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OCTOBER 1998

INDUSTRY LEADERS TO SPEAK, PERFORM AT THE 1998 AIA COLORADO DESIGN CONFERENCE

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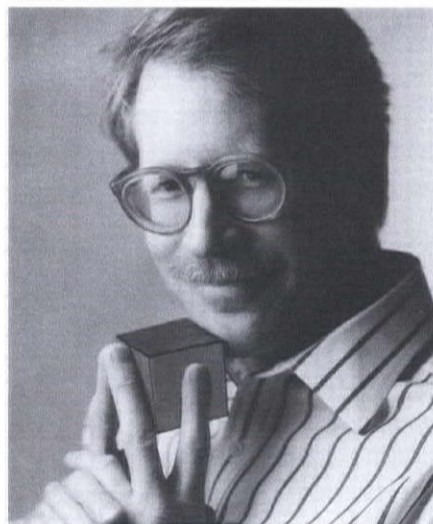
Members in the News PAGE 15

The speakers at the 1998 AIA Colorado Design Conference are outstanding examples of "Raising the Bar"—the theme of this year's conference. They are the leaders in their various industries and professions, and they demonstrate what can result from striving to do their best. From Academy Award winner Donna Dewey to world renowned-artists Christo and Jeanne-Claude, the speaker line-up at this year's conference is unlike any other.

Break-out sessions at the conference will address stimulating, thought-provoking topics surrounding Colorado architecture and design. Break-out session panel speakers will be providing insight into questions such as: "Why the media doesn't believe any real architecture occurs between Chicago and Los Angeles," "How architects engage clients in a design process that yields great architecture," "Why architecture has not kept pace with other design disciplines," and "If Colorado is on the cusp of transforming itself, what will it take to get there?"

The 1998 AIA Colorado Design Conference at the Camp of the Rockies in Estes Park Oct. 23-25, will not only be educational and inspirational, but it will be entertaining. The David Taylor Dance Theatre is scheduled to perform Friday night, Oct. 23, followed by star gazing with astronomers around a campfire. Here is an example of who will be at the 1998 Design Conference,

followed by a tentative schedule. For more information or to register for the conference call AIA Colorado at 800.628.5598.



◆ Frank Miller—Director of information systems and communications at Marshall Erdman and Associates, Inc.,



in Madison, WI. This 800-person firm specializes in the design, engineering, manufacturing, and construction of ambulatory health care facilities. Since

[See CONFERENCE on page 14]

ARCHITECTURE STUDENTS HELP INNER-CITY CLINIC

—Gale A. Probst, RN, FACHE,
Grants and Gifts Coordinator
of Inner City Health Center

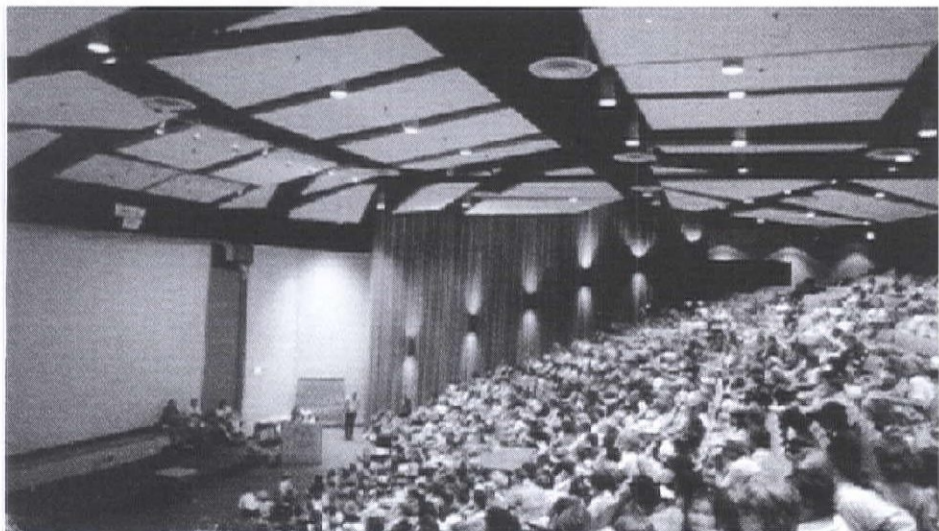
A unique architectural collaboration between two Colorado non-profit organizations has resulted in benefits to both. Students from the Architecture Department at Arapahoe Community College (ACC) in Littleton joined forces recently with the administrative staff of Inner City Health Center (ICHC) to assist in the redesign of the exterior elevations of the medical clinic's aging building. Built in the late 1950's and located in Five Points—a Denver neighborhood undergoing gradual and progressive urban renewal—the clinic's building needed a tectonic facelift.

The project was initiated by Inner City Health Center in October 1997, with a letter to the director of ACC's Architectural Technology Program, Doug Mugge, requesting assistance. The challenge was immediately accepted by John L. Fitzpatrick, architect/landscape architect and instructor for the Architectural Commercial Drawing course at ACC.

In January, before the spring semester began, Fitzpatrick met with Inner City Health Center Executive Director Jan Williams and other key ICHC staff to discuss design parameters. Students began by measuring the building. In the classroom and in homework assignments, they prepared needed architectural construction documents of the existing structure and, as a group, computer drafted the approved elevation designs, including new signs and color schemes for the exterior.

By May, students had formally presented their plans and three-dimensional models of the facility to a panel of the clinic's administrative staff. "It really gave us a good idea of what working with clients is really like," commented aspiring architectural illustrator Heather Allison after completing her presentation. "It was a terrific learning experience because it was real life."

[See STUDENTS on page 3]



Auditorium at Camp of the Rockies in Estes Park, site of the 1998 AIA Colorado Design Conference.

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Letters, articles, and comments are always welcomed. Submit your information by mail, fax or e-mail: AIA Colorado, 1526 15th Street, Denver, CO 80202, 303.446.0066 (fax), aiadenco@aol.com (e-mail). Web site: www.aiacolorado.org

PART-TIME ARCHITECTURE?

Mary Voelz Chandler wrote a letter to the editor of *Architecture* magazine and printed it in a column in the *Rocky Mountain News* on August 9, 1998. She was responding to an article written by Michael Leccese, editor-at-large, *Landscape Architecture*, who wrote about the turnaround in Denver's economy and the architectural projects it has brought. Ms Chandler's article has caused quite a stir in the architectural community.

Ms. Chandler minced no words when she made statements like, "...the city's current design environment seems so, well, foreign," or "I write about architecture when I can find it," or "However, Denver is in a boom now. There's a lot of work for a lot of people. Apparently, it's just that: a lot of work for a lot of people," or "But then there's no full-time architecture here, either," or "...architects here have not been blinded by beauty," and finally, "What becomes depressing is that while good design gets a lot of lip service here—especially from some of the planners your writer quotes—the bottom line is the bottom line. And it's hard to keep saying that again and again, since no writer wants to deal with constant frustration by sounding like the Voice of Design Doom."

Ouch!

So what about it? Is she right? Is she hitting us in those raw design nerves and making us twinge because we know she speaks the truth? Or is this just a mean-spirited attack from the Voice of Design Doom.

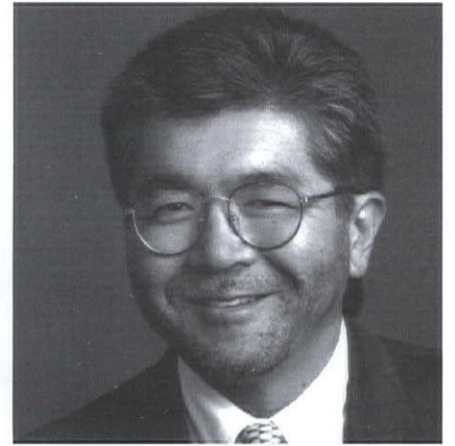
I have had an earful of both arguments. There are those who side with Ms. Chandler and insist that this economy has created greed and avarice on a high order and that architects are taking the money and running to the banks. That

our mission now is to clear the boards and the screens as quickly as we can for the next project without a concern for design or the higher good. In fact, the 1998 AIA Colorado Design Conference on October 23-25 in Estes Park will focus on this argument extensively by challenging us to "raise the bar" when we design.

Then there are those who are offended by Ms. Chandler and rush to our defense and insist that she look more closely at the architecture that is being produced in the trenches; the library and school rehabs that even she alludes to in her letter, are deserving of some attention. And if there is bad architecture, it's the clients' fault because they are the ones full of greed and avarice.

There is also the argument that design is a reflection of our culture. We design what the masses want and the masses don't have a clue about what good architecture is.

So what do you think? Where do you stand on this issue? I would like to hear the comments from the architectural masses on this one. Ms. Chandler goes on in her article accusing us of being silent on issues. Let's let her hear what we think. Write a letter to the editor of the *Rocky Mountain News* or better yet, Mary Voelz Chandler has



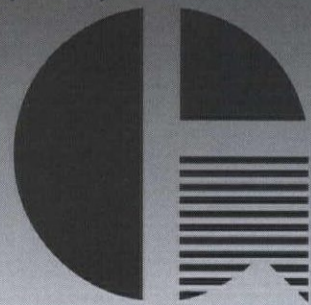
—Ron Abo, AIA

been extended an invitation to the AIA Colorado Design Conference to be on a panel that asks, "Why don't the magazines believe any real architecture occurs between LA and Chicago?"

Be there and participate and be a part of the debate. You can call, write, or e-mail me about this article at 303.830.0575, Abo•Copeland Architecture, Inc., 1600 Downing Street, Suite 700, Denver, Colorado, 80218, rka@acarch.com.

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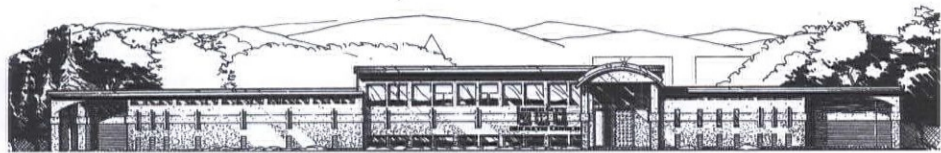
Engineers, Inc.

[STUDENTS, from page 1]

Each of the students spent approximately 140 hours on the project, totaling almost 1,000 hours. "I enjoyed working on a project that I knew was going to be built," said student Scott Suderman, who plans to join his father

Next Step: Contractors' Bids

The next step for Inner City Health Center will be obtaining contractors' bids to establish an overall budget for the project, followed by the necessary fundraising activities and the renovation itself. ACC graduate Roland Flater



Downing Street elevation of Inner City Health Center. Sketch by John L. Fitzpatrick.

in the residential building industry. Arapahoe Community College is the only Colorado community college architecture program where students can continue their academic requirements to becoming a registered architect. A unique agreement with the University of Colorado at Denver's (UCD) nationally accredited architecture program allows students to transfer to UCD. This agreement was made in 1996 between Doug Mugge, chair of ACC's Architecture Department and Mark Gelernter, associate dean, UCD School of Architecture and Planning.

Inner City Health Center, a private, volunteer-based, not-for-profit medical clinic founded in 1983, provides medical and dental care and counseling services to individuals who have extremely low incomes or who are medically uninsured. All of the doctors, and all but one of the dentists, are volunteers. Last year, the clinic recorded over 14,000 patient visits from individuals living in over 100 zip codes in the Denver metropolitan area.

"I felt privileged to be able to contribute a little to the clinic," said student Samala Stanchfield. Fitzpatrick added, "Gaining actual work experience is of immense value to an architecture student. Helping Inner City Health Center has not only benefited our ACC students in expanding their architectural skills, but has given each of them a real sense of community."

enthusiastically began the next step by volunteering to prepare a preliminary materials estimate for the clinic. "The process will continue as it began—by asking for help," stated Executive Director Williams. "Because Inner City depends upon the generosity of volunteers, foundations, and corporations for much of its support, additional donations of services or support would allow us to spend our limited resources on providing health care for the low-income and uninsured individuals we serve. This project is not only important to the clinic, it will also help improve our neighborhood."

The Denver neighborhood where Inner City is located is undergoing gradual and progressive urban renewal, thanks in part to an active neighborhood association and benefits of Colorado's enterprise zone program. In 1977, Inner City Health Center was designated a Enterprise Zone Contribution Project, which allows Colorado tax credits for donors of money or in-kind services (such as professional architectural or contracting services) to the clinic.

If you want to help Inner City Health Center finish what the architecture students at Arapahoe Community College have begun, and participate in the tax benefits available to Enterprise Zone contributors, please contact Jan Williams at 303.296.1767.

TO THE EDITOR:

I read the recent letter by Mary Voelz Chandler in the *Rocky Mountain News* with great interest. It was not so much the content of her message that struck me as it was the effect of her article. It created controversy and conversation.

In this busy time, we can become so absorbed in our work that we forget the world is watching. As one of the most respected professions, we are also one of the most silent.

Even in our own newsletter we tend to be silent and non-controversial. Most of the articles in this newsletter have in the past lacked the spirit and spark I believe we would all enjoy. The profiles of architects are great but, this is a great venue for dialog. Part of the reason we all belong to this organization is for conversation. I'm ready for some lively conversation!

While I have your attention, I believe we are also missing a great opportunity for education. Why can't articles provide credit for LUs? The AIA continuing education deadline is fast approaching and a huge number of members are shy of their required LUs. Perhaps advertisers in this newsletter would be willing to share their technical educational data in the form of articles that could qualify for AIA LUs.

What a perfect way to reward advertisers for their support—with our attention! A questionnaire and form at the end of the article to be completed by the reader would provide AIA Colorado with necessary records for processing LU registration.

—Cheri Gerou, Assoc. AIA

MEMBERS IN THE NEWS

Bruce Larson, AIA, and Peter Incitti, AIA, are pleased to announce the opening of their firm, **Larson Architects**.

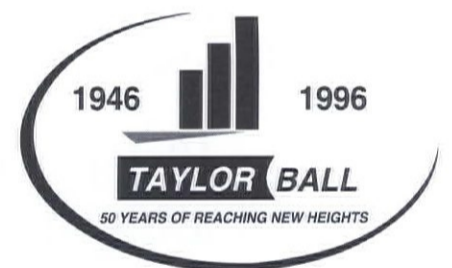
Scott Rodwin, AIA, joined **Garth Braun Associates** as job captain.

David L. Gundersen, AIA, joined HDR Architecture Inc. as director of advanced technology for its Science and Industry Program.

Turner Construction Company moved its offices to 1873 South Bellaire Street, Suite 1200, Denver, 80222. Phone and fax numbers remain the same. The former offices serve as headquarters for the Turner/Empire/Alvarado team, involved with the proposed stadium for the Denver Broncos.

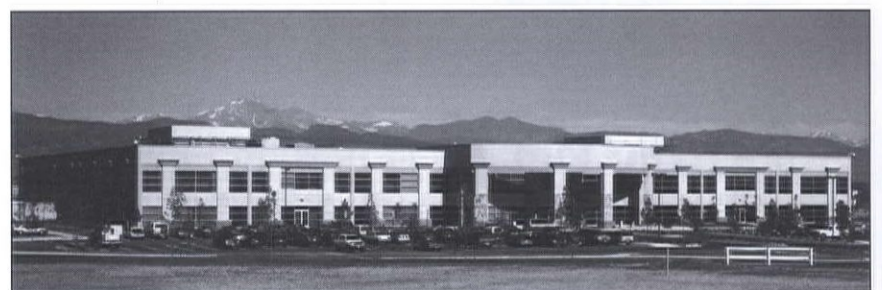
LETTERS POLICY

The *Colorado ARCHITECT* welcomes all letters. Letters must be signed with name, street address and daytime phone number. The opinions expressed do not necessarily reflect those of the AIA Colorado Board of Directors or its membership.



Hazel Gates Woodruff College, University of Colorado at Boulder

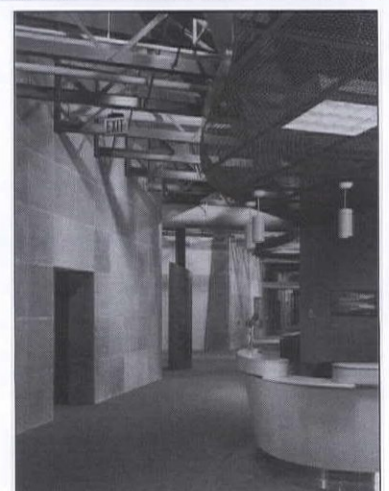
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CONTINUING EDUCATION OPPORTUNITIES

AIA Denver Fall Breakfast Series to start Oct. 6

Running each Tuesday at 7:00 a.m., from Oct. 6 through Nov. 24, AIA Denver hosts its Fall Breakfast Series at the Denver Design Center, 595 South Broadway Street. This season's theme is set to Hollywood's magical movie world as it relates to Denver's architecture. Topics range from Y2K to Denver's economic forecast, with the leading experts in each field as your speakers. Reservations must be made no later than one week prior to each seminar. Cost is \$13 for AIA members, \$30 non-members, \$9 associates. Students are free. Each lecture is worth up to four LU's. For more information or to make reservations, call 800.628.5598.

Architectural Woodwork Institute to Hold Roundtable

The Colorado Chapter of the Architectural Woodwork Institute invites architects and designers to take part in a round table discussion with a panel of woodworkers and architects/designers entitled "From Documents to Successful Completion." The roundtable includes displays of the latest architectural woodwork materials and technology. It will be held Thursday, Nov. 12, 4:30 p.m., at

Diversified Millwork Inc., 3556 Quentin St., Aurora. The cost is \$20 per person and includes dinner and beverages. For more information call Bruce King at 303.791.9003 or Gordon Graham at 719.442.0011 or 800.814.4427.

SDA Hosts "Y2K: The Technical View"

The Society of Design Administration (SDA) is offering AIA and SDA continuing education units for "Y2K The Technical View." The program will be held on Oct. 21 at the Denver Design Center, 595 South Broadway Street. Dinner and networking is at 5:30 p.m., and the program starts at 6:00 p.m. Cost for AIA, SDA, ACEC, and ASLA members is \$20, and \$25 for non-members. Call Sally DiSciullo, SDA/C for more information or to make reservations at 303.282.9411.

How to Fulfill Nearly All Continuing Education Requirement: Attend the 1998 AIA Colorado Design Conference

Attendees of the 1998 AIA Colorado Design Conference will not only be inspired by outstanding speakers and breakout session, but they will earn at least 22 LUs, and as many as 35. Some of the acclaimed speakers you will hear at the conference are:

- ◆ **Christo and Jeanne-Claude**—Environmental artists whose projects are of massive scale. They are

working on "Over the River, Project for the Arkansas River, Colorado."

- ◆ **Donna Dewey**—Co-owner and executive producer at Denver-based Dewey-Obenchain Films. Filmed in Vietnam, her "A Story of Healing" won the Academy Award this year for Best Documentary Short.
- ◆ **David Carson**—New York graphic designer who revolutionized graphic design with his cutting-edge work for such publications as *Ray Gun* magazine.
- ◆ **Susan Szenasy**—Editor-in-Chief of *Metropolis*, a monthly magazine of design, architecture, and urban issues published in New York City and distributed nationally.
- ◆ **Frog Design**—World-renowned German industrial firm whose products and designs include work for major corporations worldwide.
- ◆ **Frank Miller**—Director of Information Systems for Marshall Erdmann & Assoc. in Madison, WI. His firm is involved in the vertical integration of modular manufacturing construction, urban planning, design, furniture, and art.
- ◆ **Murray Ross**—Artistic Director of Theaterworks and professor of drama at the University of Colorado, Colorado Springs.
- ◆ **David Taylor Dance Theatre**—Founded by David Taylor in 1979, the troupe remains Colorado's only professional contemporary ballet company.
- ◆ **Drs. Stephen Little and Irene Little-Mapenin**—Involved in teaching undergraduates for the past 30 years, they have published numerous scientific papers dealing with the evolution of the stars.

Please see related article on page 1.

A.S.I.D. CEU Fall Conference

A.S.I.D. CEU fall conference will be held Fri. and Sat., Oct. 16-17 at the Oxford Hotel, 1600 17th Street, Denver. Topics to be discussed include "Dare to be a Different Designer," "Million Dollar Marketing," and "Defining and Selling Value." For cost and registration information call the A.S.I.D. offices at 303.292.2024.

1999 AIA COLORADO BOARD OF DIRECTORS ANNOUNCED

AIA Colorado congratulates the successful candidates for the 1999 Board of Directors:

President-elect: Steven K. Loos, AIA
Secretary: James A. Cox, Jr., AIA
Treasurer-elect: James R. Morter, FAIA
Associate Director: Andrea Nicholl, Assoc. AIA

These individuals join continuing Board members:

Ned White, AIA, 1999 President
Saundra Spaeh, AIA, 1999 Treasurer
and new local chapter Directors:

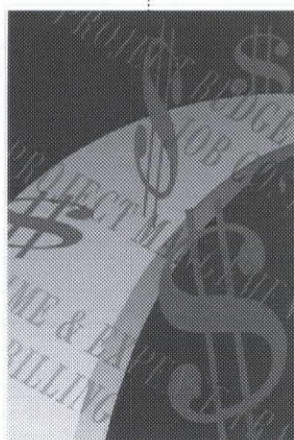
Jim Paull, AIA, Denver
Rebecca Spears, AIA, North
Marvin Maples, AIA, South
Skip Doty, AIA, West

Ron Abo, AIA, will continue as Past President. Dean Patricia O'Leary, AIA, University Director, will continue to serve on the Board, as will Executive Vice President, Joseph M. Jackson, Assoc. AIA.

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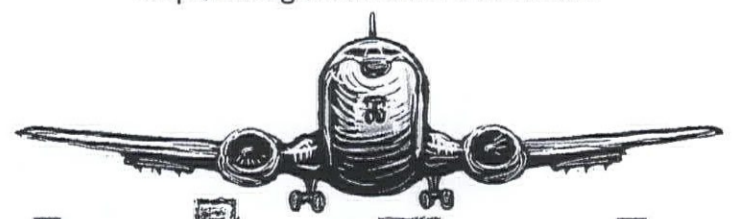
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Lines & Columns

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STRUCTURAL ENGINEERS ASSOCIATION OF COLORADO COMMITTEE ANNOUNCEMENT

—Paul Irwin

It is my pleasure to announce the reactivation of the structural engineering / architecture committee (SEAC). The struc/arch committee's mission is to improve the working relationships between engineers and architects. I envision this committee helping to further the potential of both fields by providing a place where architects and engineers can explore new ideas in form, structure, and practice, while a finding ways to make these new ideas a reality. The committee will initially focus on three areas:

Communication

Evaluate our current methods and determine what steps to take toward creating a professional atmosphere more conducive to an open and efficient exchange of knowledge.

Structures

Seek out inspiring examples of our art, study them, and find out how to incorporate the lesson's learned into our own practices.

Education

Organize a seminar during which engineers and architects teach each other about their respective profession.

Our first meeting is scheduled for October 20th at 6:00 p.m. The location will be at J.R. Harris & Co., 1580 Lincoln St. Suite 550, Denver. I strongly encourage anyone with a passion for improving the quality our built environment by uniting structural engineering and architecture to attend this meeting and share your ideas.

Please contact me at 303.860.9021 (phone), 303.860.9537 (fax), or e-mail: jrhharris@ix.netcom.com if you want to join the committee and/or attend the first meeting.

CREATING A FESTIVAL

—Duane Boyle, AIA

The best in sports architecture (at least one of the best anyway) that I have seen was the 1984 Olympics in Los Angeles. It was not the buildings; most of them were already there. It was not the city, even though LA is a mecca for avant-garde design. It was not the people. Eliminate the cultural show and they are not that much different than anywhere else.

When I think of sports architecture I think of buildings, swimming pools, running tracks and tennis courts. Of course I also think of baseball and football stadiums, since the design of those structures has become a major source of income for architects and since those projects are so large they can impact the urban fabric of any city. But I think, from a perception standpoint, that this is mostly secondary.

I think there are several important elements to organized sports. It is competitive between individuals or teams. Someone has to watch. There is usually some sort of stage for the show. And a sports event is a destination event.

My point is that sports events should be filled with excitement for the participant and also the spectator. It should be a festival and the entire environment should build in anticipation of the festival. Its owners, planners, and architects can best do this with a comprehensive look at the venue. Although not a sports venue, a good example is Walt Disney World's signage program. As soon as one enters the Disney property, multicolored, dramatically design signage leads the guest to each theme park where the storyline expands via architecture and landscaping. It is comprehensive, utilizing every media possible to build excitement. It is easy for

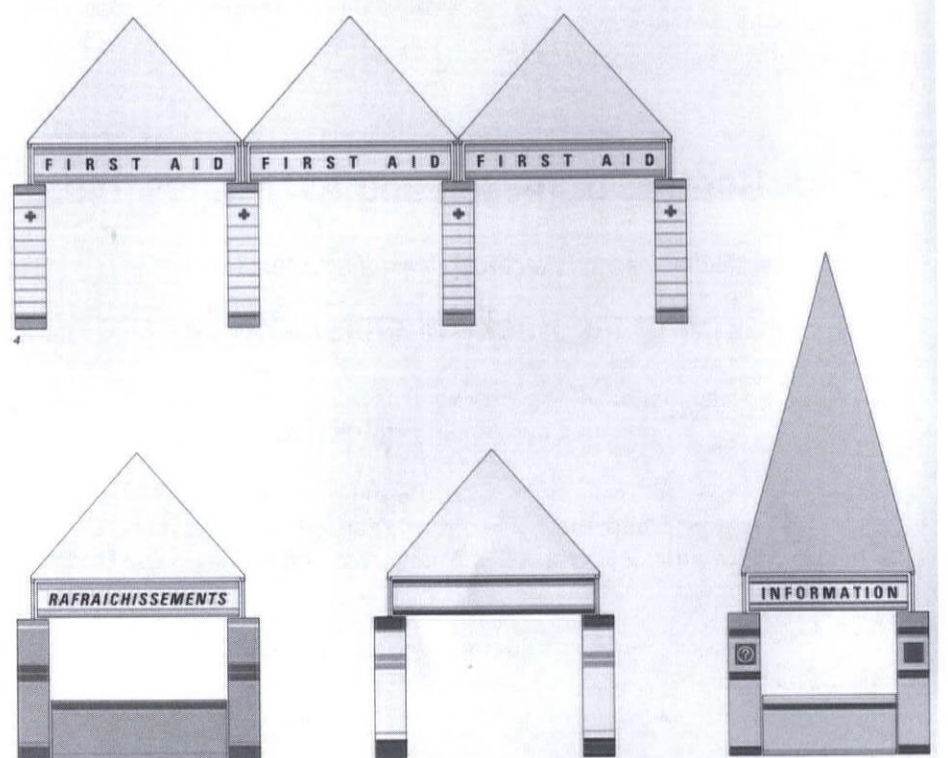
Disney to do since it is already a theme park where everything feeds off a storyline.

No one has ever done a better job of creating a festive environment than the Los Angeles Olympic Organizing Committee. They orchestrated what was to become known as 'The Look' of the '84 games. The design team included architects, graphic designers, landscape architects, media consultants, marketing consultants, and image consultants.

Under a mandate to make a profit on the Games instead of losing money like previous Olympic venues had, the Committee and its design consultants had to think of innovative ways to use materials. Since there was little new construction done related to the games, architecture in a traditional sense was not a player. The question was how to create a consistent look at venues scattered across the city, and at the same time, create a sense of excitement while using existing facilities of various style.

It looked to me as though the palette of material consisted of hollow core doors used as kiosks and directional signage, fabric as banners, flags, and extensive awnings, scaffolding used to create walls, entries, and focal points, Sonotube used as kiosks and columns, and a lot of cut out plywood. In addition, a very rigid use of colors selected by Sussman/Prejza was used throughout each venue. Colors like magenta, aqua, lavender, and vermilion ensured a bright and colorful visual environment.

[See FESTIVAL on page 6]



Graphic by Los Angeles Olympic Organizing Committee in publication #10, Design and Look of the Games.

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ATTENTION DESIGN ADMINISTRATORS: OFFICE RESOURCE HANDBOOK AVAILABLE

—Debra Massop, SDA/C

The Challenge

Managing a design firm is a challenge for the design professional, especially for the design administrator. In small firms and some large firms, the design administrator usually wears many hats: that of accountant, personnel manager, and in many cases, marketer. They have to answer the phones, take care of the designers, and usually accomplish these tasks with minimal staff and sometimes, alone. The challenge is keeping up with the ever-changing corporate world of computers, contracts, human resource requirements, and communications. The administrator must be knowledgeable in many of these different aspects of business management. The solution for design administrators can be found in one three-ring binder!

The Solution

The Society of Design Administration's Handbook for Design Office Administration is the one-stop answer. Before the publication of the Handbook, there was no one reference for information, guidelines or standards on the five areas of expertise as they relate to the needs of the administrator within a design firm. Recognizing this need, over the years the Society edited and published this manual to provide a learning tool, as well as a day-to-day reference. For the past five years, this latest edition of the Handbook has been a priority project for SDA.

In this up-to-date, 325-page, three-ring binder, you'll find answers to your office administration questions. This handbook covers five areas of design firm management: human resources, marketing, accounting, technical disciplines, and office administration. It is an essential tool for administrators, managers, and owners to have a resource focused on day-to-day questions, current trends, and changes in the business of managing a design firm.

If you are new to the industry, or if you are a seasoned veteran, you know how

unique the design industry is. Don't wait a moment longer. Order your reference tool now—the Society of Design Administration's Handbook for Design Administration!

Order the Handbook

The Handbook for Design Office Administration can be ordered through Judy Ferguson, SDA/C, c/o Cooper Carry, Inc., 3520 Piedmont Road NE, Suite 200, Atlanta, GA 30305, 404.237.2000 or Fax 404.237.0276; e-mail: judyferguson@coopercarry.com. The cost is \$100 for SDA members and \$150 for non-members.

About the Society of Design Administration

SDA was founded in 1959 by five architectural secretaries when they got together to discuss the inherent problems of managing an architectural firm. Three name changes and 39 years later, the Society of Design Administration has grown to more than 37 chapters throughout the United States and Canada, with more than 800 active members. The SDA mission statement is: to promote the exchange of ideas and to educate its members in the related disciplines of design firm administration. SDA affects the design profession by offering its members educational/training seminars, publications, monthly chapter programs, professional networking with other design administrative staff, and regional and national conventions. To encourage career growth and excellence, the designation Certified Design Administrator (SDA/C) is awarded to members who fulfill the prescribed requirements of experience and abilities.

For membership information on SDA contact Debra Massop, SDA/C at Barker Rinker Seacat Architecture, phone - 303.455.1366 or fax 303.455.7457. Please visit our national website at www.sdaadmin.org for more information on the organization and for continuing education information such as convention schedules, certification, and education.

[FESTIVAL, from page 5]

But the comprehensive look went beyond a color scheme and included symbols, pictograms, typeface, tents, site furniture, disposable plates and cups, and all published material. An overall set of implementation standards guided the use of material and color.

I wrote this article because there is much more to creating an environment than just a building. In sports facility

design, there is probably more opportunity to create an overall themed environment than in any other type of facility (except theme parks of course).

We see this with sports bars—the new ESPN restaurants being a great example. Most times the client is satisfied with a banner here and there and some theming on the interior of the building. I think it takes more than that to create a festival of sport.

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BEYOND BEDS, WEIGHTS, AND HOOPS: HOSPITALS TEAM WITH FITNESS CLUBS AND SPORTS TEAMS TO CREATE INTEGRATED CENTERS

—Doni Visani
 Ohlson Lavoie, LLC

“**T**hemeing,” “infotainment,” “resorting,” “eatertainment,” “disneyfication”—these are words that you won’t find in the official language dictionaries. However, to certain entrepreneurs and developers, these buzz words are an attempt to describe a new way of packaging ordinary life experiences into something extraordinary.

The simple act of eating or drinking has become, in certain places, an “event” with tropical themes, Internet access, and books available just as easily as the hors d’oeuvres. Similarly, purchasing a sweater or jacket is no longer restricted to a store with only aisles and shelves. Instead, you can buy clothes or hardware at a shopping resort or test your sporting gear on a climbing wall within the store, right next to the ubiquitous coffee kiosk.

As new combinations of different life experiences proliferate within our culture it shouldn’t be surprising that the simple act of exercise is no longer about just increasing one’s heart rate and gaining muscle tone.

During the last ten years, there has been an explosion in the development of medically affiliated fitness centers

PLAN TO ATTEND THE AIA DENVER AWARDS GALA ON NOVEMBER 7TH

It’s dusk, 7 November, the air is crisp, the evening electric. You feel good—you look good. As you enter, a soft melody floats over the crowd. A mellow glow fills the ballroom. The waiter hands you a drink. From the balcony, you gaze to the dance floor below. Meticulously set buffet tables bursting with food—the aroma excites your senses. Ahh!

Suddenly you notice the music has stopped, the entire room has turned its attention to you—with their glasses raised in your direction you humbly nod your recognition.

Now that we have your attention, please join your fellow architects, sponsors, and the construction community in celebration of Denver’s



photo: Randy Lavoie

Combining the state-of-the-art electronics and equipment with outdoor themes, a normal workout is transformed into a pleasurable social experience at the RDV Sportsplex in Orlando, FL. Architect: Ohlson Lavoie Corporation.

that are transforming the health club industry from its “body-building and aerobics” image into a new model for fitness. Facilities to house this new generation of health clubs are sprouting up throughout the country with project names that are “buzzwords” in their own right and that seek to describe their mission and differentiate

themselves from their weight-gym predecessors. These centers have names with words such as “lifestyle,” “health,” and “wellness.” The Lifestyle Center, TriHealth Fitness & Health Pavillion, Lake Forest Institute for Health and Fitness, and WellBridge are a few examples of the names of these facilities.

What these project names are trying to describe is a center that integrates traditional fitness activities with traditional medical activities in a non-traditional way. Exercise machines, pools, aerobics, gyms, sport courts, and locker rooms co-exist with orthopedics, sports cardiology, physical therapy, occupational health, physician exam rooms, cardiac rehabilitation, and alternative medicine. This combination is creating a new way of doing business for the fitness industry—and for hospitals.

A little background may be helpful

The preventative and recuperative health benefits of exercise have long been well known and accepted in our culture; doctors have for years prescribed a regular program of exercise as a way of improving the long-term physical and mental health of their patients. In 1996, a report of the

architects and their designs. The 1998 Denver Awards Gala promises to be an evening of good food, good company and great design.

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[See WEIGHTS on next page]

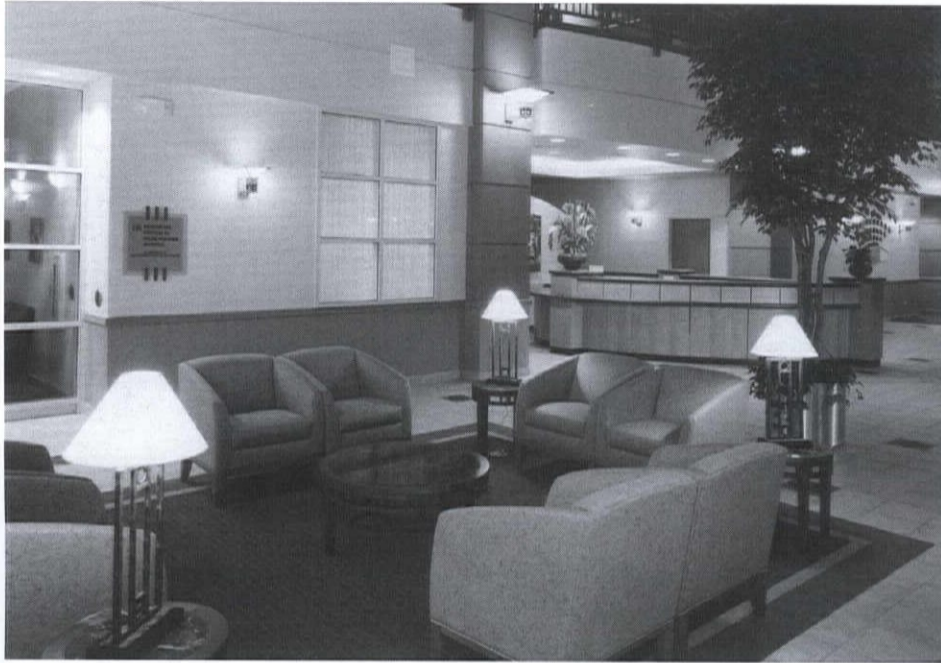
[WEIGHTS, from page 7]

Surgeon General stated, "Regular physical activity improves health." Yet it has been only in recent years that a majority of primary care providers have started to fully integrate fitness into a lifestyle program. In retrospect, it is remarkable how long it took the medical establishment to embrace this basic fact of life wholeheartedly and to translate that acceptance into bricks and mortar.

The catalyst for this change was, among many factors, the realization by

hospitals, insurance companies, medical practitioners, and HMOs that they could capitalize—and not only financially—on prevention. The medical industry has been slowly realizing that they are not only in the business of treating the "sick," but in keeping their communities "well."

This renewed interest in prevention is evidenced by the entry of health-care providers into the fitness business. Hospitals in particular have seen this as an opportunity to expand their mission in various ways. They see hospital-affiliated fitness centers as a way of building valuable community ties (even with



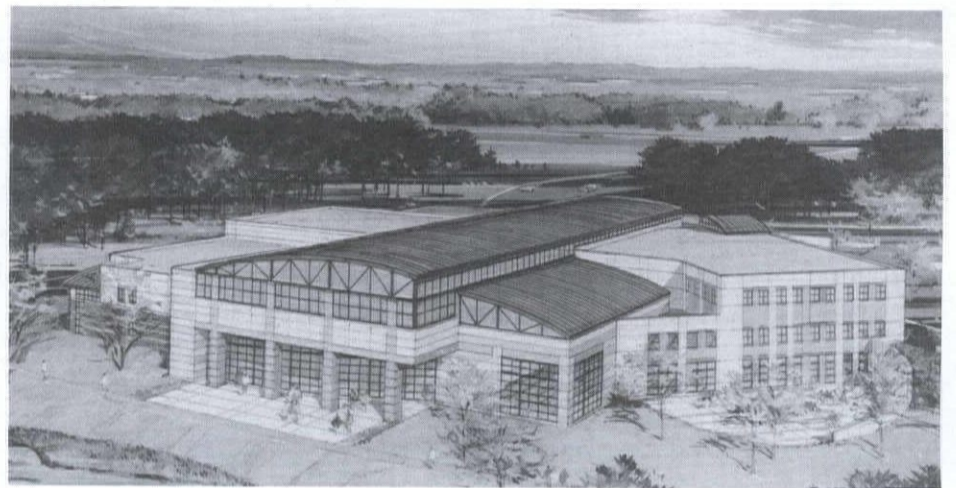
The lobby of Highland Park Health and Wellness Center in Buffalo Grove, IL greets and directs club members, as well as making a comfortable waiting area for clinical visitors. Careful attention to color, details, and fixtures is paid to ensure a feeling of well being. Architect: Ohlson Lavoie Corporation.



The openness of this pool area enhances the many water activities possible. Alongside a four-lane lap pool and co-ed whirlpool, the warm water therapy pool caters to the needs of the clinic users at The Loyola University Center for Health & Fitness in Maywood, IL. Architect: Ohlson Lavoie Corporation.

photo: Brian Fritz

photo: Brian Fritz



Earth tones and glass make the 350,000 square foot HealthPoint facility in Waltham, MA settle into its surroundings. The outdoor patios, pools, and running paths integrate indoor and outdoor usage while taking advantage of natural surroundings. Architect: Ohlson Lavoie Corporation.

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people who don't need hospital care); directly integrating fitness into the care equation; reducing costs, preparing for new health insurance realities; generating revenues, and enhancing their images.

On the other hand, the benefits to the fitness industry from the association with hospitals have been an increase in

credibility and the ability to provide more services to members that go beyond mere exercise into categories of lifestyle activities. Members of these facilities can count on the experts and classes on nutrition, cardiac health, obesity, meditation, yoga, physical therapy, and sports performance. This tie-in with hospitals therefore increases membership sales and retention—critical

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components to the viability of for-profit fitness centers—to a new population of members who are not traditional club joiners.

This new combination of fitness clubs and hospitals is such a financial and lifestyle success that those hospitals and fitness clubs who have not initiated associations with each other have started to find themselves at a disadvantage in the health-delivery marketplace.

If this type of facility is gaining popularity and is becoming standard, what would it take to up the ante? The answer is to combine yet another life experience into the mix: that of the professional sport team.

Two new centers—the RDV Sportsplex in Orlando, Florida and HealthPoint in Waltham, Massachusetts—are attempting just that.

This is the birth of a new business niche where fitness clubs, hospitals, and professional sports teams discover they have a lot to offer each other. The RDV Sportsplex combines a health club with a practice facility for the Orlando Magic professional basketball team and the Orlando Solar Bears hockey team in a facility that also has clinically based treatment areas. The hospital increases its visibility as the healthcare provider to the Magic, while developing a patient base among fitness-club members. On the other hand, the professional teams can practice in a state-of-the-art facility with immediate access to rehabilitation and sports performance resources.

Currently under construction, HealthPoint will combine a fitness club and hospital clinic with the coaching offices and practice facility of the Boston Celtics. Scheduled to open in the spring of 1999, it will become the standard for these types of facilities. Having practice facilities in the same building as coaches' offices would seem natural, but it's a rarity in the NBA. What HealthPoint provides the Celtics is an inviting space for team building, the intangible benefits of building a relationship between coaches and players, and an upper hand in the competition for free agents.

The benefits of sharing facility areas among different users are tremendous. However, this cross utilization has a huge impact on the design and planning of these facilities. The name of the game is integration, ensuring that every club member is exposed to the presence of the health care provider and every clinic patient is exposed to the fitness lifestyle. Adding to that, every visitor to the building will be immersed in the tradition and presence of the Magic or Celtics. The planning challenge is thus to make all these experiences compatible.

Whatever the new buzzword to describe these fitness/clinical/sports facilities becomes—don't expect to find it in your Webster's any time soon.

1998 COBRA AWARDS ...

Look for call for entries in your mail this month!

ON THE BOARDS

Sink Combs Dethlefs to design several new sports facilities

Sink Combs Dethlefs of Denver was recently hired as design architect by the Village of Schaumburg and the Schaumburg Park District to design the city's new \$8.5 million baseball park for an unnamed Northern League team, in Schaumburg, IL. The facility will support 5,000 fixed seats, 2,000 lawn seats, and 15 luxury suites.

It will have additional amenity spaces including a playground, picnic area, corporate sponsorship area, separate section for tents and banquets, and a novelty store and ticket office with year-round access. The project is scheduled for completion for the 1999 baseball season.

Sink Combs Dethlefs was also selected as the sports design architect for the new Manitoba Moose Arena in Winnipeg, Manitoba, Canada. The arena will be home to the Manitoba Moose hockey team, a member of the IHL, but will also host a wide variety of sports, entertainment, and cultural events for the city and surrounding areas. The arena will support 11,000 seats for hockey, with total seating capacity of 12,500 for other events.

The Colorado Rapids Training Facility in Westminster, CO, will also be designed by Sink Comb Dethlefs. The 5,200 square foot facility for the professional soccer team will include coaches' offices, a team meeting room, a locker room, sports medicine area, and an equipment room.

Anderson Mason Dale to work on Colorado College's Proposed Arts Complex

Anderson Mason Dale, a Denver-based architectural firm, has been selected as the executive architect of the Colorado College's arts complex and will oversee construction. Slated to house a theater, the college's film and video programs, a recital hall, gallery space, faculty offices, and high-tech classrooms, the 60,000-square-foot center will be arranged in a way that draws upon Colorado Springs' stunning view of Pikes Peak. Internationally renowned architect Antione Predock has been retained to design the arts complex.



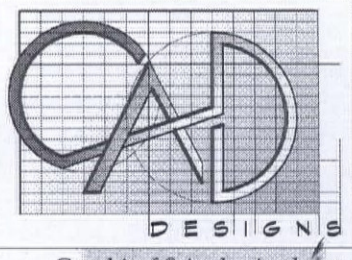
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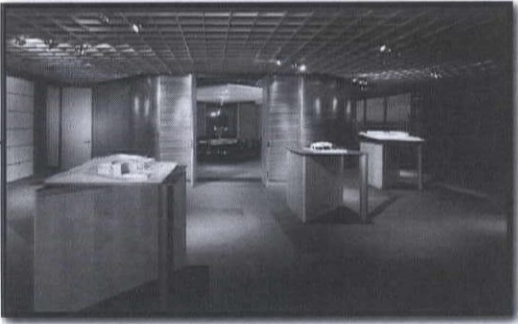
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AIA DENVER MEMBERSHIP FORUM #3 A HIT!



AIA members listen as Hensel Phelps tour guide explains the Pavilions project.

AIA members had a unique opportunity in July for touring the Pavilions project on the 16th Street Pedestrian Mall. More than 45 member architects came on a brown bag lunch hour tour to hear the contractor, Hensel Phelps, explain the development and the architectural design for the massive public project. Designed by a Seattle architect, Pavilions spans two city blocks in the heart of downtown Denver and is scheduled to open this month. The city mall features a 12-screen United Artist movie theater, Nike Town, Virgin Records, Hard Rock Cafe, and a host of upscale retail stores.

ARCHITECTURE AND SUN: SOLAR EXTERIOR SPACES

—Richard L. Crowther, FAIA

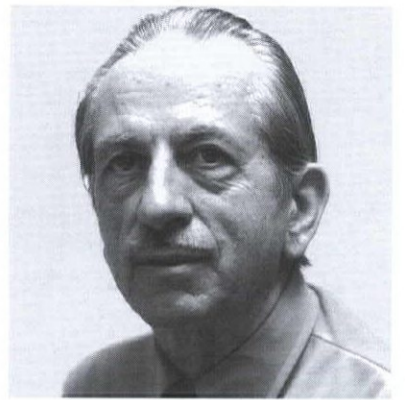
This is the last of a three-part series.

Exterior spaces, courtyards, patios, terraces, verandas, balconies, roof gardens, and enclaves adroitly planned can extend seasonal use by welcoming the radiation and warmth of the sun in winter and benefit of shade in summer.

Land forming, landscaping, and outdoor structures designed as integrative elements of architecture can serve well through extended seasons of sun and climatic change for effective outdoor space use. The abovementioned types of outdoor space can relieve indoor space use, act as a vitalizer, provide contact with earth and sky, and fulfill appropriate space need and functions.

Escape from "indoors" can be a psychological and physiologic uplift. Primary issues are solar and microclimatic benefits within reasonable comfort, while protecting from physical and sensory excess as well as items that can suffer from solar intensities, inclement weather, and climatic anomalies.

With discretionary shade to protect the skin from solar ultraviolet radiation, outdoor living, dining, and relaxing can be delightful and stress reducing. Outdoor gatherings, meetings, and activities can add a stimulating dimension to life. The sun plays a major role as to season and time of day. At times, it can be welcomed, but at others, too intense or intrusive. Within limitations,



the sun's radiation can be beneficial, but with our planet's declining ozone layer, can cause skin cancer. High altitudes present a higher skin cancer risk.

Architecture acquires a solar dimension as it affects outdoor space. Architecture can with partially, fully, permanent, or optimal movable covering, protectively optimize outdoor space use.

Institutional, commercial, and residential planning of solar opportunities can enhance internal and external functions. Ecologic solar design need not be limited by boundaries of the architectural envelope.

The Bottom Line

The greater the extent that solar energy can serve architecture directly, the more an ecologic and biologic harmony is ensured. This maxim equates with each specific architectural concept. Whether an individual home or building, or a sustainable community, optimal use of the sun's energy should be a primary design objective.

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12:00 - 2:30 pm

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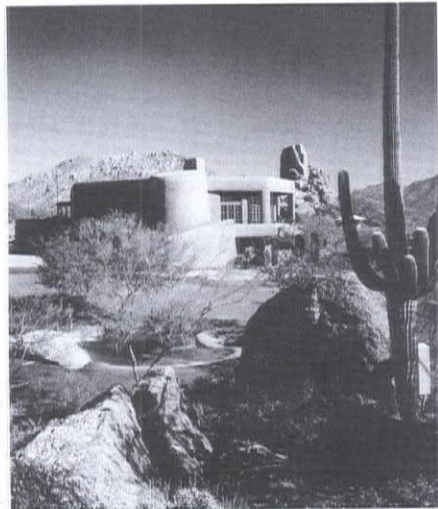


photo: A.F. Payne

The Desert Highlands Clubhouse in Scottsdale, AZ was ranked by Golf Magazine as the Third Best Clubhouse in the World. Architect: William Zmistowski Associates Architects.



photo: Gabriel Benzur

The Oregon Golf Club in Portland. Architect: William Zmistowski Associates Architects.



photo: Tyler Fotograf

An interior view of the Golf Club of Oklahoma in Tulsa. Architect: William Zmistowski Associates Architects.

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—Jeff Fossum

William Zmistowski Associates, LLC

William Zmistowski Associates, LLC (WZA) specializes in the design of resort and hotel properties; golf course developments; clubhouses; and interiors for resorts, private clubs, golf courses, and residential communities. WZA offers full architecture, master planning, interior design, renovation, programming, and design consulting services to clients. The firm has designed more than 90 clubhouses and 40 clubhouse interiors worldwide and is involved in 18 clubhouse, resort, and hotel projects coast to coast.

Club, hospitality, and golf development design, technical requirements, and construction are unique and WZA offers proven ability in the design of outstanding clubhouse facilities. Its commitment to world-class design excellence has earned it international recognition and design awards. WZA's design work has been featured in many publications.

Continued success in providing the right design solution, as well as dedication to clients' budgets and schedules, has meant a steady growth for the firm. The firm's clubhouse for Desert Highlands Golf Course in Scottsdale was ranked the Third Best Clubhouse in the World by *Golf* magazine.

- ◆ Scottsdale
- ◆ Legacy Ridge Golf Club (Hills) Westminister, CO
- ◆ Buffalo Run Municipal (Foster) Commerce City, CO
- ◆ The Country Club at Castle Pines (Nicklaus) Denver, CO
- ◆ Olympic Country Club (Dye) Tokyo, Japan
- ◆ The Classics at Lely Resort (Player) Naples, FL

Notable resort hotel, spa, and clubhouse projects include:

- ◆ Lake Placid Resort—Lake Placid, NY
- ◆ East Sussex National Conference Resort Hotel & Spa—Little Horsted, East Sussex, UK
- ◆ Ocean Dunes Resort—Perth, Western Australia
- ◆ Marina Hotel and Yacht Club—Marco Island, FL

Current projects include The Country Club at DC Ranch in Scottsdale, condominiums at The Broadmoor Hotel in Colorado Springs, Gaillardia Golf & Country Club in Oklahoma City for the Gaylord family, the Flamingo Island clubhouse at Lely Resort in Naples, Florida, a daily fee clubhouse in San Diego, two daily fee clubhouses in San Francisco, and three club/resort projects on Marco Island, Florida.

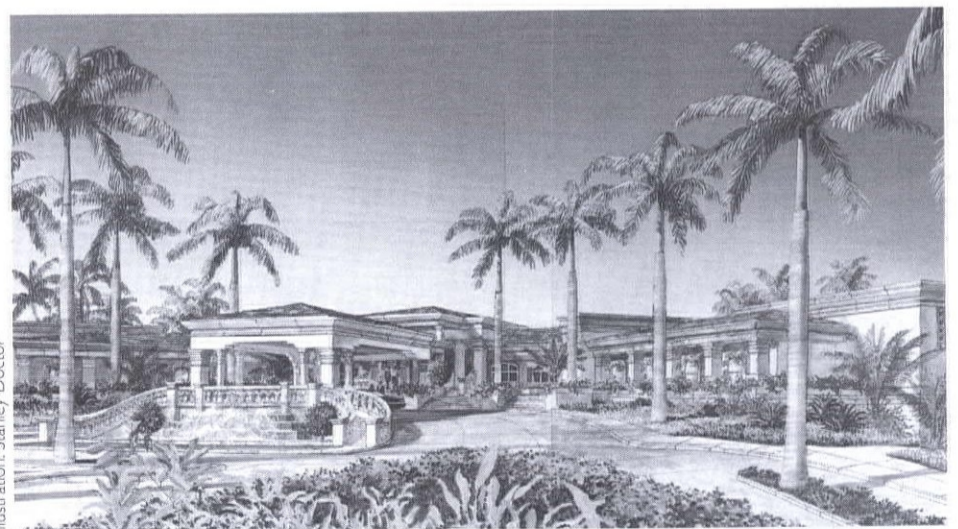


illustration: Stanley Doctor

Royal Palms Golf & Country Club in Bombay, India. Architect: William Zmistowski Associates Architects.

WZA has served many outstanding clients, including Fortune 500 companies; exclusive clubs; and successful resort, real estate, and international developers. Notable clubhouse projects designed by the firm include:

- ◆ Sherwood Country Club (Nicklaus) Los Angeles, CA
- ◆ Royal Palms Resort & Country Club Mumbai (Bombay), India
- ◆ Indianwood Golf & Country Club Detroit, MI
- ◆ Desert Highlands Golf Club (Nicklaus) Scottsdale, AZ
- ◆ The Estancia Club (Fazio)

The firm is committed to providing its clients with proven, award-winning design ability, a commitment to functional, operationally efficient design, complete services from a single firm, and extensive clubhouse design experience which hopefully, contribute to clients' marketing success, long-term operational profitability, and construction cost control. The firm's extensive, uniquely comprehensive services and design abilities are well suited for clubs requiring design excellence; proper function; and total understanding of golfers', guests', and members' needs.

SOCCER, ROLLER HOCKEY MOVE INSIDE AS PRIVATE SPORT FACILITIES GAIN POPULARITY

—Marvin Morganti, AIA
The Morganti Group

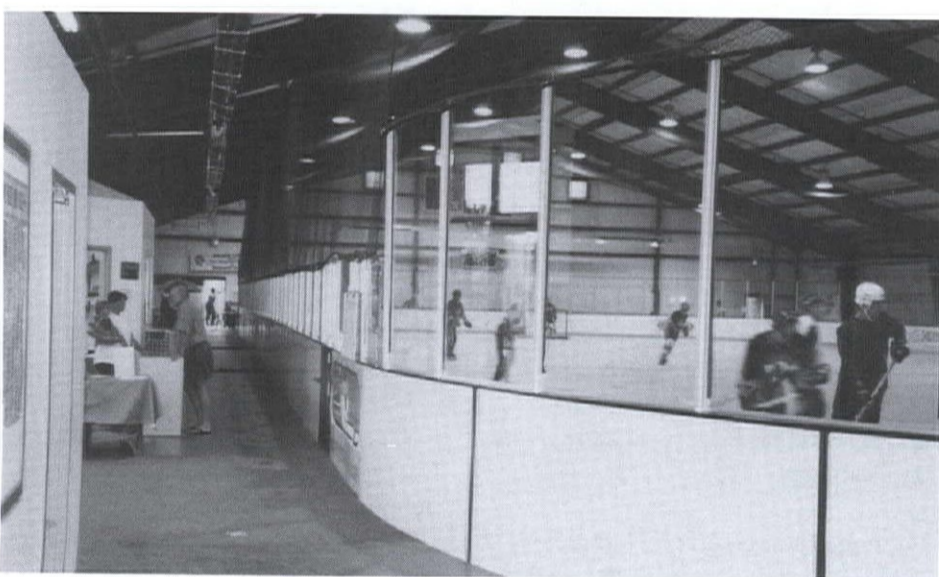
The growth along the Front Range has strained our public recreational facilities. With increasing populations, municipalities are expected to provide additional recreational opportunities in the form of parks, entertainment, and sports facilities for their citizens.

For public facilities, the process requires the interaction, cooperation, and coordination of local governments, public officials, and citizens groups to plan each facility. The extended planning and funding processes for these facilities can postpone—for several years—the construction and use of the



Outdoor and indoor views of O.D. Sports Crossing in Ft. Collins, CO. Architect: The Morganti Group.

facility. And funding for these projects requires inclusion in municipal budgets, issuing bonds, or raising funds through private donations.



An alternative to public facilities is the development of privately owned and operated recreational facilities. These facilities expand and enhance the recreational opportunities within our communities without the use of public funding, and can often be opened more quickly than similar public facilities. As with any private development, public input in planning the facility may be limited to the public portions of the normal planning process enacted by the local government. The owner assumes the risk of the project being a viable addition to the community's resources.

O.D.'s Sports Crossing in Ft. Collins is just such a private undertaking. This project is the idea of two couples with a love for playing soccer and roller hockey. They saw a need for an indoor facility in the community that would allow year-round play of these two fast-growing sports. Phase One of the project, completed in 1997, is a 23,000 square foot facility with one playing field, a spectator viewing area, a small office, and a pro shop. Now in the second year of operation, the facility is operating at capacity. An addition with a second playing field, locker rooms, offices, concessions, a Pro Shop, and a skate repair shop is now in the planning stage.

Once limited to outdoor public parks and seasonal play, soccer players are looking for year-round facilities. The young sport of roller hockey is a perfect compliment to the soccer use, allowing better utilization of the indoor facility in the summer when the soccer teams move to outdoor facilities. As the area population grows and more recreational facilities are demanded, the private sport facility market will continue to grow. The Morganti Group is currently designing similar facilities in Greeley and other communities along the Front Range.

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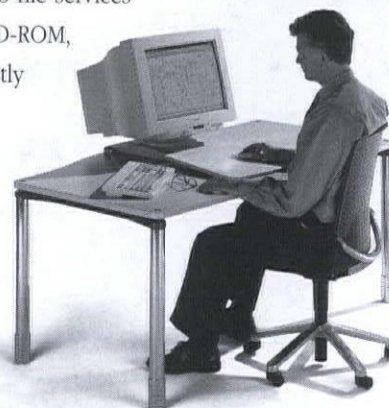
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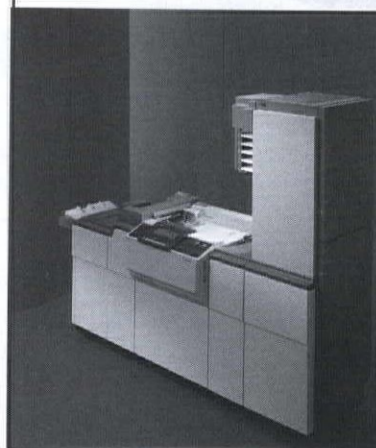
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A TALE OF TWO HATS

—John Baker, AIA
 Baker Fallin Associates

The Trustee Hat

I had the wonderful opportunity of serving on the Board of Trustees of the Colorado Rocky Mountain School (CRMS), a small private boarding school located on a 315-acre ranch in Carbondale. It is a rare school founded in 1953 by two bright and energetic educators, John and Ann Holden. The basis of their philosophy is that a well-rounded person needs an education that includes rigorous outdoor physical education, community work programs, and quality academics.

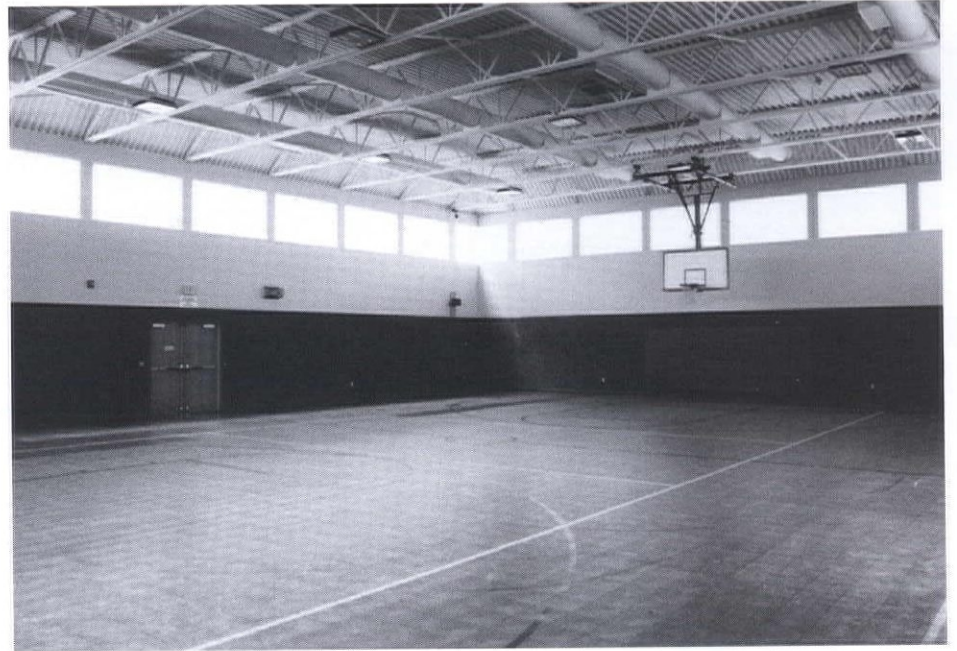
In 1988, CRMS began to expand their outdoor physical education programs in kayaking, alpine and Nordic skiing, and snowboarding to help talented student/athletes reach the highest levels of national competition. To reach that goal, some of the CRMS alumni and trustees felt that the campus needed a gymnasium—remember, the key word is outdoor.



The Colorado Rocky Mountain School gymnasium space with glass block glazing and red metal roof behind the main entry matches the color and style of the original Bar-Fork.

The school had an athletically oriented benefactor who offered a substantial matching grant to build a gymnasium. So in 1990, the fund-raising began, along with the philosophical taffy-pull between trustees, alumni, faculty, and students—are we an indoor (wimps) or outdoor (tough) activity school?

The program for the proposed gymnasium took on traditional characteristics including a competition basketball court with bleachers, shower, and locker rooms for visiting teams, weight room, training room, and a multipurpose lecture room/student lounge. The most obvious location for the new gym



The interior of the gymnasium reflects the wonderful natural light, softly diffused by the glass block.

was a spacious area of the campus among the hay fields, near existing soccer fields, directly accessible from a county road and with plenty of room for guest parking.

The philosophical taffy-pull raged on with the opponents arguing that the school was moving toward the more traditional high school programs, thus losing its unique identity and special qualities that have made CRMS so successful. By 1992, the fund-raising program had hit its high mark—not generating nearly enough to build the new athletic center and architectural centerpiece that some trustees had dreamed of. It became apparent that something else had to be done not only to make the program fit the budget, but to keep the thin string of taffy from hitting the floor.

The Architect Hat

I proposed taking a fresh new look at the project, and was asked to resign from the Board of Trustees. Fortunately, I had missed one Board meeting at which, unbeknown to me, they decided to hire me to design a new “Student Activity Center” that could be built as soon as possible within the extremely limited budget. Uh-oh!

As a trustee, I observed the intense political discussions that shaped the building program and understood the true needs of the school. After holding a couple of meetings with the building committee and conducting an all-school charrette, we developed a new program that fit the budget and brought the whole school together in support of the project.

We reduced the gymnasium to the size of a volleyball court but big enough for

small team basketball challenges. It could accommodate tennis, indoor soccer, roller-blading/hockey, skateboarding, dry-land training—you name it. No indoor team competition—no bleachers. The function of the multipurpose room was expanded to include large group student lectures, dances, aerobics, movies, and more. The shower and locker rooms were reduced substantially for use by visitors and day students only.

While looking through some old CRMS drawings, I discovered that the large building in the center of the campus called the Bar-Fork served as the student activity center at one time in the past. It includes the dining hall, book store, and post office along with several classrooms that used to be the student lounges and game rooms.

A light went on: Why not attach the new “Student Activity Center” to the Bar-Fork? This would not only make it easier for students to participate in group activities during leisure time but would liven up the center of the campus and revive the Bar-Fork as the “Student Activity Center.” The alumni jumped on the band wagon.

From that point on, the project practically fell into place. The parking lot adjacent to the Bar-Fork was the lowest point on campus, which helped keep the new roof profile out of competition with the CRMS Barn. The Bar-Fork’s mechanical room was located adjacent to the parking lot and had sufficient boiler capacity and electrical service to heat and power the new building.

[See CRMS on page 14]

NEW MEMBERS

Ted A. Hutchinson, Assoc. AIA

Patsy Ann Hawk, PA
 Bayer Corporation

[CONFERENCE, from page 1]

1951, the firm has completed more than 3,000 projects in 46 states. The firm makes construction components and techline furniture. The challenge is to design an integrated computing and communications environment for a complex, vertically integrated firm.

Miller is also an architectural computing consultant. His most recent project is the Corpus de Mosaiques de Tunisie, in Carthage, Tunisia as a team architect for a multiyear archaeological excavation of several city blocks of 4th-6th century Roman Carthage.

He was an assistant professor at M.I.T. for nine years, and focused on teaching studios combining traditional and computing tools, and sponsored research in the impact of new design computing tools on architectural design methods.

◆ **David Carson**—Principal of David Carson Design in New York City, he has been proclaimed "Art Director of the era." *Newsweek* said of Carson, "He changed the public face of graphic design." Current projects include directing and designing Microsoft's 1998 advertising campaign, and the fall/winter campaign for Giorgio Armani, including redesigning *Emporio Armani* magazine. Other clients include Mercedes Benz, MTV, and MGM Studios.

Carson's book, *The End of Print* (with a forward by David Byrne), is now in its fifth printing and is the biggest-selling design book of all time. The work featured in the book is the subject of a one-man exhibition that opened in Munich, Germany in 1995 and has traveled to Dusseldorf, Hamburg, Rome, Venice, Milan, London, France, and the U.S. The book's sequel, *2nd Sight*, is available at bookstores.

◆ **Donna Dewey**—Co-owner and executive producer at Denver-based Dewey-Obenchain Films, she recently directed and produced "A Story of Healing," which was filmed in Vietnam, and won the Academy Award this year for Best Documentary Short. The reputation of Dewey-Obenchain Films' high-quality work is backed by many awards, including Clio nominations, Tellys, and Alphies.

She has been writing, producing and directing documentaries, commercials, industrials, and theatrical films for more than 20 years. As a Denver freelance producer, agency producer, and writer, she has worked with the most

prestigious national and international commercial directors and their companies. She also gained experience as a line-producer on theatrical, industrial, and documentary films.

◆ **David Taylor Dance Theatre**—Members of the troupe will perform on Friday night, Oct. 23. The David Taylor Dance Theatre was founded by choreographer David Taylor in 1979 and remains Colorado's only professional contemporary ballet company. Taylor's background and fascination with the metaphysical and ritualistic aspects of dance has created a stunning and thought-provoking identity for the 12-member troupe. Critics have lauded the Company as "polished and emotional" and "The most ambitious troupe in town." David Taylor will also speak about his efforts to "raise the bar" within the dance community.

◆ **Drs. Stephen Little and Irene Little-Mapenin**—They will conduct star-gazing around the campfire on Friday night after the David Taylor Dance Theatre performance. They have been teaching undergraduates for the past 30 years. Steve teaches astronomy at the University of Colorado, Boulder, and has taught at several other institutions. Irene held a faculty position at Wellesley College and now does research at the University of Colorado, Boulder. Both have published numerous scientific papers dealing with the evolution of the stars. They volunteer at Rocky Mountain National Park, presenting astronomy programs to park visitors.

◆ **Murray Ross**—Founder, director, and producer of Theatreworks, a regional theatre at the University of Colorado, Colorado Springs, where he is also a professor. He has also directed more than two dozen additional major productions.

His playwriting accomplishments include *All about Love* (a musical adaptation of Plato's *Symposium*, 1997); *The Adventures of Huckleberry Finn*, adapted from Twain's novel; *Monkey Business* (a musical deconstruction of the Scopes Trial). Co-compiler and Director of *Presenting Mr. Douglass*—a one-man show with Fred Morsell about Frederick Douglass, currently on national tour.

He is the principal fundraiser for the Theatreworks Shakespeare Festival and has raised nearly \$600,000 for the festival since its inception. He has supervised continuous successful grant applications to the Colorado Council on the Arts and the National Endowment for the Humanities, which was awarded a \$300,000 grant to develop and implement a humanities core curriculum on the UCCS campus. He has also written more than a dozen theatre-related juried grant requests within the University of Colorado system.

He received the Governor's Award for Excellence in the Arts in 1994 and frequently speaks on formal topics such as "How to Save the Arts."

[CRMS, from page 13]

Plus, CRMS was considering remodeling the Student Store, post office, and restrooms in the corner of the Bar-Fork closest to the parking lot. Boom—there you have it. Got any other ideas?

Most of the CRMS buildings have been built by three generations of the same construction company, with the help of student labor. This was not a cost-saving measure; it gave students a strong sense of pride and ownership in their campus—an extension of the school's philosophy that bonds them as a community. Just ask an alum which building he or she built. The students who attended CRMS during the 1993-94 school year will take pride in having remodeled the interior of the Bar-Fork, formed footings, laid foam block concrete forms, tied reinforcing, installed athletic flooring, installed siding, and painted the exterior of the Student Activity Center.

I wish I could have gone to school at CRMS. Great academics. Great athletics. Great community activity programs. OOPS! No free time. Sounds like architectural school.

My Hat's off to CRMS!

John Baker has been a member of the AIA since 1975. John practiced architecture in Alaska for 16 years before moving to Colorado in 1988. He is president of Baker Fallin Associates, Inc., with offices in Glenwood Springs and Aspen.

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Rocky Mountain News
Mary Jo Regier, Editor

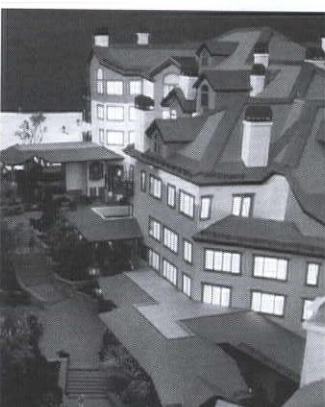
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GOVERNMENT AFFAIRS BRIEF



NEW REQUIREMENT: LICENSE NUMBER IN ADVERTISING

—Joseph M. Jackson, Assoc. AIA,
Executive Vice President

With the deletion of the derivative clause in the law, unlicensed individuals can now call themselves, for example, "architectural designers." Without the new law requiring license numbers in advertising, unlicensed individuals would have been able to advertise their services under the "architects" heading. There would have been a clear potential for conflict, had the requirement for a license number in advertising not taken effect.

A great deal of research on the part of AIA Colorado went into our decision to support this requirement. Many of you in the Denver Metro Area have recently been contacted by U S WEST, and told that your previously "free" yellow pages listing would now cost upwards of \$250 per year, due to the additional line to carry the license number. In discussions with several other states that have similar legislation in place, not once were we made aware of any other companies, such as U S WEST, who have chosen to take advantage of a state statute to generate a profit center.

The Colorado Board of Examiners of Architects discussed this issue at its August 28 meeting, and charged a subcommittee to develop draft regulations for review at the October meeting. It is anticipated that the public rule-making process will begin at this point.

AIA Colorado will continue to address this situation, both with the Board of Examiners and U S WEST. Our goal is to reduce, if not eliminate, the financial burden U S WEST has cast upon the architectural community. We will also participate during the rule-making process with the license board, to ensure the rules and regulations pertaining to the enforcement of this requirement are administered in a fair and responsible manner. Your comments in this effort are welcome ... please e-mail me at aiadenco@aol.com, or call 800.628.5598.

As you should be aware by now, the new architect's license law became effective July 1, 1998. Included in this new law are many changes and modifications to the previous law, some of them quite significant. One of these important changes is the new requirement that "any listing or advertisement by an architect in any Colorado publication shall include the Colorado license number of the architect." (CRS 12-4-115.3)

This will affect all licensed architects in the State of Colorado. The driving force behind this action was the Colorado Board of Examiners of Architects; they have responded over many years to a large number of complaints, filed primarily by other licensed architects, when unlicensed individuals and firms list their services or call themselves "architectural designers" or some other derivative in an advertisement. This has been the case predominantly in phone directory yellow pages, but in other directories, magazines, and trade journals, as well.

AIA Colorado supported this change as the license law through the sunset review process during this year's legislative session. We felt it was particularly critical, since we knew the "derivative clause" (discussed in the September *Colorado Architect*) would be amended out of the new license law.

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1998 AIA COLORADO DESIGN CONFERENCE TENTATIVE SCHEDULE

Thursday, October 22

5:30-7:00 PM—President's Reception,
Stanley Hotel

Friday, October 23

7:30 AM Registration Opens
9:00 Welcome/Introductions (2 LUs)
10:00 Keynote Speakers: Christo and
Jeanne-Claude (4 LUs)
11:30 Exhibits Open
Noon Lunch and Exhibits (opt. 2 LUs)
2:00 PM Exhibits Close
2:00 Speaker: David Carson (2 LUs)
3:15 Break
3:30 Breakout Sessions (2 LUs)
4:30 Break
4:45 Speaker: Frank Miller (2 LUs)
6:00 Break (dinner on your own)
8:00 Performance: David Taylor
Dance Theatre (2 LUs)
9:15 Break
9:30 Astronomers around the campfire

Saturday, October 24

7:00 AM Registration Opens
8:00 Welcome
8:15 Speaker: Donna Dewey (2 LUs)
9:45 Break
10:00 Speaker: Frog Design (2 LUs)
11:00 Breakout Sessions (2 LUs)
11:00 Optional Design Charette (8 LUs)
Noon Lunch and Exhibits (opt. 2 LUs)
2:00 PM Exhibits Close
2:00 Speaker: Murray Ross (2 LUs)
3:00 Break
3:15 Conference Wrap-Up: Susan
Szenasy (2 LUs)
4:15 Exhibits Open
5:15 Conference and Exhibits Close
6:30 Optional Awards Gala Reception,
Aspen Lodge
7:30 Optional Awards Gala Dinner,
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CALENDAR EVENTS

OCTOBER

- 1** AIA Denver Board meeting, 5:30 PM, AIA Offices
- 5** Denver Foundation for Architecture. 5 PM, AIA Offices
- 6** AIA Denver Breakfast Seminar, 7:00 AM, call AIA for info at 303.446.2266
- 7** Committee on the Environment meeting, Noon, AIA Offices
- 8-11** WMR Conference, Las Vegas, call 702.895.0936 for more info
- 9** Government Affairs Committee meeting, 2-5:00 PM, AIA Offices
- 13** AIA Denver Breakfast Seminar, 7:00 AM, call AIA for info at 303.446.2266
- 14** AIA South Chapter Open House, Jean Sebben Offices, call AIA for more info at 800.628.5598
- 15** Design/Build Committee Meeting 7:30 AM, AIA Offices
- 15** Design Communications Committee meeting, Noon, AIA Offices
- 16** *Colorado Architect* Editorial Board meeting, 11:00-Noon, AIA Offices
- 16** Chapter Presidents' Lunch 12-1:30, Dixon's Restaurant
- 16** AIA Colorado Finance Committee meeting, 1-2:00 PM, AIA Offices
- 16** AIA Colorado Board meeting, 2-5:00 PM, AIA Offices
- 20** AIA North Chapter Board meeting, call AIA for more info at 800.628.5598
- 20** AIA Denver Breakfast Seminar, 7:00 AM, call AIA for info at 303.446.2266
- 21** ArchiCAD Users Group, 5:30 PM, AIA Offices
- 22** AIA South Chapter Special Event/Special Guest Speaker at Colorado College, call AIA for more info at 800.628.5598
- 23-25** 1998 AIA Colorado Design Conference, Estes Park, call AIA for more info at 800.628.5598

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Industry Leaders Slated to Speak, Perform at Design Conference **PAGE 1**



Hospitals Team with Sports Teams for Integrated Centers **PAGE 7**



Good Design Yields Growth in Golf Club, Resort Markets **PAGE 11**



Soccer, Roller Hockey Move Indoors **PAGE 12**



A Tale of Two Hats... **PAGE 13**



Photo: DeCroce

Members of the David Taylor Dance Theatre—Tambre Rasmussen, Ellen Kreutzer, and Carolyn James-Arras—in "RAINFOREST," choreography by David Taylor. The troupe performs Friday, Oct. 23 at the Design Conference.

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