

AIA Chicago

# FOCUS



March 1994

**Are There Too  
Many Architects  
or Too Few Jobs?**



A Chapter of the  
American Institute  
of Architects

# FOCUS

Read All About It

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2

## PAGE 3 FOCUS ON PROGRAMS

## PAGE 5

125TH ANNIVERSARY LECTURE SERIES  
AIA Chicago kicks off a series of lectures to mark its 125th year

## PAGE 6

GUEST EDITORIAL  
Harold B. Olin, AIA of the Chicago Building Department  
Asks the Question: Are There Too Many Architects or Too Few Jobs?

## PAGE 9

PRESIDENT'S LETTER  
AIAC President John H. Nelson, AIA Reports on Grassroots '94

## PAGE 11

GRASS ROOTS POLITICAL ACTION  
Chicago Architects Make a Contribution

## PAGE 14

THE NOTEBOOK

## PAGE 19

THE CALENDAR

## DISPLAY ADVERTISERS INDEX

Architemps (16), AVA (16), Botti Studio of Architectural Arts (14),  
Chicago Plastering Institute (17), Huey (12), Midstates Concrete (10), Mortar Net (14),  
Mossner (8 & 18), O'Brien & Sherman (14), Sabo & Zahn (15),  
Zarko Sekerez & Associates (17)

## Cover Illustration

Eric J. Brightfield, Holabird & Root

# FOCUS ON PROGRAMS

## Joe Valerio, FAIA: Life and Work

Wed., March 9, 6:30 PM; AIAC Board Room  
Sponsor: Young Architects Committee

Businessman, National Honor Award winner, educator, and Young Architect Joe Valerio will tell the story of how he developed his design philosophies and built his career.

## Improving Indoor Air Quality and Energy Efficiency through Integrated Planning

Tues., March 15, 5:30 PM; AIAC Board Room  
Sponsor: Committee on the Environment

Architectural design, mechanical design and the integration of the two have a significant and long-term impact on energy use, capital costs, operating and maintenance costs and attainable indoor air quality. In this presentation, Paul D. Gilson, PE, Fellow ASHRAE, mechanical engineering consultant, will discuss the design considerations that can be taken to avoid the problems associated with "sick" buildings. A "sick" building can be described as one with any combination of poor quality ventilation, noisy air distribution, drafty air diffusion, illness-producing legionella, allergy trippers, volatile organic compounds in the work environment, and other possible problems.

## The Nuts and Bolts of Facilities Management

Thurs., March 17, 11:30 AM; Federal Reserve Bank, 230 S. LaSalle St.  
Sponsor: Corporate Architects Committee and IFMA/Chicago  
Cost: \$30; make reservation with payment to IFMA, 30 N. Michigan Ave., Suite 508, 60602 by Fri., March 11. Call 312/236-0900 for more info.

IFMA/Chicago and the Corporate Architects Committee are co-sponsoring this lunch meeting. It will focus on the implications of interior product selection and specification and feature speakers Donald Robideau of Turner Construction Co. and Jeffrey L. Marcowitz, AIA of Project Management Advisors, Inc. Pre-registration will be handled by IFMA/Chicago. Registration is at 11:30; lunch at noon. A portion of the registration fee will be donated to the "Grant-A-Wish Foundation School Scholarship Fund.

## Computer Aided Industrial Design in Architecture

Tues. March 22, 5:30 PM; AIAC Board Room  
Sponsor: Computer Committee

Various groups will discuss the different technological pieces of using computers to prototype and manufacture architectural components. Speakers will describe the processes used to digitize three-dimensional models, model and form exterior window wall components, and create two-dimensional patterns for finish materials.

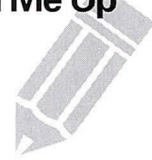
## Soils Reports: What's in Them, How to Read Them, What You Should Know

Wed. March 23, Noon; Chicago Bar Association, 321 S. Plymouth Ct.  
Sponsor: Technical Committee  
Cost: \$7.50 for a lunch ticket, which can be purchased in the 1st fl. membership office of the CBA before program. Check lobby notice board for meeting room location.

Clyde Baker, P.E., of STS will not only instruct on how to read the reports but what information should be contained within them when the reports are prepared.

(continued on next page)

## Sign Me Up



- 3/9 Young Architects Committee: Joe Valerio, FAIA: Life and Work
- 3/15 Committee on the Environment: Improving Indoor Air Quality
- 3/17 Corporate Architects Committee: The Nuts and Bolts of Facilities Management Call 312/236-0900 to register.
- 3/22 Computer Committee: Computer Aided Industrial Design in Architecture
- 3/23 Technical Committee: Soils Reports: What's in Them \$7.50 for lunch; pay at the door.
- 3/29 Office Practice Committee: Expansion: What is the Right Way to Grow ?
- 4/6 Committee on Architecture for Health: Full Service Equipment Planning Consultant
- 4/9 Government Affairs Committee: Business Opportunities in the Marketplace. \$30.00 AIA members, \$40.00 non-members. Please use form below.

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continued from page 3

Soils terminology will also be discussed. The program, part of the continuing series of Senior Roundtable Programs, will be chaired by Richard E. Fencil, AIA. These programs have been an excellent way to gain specialized knowledge on important technical topics and issues within the profession and also offer the added benefit of networking with senior staff from all levels of AIA membership.

## Expansion: What is the Right Way to Grow?

Tues., March 29, 5:30 PM; AIAC Board Room  
Sponsor: Office Practice Committee

After several months of thinking about it, reading about it, and consulting your colleagues about it, you've finally decided to take the plunge: you're going to expand or open up your own practice. Although things have gone well for you in the past, you've decided that in order to reach your professional goals or work on the types of projects you would really enjoy, you need to either start up or expand your firm. Cash flow, overhead, marketing, staffing selections, automation, budgets—almost overnight you realize you can no longer operate with a business plan printed on a 3 x 5 card. What areas should most concern you?

Join us and hear Tom Schaefer of Schaefer Architects, Howard Decker, AIA of DLK Architecture, Inc., and Jonathan L. Fischel, AIA of the Yas/Fischel Partnership share their ideas and experiences.

## Tapping a Tremendous Resource: the Full-Service Equipment Planning Consultant

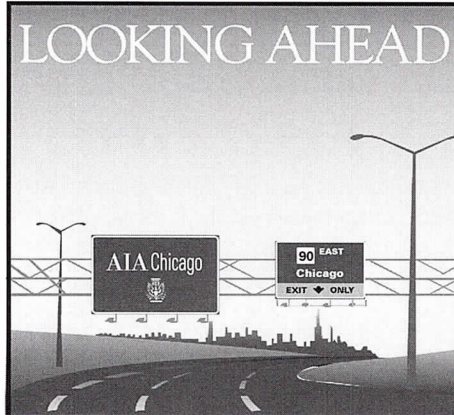
Wed., April 6, 4:30 PM; AIA Chicago Board Room  
Sponsor: Committee on Architecture for Health

Tom Tietz, AIA and Paul Tuma of Mitchell International will explore the impact a full-service equipment planning consultant can have on the architect, owner, and user.

## Business Opportunities in the Public Marketplace

Sat. April 9, 9:00-3:00; Apparel Mart Conference Center, 350 N. Orleans St., 2nd Fl.  
Sponsor: Government Affairs Committee  
Cost: \$30 for AIA members, \$40 non-members; includes breakfast and lunch; fax or mail registrations with payment to AIA Chicago

This government Jobs Fair will inform architects and engineers of the public agencies that retain design professionals and their A/E selection procedures and provide information about working with these agencies. Participants will include the General Services Administration-Chicago, the Capital Development Board (CDB) Chicago office, the CHA, the CTA, METRA, the Chicago Park District, the US Postal Service, the PBCC, the University of Illinois at Chicago, Cook County, and Northern Illinois University. During lunch attendees will have the opportunity to speak informally with presenters from the agencies. Space is limited to the first 150 people.



## Intern Development Program

On Tuesday, April 12, the Young Architects Committee will present a seminar on IDP. The goal is to educate professionals as well as interns about IDP, which will soon become mandatory for architectural registration in Illinois. Participants will include: Rob Rosenfeld, Director of Intern Services for NCARB, Washington, DC; Gigi McCabe-Miele, AIA, Vice President of AIA Chicago; Hospital Architect of Cook County Hospital, and Walter Lewis from the University of Illinois at Champaign,

Architectural Registration Board Liaison for Illinois. The program will run from 6:00-8:00 PM at the Apparel Mart Conference Center, 350 N. Orleans, 2nd Fl.

## Architectural Computing User Group

The Computer Committee is beginning a new round of committee meetings focused on the exchange of information between professionals involved in computer support activities at their firms. The first meeting will be held on Tues., April 19 at 12:30 PM in the AIAC Board Room. This group will concentrate on the day-to-day support issues that arise in most firms covering such topics as networking, scanning, animations, and file management guidelines. If you are officially or unofficially responsible for the computers in your firm, plan to attend. Bring a brown bag lunch; soft drinks and coffee will be provided.

## Green Products Night 1994

On Tuesday, April 26, the Committee on the Environment and the Historic Resources Committee are joining Chicago Chapter CSI to sponsor the third annual Green Products Night exhibit at the Holiday Inn Mart Plaza, 350 N. Orleans St. The show is also sponsored by Northern Illinois Chapter CSI, the City of Chicago Dept. of the Environment, and the U. S. Environmental Protection Agency. More than sixty tabletop displays will highlight product literature and samples from environmentally-responsive manufacturers and brochures from numerous environmental organizations.

From 5:30 to 6:00 PM, attendees may purchase drinks at a cash bar in the 14th Fl. reception area, where the sponsoring organizations will staff display tables. Exhibits will be open from 6:00 to 8:00 PM in the adjacent Sauganash Ballroom; a cash bar and light refreshments will be available. For reservations call 312/641-5986 by Monday, April 25. Cost is \$5.00 and reservations are encouraged. Reservation checks, payable to Chicago Chapter CSI, may be sent to Chicago Chapter CSI, 120 W. Madison St., Suite 1118, Chicago, IL 60602. Attendees with reservations may also pay at the door (cash and check only).

# AIA Chicago's 125th Anniversary Lecture Series

Where do we stand and where are we going as designers, community leaders, and educators? Celebrate our Chapter and our city's design heritage by participating in our most important public outreach program for 1994. The 125th Anniversary Lecture Series begins on March 16 and will be co-sponsored by the City of Chicago,

Department of Cultural Affairs. All programs are free and will be held in the Chicago Cultural Center, 78 E. Washington St., second floor theater (Randolph St. entrance) beginning at 5:30 PM. The series is made possible through the generosity of underwriters Petersen Aluminum Corporation, USG Corporation and Family of Companies, and Herman Miller, Inc.

<b>Date</b>	<b>Topic</b>	<b>Speakers</b>
Wednesday March 16, 1994	<b>Meanings</b>	Thomas H. Beeby, FAIA Cynthia Weese, FAIA Victoria Lautman, Moderator
Wednesday April 13, 1994	<b>Chicago: An Architectural History</b>	Robert Bruegmann, University of Illinois at Chicago Sidney Robinson, AIA, University of Illinois at Chicago Mitchell Schwarzer, University of Illinois at Chicago
Wednesday May 18, 1994	<b>Living History</b>	Walter Netsch, Jr., FAIA Bertrand Goldberg, AIA Stephen Wierzbowski, AIA, Moderator
Wednesday June 15, 1994	<b>Chicago From a New Perspective</b>	Joseph M. Valerio, FAIA Ralph Johnson, AIA Carol Ross Barney, FAIA Ed Keegan, Moderator
Wednesday July 13, 1994	<b>Mies Remembered</b>	George Danforth, FAIA Bruno Conterato, FAIA Myron Goldsmith, FAIA Franz Schulze, Lake Forest College, Moderator
Wednesday August 17, 1994	<b>The Chicago 7 Revisited</b>	Laurence O. Booth, FAIA James Nagle, FAIA Stuart E. Cohen, FAIA Ben Weese, FAIA Helmut Jahn, FAIA
Wednesday October 12, 1994	<b>A "Firm" Foundation</b>	Skidmore, Owings & Merrill: Adrian Smith, FAIA Holabird & Root: Gerald Horn, FAIA Perkins & Will: C. William Brubaker, FAIA Lohan Associates: Dirk Lohan, FAIA
Wednesday November 16, 1994	<b>And in Conclusion</b>	Stanley Tigerman, FAIA Eva Maddox

by Harold B. Olin, AIA

## Are There Too Many Architects or Too Few Jobs?

“Why are we training so many architects when there aren’t enough jobs for those in the field already?” asked a young architect at the September Board of Directors Meeting. The question was raised after several heads of Chicago area architectural schools presented outlines of their ambitious educational programs.

At this meeting, Jack Hartray, interim Dean of the IIT School of Architecture, pointed out that the number of architecture students to registered architects is disproportionate: an estimated 40,000 students versus about 100,000 licensed architects in the US. He tells students that if after graduation they cannot find a position with an architectural firm, they will probably be able to find work in a related job within the construction industry—building contractor, materials supplier, or construction consultant.

### Might There Be More Jobs if the Architectural Education Were Different?

The reply and the discussion that followed unfortunately never addressed the real issue: “If architectural education were different, would there be more jobs for architects?”

My position in the Chicago Building Department puts me in daily contact with dozens of architects, engineers, contractors, consultants, and developers. My discussions with architects lead me to believe that the profession currently is facing a serious identity crisis that is reflected in our educational system, in our professional laws and in the ever-smaller role architects choose to play in the construction process.

I am disturbed by the fact that even the largest and best known architectural firms frequently deal with their corporate clients

through management intermediaries, who apparently can provide clients with services these firms lack. Even the most respected and best-known firms often are no longer the leaders of the professional design team but are relegated to a subservient position. Consultants headed by non-architects frequently are closest to the seat of decision making.

At the August Board meeting, I expressed deep concern about this uncertain identity, which in my view threatens the very existence of the profession. That meeting ironically ended with a discussion of a proposal that the state of Illinois adopt the model NCARB IDP rules, which would effectively discourage graduates from working in design-build firms.

The NCARB model rule would limit graduate architects to a maximum of two years of credit toward the required internship period for experience gained in design/build firms. A graduate with a master’s degree thus would have an employment opportunity with a design-build firm limited to 50% of the required four-year internship period. The Board appropriately, in my view, has gone on record as endorsing unlimited credit for such employment.

I thought the profession had gotten over the prejudice against design-build firms, if for no other reason than this was a way that at least some architects could gain experience in a field that is clearly important to clients. How could we ever hope to be “leaders of the design team”—a term I frequently heard when I was in school—if we do not learn how to satisfy the most important client needs?

### Clients Want Projects That Can Be Built On Schedule And Within Budget

Why would we want to punish graduates who choose to learn the skills that clients frequently demand from design firms, skills that enable architects to design buildings that can be built on schedule and within

budget? Where else can a young architect learn these skills as readily? It is difficult to learn them in most architecture schools and equally difficult to learn them after graduation. More and more architectural firms farm out estimating, value engineering, and construction management.

Other skills of primary importance to clients also are not taught very effectively in architectural schools. Clients want buildings that are structurally sound and meet codes so the public is protected and so they are less likely to be sued. Many schools, I hear, provide extensive structural engineering courses, but students rarely have a chance to integrate engineering know-how in their design problems. Structural engineering typically is taught as a separate, abstract discipline that seldom is incorporated in the design program.

### Architectural Design: Decorating or a Process of Integrating Diverse Requirements?

Architecture students in most schools are treated to extensive drills in *design as art*—that is, design that emphasizes the particular esthetic theory of the school or is totally unfettered by realistic constraints. Few if any schools effectively teach a *design process* that integrates important real-life factors *with* design as art, as an architect must do on real jobs in a real office.

It is not my intention to blame the many dedicated professionals who have devoted their considerable talents to making American architectural design world-renowned. The state of architectural education is merely a reflection of our confused sense of identity.

The following observations and questions are intended to generate self-examination and discussion and to clarify where the profession is and where it should be heading. It may also suggest how the educational curriculum can help the profession achieve that goal.

# An Open Letter to Fellow Architects

## Personal Observations and Questions

**Observation # 1** As a profession, we first divorced ourselves from contracting, then from structural engineering, then gave up interior decorating, then discarded housing inspections, then lost value engineering, then gave away construction management. Interestingly, the October **AIA Memo** reports that principals of Fargo, ND firms earn considerably more than the national average because the fee for CM services “(which most Fargo firms now provide) on a typical job is six times as large as the architect’s profit on the job.”

Question: By constantly giving up pieces of the traditional role of the master builder, aren’t we weakening the profession and reducing its profitability?

**Observation #2:** Professor Robert Gutman in his *Architectural Practice — A Critical View*, reports that in 1960 eighty-three percent of all American architects were employed in private design firms. I would estimate that the figure today is about seventy-five percent, and it may be even lower when those 40,000 students Hartray spoke of enter the work force and find jobs in related firms.

Question: Would the profession be stronger and more single-minded about its political and financial objectives if there were more practitioners offering comprehensive services?

**Observation #3:** Architects trying to start as solo practitioners or as principals in small offices are ill-equipped to provide the expected services. They have to pay a substantial part of their modest fees to structural engineers and other consultants just to provide a most elementary service.

Question: Is it possible to teach graduating architects not only good design, but also enough structural engineering to enable them to do the structural work on most wood frame and brick low-rise buildings? Would this keep more of them in private practice and strengthen the AIA?

**Observation #4:** Other professions—doctors, lawyers, accountants—have lobbied for legislation that mandates repeated use of their services. It has not always been so. When I started in this profession, I saw my doctor when I was sick, my lawyer when I bought property, and my accountant when the IRS wanted to audit me. Today several of my medical consultants chide me if I see them less than twice a year; I need lawyers to file liens, collect fees, or defend me from unfounded claims; and there is absolutely no way that I can prepare my tax return no matter how good my records or how proficient I am with a computer. By contrast, most architects design a building and walk away from it.

Question: Are there services that could be required by law that would provide a valuable public service and benefit architects by insuring multiple opportunities in the life of a building, such as mandatory asbestos or radon inspections at time of property transfer; mandatory accessibility inspections of all public buildings; or mandatory inspection of condominium properties at time of purchase to determine deferred maintenance?

## Can We Put Humpty-Dumpty Together Again?

If we reinvented a more timely and relevant education, what would it be? The November **AIA Memo** provides some clues in its report on a recent Roper poll of clients.

“...Architects who wish to improve relationships with clients should take note of what clients perceive as important criteria in hiring architects. For instance, the highest percentage of respondents say that of the fifteen criteria tested, responsiveness to clients needs (84 percent) and an architect’s ability to manage the overall project—including regulations, zoning requirements, etc.—(83 percent) are very important. Other areas the majority of respondents find to be very important are

‘track record with adhering to schedules’ and ‘track record with adhering to budgets’ (77 percent each)...”

**In addition to good design**, do we need to provide greater emphasis in schools on these key client requirements: 1) structural soundness, 2) low maintenance through appropriate materials and technology, 3) zoning/building code compliance for life safety, sanitation, health and welfare, and 4) ability to build within budget and on schedule?

## Does A Different Educational Emphasis Mean Neglecting Good Design?

I’m not suggesting schools should neglect design as a pedagogical imperative. I don’t know a single potential client who favors bad design. I personally enjoy looking at and creating good design. The issue is the proportion of time devoted to design versus a core curriculum that will teach those skills essential for survival in a highly competitive professional world. The notion that all the design learning has to be squeezed into the school experience and the office experience will teach everything else the architect needs to know seems inadequate to the needs of the 1990s.

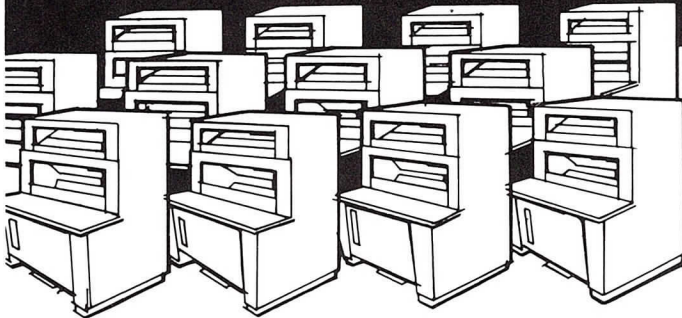
## Which Came First, the Chicken or the Egg?

To sum it up, are we losing out to other disciplines because the schools fail to teach what clients want and demand? To put it another way: Are we as a profession avoiding the more “mundane” aspects of the building process because we all naturally aspire to be primarily or exclusively star designers, or do we aspire to be star designers because our education failed to teach us to be good business-persons and comprehensive designers?

As Joan Rivers says: “Can We Talk?”

Responses to this column will be printed in future issues of FOCUS.

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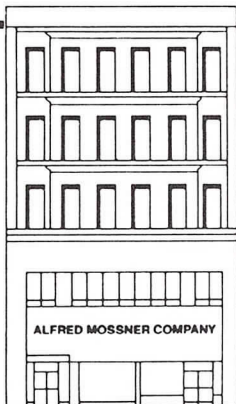
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## Grassroots '94

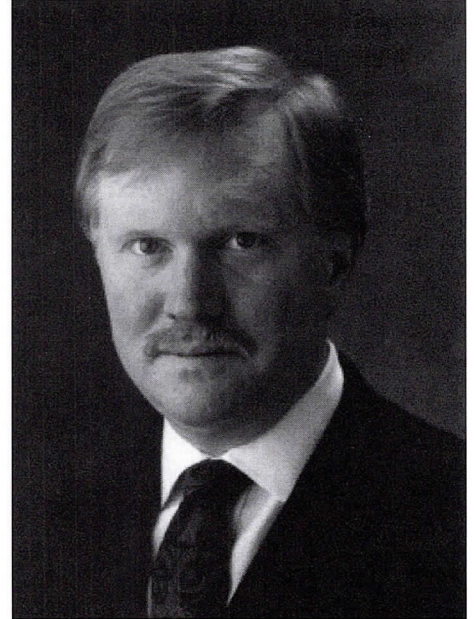
John H. Nelson, AIA

The annual Grassroots program took place the last weekend of January in Washington D.C. This four-day event is an opportunity for the President, President-Elect and executive director of each of the more than 300 AIA components to meet, learn about national AIA plans and efforts, and provide feedback and concerns from the local level. The sessions are programmed to offer the opportunity for each region (in our case AIA Illinois) to spend a day together reviewing local issues and concerns. There were also meetings with the "Seven Sisters," the Dallas, Houston, San Francisco, Los Angeles, Boston, and New York Chapters, to share information unique to these largest chapters. The third day was comprised of a series of interactive learning sessions on specific topics relating to running a professional organization such as membership retention, public relations, and awards programs. In these sessions, a facilitator led the discussion while local components shared their successes and failures. The fourth day was Government Affairs day, where we were reminded that unless we take an active role in the political system, we will not improve the standing of our profession. The Chicago delegation visited the offices of Representative Dan Rostenkowski, where we were received by Chuck Pizer, one of his senior aides. We presented our concerns about efforts to dilute the Brooks Act and issues concerning tax credits for historic preservation. Representative

Rostenkowski's Office was very responsive to our concerns and we met with an aide who was quite knowledgeable about these issues. He referred us to other congressmen who were in charge of the committees that have jurisdiction over these specific topics and advised us where we might develop additional support.

At our session prior to visiting Capitol Hill, the AIA's federal legislative specialists advised us to go to our elected officials and "ask" for something. They are used to having requests made and actually expect it. Architects are too rarely individually pro-active in asking for legislation to benefit the construction process and the practice of architecture. As we pointed out at one of the sessions, "Occasionally self-interest coincides with the public good. The profession of architecture is somehow intrinsic to the public good."

Another of the speakers pointed out that "the AIA has much greater respect and stature than influence." We need to work at all levels to increase our influence. This is not only accomplished through the various AIA Chicago and AIA Illinois but through the efforts of each architect. Your elected representatives should hear from you when you feel that our interests are not being served. These issues may range from Urban Housing policy to the permit process. I have been a person to read about an issue, let my blood pressure rise, mentally formulate what I feel is a lucid response and anticipate sending it to the newspapers, political representative, and so on. That's where



it usually stops. I suspect that many of you are the same way.

We need to change. When you feel strongly, follow through. Increasing the influence of our profession will improve our status on the "Building Team." As other groups have grown more active over particular issues, our relative status has slipped. We need to work to retain the respect of the public and regain the ear of our public officials for ourselves and the next generation of architects.

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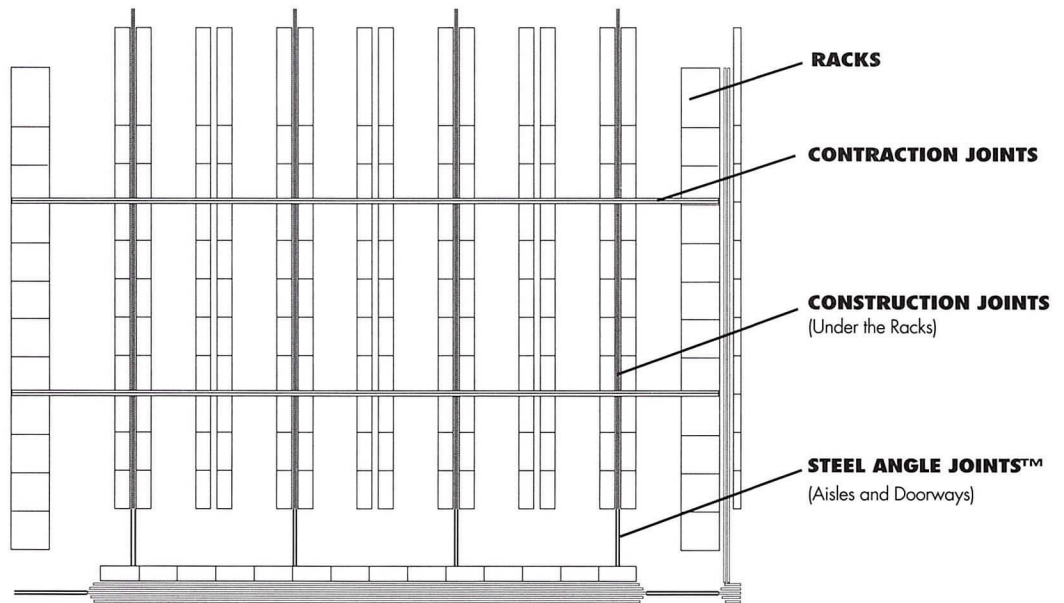
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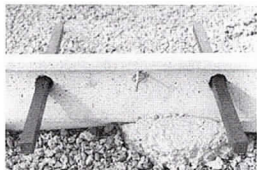
##### CONTRACTION JOINTS

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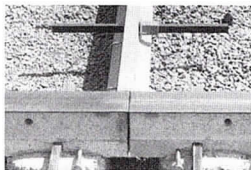
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### The components are:



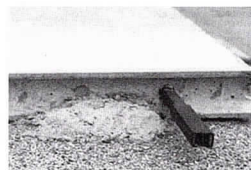
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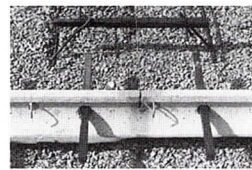
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## Grass Roots Political Action

*Improving the stature of the profession involves more than doing good buildings. The education and sensibility of the architect must be heard on subjects of concern to the general public.*

*Richard C. Leyshon, AIA recently testified before the Cook County Board of Commissioners to encourage them to purchase 7,000 additional acres of forest preserve. He spoke as an AIA member, a businessman, a taxpayer, and an individual. Here are excerpts of his testimony.*

As an architect, I sit squarely in the middle of this issue. We must design buildings to make a living. The clients of those buildings, whom I must represent as a neutral party, do not always consider the common good in approaching the issue of land development. Land can be seen only as profit; forested land as a vacant site awaiting a shopping center. Do we need another shopping center? I read recently that the United States currently has enough shopping centers to satisfy our needs until close to the year 3000. Has the shopping center misaligned our cultural values?

As an architect, I am willing to sacrifice the short-term profit for the long-term good and encourage my clients to do the same. The forest preserves should become our public gathering space, our refuge, our Mecca. It is what we should be remembered for.

I am not alone in this as an architect. This past summer the American Institute of Architects held their National Convention in the city of Chicago; coinciding with this event, the World Congress of Architects also held their convention in Chicago. The theme of this joint meeting of 8,000 architects was the envisioning of a sustainable future. Together we signed a joint "Declaration of Interdependence for a Sustainable Future." *Sine qua non* to that future is the preservation and acquisition of more community open land.

I also speak as a businessman, for there is

profit in increasing our amount of forest preserve land. Recreation land generates tourism, overnight accommodations, and restaurants to name just a few ways. It does something else even more poignant: the value of everything we build goes up. The view of a forest increases the value of every structure which surrounds it. Recognizing that land and open space are limited may make us less inclined to do poor, tacky construction in favor of aesthetically responsible buildings which will endure. Forest land does something else which President Clinton's health care plan would have been better served in recognizing; it just plain makes us healthier which is profit through savings. Another area of savings, and an important one, lies in the fact that it is a land buyer's market right now. In this economic climate you will not be competing for the land; prices are low. This may not happen again in our lifetimes.

As a taxpayer I can think of no more important way to spend my money. Even schools benefit from increased forest land. And we will pay taxes; it is better spent here. The most frequently cited argument used to discourage open lands is that it removes land from the tax base. Contrary to that frame of mind it encourages growth; what better way to attract profitable businesses than through the presence of a forest.

And lastly for myself: This is what I enjoy, this is how I hope the generations of the future will remember me.

### Harry Weese Team Re-designs Flooded Illinois Town

*In the face of a great disaster, the architect can make a great contribution. A team of designers from Harry Weese Associates recently participated in a two-day charrette to re-design the town of Valmeyer, Illinois, which was completely inundated by last summer's Mississippi River flooding.*

A charrette was jointly sponsored by AIA St. Louis, the American Planning

Association, and the American Society of Landscape Architects to respond the Army Corps of Engineers' directive to move Valmeyer, Illinois to higher ground. The chosen site is on bluffs about a mile northeast of the existing town. More than 50 designers from Illinois and Missouri were divided into ten teams for the two-day event. The objective was to give the residents a variety of options for their new town. The Southwest Illinois Planning Commission had come up with a plan that many residents disagreed with because they felt it wasn't in character with the existing town. Most teams wanted to help Valmeyer retain its identity as a traditional midwestern town.

At the completion of the charrette, the townspeople were asked to vote on each plan. The winning team was made up of architects, designers, urban planners, and conservationists. Their plan called for a multi-purpose main structure that would house a variety of public buildings under one roof, including the town hall and administration building, the elementary school, the library, the community and senior centers. The plan presented by the HWA team came in second. The core of that plan was a two-story main street with shops on the ground level and offices on the second level. The HWA plan also called for a system of secondary streets and alleys to discourage the use of cul-de-sacs proposed in the original plan.

The HWA team was headed up by Mike Schneider, who is a native of Valmeyer. Other HWA team members included Mark Stanley, Anthony LoBello, Elizabeth Horner, and Tim Gregg.

For Schneider it was a chance to help his home town in a time of real need. "It gave us a chance to redesign the town from scratch. The objective was to retain the Valmeyer character in a completely new location and vocabulary. We also wanted to make the town "strip mall proof" so that the downtown area would be the economic and social center for the entire community."

## Use Licensed Printers for Documents for Project Manuals

Architects will now find it a lot more convenient to use a reprographics firm participating in the AIA Documents Licensed Printers Program to produce their project manuals. The Program allows licensed printers to reproduce 31 copyrighted AIA Documents for inclusion in the project manuals *only*. Initially, there are five licensed printer locations in the Chicago area:

- Best Photo Drafting, Inc., 20 East Randolph St., 312-357-9050;
- Cushing & Company, 325 West Huron St., 312-266-8228;
- Huey Reprographics, Inc., 19 South Wabash Ave., 312-782-2226;
- Alfred Mossner Company, 137 North Wabash Ave., 312-372-8600;
- RiteWay Reproductions, Inc., 316 N. Michigan Ave., 312-726-0346.

All other printers must use original Documents or refrain from using AIA Documents in project manuals. Copying AIA Documents without a license is a violation of the Federal copyright laws. Under no circumstances are printers allowed to print and sell AIA Documents.

## Tested In Washington Area

The program, initially tested in the Washington, DC, area two years ago, has expanded to other parts of the country and now includes more than 50 outlets, with additional printers applying for a license as the word spreads. For payments of royalty fees, which are less than the cost of an original Document, the forms can be reproduced for inclusion in *project manuals only*. The first page of each reproduced Document is imprinted with an authorization statement, the printer's name, and license number. Royalty fees for reproduced copies are in addition to printing and production costs; a portion of fees collected by the printer are sent to AIA Chicago for member programs.

Some of the Documents Licensed Printer Program's benefits cited by architects include:

- Convenience: Only one original of each page in the project manual has to be

supplied to the printer; licensed printers are required to stock two current copies of each of the 31 Documents and supply them for project manuals if needed by a customer;

- Speed: Documents can be mechanically inserted in the project manual, saving time and resulting in a faster turn-around time

- Cost: The royalty fee is less than the retail cost of an original Document;

- Choice: The expanded network of licensed printers allows an architect to select the most convenient firm;

- Legality: The program allows the legal reproduction of Documents for project manuals. It is a solid safeguard for the architect, client, the printer, the AIA, and the profession.

For additional details, contact the AIA Documents Licensed Printers in Chicago (listed above) or the Institute's Documents Licensed Printer Program Manager, Tim Gorman, The Gorman Group, Inc., (202) 737-3356.



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## Business Opportunities in the Public Marketplace

Although architects and engineers recognize the large volume of work performed by public agencies, some shy away from pursuing these projects because of the seemingly mysterious rules, regulations and paperwork involved.

To help design professionals learn about these work opportunities and prepare the most relevant materials to represent a firm's qualifications, the Government Affairs Committee of AIA Chicago is sponsoring a one day conference entitled "Business Opportunities in the Public Marketplace." Through presentations by key members of thirteen public organizations in the Chicago area, this conference will give participants firsthand knowledge of the structure of these agencies, how they contract for professional services, the kinds of projects they undertake, their projected capital budgets and projects, architect/engineer selection processes, and the deciding factors in making up shortlists and ranking firms.

Featured speakers include Frank Conroy of the Capital Development Board; Faye Manker of the Chicago Department of General Services; Debra Moore of the Chicago Housing Authority; Edward K. Uhler, AIA, of the Chicago Park District; Mike LaMonte of the Chicago Transit Authority; Jefferson Mathias-Porter of the Cook County Office of Capital Planning & Policy; David Hood of the General Services Administration; Aziz Tokh of Metra; Pat Bell of Northern Illinois University; John Callanan of the Public Building Commission; Fred Gleave of the U.S. Postal Service; and Raymond Ovresat, FAIA, of the University of Illinois at Chicago.

The one day seminar, to be held Saturday, April 9th at the Conference Center of the Apparel Mart (across from the Merchandise Mart at 350 N. Orleans), includes a round table question and answer period

during both the morning and afternoon sessions with an opportunity for an informal luncheon with representatives of the presenting agencies. The fee is \$30 for AIA members and \$40 for non-members and includes a box lunch; attendance is limited to 150 people. Register using the form on p. 3.

## AIA Publishes New Documents For Small Projects

The AIA has introduced a new family of contract documents designed specifically to address the needs of the home renovation and remodeling markets. Developed in response to both a resolution passed by the AIA Board of Directors and significant interest on the part of AIA members, the AIA's new small-project documents include:

- **A105**, Standard Form of Agreement Between Owner and Contractor for a Small Project
- **B155**, Standard Form of Agreement Between Owner and Architect for a Small Project
- **A205**, General Conditions of the Contract for Construction of a Small Project.

While not considered a substitute for the AIA's more detailed contracts, the small-project family addresses concerns raised by architects and contractors, regarding owners who may be intimidated by the typical 40-plus-page contract set. Written in plain language, the new easy-to-understand documents provide substantially more protection than does the typical letter form of agreement while setting forth the most basic tenets of the understanding between parties.

Although perception of what constitutes a small project may vary significantly from one client or firm to another, the rationale for these documents is clear. For most consumers, residential projects represent

both a major life decision and significant financial investment. Nonetheless, these projects are relatively simple and straightforward in comparison to the typical 40-story office building.

The AIA believes that contracts used in renovating or remodeling homes should reflect this relative simplicity yet still provide solutions to some of the more common problems associated with design and construction. With AIA contracts in place prior to any work being done, those solutions are spelled out long before they are ever required.

As a special offer good through April 30, 1994, order a complete set of these new small-project documents. To receive by mail a sample set of these new small-project documents mail or fax the order form below.

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From AIA San Francisco, Garcia M. Figueroa; From Washington DC Chapter, Michael A. Berns; from AIA New York Chapter, Frederick A. Rehkopf, Schal Bovis Inc.

In the February FOCUS a new Associate

member's named was inadvertently abbreviated. We welcome to membership Ijeoma Conrad Nwarache.

▼  
PEOPLE

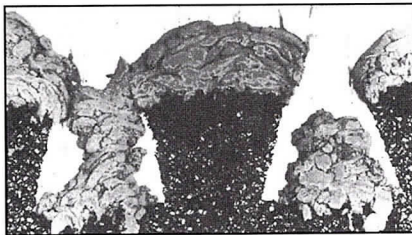
Diana K. Melichar, AIA has joined Robert P. Geudtner, AIA & Richard A. Geudtner in the firm of Robert Geudtner and Associates as a principal. The name of the firm has been changed to Geudtner & Melichar Architects. The firm continues to specialize in buildings for industry and high-end custom residential projects.

▼  
Loebl Schlossman and Hackl recently announced promotions and appointments. James Pritchett and Roger Heerema, AIA have been named principals. John H. Catlin, AIA, Douglas A. Mohnke, AIA, and Michael B. Hogan, AIA have been made Associate Principals.

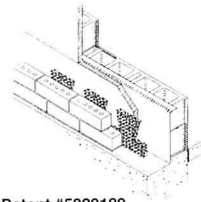
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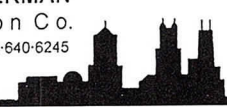
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Solomon Cordwell Buenz announces that **John Buenz, FAIA** has been appointed chairman of the board. **John C. Lahey, AIA** has been named President. **E. Jeffrey Orlove, AIA** has been named executive vice president, secretary and treasurer. Beth Durkin, Jim Curtin, and Danut Stanciu were named associates of the firm.

▼  
Diane M. Breman, CAA, Manager of Office Services at Perkins & Will, has been installed as the 1994 National President of the Society of Architectural Administrators. The SAA is an international organization dedicated to the continuing education of administrative personnel in design firms.

▼  
**COMPETITIONS**

A Washington Island, Wisconsin residence designed by **Frederick Phillips & Assoc.** has won a Merit Award in the American Wood Council's latest Wood Design Award Program. Serving on the jury were Elizabeth Ericson, AIA; E. Fay Jones, FAIA; Joseph Esherick, FAIA; Graham Gund, FAIA; and the late Charles W. Moore, FAIA. The Wood Design Award Program is conducted annually by the American Wood Council to encourage the use of wood in architectural design by selecting outstanding examples of wood construction.

▼  
The Western Red Cedar Lumber Association and the AIA invite submissions to the 1994 Cedar Architectural Design Awards program. The competition honors architectural excellence in buildings using Western Red Cedar lumber products. Buildings of any size and type are eligible. The jurors will be Peter Bohlin, FAIA of Bohlin Cywinski Jackson; Robert Knight, AIA of Knight Associates Inc.; and William Turnbull, Jr., FAIA, of William Turnbull Assoc. Submissions are due by July 1, 1994; there is no entry fee. Entry materials are available from the WRCLA, 1200-555 Burrard St., Vancouver B.C., V7X 1S7, 604/684-0266; fax 604/687-4930.

▼  
The Structural Engineers Association of Illinois announces its "Call for Entries" for the **1994 Excellence in Structural Engineering Awards Program**, which seeks to recognize creative achievement and innovation in structural engineering design, or in the publication of a significant work contributing to the advancement of structural engineering." Projects or publications completed since January 1, 1989, or those works which are sufficiently completed to clearly show the basic design of the structural system are eligible. At least one member of the design team, or a principal of the firm responsible for the entry, shall be a member of SEAIOI. All entries must be received by 4:00 PM on April 4, 1994. For more info contact SEAIOI Awards Program, 203 N. Wabash Ave., Room 1000; Chicago, IL 60601

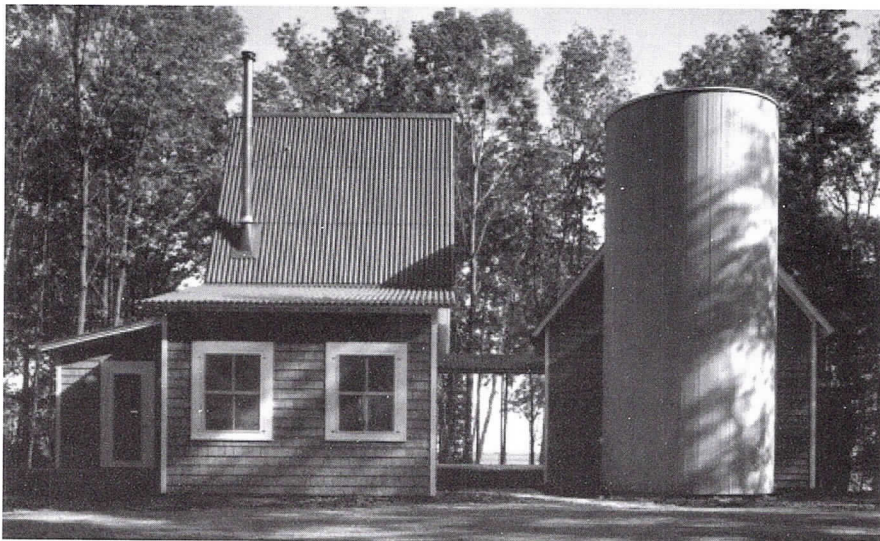


Photo: Gregory Murphey

▼  
**PROFESSIONAL DEVELOPMENT**

On March 10, the Society for Marketing Professional Services Chicago Chapter will present "Leading Health Care Experts Share Their Views About Prospective Health Care Facilities, Expansions and New Additions," a lunch meeting which will begin at 11:30 AM in the Adams ballroom of the Palmer House Hilton, 72 E. Monroe St. The speakers will be Ken Kaiser, Dir. of Facilities Operations, Copley Memorial Hospital, Aurora; Stephen Roetelle, Vice President of Planning & Business, St. Francis Hospital, Blue Island; John Alsterda, Associate Administrator of Buildings and Grounds, Cook County Hospital; and John Johnson, Head Architect, Loyola University of Chicago. The price (prepaid) is \$30 for

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AIA Northeast Illinois along with the AIA Eastern Chapter present "TQM & Partnering: What are They and Why Use Them?" a workshop to be held on Thursday, March 10 from 8:30 AM to 5:30 PM. Partnering is the project-specific part of TQM that comes naturally to the majority of architects when they take the time to learn a few basic skills. This seminar, led by James R. Franklin, FAIA a Resident Fellow of the national AIA staff, will begin with an overview of TQM. Hands-on exercises will help make the seminar content applicable to real projects. The seminar will be held at the Embassy Suites Hotel, 707 Butterfield, Rd. in

Lombard; the cost is \$55 for AIA members; \$70 for non-members. Lunch is included. For registration info contact Corda Murphy, Executive Director, AIA/NEI, 412 Green Valley Dr., Naperville, IL 60540, 708/527-8550.



Roger Sweet, Executive Director of the Capital Development Board, will speak to the **Chicago Building Congress** at an open luncheon meeting to be held Wed., March 16 at the Westin/Chicago Hotel. Mr. Sweet has served Illinois state government since 1974 as Appropriations Director and Chief of Staff for the Illinois State Senate Minority office prior to his appointment of the CDB. The luncheon is \$45; make reservations in advance by call 312/726-9829.



**Sherwin Braun, AIA** will discuss how he expanded his practice to encompass

construction management, design build and general contracting on March 16 at 7:30 PM at Oakton Community College, 1600 E. Golf Rd., Room 1540, Des Plaines. The lecture is sponsored by the Architecture/Interiors program of the College and is free and open to the public. For more information call Les Jacobs at 708/635-1851.



### EXHIBITS

From March 19-April 16, "Prairie School Architects: The Illinois Connection" will be on exhibit at I-Space, the gallery of the College of Fine and Applied Arts of the University of Illinois at Urbana-Champaign. The exhibited is curated by Paul Kruty of the University and is free and open to the public Tuesday through Friday 10-5:30, and Saturday 11-5 at 230 W. Superior St., Chicago. For more information call Mary Antonakos at 312/587-9976.



### VARIOUS MATTERS

Tickets go on sale March 1 for **Wright Plus**, the Frank Lloyd Wright Home and Studio Foundation's annual benefit housewalk. Included this year are the Peter A. Beachy, William G. Fricke, and Rollin Furbeck houses by Frank Lloyd Wright, as well as Wright's own home and studio and Unity Temple and five other houses by leading architects of the Prairie School era. The housewalk is Saturday, May 21; tickets are \$35. Call 708/848-1500 for more information.



Need a Gothic Revival portico?

The **John G. Shedd Mansion**, once located on Drexel Blvd., was demolished in 1977 and its salvaged portico has been stored for fifteen years by the Chicago Park District. The space to keep it is no longer available and the Park District seeks a group interested in it. They are willing to transfer the title free of charge provided that it remain intact. It cannot be resold and the Park District has final approval over its use.

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required to pay for transportation to a new site. Anyone interested in acquiring the portico should contact the Historic Resources Committee through either Gunny Harboe 312/836-7700 or Peter Meijer 312/342-5083.

▼  
"The Importance of Being Attractive," the **Bright New City** 1994 spring forum, will feature urban development experts from Seattle, Indianapolis, Connecticut and Chicago. The presentations are held at noon each Monday beginning March 28 at the Harold Washington Library Auditorium located at 400 S. State St., lower level. Series tickets for all five presentations are \$25 and can be purchased in advance by calling 312/362-5239. On March 28, Charles Royer, the former Mayor of Seattle, will present "i.e., Seattle." On April 4, Benno C. Schmidt, Jr., former president of Yale and current head of the Edison Project, will present "Desirable Public Schools."

Stanley M. Freehling, Life Trustee and Former Chairman of the Ravinia Festival and Vice President of the Board of the Art Institute of Chicago, will speak on "Lively Arts" on April 11. "A Magnetic Business Climate" will be the program on April 18, presented by Allen Wallis, former Dean of the University of Chicago Business School and currently Resident Scholar at the American Enterprise Institute in Washington, D.C. Former Mayor of Indianapolis William Hudnut III will speak on "Fun and Games" on April 25.

▼  
**CORRECTIONS**

The cover photo credits of the February FOCUS should have read: The University of Wisconsin-Madison Law School Addition - Bowen Williamson Zimmermann *in association with* Holabird & Root. Chicago State University Student Union - Harry Weese & Associates *in association with* Johnson & Lee.

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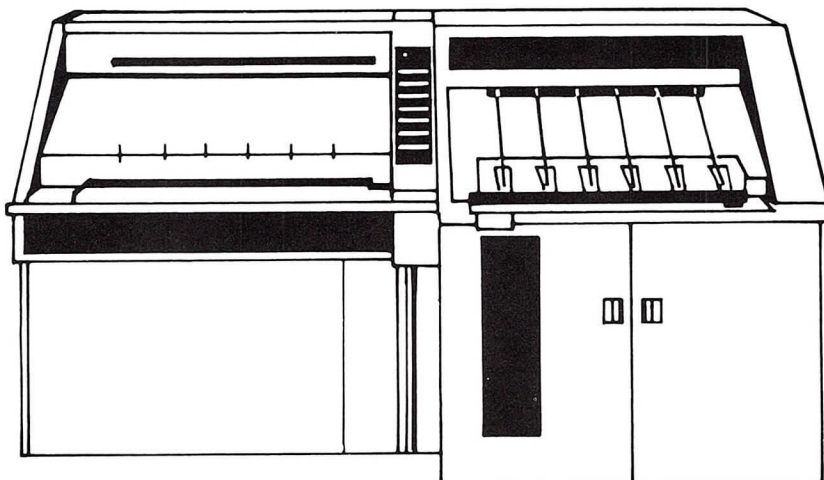
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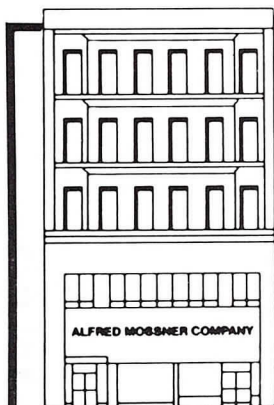
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2 March



**Builders Association of Greater Chicago Meeting.** Dispute Management in the 90's: Controlling Legal Risks and Containing Legal Costs. 8:00 AM-Noon. Holiday Inn at O'Hare, 5440 N. River Road, Rosemont. BAGC members \$40; non-members \$50. 708/409-0808.

**Planning and Urban Affairs Committee Meeting.** Noon. AIAC Board Room.

**Graham Foundation Lecture.** Taking Measures Across the American Landscape. James Corner. 8:00 PM. 4 W. Burton Pl., Chicago.

3 March



**Historic Resources Committee Meeting.** 5:30 PM. Commission on Chicago Landmarks, 320 N. Clark St., Room 516.

9 March



**Committee on the Environment Program.** Improving Indoor Air Quality and Energy Efficiency through Integrated Planning. Paul D. Gilson. 5:30 PM. AIAC Board Room.

**Government Affairs Committee Meeting.** 5:45 PM. Environ, 401 W. Superior St., 5th Fl.

**Young Architects Committee Program.** Joe Valerio, FAIA: Life and Work. 6:30 PM. AIAC Board Room.

15 March

**Society of Architectural Administrators (SAA) Program.** Travel Tips and Money Saving Ideas. Paul Grosso, Hobbit International. Details: Marie M. Sporny, OWP&P. 312/332-2316.

16 March



**Construction Industry Affairs Committee Meeting.** 8:30 AM. AIAC Board Room. Call Brian Jack, AIA at 312/ 554-9090 for more information.

**AIAC 125th Anniversary Lecture.** Meanings. Thomas H. Beeby, FAIA and Cynthia Weese, FAIA; Victoria Lautman, Moderator. 5:30 PM. Chicago Cultural Center, 78 E. Washington, 2nd Fl. theater (Randolph St. entrance).

**Frank Lloyd Wright Home and Studio Foundation Lecture and Book Signing.** Edgar Tafel: *ABOUT WRIGHT: An Album of Recollections by Those Who Knew Frank Lloyd Wright.* 7:30 PM. Unity Temple, 875 Lake St., Oak Park. Admission: \$2 Foundation members; \$4 non-members. For more info call 708/848-1976.

**UIC Lecture.** Flatly Confused. Mark Linder. 5:00 PM. Rm. 250 Behavioral Sciences Building, 1007 W. Harrison St. Reception will follow lecture in Rm. 1100, Architecture and Art Building, 845 W. Harrison St. 312/996-3335.

17 March



**IFMA/Chicago and AIAC Corporate Architects Committee Program.** The Nuts and Bolts of Facilities Management. Donald Robideau of Turner Construction Co. and Jeffrey L. Marowitz, AIA of Project Management Advisors, Inc. 11:30 AM. Federal Reserve Bank, 230 S. LaSalle St. \$30. Call 312/236-0900 for more info.

**ULI Chicago District Council Program.** Today's Education—Tomorrow's Workforce. 7:30 AM-10:30 AM. First Chicago Center, Dearborn at Monroe, Chicago. Cost per session: Private Sector, \$55; Public/Academic/Nonprofit, \$45; Student, \$20; on site, \$10 more at door.

**IFMA/Chicago Chapter Meeting.** The Nuts and Bolts of Facility Management. For more info call 312/236-0900.

18 March

**Deadline.** Intents to enter due to AIAC for Unbuilt and Interior Architecture Awards.

22 March



**Computer Committee Program.** Computer Aided Industrial Design in Architecture. 5:30 PM. AIAC Board Room.

23 March



**Technical Committee Program.** Soils Reports: What's in Them, How to Read Them, What You Should Know. Noon. Chicago Bar Assn., 321 S. Plymouth Ct. \$7.50 includes lunch. Purchase lunch ticket in 1st Fl. membership office.

24 March



**Builders Association of Greater Chicago Seminar.** Effective Negotiating Strategies. John W. Cooley. Registration 8:00—8:30 AM; Seminar 8:30 AM-4:00 PM. Holiday Inn at O'Hare, Kitty Hawk Room. 5440 N. River Rd., Rosemont, IL. \$80 for BAGC members, \$100 for non-members.

**Real Estate Committee Meeting.** 5:30 PM. Draper & Kramer, 33 W. Monroe St., 19th Fl.

**Interior Architecture Committee Meeting.** 5:30 PM. AIAC Board Room.

29 March



**Office Practice Committee Program.** Expansion: What is the Right Way to Grow? Tom Schaefer, Howard Decker, AIA, and Jonathan L. Fischel, AIA. 5:30 PM. AIAC Board Room.

30 March

**UIC Lecture.** New Work. Merrill Elam, FAIA. 5:00 PM. Rm. 250 Behavioral Sciences Building, 1007 W. Harrison St. Reception will follow lecture in Rm. 1100, Architecture and Art Building, 845 W. Harrison St. 312/996-3335.

31 March

**Deadline.** Intents to enter due to AIAC for Divine Detail, Twenty-Five Year, Young Architect, Distinguished Service, Firm, and Distinguished Building Awards.

6 April



**Committee on Architecture for Health Program.** Tapping a Tremendous Resource: the Full-Service Equipment Planning Consultant. Tom Tietz, AIA and Paul Tuma. 4:30 PM. AIA Chicago Board Room.

7 April

**Graham Foundation Lecture.** Imperious Lines: Designing the Baths of Caracalla in Rome. Janet De Laine. 8:00 PM. 4 W. Burton Pl., Chicago.

9 April

**Government Affairs Committee Job Fair.** Business Opportunities in the Public Marketplace. 9:00-3:00. Apparel Mart Conference Center, 350 N. Orleans St., 2nd Fl. \$30 members/\$40 non-members. Mail or fax registration to AIA Chicago; use registration form on p. 3.

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