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HAWAII ARCHITECT

February, 1983

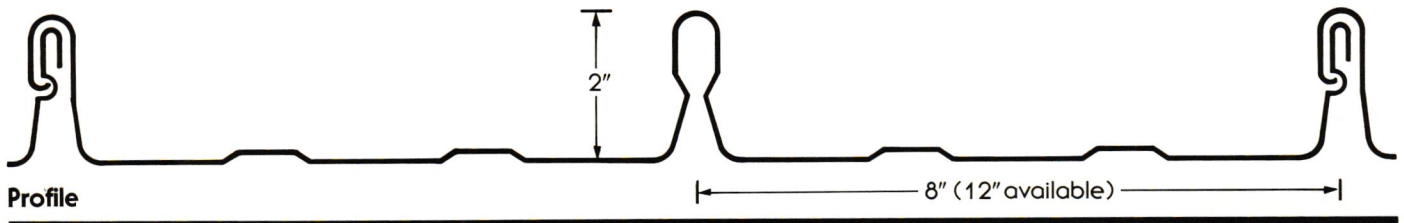
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233 Merchant Street, Suite 200
Honolulu, Hawaii 96813-2977
(808) 538-7276

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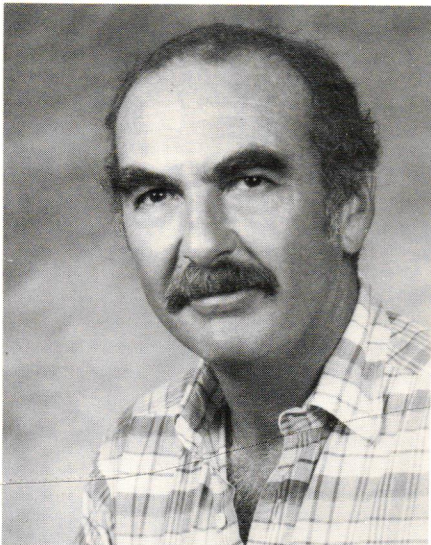
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Lewis Ingleson graduated from the University of Southern California, and in 1961 accepted a teaching position at the University of Hawaii. His activities include participation in the Oahu Development Conference, the Downtown Improvement Association, and the Chamber of Commerce of Hawaii. He is immediate past chairman of the Housing Coalition and will remain a member of that group's board of directors. Currently he is a partner in the firm of Ingleson & Myers. **Hawaii Architect** interviewed Ingleson at the start of his term as president of HS/AIA.

1983 HS/AIA President Cites Goals



Lewis Ingleson, AIA

HA: How does it feel to be the new president of HS/AIA?

LI: Well, I'm very proud and yet apprehensive about the job to be done. I'm concerned whether I can accomplish all that I would like. However, we'll give it a try.

HA: What are some of your goals as president?

LI: Education and public awareness are the two major things I'd like to work on. Primarily, I would like to increase public awareness of architecture, and consequently architects. The priority, however, is architecture first, then architects.

HA: Do you have any specific proposals in mind to achieve these two goals?

LI: I'd like the AIA to have a much more active public relations program. We need a larger PR budget. We have increased this year's PR budget fivefold over last year, which sounds like a lot; however, the actual dollar amount is still only \$2,500. Unfortunately this won't go far, but it's a beginning.

I'd like to organize a speakers' bureau, so we can match groups looking for speakers for their programs with architects willing to speak out on architectural issues of public concern. I don't think we have had a speakers' bureau before. I believe we, as visionaries of the built environment, should take advantage of every opportunity to share our vision of possible futures.

We should generate more news releases, more stories and articles about architecture and architects and what we are doing. Architects often don't realize that many of their activities, even though not directly related to architecture, are newsworthy. Architects are serving in many capacities in the community, yet these activities go unnoticed.

I believe the AIA can help publicize these activities.

HA: Do you think AIA members would benefit from a seminar to teach them how to generate more publicity for themselves?

LI: Definitely, and I'm going to suggest such a seminar to our continuing education committee.

However, the most effective way to increase public awareness of architecture is through the education of children in architectural appreciation. I feel it's as important for kids to understand the built environment as it is for them to know how to read, write, add, and subtract. If we had an informed, appreciative, and knowledgeable public regarding the built environment, we wouldn't have the kind of built environment we have. This education has to start at the second, third, or fourth grade level, and it has to be a continuous educational process. There should be a required number of hours every year when every school kid in the state would be exposed to architecture and architects. I'm not talking about an architect who, once in a while, speaks to his child's class about architecture, or speaks at "Career Day," but a regularly required part of the curriculum, both at the primary and secondary levels.

HA: Who is in charge of this educational program for HS/AIA?

LI: Gordon Ogata has been doing it this past year. He's made a good start, and I want to see the program continued and expanded.

HA: Has any progress been made yet on including architectural appreciation programs in the school curriculum?

LI: Some. We've started discussions with the appropriate people,