

LOUISIANA ARCHITECT

SEPTEMBER

1964

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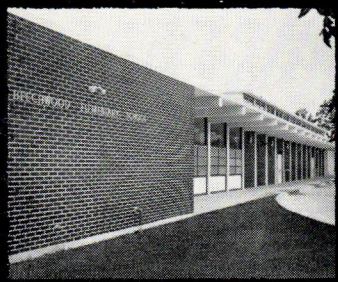
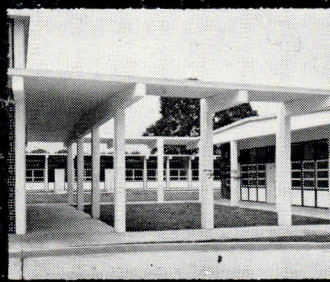
OFFICIAL PUBLICATION OF THE LOUISIANA ARCHITECTS ASSOCIATION



Architecture was Centuries Old...

before this school was designed . . . an art which ages ago first utilized structural shapes and members still basic in construction. Arches. Columns. Beams. Used by **architektons** in shaping the glory of ancient Greece . . . used today by architects such as Brocato-Bentin of Baton Rouge, La., in shaping schools like Beechwood Elementary, recently completed in East Baton Rouge Parish at a cost far below the original budget. Ancient concepts with a new look. Graceful arches of prestressed concrete by Louisiana Concrete Products, Inc. Economical, fireproof, maintenance-free. Prestressed for greater strength, faster and better construction . . . to help make difficult elements become decorative features. A new avenue to creativeness by Louisiana Concrete.

Architects: Brocato-Bentin, Baton Rouge, La.
Structural Engineer: Edward E. Evans, Baton Rouge, La.
Contractor: Crump Construction Co., Baton Rouge, La.
Owner: East Baton Rouge Parish School Board



LOUISIANA CONCRETE PRODUCTS
INC.

4747 Choctaw Drive
5401 France Road
2101 Common St.

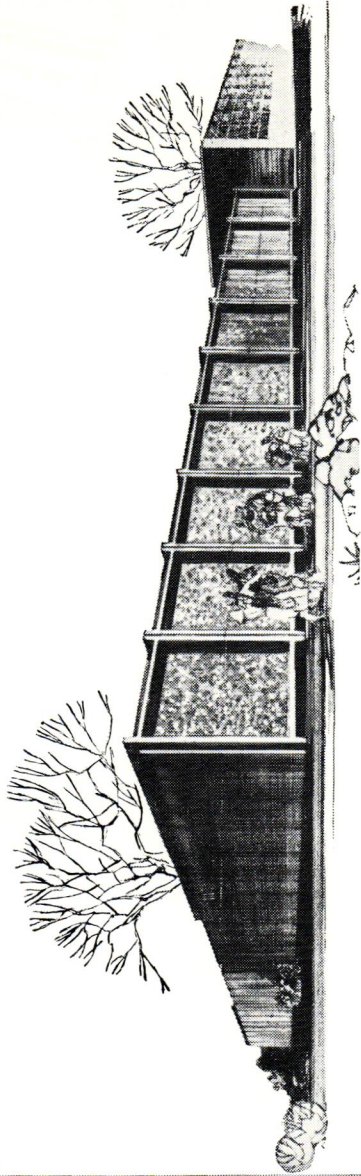
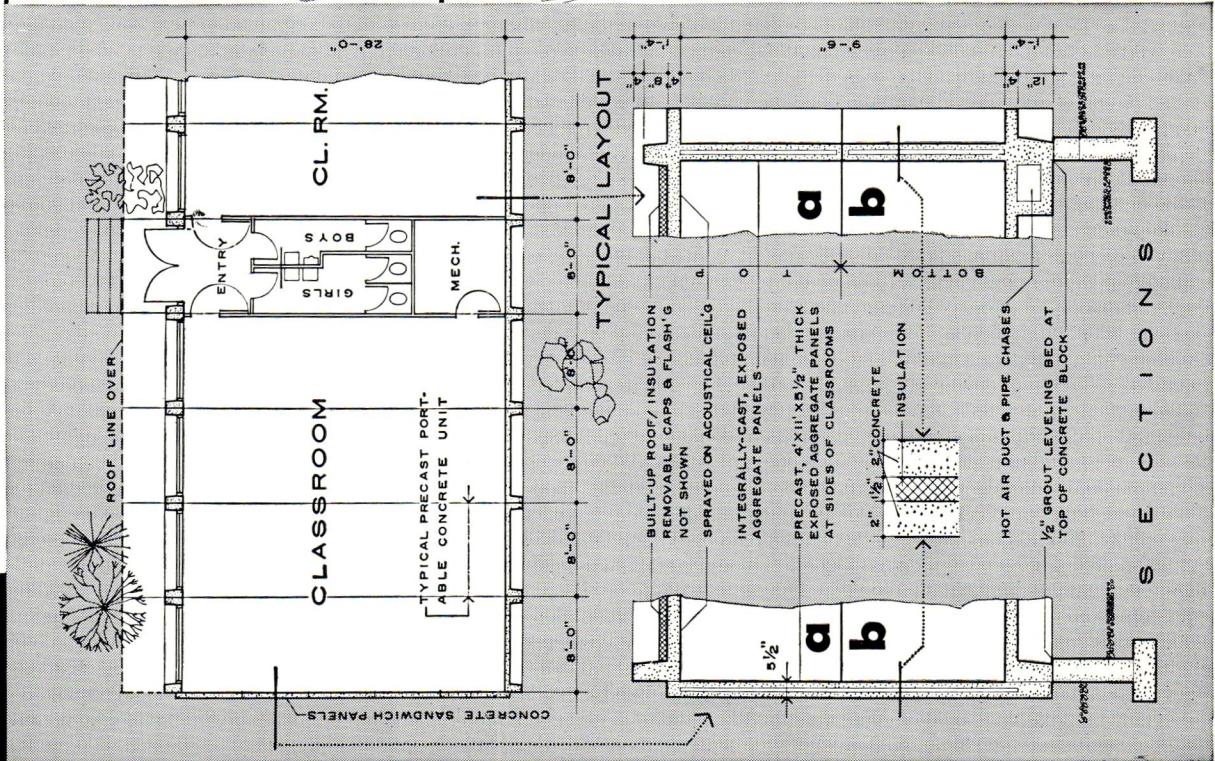
Baton Rouge, Louisiana
New Orleans, Louisiana
Lake Charles, Louisiana

No. 5 demountable classroom

a.i.a. file: 4-a

Prepared as a service to architects by Portland Cement Association

Clip along dotted line

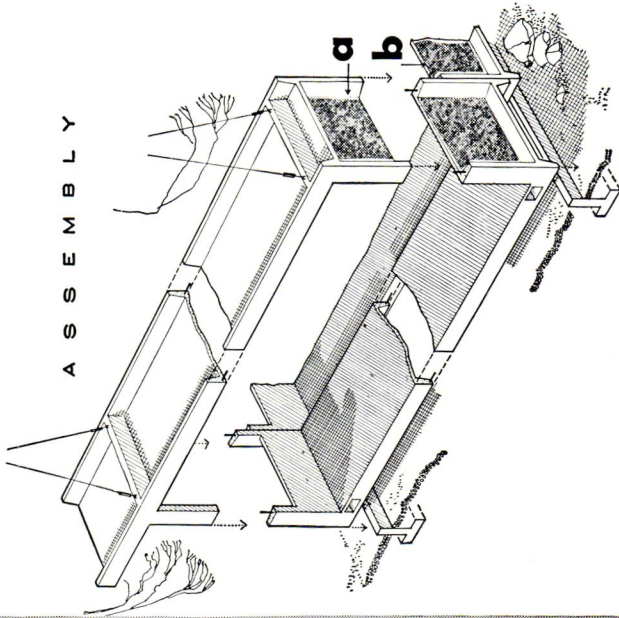


Pittsburgh Architects: John Pekruhn, A.I.A., Deeter and Ritchey, A.I.A., and Lawrence & Anthony Wolfe, A.I.A.
Consulting Structural Engineer: R. A. Zern, Pittsburgh

Entire classrooms precast in concrete make up the new addition to the Homewood Elementary School, Pittsburgh, Pa. The design brings beauty, extra utility and easy upkeep to what is usually a "temporary" type of construction. Moreover, a degree of portability is achieved which allows future transportation to another site at very nominal cost.

The concrete segments—each 8' wide by 28' long—include a roof or floor section combined with half of each side wall. The precast units were designed for mass production and contain all the essentials of classroom planning. Air ducts, concealed conduits and pipe chases provide a finished room without unsightly exposed utilities.

Oriented to enclosed, planted playgrounds, the structure is completed by a street facade of integrally cast exposed aggregate panels that enhance aesthetic values... keep out dust and noise... discourage vandalism.



PORTLAND CEMENT ASSOCIATION

611 Gravier Street, New Orleans, Louisiana 70130
A national organization to improve and extend the uses of concrete

LOUISIANA ARCHITECT

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No. 11

Vol. III



STATE OF LOUISIANA
DEPARTMENT OF OCCUPATIONAL STANDARDS
LOUISIANA STATE CAPITOL
BATON ROUGE

JOHN J. MCKEITHEN
GOVERNOR

H. D. RUFFIN
DIRECTOR

September 4, 1964

Mr. Myron Tassin, Executive Director
Louisiana Architects Association
Jack Tar Capitol House Hotel
Baton Rouge, Louisiana

Dear Mr. Tassin:

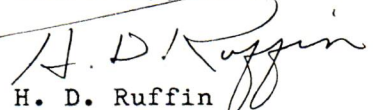
Governor John J. McKeithen recently appointed me as Director of the Department of Occupational Standards to succeed Mr. John Wesley Glover. My appointment was effective September 1, 1964.

We are enclosing seventeen copies of the Architectural Licensing Law, as amended through 1964, for your use as Executive Director of the Louisiana Architects Association.

A copy of the new law has been forwarded to every licensed architect. If possible, we would appreciate your calling special attention to Sec. 155' in the next issue of the Louisiana Architect since this pertains to the mandatory use of a seal and some may overlook it.

Please be assured of our desire to be of every service possible to the Architectural profession and with kindest personal regards, I remain

Sincerely,


H. D. Ruffin
Director

HDR:lgw

ENCLOSURES - (17)

THIS MONTH'S COVER — An eight-page insert on "Architecture at USL" in this issue completes a three-part series showing student work at our three Louisiana architectural schools. Thus, the lamp of knowledge. Design concept by John H. Schaeffer; Art by Ben Day of John H. Schaeffer & Associates.

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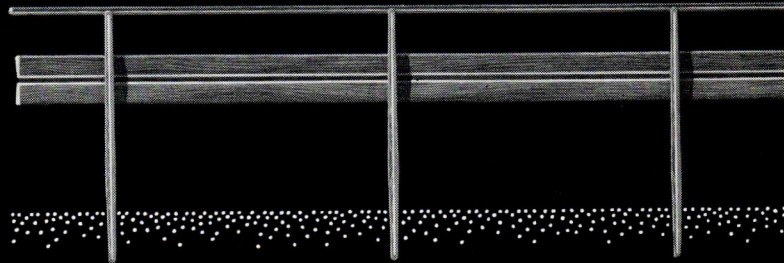
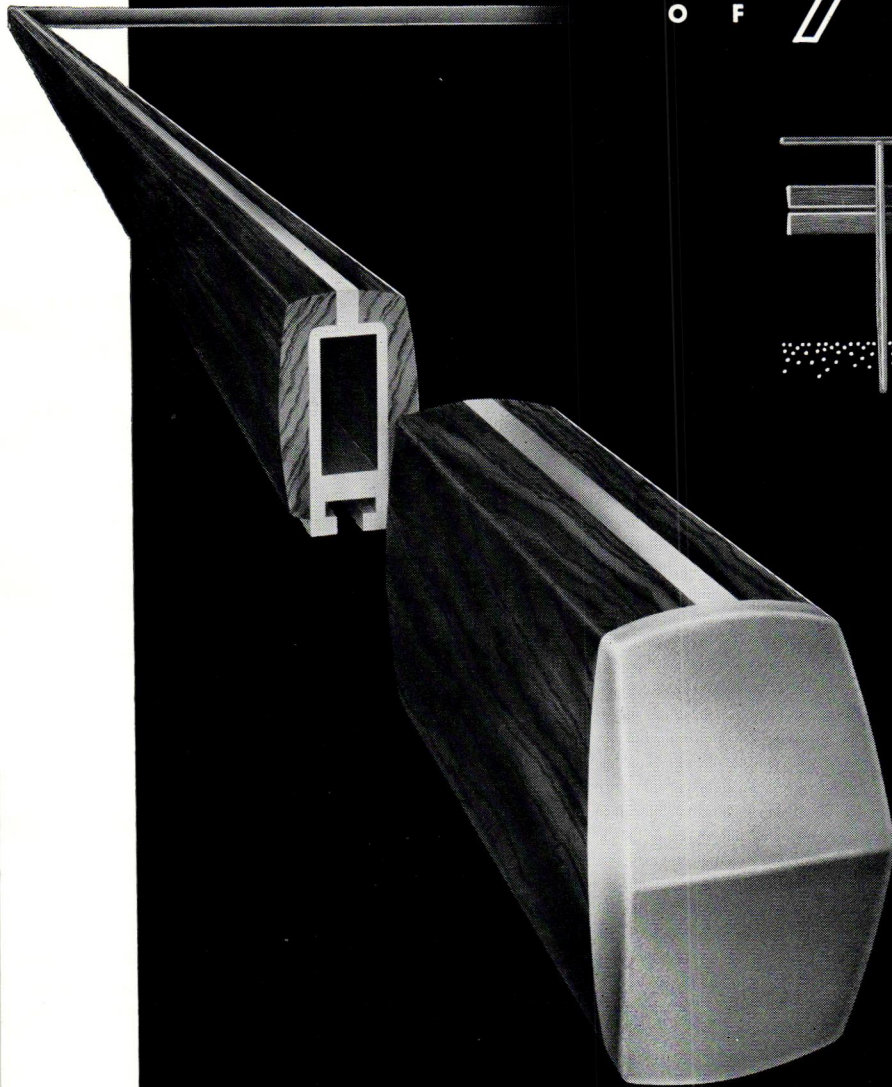
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wanted:

Overall Planners!

Dr. F. J. Price, director of the Louisiana State University School of Journalism and co-coordinator of the "Press and the Building of Cities Seminar" conducted earlier this year at LSU, called LAA Headquarters the other day. He had come across a statement made recently by Peter Blake, managing editor of Architectural Forum, before the Houston AIA Chapter. Dr. Price opined that Blake's statement says what press/city seminarians spent two days trying to say last January.

It is good to know that Dr. Price, who exerts much influence on tomorrow's reporters, has become interested enough to submit eye-openers for your consideration. The statement:

The only reason we are not planning modern organic cities—despite our wealth of money and talent—is that politicians have never understood that planning really means overall planning and vision. Instead, we have so many different kinds of planners—highway, school, city, county, state, Federal, economic, political, social—we have so many varieties, each with its own jealously guarded specialty, that we have made a mockery of the word and the function it represents.

A specialized planner is a contradiction in terms. All planners must be generalized planners, or they are not planners at all. The . . . modern city is . . . not a collection of buildings plus streets plus services plus parks plus schools plus industries. It is—it must be—a densely woven fabric in which buildings are highways

are parks are pedestrian malls are services, all of which add up to one organic structure, each part of which supports every other.

So . . . let us get rid of these specialized planners . . . Let us replace them with a new sort of animal—an urban designer who understands the dynamics of the modern city, the city in four dimensions . . .

If a city like New York can spend \$1 billion—either directly or through American industry—to put up a silly sideshow like the World's Fair . . . and tear it down after two years, then I think some of the enterprises and agencies concerned with the problems of the American city can spend a few million dollars for—at least—a full-scale demonstration of what all leading urban designers all over the world are talking about.