

AIA CHICAGO, A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

FOCUS

January 1993

The critical approach... critical theories... issues of ideology, power, and politics... self-managing architectural of misperceived artistic concerns... we are becoming... more like alchemists or magicians--every project becoming a private and arcane search for a secret formula for bliss, or a "cosmological" act of magic empowerment... what a sad way to... abandon our roles in the battle for responsible cultural presentation. —Jorge Silvetti 1992

grand PROJECTS:
CHICAGO



Chicago's architectural achievement... classical Europe... highrise construction... progress be... birth to the modern architecture as... emphasis to, add... and proportion.

AND PROJECT... exhibition...posium's...ogue that...for Entries...informatic...UNG ARC...

the roar that begins with...ounding yaw shaking...evolving walls...primary social, urban, architectural problem is the...k of a reference point...pervasive nonchalance...aristocratic boorishness...results in monuments...rthumanity

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The CCAIA FOCUS (ISSN 0899-871X) is published monthly except for a combined July/August issue by the Chicago Chapter, AIA, 1049 Merchandise Mart Chicago, Illinois 60654. Second class postage paid at Chicago, Illinois

POSTMASTER:
Send address changes to CCAIA FOCUS Chicago Chapter, AIA, 1049 Merchandise Mart Chicago, Illinois 60654.

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Cover: Collage of entries to "Grand Projects: Chicago." Photography by Doug Ross, AIA, and Tom Shafer, AIA. Cover Design by Eric Brightfield, Holabird & Root.

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- 6 - Victor Horta (1861)
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- 11 - Hugh Stubbins (1912)
- 15 - Ulrich Franzen (1921)
- 17 - Gunnar Birkerts (1925)
- 22 - Richard Upjohn (1802)
- 26 - Julia Morgan (1872)
- 27 - Viollet-de-Duc (1814)
- 30 - Sir Nikolaus Pevsner

Tour of Health Fitness Center

Sat., Jan. 23, 10 a.m.
Medical Center of Lake
County, Condell Medical
Center
Centre Club

900 S. Garfield Ave.
Libertyville (Directions at
end of article)

**Sponsor: Committee on
Architecture for Health**

**Free to members;
\$5, non-members**
(Coffee and rolls provided)

Condell Medical Center has successfully transcended the image of a hospital to a center serving the wellness needs of an entire community. Through innovative design, O'Donnell Wicklund Pigozzi and Peterson Architects has linked the clinical components of the Medical Center, such as cardiac rehab, lab analysis, and stress testing, to a full fitness club offering aerobics, racquet ball, swimming, and more.

OWP&P will host a discussion and tour of the recently completed health fitness center, offering you an opportunity to view an intrinsic part of the new generation of health care delivery.

**Terence B. Houk, AIA
Committee Chair**

Directions to Tour Facility:

Take Edens Expressway North to Rt. 41. Exit westbound at Rt. 60 (Townline Rd.) to Rt. 21 (Milwaukee Ave.) Proceed North on Milwaukee to Golf Rd. and travel west to Garfield Ave. Proceed North on Garfield to hospital entrance. Please contact Deb Sheehan at OWP&P, 708/940-9600, ext. 184, with any questions.

The Art of Negotiation

*Principled Negotiation as an
All-Purpose Strategy*

Tues., Jan. 26, 5:30 p.m.
AIA Chicago Board Room
Sponsor: *Office Practice
Committee*

Negotiation is a fact of life. Everyone negotiates each day of their life, with work supervisors, other employees, spouses, children, sales people, and, of course, clients.

One text describes negotiation as "a back-and-forth communication designed to reach an agreement when you and the other side have some interests that are shared and others that are opposed."

It is not easy to negotiate. Many of us confuse arguing and browbeating with negotiation. This is a mistake. A successful negotiation leaves both sides feeling that each has achieved a favorable result.

This discussion will focus on a principled approach to negotiation based on an issue's merits rather than a contest of wills leading nowhere. It is intended to explain that negotiation need not be an endless repetition of positions, but rather a searching for mutual gains with results, based on fair standards not related to the negotiators' wills.

Knowledgeable negotiation techniques can help you improve both your personal and business lives without being nasty or argumentative.

Coming up in February: The Office Practice Committee will have a presentation on Current Issues in Professional Liability on Tuesday, February 23, at 5:30 p.m. in the Chapter Board Room. The discussion will be led by Steve Stein, well known Chicago attorney specializing in construction law. Further details will follow in the next FOCUS.

**Walter J. Foran, AIA
Program Chair**

The Masonry Building Code

*Update on the Controversy
and Changes*

Thurs., Jan. 28, Noon
Chicago Bar Association
321 S. Plymouth
Sponsor: *Technical
Committee*

\$7.50 (includes full luncheon buffet. Pick up lunch tickets in the 1st floor Membership Office of the Bar Association Building before proceeding to the designated meeting room.)

Mario Catani, Chair of the ACI/ASCE Committee, which produced the new masonry code, and Charles Ostrander, from the Illinois Masonry Institute, will present an update on the changes pending and changes made within this controversial document. The debate on the embodiment of a specification within a building code will also be addressed.

The Technical Committee sponsors monthly educational and informational programs geared toward senior technical personnel within architectural and consulting engineering firms and related industry associations. These programs are an excellent way to gain specialized knowledge on important technical topics and issues within our profession. They offer the added benefit of networking with senior staff from all levels of AIA membership.

"Senior Roundtable Programs" will continue into Winter/Spring 1993.

February 25 - Architectural Precast Concrete. Sid Freeman, Director of Architectural Services for PCI, and Ed Gregory, from the Precast/Prestressed Concrete Producers of Illinois, will concentrate their discussion on "Design Responsibilities," with regard to the role of the architect, general contractor, and precast producer.

March 25 - Wind Effects on Buildings. Dr. Richard

1/23 - Health Fitness Center Tour. Free to members; \$5 non-members.

1/26 - The Art of Negotiation. Free to members.

1/28 - Technical Program. "The Masonry Building Code". \$7.50 (includes full luncheon buffet)

2/10 - Licensing Exam Seminar. \$5 AIA Chicago members & current students; \$15 non-members

2/18 - Chapter Dinner. "Architecture and Sustainability." \$37.50 members; \$42.50 non-members.

2/25 - Technical Program. "Architectural Precast Concrete." \$7.50 (includes full luncheon buffet).

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Parmelee will address his work with regard to wind effects and building code related wind issues. In addition, particular attention will be given to Dr. Parmelee's work with the phenomena of perceptible motion.

April 29 - Shop Drawings: Points of View.

A group discussion on this controversial topic is planned with a panel of speakers, including lawyer/architect Jim Zahn, of Sabo & Zahn; contractor/architect Jerry Reich, of Schal; and specialty sub-contractor Louis Nutini, of Illinois Bronze.

Both AIA and non-AIA members are welcome to attend.

For more information, or if you would like your name placed on the committee mailing list, please contact Richard Fencel, at Lohan Associates, 312/938-4455.

Richard Fencel, AIA
Committee Chair

Architecture and Sustainability *Design for the 21st Century*

Chapter Dinner & Program
Thurs., Feb. 18
Sponsor: Committee on the Environment

1993 AIA President Susan Maxman, FAIA, and Robert Berkebile, FAIA, Chair of the National Committee on the Environment, will be the featured speakers at the February Chicago Chapter dinner. Maxman and Berkebile, two of the key organizers of the 1993 AIA Convention, "Architects at the Crossroads: Designing for a Sustainable Future," will discuss how sustainability and design are inextricably linked. Their presentations, using slides, will illustrate the sense of purpose and enthusiasm that they feel is essential for the future of a healthy architectural profession. Providing

their own definitions of sustainability, they will discuss how it relates to architecture and design and the potential role of architects.

These two successful design architects operate their own firms, and each has committed this year to promoting architects and their potential role as formgivers for a sustainable future. As Susan has observed, "It is my contention that the time is now or never for architects to become key players in the arena of environmental decision making. If we miss this opportunity, there will not be another, for the decade of the '90s will be one in which the environment becomes the overriding concern of the mainstream of society." According to Bob, "As host to the international forum on the environment at its 1993 convention in Chicago, the AIA has an opportunity during the next year to define the strategy for sustainable human development."

These two individuals have had their own unique and stirring "wake-up calls" that have propelled them into the forefront of architectural leadership. They have committed an enormous amount of their time and resources to bringing together the people whom they hope will inspire the prosperous future of architecture in this country. Please join the Chicago Chapter for an enjoyable and enlightening evening.

Complete details regarding time, location, and cost will be in the FOCUS, as well as additional Chapter mailings. For further information, call Steven Blonz, 708/692-4700 or Helen Kessler, 312/477-7792.

Helen Kessler, AIA
Steven Blonz, AIA
Co-chairs
Committee on the Environment

How to Slay the NCARB Beast

Wed., Feb. 10, 6 p.m.
Chicago Architecture Foundation Lecture Hall
Sponsor: Young Architects Committee
Fee: \$5 AIA Chicago members and current students (with proof of enrollment); \$15 non-members

- Listen to actual exam graders;
- Meet with recently licensed architects and find out their strategies;
- Find out if you're qualified to sit for the exam and how to register
- Get the basic strategies for approaching the Site Design (Graphic) and Building
- Study materials available.

Summary **Edgewater Design Charrette**

Thanks to the efforts of all those who participated in the November 14 charrette sponsored by the Edgewater Development Corporation and the office of Alderman Mary-Ann Smith, there now exists the basis for community design guidelines. In the near future, this and the material from the October 24 charrette will be compiled by the EDC and applied to discussions with developers and the City of Chicago to give direction to the future of the Bryn Mawr Town Center.

The Real Estate Committee's future agenda includes:

Government as Client - Opportunities through municipal programs and the liquidation of public properties/vacant lots to restore the viability of derelict real estate.

Adaptive Reuse - Discussions of the future of such properties as U.S. Steel South Works, Sears Catalogue, and

the Stewart Warner Building. Please join us at our next Steering Committee meeting on January 19.

Peter Fenner, AIA
R. J. Florkey, AIA
Rich DeLeo, AIA

Grand Projects: *Chicago*

The AIA Chicago Young Architects Committee and The Chicago Architecture Foundation

invite you to the opening of an exhibition of proposals by Chicago's Young Architects

Thursday, January 14
6 p.m.
Chicago Architecture Foundation Atrium Gallery
(Santa Fe Building)
224 South Michigan Ave.
Drinks and hors d'oeuvres

Exhibition on view through March 31

Roche Scholarship Aps Now Accepted

The AIA Chicago Foundation has announced that applications are now being accepted for the Roche Travel Scholarship through Tuesday, February 2, 1993. Undergraduate and graduate students in the architectural programs at either the University of Illinois at Chicago or at the Illinois Institute of Technology are eligible to receive this year's scholarships, which are worth up to \$2,500 for travel abroad.

It was in 1926 that architect Martin Roche set up a trust fund to establish a scholarship for the study of architecture abroad. The income from the trust fund is administered by the AIA Chicago Foundation.

Requirements to apply for these scholarships are as follows:

1. The applicant must be currently enrolled as a student seeking a degree in either undergraduate or graduate architectural programs at the University of Illinois at Chicago or at the Illinois Institute of Technology.
2. The applicant must be a citizen of the United States.
3. Scholarship must be applied to the cost of an architectural study tour in a foreign country.
4. The scholarship recipient must commence the trip on or before September 1, 1993.
5. The duration of the trip must be a minimum of three weeks.
6. The applicant must be recommended by the dean, director, or head of his/her school.
7. Upon completion of the trip, and within six months of the departure date, the scholarship recipient must submit a written and graphic report to the AIA Chicago Foundation. The report should include a description of the areas visited, impressions of the architecture and/or urban design, and should be accompanied by sketches or photographs.
8. Deadline for submission of applications is 4 p.m., Tuesday, February 2, 1993, at AIA Chicago, 222 Merchandise Mart Plaza, Suite 1049, Chicago, IL 60654; FAX 312/670-2422.

Selection of the recipients of the

Roche Scholarship for 1993 will be made by the AIA Chicago Foundation Board. Selected recipients will be advised no later than February 9, 1993. Recipients will be selected on individual merit as evidenced by their academic background, personal and professional achievements, character and integrity, travel plans, and general indication of future promise in the profession.

Frank Heitzman, AIA
AIA Foundation President

Paying Dues

Near the end of last year, 1993 AIA membership dues invoices were mailed. You have received statements from the Chapter, the national AIA, and the Illinois Council, and in order to remain an active member of the Institute, dues must be paid at all three levels. While the invoice does request payment by January 15 and the final deadline is March 31, the Chapter is particularly appreciative of a prompt payment.

Remember that if you neglect to pay dues at any one of the three organizations, your membership in the Institute will terminate. Those who are experiencing extreme financial difficulties and wish to maintain AIA membership are encouraged to contact Cynthia Burton at the Chicago Chapter as soon as possible.

We have announced in other FOCUS issues that the AIA is experimenting with the concept of single point dues collection. A pilot program is now in place in five cities, and should all go well, Chicago Chapter members can look forward to an easy-to-pay system in about two years.

As host city for the AIA Convention, 1993 will be an important year for Chicago. Your membership dues for 1993 include the third \$50 installment on your convention registration, which means you have paid just \$150 for a \$350 value (the regular general registration fee). You will want to actively participate in this greatest convention ever, "Architecture at the Crossroads: Design-

ing for a Sustainable Future."

Again, if you need special assistance regarding your membership or require information about the dues invoice, please call Cynthia Burton at the Chapter office.

Jim Torvik, AIA

Welcome New Members

AIA

Carrie Byles, SOM/London; Robert Ganofsky, R.B.G. & Assoc., Inc.; Florence Erie, Morris Erie Meyers; Tom Bing-Shng Leung, Baldwin & Franklin Architects; Roger Medema Jr., Medema Associates Inc.; Donald K. McDougall, Perkins & Will; Jeffrey Miller, Archideas, Inc.; Andrew J. Perille, Turner Construction Company; Marshall Ponzi, Thomas Interior Systems, Inc.; James Sotiros, Stowell Cook Frolichstein; Theodore J. Theodore, pdyarchitecture; George Thompson, John Brown Engineers & Contractors.

ASSOCIATES

Iwona Monika Widacha; Susan Liselotte Boehm, Otis Associates.

INTERNS

Christopher B. Collins; David H. Eilken, JSM Architects; Eric Risinger; Jennifer Webb; Herbert L. Wilson III. (This new membership category began in January 1992. An intern is "eligible by education or experience and employed, enrolled, or participating in circumstances recognized by licensing authorities as constituting credit toward architectural licensure.")

PROFESSIONAL AFFILIATES

Jennie Mirkovic, Jenz Designs Inc.

UPGRADE TO AIA

William D. Baunch, Schmidt Garden & Erickson.

TRANSFERS

From Boston Society, **Dina Shafer, AIA**; from New Jersey Chapter, **Harold F. Dietrich, AIA, Schal Associates.**

Architects at the Crossroads

The Territory of Sustainability

By THOMAS J. KNITTEL, AIA

There is a tendency in the profession to fall into a semantic trap in which the definable is all that we observe. We rush forward from one *ism* to the other (with the help of historians like Charles Jencks) to classify a body of work before its time, perhaps to satisfy our desire to be part of a predominant architectural "movement." In his *Levels of Knowing and Existence*, Harry L. Weinberg, effectively argues how categorization reduces the complexity of the subject and the need for constant learning. Along with a label comes baggage not experienced first hand, similar to the relationship between a map and the territory itself.

Consequently the verbal "map" of environmentalism does not fit the territory. In other words, our mental picture of environmentalism is shaped by experiences as diverse as Greenpeace protests, mid-'70s solar houses, and recycling. Further, it does not represent a "style" of architecture or even an approach - it is much larger than that.

Therefore, the term *sustainability* has entered the picture, and while it is not a fashionable *ism* word, it is nonetheless one we feel we ought to know. Approaching a definition of sustainability is hazardous at best, but if we begin to approach it as process or method it makes sense. Sustainability adds an additional layer of meaning. If we begin to think of it as the latest style, then we will only undermine its potential.

The concept of sustainability has gained momentum. Defining it and what it can be is the focus and stated goal of the 1993 AIA national convention. I believe sustainability can broaden and enhance the profession, restoring our leadership role in environmental decision making. Acquiring a new way of thinking requires first a re-evaluation of who we are. Also, it is necessary to address our pre-concep-

tions about environmentally-sensitive design. Finally, looking to examples where sustainability has been a fundamental part of design philosophy may illustrate how liberating (rather than limiting) it can be.

NARROWING THE DEFINITION

An exploration into the role of architects at any given time in history would invariably produce a changing definition that is linked to culture, societal aspirations, levels of technology and climate.

We could start defining who we are today by what we are not. We are **not** engineers, construction managers, code consultants, or the myriad of other specialists, who are commonplace today

On Thursday, February 18, AIA President Susan Maxman, FAIA, and Robert Berkebile, FAIA, chairman of the National AIA Committee on the Environment will be our guest speakers at the Chapter dinner, defining and discussing how sustainability relates to architecture and design.

but for the most part did not exist 50 or 100 years ago. We could also define who we are by our level of influence. Most of us pride ourselves in "meeting needs." We have become accustomed to being service oriented. Louis I. Kahn challenged the profession over 30 years ago by stating, "I believe it is the duty of the architect to take every institution in the city and think of it as his work. That his work is to define the progress brought by these institutions; not to accept the program..." Kahn is speaking of the role of the architect - to see the "big picture." Our narrowing perspective does not necessarily imply we are guilty of abandoning our responsibilities. However, a by-product of

this circumstance is that architects are often not the ones sought out for problem solving.

A CRITICAL RE-EVALUATION

Before a substantial shift in thinking can occur, there needs to be a basic level of acceptance of the problem among us all. In Ada Louise Huxtable's article "Inventing American Reality," she explains that along with the demise of modernism and the shortcomings of post-modernism "has come a vacuum of the kind of meaning and conviction that sustain connections to a larger place or purpose. Architecturally, there has been a turn inward, away from society, to self, to narcissism, to introspection, to arcane aesthetic exercises and narrow, self-indulgent investigations of intensely personal vision..." and "when a virtuoso architectural act becomes a denial of, or replacement for, its primary purpose, or makes that purpose singularly difficult to carry out, or when the solution is not the generator of the artistic act, we are being told that it has become more important for architecture to send messages than to fill needs." Her observations, although harsh, may serve as a looking glass for each one of us. Is it possible that aspects of sustainability, when integrated with architecture, may provide a more substantial and less restricting sense of purpose than issues of style and categorization?

An important aspect of any discussion surrounding an architecture that is "environmentally sensitive" is the tendency to equate the concept with compromises. Additionally, we are now really experiencing a second "wake-up call" on the subject. Richard Stein, author of *Architecture and Energy*, wrote in 1977: "The environmental responsibility of architecture, the aspect that introduces many architects into the whole interconnected examination of the ecosystem and its components,

broadens architectural practice. The comfortable avoidance of controversial issues; the concentration on the formal aspects of aesthetics; the absence of communication with the scientific community, the groups concerned with the future of the world, and other broad humanistic philosophers; the compartmentalization of the architectural process through which technical matters are taken care of by engineers - all these are no longer tolerable in view of the critical nature of our entire world ecological balance...there is an urgent need to relearn the way to build buildings that function simply and without a complete surrender to energy-dependent systems. We must respect the indivisible nature of the earth's support systems so that we can satisfy people's needs without destroying their earth."

Fifteen years later this statement is still valid, and the AIA has taken the initiative to take on this challenge. Why should we now see a critical change in thinking? The numerous studies following the energy crisis of 1973 did not inspire the profession into action. Why should we assume our current condition could do otherwise?

Many believe that popular opinion has now reached a "critical mass." Possible causes are many; in addition to the global issues we hear daily, there are "close to home" issues including the housing crisis and the "third deficit" (the estimated 3.3 trillion debt to be incurred by our infrastructure over the next 19 years). Also the shift of our workplaces to new "edge cities" is compounded by the continued growth of suburban developments in energy and infrastructure-intensive PUD's. In light of these and other issues, sustainability benefits from a framework that looks at energy as one frame of a larger holistic picture.

AN INSPIRED FUTURE?

Proponents of sustainability identify adaptive re-use as one of the most significant approaches at our disposal. Most of us would welcome a more open approach to restoration. "Restoration as transformation" bears a fundamental difference from "historic renovation."

Again, A.L. Huxtable makes the observation that culture has become so insular as to believe the imitation is "better than the real thing." Her analysis of the restoration of Colonial Williamsburg to the widespread efforts of Disney illustrates well a prevailing acceptance of the "packaged environment." This observation is seemingly at odds with

an ever increasing societal global awareness. We can only speculate at this point which attitude will prevail.

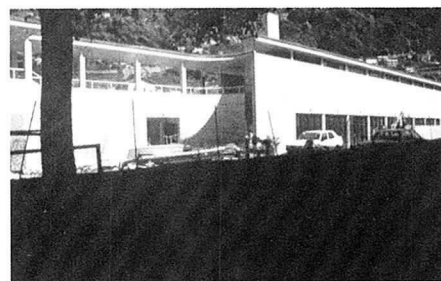
A CASE STUDY

It would be unfortunate if we started judging projects solely on their level of sustainability. The appropriate question would be, "Is it architecture? Is it sustainable?" Answering yes to the second question enhances its' significance, and may even elevate it to greatness.

Luigi Snozzi's evolving reconstruction and transformation of the Historic Town Center in Monte Carasso, Switzerland serves as an excellent example of architecture operating at all levels. It is culturally significant because it "restores" and conveys the original walled center through the careful placement of the gymnasium support functions (illus. 1). The gymnasium is detached and positioned to remain secondary to the redefined edge. It is sustainable through an economy of means and materials. Natural light fills the gymnasium although it is largely below grade (illus. 2). The elementary school (under construction) promises to be an exceptional example of adaptive re-use (illus. 3 & 4). This transformation of the 15th century convent into an elementary school is being executed without apologies to the past or present, each seemingly existing in harmony. Snozzi's philosophy is intense in probing nature of appropriateness, and the seriousness of his inquiry is qualified by this warning: "Each operation brings about destruction: destroy with sensitivity."

There is an abundance of examples that may be more successful in meeting certain criteria over others. The failure of many solar buildings was simply a lack of depth, proverbial "one liners." The mental picture of this type of architecture is a large obstacle to overcome. What can most benefit the profession is the support of a broader base of thinking without feeling threatened about compromises, which need not exist. Snozzi stated in 1975, "Nothing needs to be invented, everything needs to be re-discovered." Over this next year, the foundation for rediscovery will be shaped, and appropriately enough it will be in Chicago. Eventually, it will only be as successful as we make it.

-Tom Knittel is an architect at Gasteringer and Walker Architects. He is a member of the Chapter's Committee on the Environment.



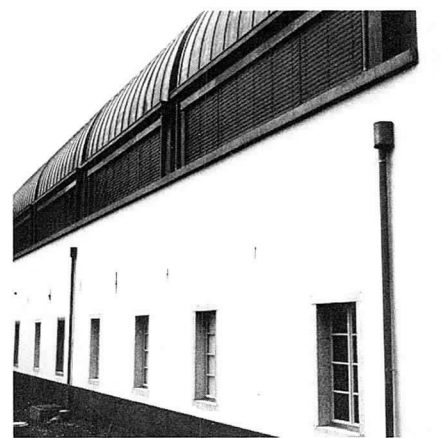
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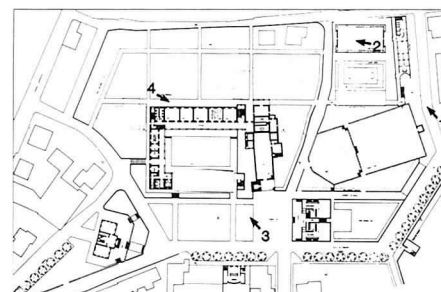


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1 & 2. Gymnasium, Monte Carasso, Switzerland. 3 & 4. Convent, Monte Carasso, Switzerland. 5. Site plan, Historic Town Center, Monte Carasso, Switzerland. Photos 1, 2, and 5 from the book Luigi Snozzi, *Progetti e architecture, 1957-1984*, Electa, Milano.

It's a Wonderful Life

By PETER EXLEY, AIA

It's conceivable that over the preceding 12 months one has heard as many rumors regarding the state of the economy and the resulting dire consequences for design almost as many times as *It's a Wonderful Life* has been offered on television over the holiday season. With admittedly pessimistic expectations, I quizzed a few designers about town as to the effects of the recession on design and their practices.

The insights of those questioned are encouraging. Indeed, if we pause for a moment and realize the number of great buildings that went up during those other recessionary times in contrast to the number of bad ones in the so-called "building booms," perhaps these positive and intelligent responses should come as little surprise - this is Chicago after all. If one concedes that not all of those major downtown buildings of the 1980s are quite the gems Chicagoans have come to expect, then trends might suggest that some architectural masterpieces are already on the drawing boards.

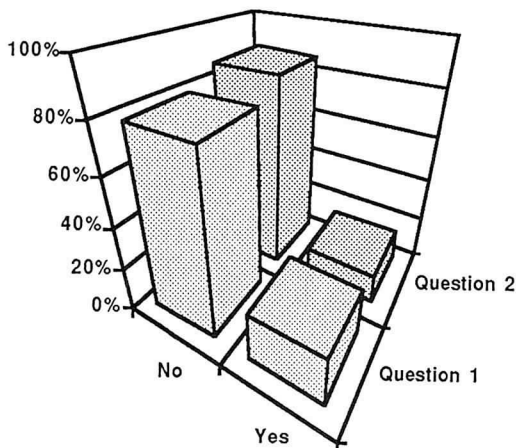
Jimmy Stewart abandoned his Ivy-League architectural education during the depression and ended up portraying Mr. George Bailey. The answers received from our interviewees to the following questions suggest that we might just stick to straight-edges - it's a Wonderful Profession, after all. Let's hope George Bailey got out of the savings and loan business.

To the questions, Has the current economic climate had a major effect on design quality, or put another way, has this recession been responsible for significant design compromises? and Do you feel that weaker buildings are being designed as a result of this climate? came an almost unanimous and resounding NO! **STEVE WIERZBOWSKI, AIA** (Partner, Florian-Wierzbowski), however, says "Absolutely." **MARGARET MCCURRY, FAIA** (Principal, Tigerman McCurry), too, finds quality compromised. Though questioning the use

of the term "weaker buildings," McCurry believes that "finishes are cheaper and less enduring." **JOE VALERIO, AIA** (President, Valerio-Associates), sees the first question as two. He interprets "design quality" wholistically and finds that "it has suffered, because design firms have been hit hardest by the recession. On the other hand 'significant design compromises' is a finite issue...someone sitting at [their] drafting table" has not been forced "to make compromises." Valerio feels, "Cheaper buildings are being designed, but cheap doesn't equate to weak. Weak designers equal weak buildings."

ROBERT HUNTER, AIA (Design Principal, OWP&P), finds the economy has "affected the whole idea of the traditional role of the architect, eroding it further with alternate methods of designing and building. And with the enormous competition for any given job, architect selection is based much less on quality." Are buildings weaker? "Primarily no," says **HUNTER**, "Firms that have done good work are still doing it." He adds, "Another trend we have seen is that clients who are somewhat timid to make a commitment will fit themselves into a generic building."

Our architects were then asked how they have been able to maintain a high standard of work and quality in design, faced, for example, with smaller budgets and fewer design hours, or other factors resulting from the changing economic winds. **HUNTER** moved easily from his previous response to this question. Architects are finding "other ways to do their work, good work. Our firm is trying to clarify priorities as much as we can in terms of clients expectations and within our own goals. This forces us to make hard and more prudent decisions, tempering the ego a little bit, maintaining the big picture." **RALPH JOHNSON, AIA** (Executive Vice President, Perkins & Will), feels the challenge to his firm is to "continue to be the same as in the past - to produce high quality design within tight economic constraints. Most of our



Has the economic climate
affected design quality?
Here's what a few have to say.

firm's work will continue to be in the institutional markets - schools and hospitals, which tend to be value driven - not in the commercial office sector, which formed a major portion of work for other firms."

"Inventive work is done under constraints," responds **DAN WHEELER, AIA** (Principal, Wheeler Kearns Architects). "The constraints of budget, construction time, standardization are not excuses for poor design. Typically [it] is the result of an expedient decision made without getting to an understanding of

"The constraints of budget,
construction time, and
standardization are not
excuses for poor design."
Dan Wheeler, AIA

the result of an expedient decision made without getting to an understanding of the problem. Time is needed to listen, sense, and respond appropriately."

Other replies were equally conscious to optimizing the services and responsibilities of the architect. **FERD SCHEELER, AIA** (Architect, DeStefano + Partners), maintains that since "design quality is an inherent creativity, smaller budgets should not affect [design quality]," but "will be a challenge to develop documents that are coordinated," using "proper building systems to avoid additional construction costs and to provide lasting buildings. We need to continue to develop more efficient methods for producing desired effects..." Likewise, **TOM ZUROWSKI, AIA** (Principal, Eastlake Studio), has found "good design opportunities by expanding the services we offer. Each project in our office has different criteria by which its success can be judged. Design solutions must reflect the parameters determined by

the client, and cost is always one of those parameters. Innovation results from the challenge to solve problems within new restrictions. If fees are becoming smaller, maybe we need to find smarter ways of solving the posed problems, or ways to add perceived value to our services." **HUNTER** finds "diversity of work" a key to successful survival. "Because we are busy we have a better flexibility; therefore we don't get sidetracked - we can stay on our own track."

MCCURRY wants to "convince clients to build smaller projects and allocate funds to quality not quantity." **WIERZBOWSKI** has "been dedicating more time to achieve more with less...proposing 'simpler' solutions that require less design time when fees are limited." Wierzbowski expressed concern that clients are entering into contracts in which budgets are undercut to such an extent that a satisfactory level of design quality cannot be realistically achieved.

Other architects had further varied responses regarding the effect of potentially smaller fees on design quality. **DIANE LEGGE KEMP, FAIA** (Principal, Legge Kemp), has not "experienced any reduction in building budgets or scrimping on design time. Buildings have reasonable budgets, and we are not being paid less to do more." Emphasizing his earlier points, **VALERIO** feels that architects sometimes wrongly "convince ourselves that if we have a smaller budget with lower fees we get off the hook for doing a bad building." He lays the blame for buildings that "could have been better" either on the "unclear, confused" client "hindering the building process," or, "for the most part," Valerio asserts, "bad buildings are the product of bad architects; every architect has considerable latitude in the final product. No matter how bad the contractor, the architect puts the lines on the paper. If an architect's last building was weak, and the client, contractor, or THE ECONOMY is blamed, then there is little hope the next build-

ing will be any better."

NORMAN ZIMMERMAN, AIA (Design Principal, Harry Weese Associates), expressed his views philosophically, optimistically and humorously. "In the pre-recessionary '80s, fat budgets led to portly buildings. I would not say, exactly, that less is more, but smaller budgets may well foster an easily forgotten directness in design. Who knows? Recession may be a blessing, but, surely as the rains follow the drought, good times follow recessions, and architectural fashions whimsically change. We may starve in 1992 but will design in the same old way. This may take some resolve. In 1601, Tycho Brahe, a Danish astronomer, attended a banquet in Prague. Good manners prevented him from leaving the table and his bladder burst. What resolve!"

Rounding off the interviews, each architect was asked to pen a design resolution for 1993:

"Develop flexible design and service strategies to clients in order to be competitive with the competition, without sacrificing design time and quality." *McCurry*

Be inventive, not expedient."
Wheeler

"Continue to look for a better way of practicing architecture." *Zurowski*

"Make sure the design ideas we generate for other architects/engineers are implemented with the original intent intact." *Legge Kemp*

"Begin a life-long study on how to communicate the value of good design to the clients of the U.S." *Wierzbowski*

"To continue to focus my work toward a resolution of site and program through as direct a tectonic architectural expression as possible." *Johnson*

"Keep moving forward!" *Hunter*
"As always, 'Get the Job!' - only more so." *Zimmerman*

"Build or Die!" *Valerio*

Happy New Year! It may or may not be a tough one, but it would seem that we are up for the challenge.

-Peter Exley is an architect with Meisel Associates.

Much Ado About Plenty

By CYNTHIA WEESE, FAIA

Early December in Washington found the freshman class of Congress in orientation and construction workers erecting the viewing platforms for the inaugural parade. In a direct parallel, the AIA Board freshman class was having its own form of orientation - enduring two and one-half days in observing the Board deliberate business, but doing so without opportunity to add to the discussion. And on the evening of December 5, the AIA was conducting its inaugural: Susan Maxman, FAIA, was sworn in as the Institute's first woman president - truly an auspicious event!

At the September 1992 meeting, the Board adopted new governance policies, making its leadership more streamlined and flexible. These policies allow the Board to govern on behalf of the membership, first by clearly defining the results the AIA should accomplish, then empowering management with the responsibility and authority to carry out the policies through the best possible means. In other words, the goals are set by the Board and carried out by management. This allows board members to focus on the issues most important to the members.

First among agenda items was the 1993 management recommended program and budget. The total budget for 1993 is \$33,770,000. Thirty-one percent of this revenue is provided by dues; the remainder comes from such areas as MASTERSPEC, publication sales, and professional development programs. As a result of a 1992 convention resolution, a major new AIA initiative in 1993 includes the establishment of an urban agenda. This will be the focus of the lobbying effort at Grassroots. In addition, the continuing education pilot program is moving forward.

In the spirit of creating one AIA, in which the national organization and the chapters work together to serve the membership, the Board is working with chapter executives and their newly

created Component Resource Network. Matching grants are being supplied to components that need assistance in becoming computerized. They will then be able to access centralized membership records and AIA Online, which will be released this month.

There is also a major new focus on sustainable environments. A three-part national video teleconference on "Building Connections: Linking Economy and Ecology for a New Prosperity" has been developed. The first segment will be shown in January in over 100 downlink sites. (There are, however, none to date in Illinois.)

Dr. Jonas Salk was elected as the new public director to the AIA Board of Directors.

In this time of recession, membership is a continuing concern. Overall, AIA membership was down 3.2% last year. However, several regions experienced much greater losses: Illinois was down 6.53%, Florida 7.42%, Mid-Atlantic 8.2%, and California 6.13%. A major membership initiative is in the planning stages.

The December meeting is the occasion for the Board to vote on the three awards it gives: the Edward C. Kemper Award for significant contribution to the Institute and to the profession; the Whitney M. Young Citation, in recognition of a significant contribution made toward meeting the responsibility of the profession to the social issues of the day; and the Gold Medal. The 1993 Kemper Award will be presented to Theodore F. Mariani, FAIA, for years of service, most notably for serving as the chair of the Legal Oversight Committee. This group helped resolve, through untiring negotiations, both the issue of the Benefit Insurance Trust and the Consent Decree.

David Castro-Blanco will receive the Whitney Young Citation for his efforts in helping minority youth join the profession, both within the framework of his office (he employed many and actually sent a number to architecture school) and in his activities within the AIA. Castro-Blanco is currently president of the New York Chapter.

The three finalists for the Gold Medal were Sir Norman Foster, FRIBA; Frank O. Gehry, FAIA; and Kevin Roche, AIA. A very complete presentation on the work of each candidate was made by Mina Marefat, AIA, an architectural historian with the Smithsonian. The 1993 Gold Medalist is Kevin Roche, FAIA. In addition, on the occasion of the 250th anniversary of his birth, Thomas Jefferson was awarded a special Gold Medal.

A very important member of the Board is the public director, a person outside the profession who brings a different viewpoint to discussions. Past directors have included Susan Stamberg of National Public Radio, and Reverend Robert Schuler. In this meeting, we elected Dr. Jonas Salk as our new public director for the next two years. Dr. Salk is very interested in the relationship of the built environment to the quality of human experience. His presence on the Board should be an incredible opportunity and education for all board members, as well as all AIA members.

At the September meeting, the Board authorized expenditure of up to \$150,000 from Opportunity Funds for a disaster relief fund to respond to components needs. The Board also directed management to investigate the cost and impact of creating a center of expertise on AIA component disaster assistance. As we sat in that meeting we heard stories from Board members about both the devastation and the Herculean efforts of local chapters to aid the public in the aftermath. In addition, the hurricane in Hawaii was underway as we deliberated, and the sense of urgency

Continued on page 12

Leadership in the Marketplace

By TOM LARSEN

While the economy is improving, things are still slow. Competition among architects is intense for the few available commissions. Firms that specialized in development work have been left without clients and have increasingly sought to expand into other market niches. Organizations that for years relied on the ring of the telephone for new work have had to start making the calls themselves to drum up business. Architects have found old checked jackets in the back of the closet and now pound the pavement "selling" their next job. The '90s appear to be the dawning of a new age of marketing in architecture.

Do you want to save yourself a lot of time selling your services? Then listen to your clients! In a recent FOCUS article, "What the AIA Can Do for Me," Dorothy Probst challenged the AIA to conduct a market survey to create a higher value for architects in the marketplace. I could not agree more with this idea. The national organization creating a database of the marketplace could be immensely helpful. I do, however, disagree with Probst's conclusion that the AIA can change the architect's image - only architects can, by taking to heart the comments of their clients, then changing their ways. Adopting a market orientation will allow this to happen.

Service professions that are learning to market go through three phases. The first is sales. The "salesman" is self serving and concerned only with his own needs, constantly trying to "close the deal" and acquire more work. Most architects still see marketing as sales. They are "product" oriented, believing that perfect buildings will attract perfect clients. Unfortunately, since the architect is only interested in the product and peer adulation, he tends to ignore his client's desires. Many of the comments made in Probst's informal survey can be attributed to a product orientation: architects are arrogant, inflexible,

and imposing, producing poor documentation for buildings that are always over budget.

Architects are now entering the second phase of marketing evolution: advertisement and P.R. The architect's logic is that since there is no compensation for clearly superior buildings, it must be because clients do not understand the value. Mass mailings and press releases are all good at producing more awareness of an organization but do little to stimulate basic need. It is important to realize that it is the client's perceived value, not the architect's, that establishes compensation. Designers would be well advised to look beyond simple public relations and embrace marketing.

THE REAL THING

What is true marketing? Professor Philip Kotler of Northwestern University coined the most widely accepted definition in consumer marketing: "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others." Quite simply, people will reward those who best satisfy their personal needs and wants. I now return to my original statement: Architects should listen to their clients and see the world through **their** eyes.

Architects need to match their skills to the markets they serve. If a market generally desires standardized, traditional buildings and a firm offers highly creative designs, there is no real fit between the two parties. The best outcome designers can hope for in this situation is that they do not get the job! If they receive the job, it is highly likely that the client will never be satisfied with the architect's services. The rule of thumb in marketing is that dissatisfied customers will complain to 10 of their colleagues.

I believe that this poor fit can be avoided. I would suggest that before ar-

chitects put together a proposal, they talk to other users and owners of that building type and elicit honest client appraisals of the importance of process and product. In addition, find out how these clients perceive the firm and the fit for this building type. Designers must overcome their belief that "we already know what they want" and open their eyes to the client's real and perceived concerns. The incorporation of this feedback into the proposal offers the architect two advantages: first, it avoids client/architect dissonance; second, it clearly outlines the client's expectations and priorities to the designer.

Implementation of the client's requirements is the key to successful market orientation. The worst thing an architect can do is get the job and then go back to his old ways (seller orientation). The architect must modify his set of skills to meet his market (market orientation). If the client feels most strongly about budgets and complete construction documents, the designer will do himself little good concentrating on design. Firms must make sure that their final product meets the client's original criteria and then exceeds his expectations. Only by doing this will designers achieve marketability.

Architects must realize that it is the profession, not the public, who needs to change. Probst points to many of the issues that hinder raising market value of architecture. I propose that the market leaders of the '90s will be those who have the courage to change. The key will be delighting the client. Those architects who not only satisfy their client's basic needs but also exceed expectations will be rewarded. By adapting they will find themselves in areas they never realized existed, but in the process will be adding value to the profession of architecture. It all starts by listening, and acting on what is said.

-Tom Larsen is a registered architect in Chicago and a Master of Management candidate in marketing at Northwestern University's Kellogg Graduate School of Management.

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Continued from page 10

was very great. In October, grants of \$20,000 each were given to AIA Miami and to AIA Honolulu for printing and distribution of consumer information, for public workshops, and in Miami, a consumer hotline. The AIA Disaster Assistance/Preparedness Program was presented to the Board at this December meeting. The initial goals for the program are 1) to clarify and codify national's role, including funding, and 2) to improve components disaster preparedness. Pre-disaster efforts by national AIA include serving as a clearing house on planning and response, training components in preparedness, and providing matching grants to components to help them establish non-profit disaster response foundations. Post-disaster efforts involve providing contacts with disaster response experts, providing on-site consultants, and using national-level contacts with FEMA, Red Cross, etc. to facilitate contacts between those agencies at the state level and AIA components. In addition, qualified members and component executives will form a disaster assistance/preparedness consulting group, which will help both at the local and the national level.

The AIA is joining with the ACSA (Association of Collegiate Schools of Architecture), AIAS (American Institute of Architecture Students, the NCARB (National Council of Architectural Registration Boards) and NAAB (National Architectural Accrediting Board) to sponsor a comprehensive study of architectural education and practice in the 21st century. The study will be conducted during the next 30 months by Dr. Ernest Boyer, president of the Carnegie Foundation for the Advancement of Teaching and former U.S. Commissioner of Education. He will examine the current status of the profession and offer a vision of the future. Dr. Boyer has conducted a similar landmark study on higher education. Among his recommendations: that tenure be based on teaching as much as on scholarship and research.

The final report of the Diversity Task Force involved a presentation by R. Roosevelt Thomas Jr., formerly an assistant professor at Harvard Business School and now at Atlanta's Morehouse College. In a very thought provoking fashion, he analyzed the traditional approaches to diversity, which he identified as 1) affirmative action, and 2) un-

derstanding differences. His point is that while these two have strengths and have been historically necessary, each has inherent weaknesses, which do not make them able to produce and maintain diversity. Diversity is typically thought of as involving race and gender. That definition is too narrow: it must be widened to include a broad definition that includes race, gender, physical and mental abilities, lifestyle, age, religion, sexual orientation, and geographic origin. Thomas put forth a concept that he calls "Managing Diversity," which he sees as addressing the task of utilizing all human potential and "creating a work setting geared to upward mobility of all kinds of people, including white males." (*Affirmative Action to Affirming Diversity*, R. Roosevelt Thomas Jr. Harvard Business Review,

Race and gender is a narrow definition of diversity.

March-April, 1990.) He identifies "How are we doing on race relations?" as "the wrong question. Is this a workplace where 'we' is every one? is the right question," (Ibid) asserts Thomas. He believes in creating an environment, not where jobs are given to the disadvantaged, but conversely, where no one is advantaged or disadvantaged; where the full potential of each person is used.

The Diversity Task Force, chaired by Walter Blackburn, FAIA, presented to the Board its vision of AIA as a multicultural organization in the following four areas:

Policy: All aspects of AIA operations will reflect its commitment to multiculturalism in its leadership and in all activities it undertakes, both internally and externally.

Program: AIA's programs will serve all constituencies with integrity and promote the profession to youth and adolescents of under-represented groups.

People: All members of the AIA will be valued equally, and membership will reflect national demographics.

Power: AIA will have a national and global impact in the area of multiculturalism and will be looked to for guidance in these issues.

The Board unanimously accepted the recommendation of the task force and directed that the implementation process go forward immediately.



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As you can see, there is a great deal happening in the AIA at the national level.

This was my last meeting as a regional director. Saturday afternoon I participated in the first 1993 meeting of the Board as a vice president. During the past three years, I've seen a great deal of positive change, both on the Board and within the Institute. This is a critical time - for our profession and for the world. Initiatives begun with the AIA must be carried forward. They must be more than good ideas; they must become reality and must positively affect the profession.

The AIA serves its members in two primary ways: by providing information and a positive climate in which they can practice and by representing them to the public. I feel so strongly committed to this, and to the initiatives that have begun in the past three years, that I have decided to run this year for the position of first vice president.

It has been a great privilege and honor to represent you as your regional director. I'm delighted that Bob Clough is taking my place. I know he will meet and exceed your expectations in this role

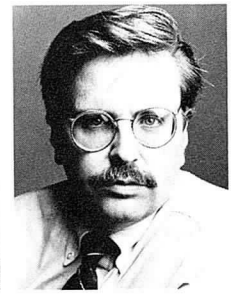
THE NOTEBOOK

PEOPLE

▼
Walker C. Johnson, FAIA, in association with **Larry M. Lasky**, has formed **Walker C. Johnson Architects**. Johnson and Lasky are formerly of Holabird & Root, Johnson as director of restoration and rehabilitation. In 25 years of practice, Johnson has received numerous awards, including work on the Marquette Building, St. James Episcopal Cathedral, Foellinger Auditorium (Urbana), and the Chicago Historical Society. At Holabird & Root Lasky worked with Johnson on the Three Arts Club, the Union League Club, and the Moraine Valley Community College Fine and Performing Arts Center (Palos Hills). The firm's work includes restoration and rehabilitation of older structures, specialized housing development, theater design, and institutional and manufacturing facility planning and



Larry Oppenheimer



Ralph Johnson

design. Offices are in the Majestic Building, 22 W. Monroe, Chicago, 60603; telephone 312/357-1221.

▼
Ralph E. Johnson, AIA, has been named executive vice president of **Perkins & Will**. Johnson, who joined the firm in 1976, was named a design principal in 1979, a vice president in 1983, and a senior vice president in 1987. He has received two consecutive national AIA honor awards (1989 and 1990) and a *Progressive Architecture* award. In 1988 *Fortune* magazine cited Johnson as one of the nation's top "Architects for the 1990s." Johnson's Morton International Building received an honor award in the AIA Chicago 1992 Distinguished Buildings award program.



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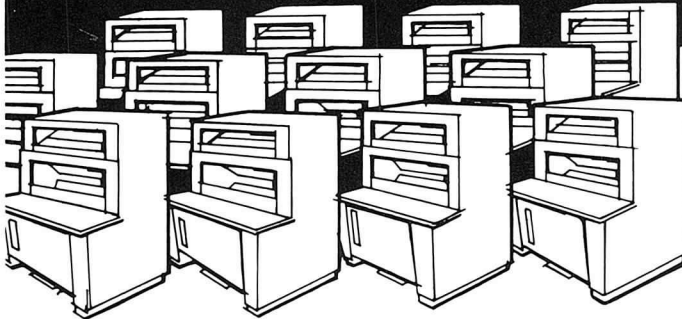
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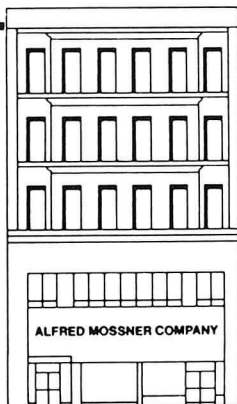
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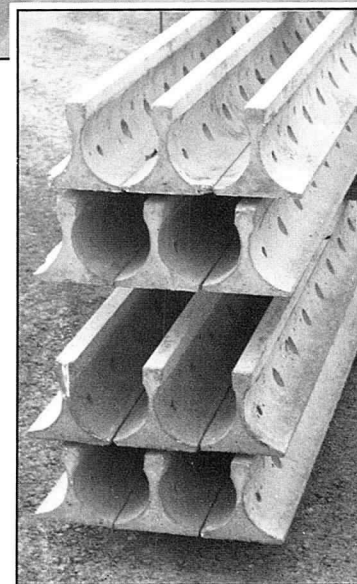
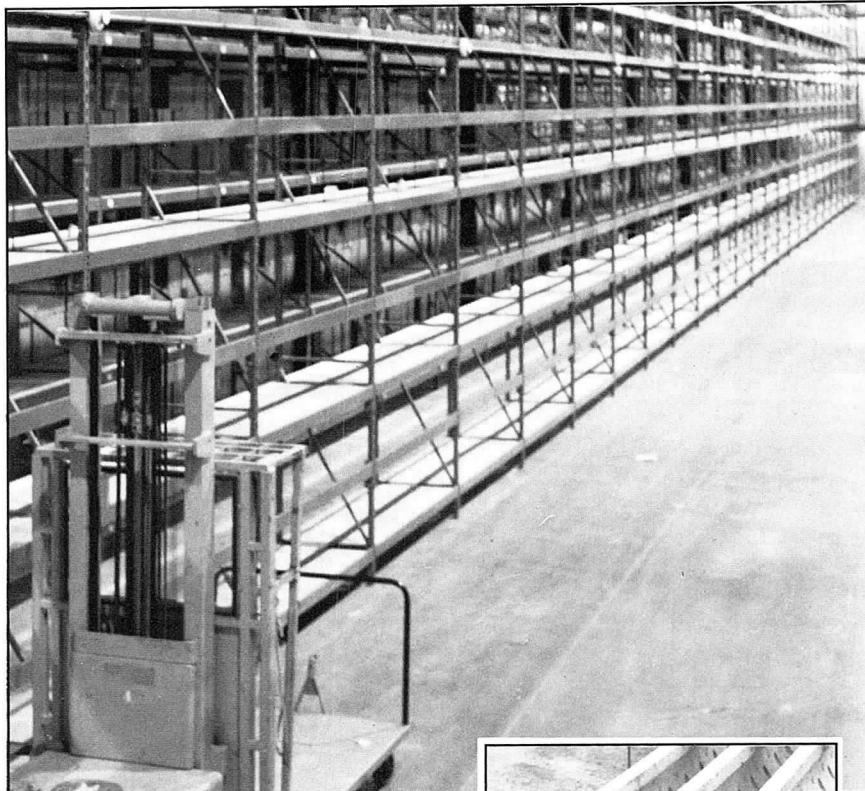
▼
O'Donnell Wicklund Pigozzi and Peterson, Inc. has announced the promotion of several staff members. **Larry M. Oppenheimer, AIA**, has been promoted from associate principal to principal, with primary responsibility for operations in OWP&P's health care design practice. He personally manages some of the firm's largest projects, and oversees the project management of the entire health care volume of work. Recent projects include Lutheran General HealthSystem, Park Ridge; Swedish Covenant Hospital, Chicago; and Silver Cross Hospital, Joliet. **Elizabeth Downs, AIA**, a project manager specializing in health care architecture; **Richard L. Niemi, AIA**, a senior member of the firm's health care planning and design team; and **Rita Brouillette, IBD**, senior program specialist/designer, have been named senior associates. **Jeffery P. Gluvna, AIA**, project architect and field observer for corporate and health care projects; **Richard D. Stuckey, AIA**, computer design applications specialist for health care projects; and **Peter C. Witmer, AIA**, project designer and team member for corporate facilities and educational and municipal campuses, are among the newly named associates.

▼
LZT/Filliung Architects, Glen Ellyn and Peoria, announces the election of **Michael J. Mistele, AIA** to partnership in the firm. Mistele joined the firm in 1989 as a senior project manager/designer. Most recently he was responsible for leading the design team on the \$14 million College of DuPage Student Resource Center project.

▼
Thomas R. Samuels, AIA, was recently promoted from senior vice president to executive vice president of Walsh, Higgins & Co. He will continue to direct the firm's urban development and real estate services activities, assuming additional administrative responsibilities. Samuels was formerly managing principal at Lohan Associates.

PROJECT SPOTLIGHT

▼
Michael and Angie Youngman (Youngman & Co., Inc.) are the second place winners in a design competition that speaks of the holiday season - recreating from gingerbread and candy a Chicago landmark. E. J. Brach Corporation and Hyatt Regency Chicago teamed up to sponsor "Home Sweet Home Chicago." From the entered



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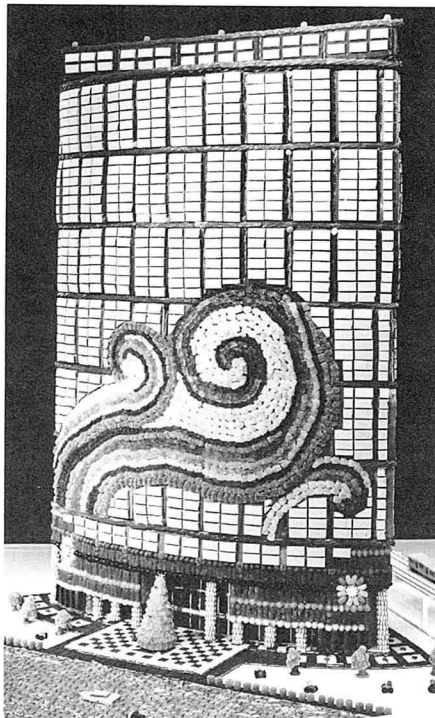
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drawings, 12 buildings were selected to be "built," and from that group, four were chosen as the winners. All 12 were auctioned off to benefit the Jane Addams Hull House Association.



333 Wacker Drive, constructed of gingerbread, gumdrops, mints, peppermint drops, and licorice., Youngman & Co.'s "Home Sweet Home Chicago" winning model is over four feet high.

COMPETITIONS

If the introduction of electric vehicles into American communities reaches its predicted large numbers, unprecedented new infrastructure will be required. The sponsors of the **Electric Vehicle Competition** challenge visionaries to plan and design a new infrastructure; key is the image of the infrastructure: designing the "filling stations" of the future, linking energy and transportation policies, shaping land use and energy use. Teams will be interdisciplinary and must include a combination of at least three different disciplines representing design, planning, and engineering. Send a non-refundable check or money order (\$100, \$50 for students) payable to the BSA/Electric Vehicle Competition, 432 N. Saginaw St., Suite 801, Flint, Michigan 48502. Include name, address, and daytime phone number; students include documentation of current enrollment. A kit with competition rules and program information will be sent January 15. Entries are due April 13. For more information, call 617/267-9035.

EXHIBITION

Chicago is on view at the Smithsonian. The National Museum of American History has put up "Put the City Up: Chicago Commercial Architecture, 1820-1992." *The Washington Times'* architecture critic, Thomas D. Sullivan, said that an earlier show of models at Washington's Union Station "made it clear that Chicago is challenging New York's status as the United States' first city for new architecture," and the Smithsonian exhibit "offers more evidence of Chicago's architectural ascendance." The show, on view until March 14, is divided into six segments covering the city's development, putting our famous structures, such as the Monadnock, the Merchandise Mart, and the Hancock in their historical context. Exhibition sponsors - the CAF, the American Study Center, and the Smithsonian - "deserve a hand," says Sullivan, writing in the December 22, 1992 issue of the *Times*.



Chicago's Near North High School 1992 graduate Tauji Jones (top left), Grand Prize Winner in the 1992 Newhouse Architectural Competition, traveled to Washington to see her model of 225 West Wacker on display as part of the Smithsonian's "Put the City Up." Former AIA Chicago executive director Jane Lucas, who escorted Tauji and her mother (left) to Washington to view the exhibition, arranged for Tauji, an intern in Holabird & Root's model building department, and her mother to meet Norman Koonce, FAIA, (top right) President of the American Architecture Foundation and Mary Felber, (right) Director, American Architecture Foundation Scholarship Programs.

SEMINAR

Interior design professional Terri Weinstein is offering her **Architectural Lighting Lecture** series again in 1993 at the School of the Art Institute. Dates

are every Tuesday, February 9 through and including April 13, 10 a.m. to noon at SAIC, 37 S. Wabash, 12th floor Critique Space. Lecture topics include lighting technology, lighting techniques, color and light, principles of light, light sources and fixtures, lighting design process, measurement of light, and control of light. The cost is \$350. If you are interested, please call Weinstein at 312/327-7102.

OPPORTUNITIES

▼ **Architects of America**, a national group practice being formed in eight major cities, including Chicago, invites inquiries from Chicago area architectural firms who are interested in affiliation. Principals only, please, send your inquiries to Architects of America-Pacific Division, Suite 2850, Mauka Tower, Grosvenor Center, 737 Bishop St., Honolulu, Hawaii 96813, or call 808/526-1776.

▼ Firms are invited to submit a proposal for architectural services for the new **Chicago Children's Museum at Navy Pier**. The Museum will anchor the 200,000 square foot Family Pavilion with 50,000 square feet on the south and west sides of the structure: 6,700 square feet on the first level, 11,300 square feet on the second level, and 32,000 on the top floor. The successful architectural firm or team will be commissioned to maintain a leadership role for the various disciplines of the interior building design. To request background information and the Request for Proposal for architectural services, please contact Anne Eggleston, 312/527-1000. **Deadline for proposals is 5 p.m., January 12.**

JUST ANNOUNCED



Kevin Roche, FAIA, has been named the recipient of architecture's highest honor, the 1993 AIA Gold Medal. Roche, 70, who studied with Mies van der Rohe

at IIT, has designed 36 corporate headquarters, seven museums, and more, distinguishing himself with such civic centerpieces as NYC's Ford Foundation Headquarters, California's Oakland Museum, and the NationsBank Plaza in Atlanta.

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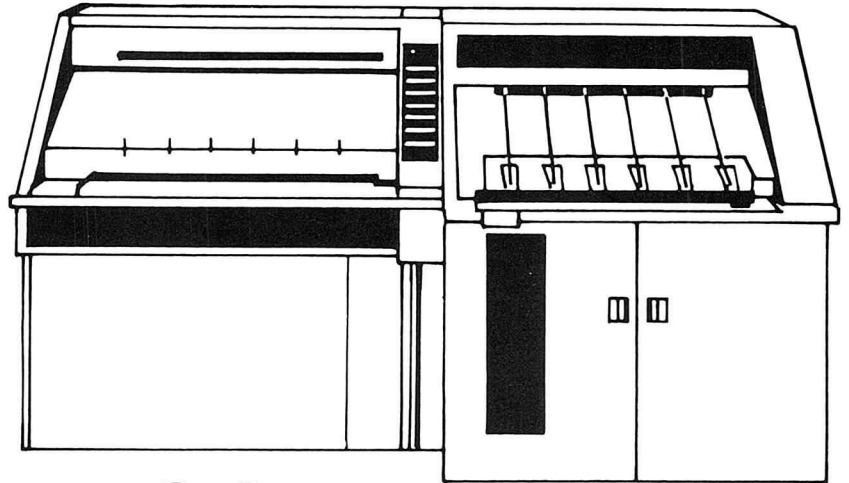
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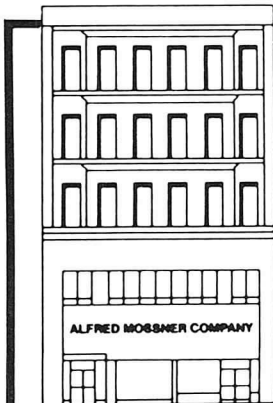
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THE CALENDAR

January

5 Tuesday

SEAOI Dinner Program. SEAOI lobbyist Timothy Hennessey will discuss upcoming Illinois State legislative session. Dinner, 6 p.m.; program, 7 p.m. Como Inn, 546 N. Milwaukee. \$25 non-SEAOI members. Reservations: Joyce, 708/720-0990.

12 Tuesday

Chapter Executive Committee Meeting. 8 a.m. Board Room.

Deadline. RFP's for architectural services for Chicago Children's Museum. 5 p.m. Anne Eggleston, 312/527-1000.

Seminar. Engineered Wood Products. Two sessions: 8 a.m.-noon and 1-5 p.m. Holiday Inn, Willowbrook. No fee. Sponsored by Alpine Structures. Reservations: 708/201-7500.

14 Thursday

SMPS Luncheon Program. The John Buck Solution: Modernization of the Sears Tower. Speaker: Drew Nieman, V.P. John Buck Co. 11:30 a.m. Congress Hotel, 520 S. Michigan, Buckingham Room. \$30 members, \$45 non-members. Register by FAX 708/803-0780; information, Beth Adams, 708/803-4510.

Exhibition Opening. Grand Projects: Chicago. 6 p.m. CAF Atrium Gallery, Santa Fe Bldg., 224 S. Michigan.

15 Friday

Deadline. Excellence in Masonry '92 entries due. 708/297-6704.

Graham Foundation Lecture. Thinking with Buildings, with John Onians, Directeur d'Etudes Associe des Hautes Etudes en Sciences Sociales, Paris. 8 p.m. 4 W. Burton.

19 Tuesday

Real Estate Steering Committee Meeting. 5:30 p.m. Chapter Board Room.

20 Wednesday

- **Design Committee Meeting.** 5:30 p.m. Chapter Board Room.

21 Thursday

SEAOI Breakfast Presentation. Twelve, five-minute presentations on innovations in structural engineering techniques. 8-9 a.m. Congress Hotel, 520 S. Michigan Ave. Jeanne Vogelzang, 312/372-4198.

23 Saturday

- **Tour and Discussion.** Condell Medical Center Centre Club. Sponsored by Chapter's Architecture for Health Committee and hosted by OWP&P. 10 a.m. See information on page 3.

26 Tuesday

- **Chapter Board Meeting.** Noon. Board Room.
- **Seminar. The Art of Negotiation.** Sponsored by Chapter's Office Practice Committee. 5:30 p.m. Chapter Board Room. Information/sign-up on page 3.

28 Thursday

- **Technical Program. The Masonry Building Code: An Update on the Controversy and Changes.** Mario Catani, ACI/ASCE Committee Chair, and Charles Ostrander, Illinois Masonry Institute. Sponsored by Chapter's Technical Committee. Noon. Chicago Bar Assn., 321 S. Plymouth Court. \$7.50. Sign-up on page 3.

30 Saturday

Deadline. San Francisco Waterfront Competition. Contact Pam Kinzie, 415/963-1502.

February

Tuesday 2

- **Deadline. Roche Scholarship Applications.** Due in Chapter office by 4 p.m.

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THE FENCE

an open design competition

JURY

Eric Owen Moss
Crombie Taylor
Susan Whitin
Hank Koning
Dion Neutra
Barbara Stauffacher Solomon
David Gebhard

CHALLENGE

This ideas competition seeks innovative designs for a fence; one that serves as a model for the security, identity and enhancement of urban neighborhoods.

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The Village Green is an urban oasis of over 100 multi-family dwellings housing over 600 families on 64 acres within riot torn central Los Angeles. Built as Thousand Gardens and also known as Baldwin Hills Village, The Village Green is an architectural, landscape design and urban planning masterpiece. The Village Green was designed by Reginald D. Johnson and the Firm of Wilson, Merrill and Alexander with Clarence S. Stein as consulting architect. Built from 1938 to 1942, The Village Green is the quintessential manifestation of the Radburn idea.

PRIZES

Grand Prize	\$7500	Second Prize	\$2500
Third Prize	\$1000	Ment Awards	\$ 250

CALENDAR

Program available	January 15, 1993
Submissions due	April 22, 1993
Exhibition	May 1993

Registration fee is \$50; fee for students is \$25.

To register, send name, address, and fee to:
The Fence Competition, PO Box 1332, Culver City, CA 90232
Phone/fax number is (213) 296-6226.

NOTE: This competition is privately funded and has received no public monies or support. No offer of a design commission has been made: this is an idea competition only. This competition has no affiliation with The Village Green Homeowners' Association.

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