecture Awards Presentation.** The Arts Club, 109 E. Ontario. 6:30 p.m.

Wednesday, June 5

AIA/CSI Breakfast Seminar

- **Contract Administration & Inspection for Roofing Installations.** AIA/CSI Breakfast Seminar. Chicago Bar Assn., 321 S. Plymouth Court. 8-9:30 a.m. Sign-up pg. 5.

CAF Lecture. *Breaking the Sex Barrier: Women in Real Estate & Construction.* Julia M. Stasch, executive v.p., Stein & Co. 330 S. Dearborn. 12:15 p.m.

Thursday, June 6

Friends of Downtown Program. *City of Chicago's Downtown Development and Framework Plan.* Chicago Cultural Center, 78 E. Washington, 4th fl. meeting room. Noon. Free. 312/977-0098.

Architecture Society of Architecture Dept. of Art Institute of Chicago Preview Opening of *Austrian Architecture and Design: Beyond Tradition in the 1990s.* 5:30-7:30.

Friday, June 7

Exhibition Opening. *Austrian Architecture and Design: Beyond Tradition in the 1990's.* Art Institute Gallery 227.

Tuesday, June 11

- **AIA Chicago Executive Committee Meeting.** Board Rm. 8 a.m.

Remembrance and Transformation Competition. Iowa Architect sponsored. See pg. 23.

Wednesday, June 12

CAF Lecture. *Living in a Bruce Goff House.* Sidney Robinson, associate professor of architecture, UIC. 330 S. Dearborn. 12:15 p.m.

Thursday, June 13

AIA Chicago Committee on the Environment Program

- **Environmental Influences on Site Planning and Design.** Speaker: Pete Pointner II, AIA, AICP. ArchiCenter Gallery, 330 S. Dearborn. 5:30 p.m.

Saturday, June 15

- **AIA Chicago Sandcastle.** 9 a.m., registration; 1:45 p.m., judging.

Prairie Avenue Festival. *19th Century Baseball on Prairie Avenue.* Experience this American pastime as it was originally envisioned nearly 150 years ago. 1800 S. Prairie. Free public event. Information: 312/326-1393.

Monday, June 17

AIA/CSI Seminar

- **Highlights of 1990 BOCA National Building Code.** Chicago Athletic Assn., 12 S. Michigan. 8:15 a.m., reg.; 8:45 a.m., breakfast. Seminar concludes at noon. RSVP, see pg. 5.

Tuesday, June 18

Office Practice Program

- **Leveraging Existing Specialties Into New Markets.** Board Room. 5:30 p.m. RSVP, pg. 5.

Wednesday, June 19

Corporate Architects Program

- **Metro Chicago Corporate Real Estate Trends;** Steve Kerch, Tribune writer. Board Room. Noon-1:15 P.M. (Brown Bag Lunch Program) .

CAF Lecture. *The Politics of Transportation: Why Chicago's Great Buildings Are Where They Are.* Paul Barrett, associate professor of history, IIT. 330 S. Dearborn, 12:15 p.m.

Graham Foundation Lecture and Exhibition Opening. Exhibition: *Adriano Mason and Vincenzo Pavan, Architectural Drawings 1980-1990.* Lecture: Vincenzo Pavan on work of Carlo Scarpa. 4 W. Burton Pl. 8 p.m. Free.

National Conference on Preserving Older Religious Properties. Through 6/22 at St. Thomas the Apostle Church, 5472 S. Kimbark. Registration information: 312/266-2166.

Tuesday, June 25

- **AIA Chicago Board of Directors Meeting.** Board Room. Noon.

Wednesday, June 26

CAF Lecture. *The Restoration of David Adler Homes.* Harry Patterson, architect, Mann, Gin, Ebel & Frazier. ArchiCenter Gallery, 330 S. Dearborn. 12:15 p.m.

Thursday, June 27

Computer Committee

- **A/E/C System Show Discussion.** Board Room. 5:30 p.m. RSVP, pg. 5.

Friday, June 28

National AIA Young Architects Forum

- **The Challenge of the '90s: Career Options for Young Architects.** At Graham Foundation through 6/30. Registration: Monica Williams 202/626-7311.

Tuesday, July 2

Design Committee Event

- **Tour of Shedd Oceanarium.** 1200 S. Lake Shore Drive. 7-9 p.m. RSVP, see pg. 6

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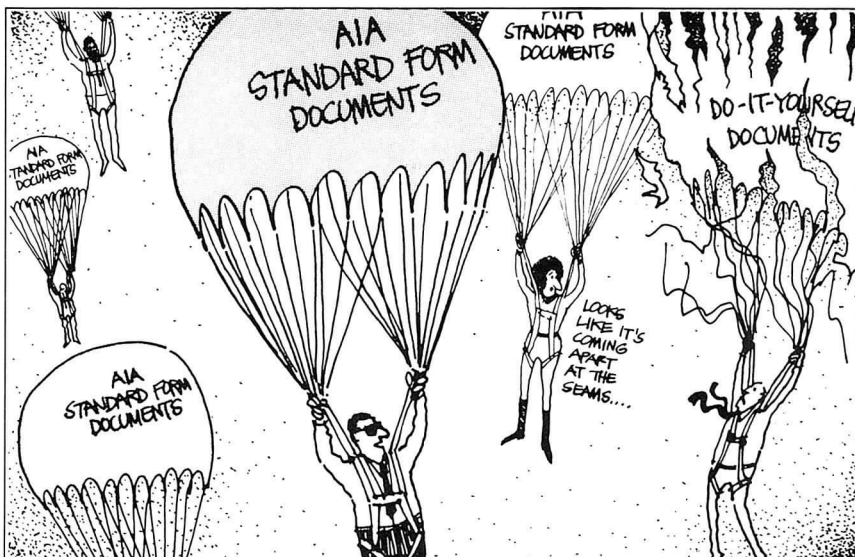
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