



# Field Report

A Publication of AIA Colorado

July 1991

## President's Message

Marvin J. Sparr, AIA

It is very encouraging to know that the AIA Colorado newsletter is being read and people are responding. Peter Orleans' article [*What Can AIA do for Small Architectural Offices?*] in the May Field Report was challenging and informative. We at AIA Colorado want to hear from the membership. It is your input and comments that help us to represent you.

Whether it is a direct result of our articles about membership or just by chance we don't know - but we are seeing good activity on the membership front. Our goal of a net membership of 1000 has not been reached and we are still working toward this goal. If you haven't renewed, please give it a second thought and do so. If you are putting off reinstating, please don't delay - do it now. If you are on the verge of becoming a new member, don't hesitate any longer - sign up today.

There are great things down the road which we hope you will all be a part of. The Edbrooke Exhibition which was at the Oxford Hotel through June 9, will be in Colorado Springs in the early Fall. Watch for the dates. It is what Denver was all about at the turn of the century. The reception at the Oxford was great - interesting people and a great "kickoff" to our Centennial Celebration. There are many more events upcoming - Design Awards, Design Conference, more Centennial activities - watch the Field Report and Infill for further information.

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## AIA Colorado Staff Change

As of the 10th of July, Lois Deveneau and Michele Bethke are no longer Executive Director and Assistant. It was the decision of the Board of Directors that a change was necessary to achieve the goals of the organization. Jam Wong will serve as chair of the search committee for a new Executive Director.

According to the organization's regulations, the person selected will hire an assistant. It is hoped that the position of Executive Director will be filled by the 15th of August. In the meantime a volunteer (Yvonne Sparr), a hired temporary (Karen Kos) and two part-time people (Pam and Cindy) will be handling the overall operation of AIA Colorado. Your patience during this transition will be greatly appreciated.

## AAF Awards Grant for Environmental Education

The AIA Colorado Centennial Committee and AIA Denver received an Environmental Education Grant from the American Architectural Foundation (AAF). The grant establishes the EDUCATING WITH ARCHITECTURE program, which will increase awareness of the built environment in Colorado. The program is to be initiated in the Fall of 1991 as part of the Centennial Celebration with a pilot project yet to be determined.

The objective of the EDUCATING WITH ARCHITECTURE program is to connect K-12 students and teachers with the design process in community projects. It is hoped the program will establish a network between education and design professionals. Jane Blackstone, M. Arch., is the program's director.

Additional funding is being sought to bring the program to rural communities across Colorado. Design professionals interested in serving as resource consultants should contact AIA Colorado for further information.

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# Educating the Visions of Architecture

## 1991 AIA Colorado Design Conference & Exhibition Update

by John Williams, Jr., AIA, Conference Chair

When this year's design conference planning committee began developing a conference theme around architectural education we quickly realized how broad the issues could be:

- What kind of degree and program is appropriate for future architects?
- What does the profession need and want from architectural graduates?
- What is the role and responsibility of the profession in education?
- What is the role of education in influencing architectural design and practice?
- What does the public expect from architects - what will be their expectations in the future?
- What do our client's expect from us and will that change?
- What do employees expect from employers in their professional development?
- What do interns need from us to develop and grow into architects?

These themes touch every aspect of our profession, and will be addressed in the conference by a number of exciting speakers and workshops. Although we are still confirming our final schedule, here is a roster of conference events so far:

- **Dr. Judith Albino**, President of the University of Colorado, will give the Friday Keynote Address on architectural education in Colorado, the relationship between CU and the AIA, and the role of business and the professions in higher education.
- **Adele Santos**, architect and Dean of the new School of Architecture & Planning, University of California San Diego, will offer Saturday's Keynote Address on their new program and will discuss her vision of architectural education for the future.

- **Michael Graves**, FAIA of Princeton and Taft Architects of Houston will present their work and discuss their relationship to architectural education.

- **Jim Burns**, an architect with the firm Take Part in San Francisco, will lead a design workshop for the public and architects about a timely downtown Denver urban design issue.

- **Max Jacobson**, architect, co-author of "A Pattern Language" and author of a recent book, "The Good House", will discuss how to talk to non-architects about architecture.

- **Amy Snow**, Denver-based architectural management and practice consultant, will give a workshop on leadership specifically oriented to architects.

- **Stephanie Allen**, an attorney with Davis, Graham & Stubbs of Denver, will discuss employee mentor programs and employee development and training in another professional field.

- Other programs and activities will include: a "Fellows Event"; an IDP credit technical workshop on document checking; a presentation on what the public expects from architects; a presentation on small firm issues; spouse/guest activities; and an expanded exhibition to include work by children in architecture, student work, information videos, and work by architects. Also, this year's conference will expand the annual design awards categories to include "Firm of the Year", so watch for your design awards announcement and registration.

Downtown Denver provides a real change of pace for this year's conference. It's an opportunity to get students, non AIA architects, the public, and more members involved with conference activities. Mark down November 22 & 23 in your calendars now, and watch for future newsletter articles and your early registration program. Also, we will have a special surprise guest, "an architect, educator and famous civic leader", who should make this year's conference particularly memorable. Don't miss it.

## Artisans Exhibition

Architect's Dozen is an alliance of skilled artists and artisans - each a specialist in a particular field - which represents a comprehensive resource for contemporary architects and interior designers. Custom craftsmanship and respect for the integrity of design are the unifying forces of the Architect's Dozen. The group will be exhibiting at the Lakewood Municipal Building, 445 South Allison Parkway, from June 6 - June 27. An opening reception will be held from 4-6pm on June 5.

**1991 AIA Colorado  
Design Conference  
in Denver  
November 22-23**

## Full Court Press

Media coverage about the architectural environment, AIA Colorado and you—our members—is on the way! Mark Lusky Communications, a Denver public relations firm, is now helping us generate awareness through media exposure, which in turn translates into public education.

To date, Lusky has handled the successful Edbrooke Exhibit at The Oxford Hotel, which served as a kickoff to our 1992 Centennial celebration. In addition to writing the exhibit narrative and brochure, Lusky developed a media kit and handled publicity development. Among the articles on the Exhibit were a Rocky Mountain News feature by Mary Chandler; three stories in The Daily Journal; an article in The Denver Post business section; and a half-page story in The Denver Business Journal authored and placed by Lusky Communications.

Planned activities for the remainder of 1991 include: Media contact in key areas of the state to make reporters and editors aware of the resources available through AIA Colorado and its members for architecturally-related stories; placement of stories as warranted in print and electronic media around the state; and publicity for the 1991 November regional conference.

Benefits to AIA Colorado members are:

- Enhanced public and media

awareness of architecture and its importance in everyday living;

*Media coverage about the architectural environment, AIA Colorado and you—our members—is on the way!*

- Opportunity to receive favorable media coverage directly, as an interviewee for a particular story;

- Ability to initiate media coverage, instead of solely responding to inquiries initiated by the media.

- Option to make reprints of positive articles, either about the industry overall, or involving your company, to use as a sales and marketing tool.

And, starting next issue, you'll also have the opportunity to benefit from a Lusky Communications publicity development column called, "Full Court Press." In it will be helpful, hands-on ideas and tips that all of you can use to enhance your firm's image even further.

## Serving on AIA National Committees

AIA National is now beginning the process of identifying and nominating for 1992 national committees. If you are interested in serving at the national level, please contact Richard Hobbs, FAIA, at AIA Headquarters, (202) 626-7450.

## AIA Denver Call for Entries

AIA Denver has called for entries for their annual awards program. All entries shall be built projects, and the work of licensed architects practicing in the State of Colorado at the time of the project's commission. Registration for entries must be received by August 9, 1991. For further details contact AIA Denver, 1660 Wynkoop, Suite 120, Denver, CO 80202, tel: (303) 892-1188.

## AIA Interiors Committee Call for Entries

The AIA Interiors Committee is soliciting interior projects, built or unbuilt, for an exhibition in the lobby of the Republic Plaza Building in Denver in February 1992. Architects and designers practicing in the State of Colorado are eligible. An indication to submit is due September 30. For further details phone Nora Dimitrov at 388-4129 or Joseph Solomon at 722-5000.

## AIA Denver August Firm Tour

The August architectural firm tour will be hosted by C.W. Fentress J.H. Bradburn and Associates, P.C. at 421 Broadway. The tour will be from 5:00 p.m. to 7:00 p.m. on August 14, 1991. Refreshments will be served and the tour is free and open to the public.

## Downtown Denver Architecture Walks

Metropolitan State College of Denver and AIA Denver are sponsoring a series of six lunch hour walking tours in September and October. The tours cost \$35, and will explore plazas, art deco buildings, historic districts, and modern architecture as historic architecture. For a free brochure call Metro on the Mall at 623-2626.



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## CADD-astrophic!

Donald A. Bertram, Esq., AIA

These days virtually all of us have a computer - an increasing number of us have multiple stations and additional units at home. We are all guilty of "borrowing" copies of software and installing them on our computer(s). When we purchased our second computer, we said to ourselves, "I already have that software, I'll just install it on the new computer".

Because of the ease by which software can be duplicated and the enormous costs in research and development, the software industry has been successful in obtaining strict patent and trademark laws and has been able to substantially increase the fines and penalties for such unauthorized copyright infringement. Almost every piece of software purchased has printed with it a licensing agreement. This license may be for a specific machine,

for multiple machines or for a network.

Logistics and economics make it virtually impossible for these software companies to go after those who have installed the software on home computers. However, consider this scenario with regard to your business:

As your practice develops, the demands on your CADD computer increase. You purchase another computer and transfer the CADD software without purchasing the same software again. It is so simple that the same scenario is repeated until you have five or six CADD stations operating.

As you are giving a prospective client a tour of your facility, you specifically point out that your operation is totally computerized and "here are our six CADD stations". A month or so later you submit a proposal on a public project and in the proposal you state that your firm has six "XYZ" CADD stations.

A few months go by and out of the blue you receive a letter from a law

firm in California, very forcefully stating that his client, "XYZ" CADD has information that you have six CADD stations and only one license and that if this is so, you may be in violation of Federal Copyright infringement statutes which could subject you to fines and penalties up to fifty thousand dollars (\$50,000.) for each unlicensed copy. This letter has just made your day.

To avoid just such a "surprise", keep a detailed inventory of software and purchase software licenses along the way. You won't regret it.

*Donald A. Bertram, Esq., AIA, is a licensed architect and practicing attorney in Denver, emphasizing all aspects of design, construction and business law.*

*This article was written to provide general legal information intended to be accurate although not comprehensive. Accordingly, readers are urged to consult their attorneys for any specific legal advice they may need concerning the subject matter of this article.*

## Calendar

### AUG

8TH	THUR	DESIGN CONFERENCE PLANNING COMM MTG • 5PM	AIA/C CARRIAGE HOUSE
9TH	FRI	GOVERNMENT AFFAIRS COMMITTEE MTG • 2PM	AIA/C CARRIAGE HOUSE
9TH	FRI	CENTENNIAL PLANNING COMMITTEE MTG • 3PM	RNL • 1225 17TH ST • #1700 • DENVER
9TH	FRI	DEADLINE • SUBMISSIONS FOR SEPT NEWSLETTER	AIA/C CARRIAGE HOUSE
16TH	FRI	REGULAR BOARD MEETING • 2PM	FORT COLLINS

### SEPT

2ND	MON	LABOR DAY	AIA/C OFFICE CLOSED
6TH	FRI	DEADLINE • MAIL FIRST CONF BROCHURE	
13TH	FRI	GOVERNMENT AFFAIRS COMMITTEE MTG	AIA/C CARRIAGE HOUSE
13TH	FRI	CENTENNIAL PLANNING COMMITTEE MTG	RNL • 1225 17TH ST • #1700 • DENVER
20TH	FRI	BOARD MEETING	AIA/C CARRIAGE HOUSE
20TH	FRI	DEADLINE • SUBMISSIONS FOR OCTOBER NEWSLETTER	
27TH	FRI	DEADLINE • SUBMITTAL BINDERS DUE BACK	AIA/ CARRIAGE HOUSE