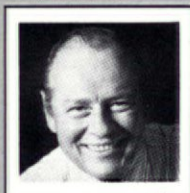


## 1975 Officers and Directors

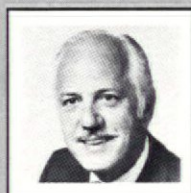
Henry Silvestri, AIA  
Vice-President/President-Elect



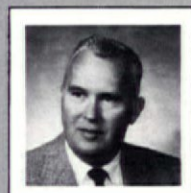
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President



Margot Siegel, AIA  
Secretary



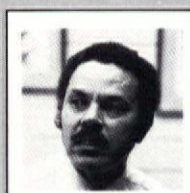
Charles B. McReynolds, AIA  
Treasurer



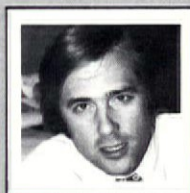
Robert Frapwell, AIA  
Director



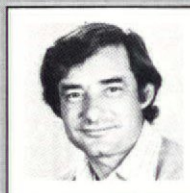
Harry Harmon, FAIA  
Director



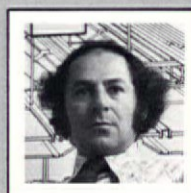
Robert A. Kennard, AIA  
Director



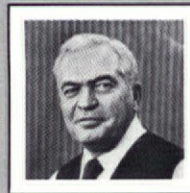
David C. Martin, AIA  
Director



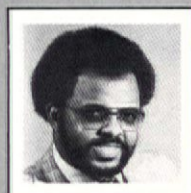
Joseph J. Railla, AIA  
Director



Gerald G. Weisbach, AIA  
Director



Harry B. Wilson, Jr., AIA  
Director



Donald V. Frazier  
Director (Associates)

## Chapter Installation March 15

Officers and directors of the Southern California Chapter/AIA will be installed by AIA Vice-President/President-Elect Louis de Moll, FAIA, at a festive dinner-dance on March 15 in a penthouse restaurant on the 40th floor of the Crocker Citizens Plaza downtown.

The site of the banquet and installation ceremonies is Miste's, a unique restaurant with a commanding 270-degree vista over the Los Angeles basin. Cocktails will be served at 6:30 p.m., followed by dinner at 8:00 p.m. and then dancing to the music of Mike Saluzzi's group, which returns by popular demand for the third consecutive Chapter installation appearance.

The evening's ceremony will mark the official installation of the Chapter's 1975 officers and directors, including Morris Verger, FAIA, President; Henry Silvestri, AIA, Vice-President/President-Elect; Margot Siegel, AIA, Secretary; Charles B. McReynolds, AIA, Treasurer; and new directors Harry Harmon, FAIA, Robert A. Kennard, AIA, and Harry B. Wilson, Jr., AIA.

Directors David Martin, AIA, and Gerald Weisbach, AIA, continue on the board as two-year term directors. Also serving as 1975 directors, ex officio, are Joseph Railla, AIA, president of the San Fernando Valley Section, and Robert Frapwell, AIA, president of the Bakersfield Section. Donald

Frazier sits on the 1975 board as representative of the associates.

Mrs. Miller Fong, Women's Architectural League President, and other incoming officers of the WAL will be installed jointly during the installation ceremony.

Howard R. Lane, AIA, will install these WAL officers-directors and will present awards for outstanding achievement to 1974 committee chairmen. The "Presidential

Award" will be presented for the first time.

Reservations for the installation banquet may be made through the Chapter office. The cost of the evening will be \$12.50 per person. Confirm your reservation by returning payment in the enclosed white envelope. Deadline for making reservations is March 12. (Unpaid reservations may be billed to satisfy any unmet guarantee.)

## The architect as superstar

By Michael Franklin Ross

Since when was Moses or Michelangelo qualified to be the best structural engineer in Los Angeles? Who would have thought that Butch Cassidy, Hud, Cool Hand Luke and the Hustler had the right qualifications to be the architect of the world's tallest building? Sound familiar? Sure! It's just Hollywood throwing the distorted myths of ourselves back in our faces in two current disaster flicks, *Earthquake* and *The Towering Inferno*. Remember *The Fountainhead* when Howard Roark, the Master Designer, dynamited his own building because the contractor didn't build it according to his dreams? Remember Frank Lloyd Wonderf, and the mystical hero from Switzerland — Corboman! Hero worship of the architect as God has been the demise of the profession since the beginning of the industrial revolution, when technology made the architect a member of a complex team, rather than the superstar.

Those of us practicing architecture in 1975 are aware of the changes technology has brought. An architect today is part of a whole network of interdisciplinary endeavors. He's involved with advocacy planning, community involvement, mass transit, real estate and marketing research, systems analysis, and limitless other related professions. The informed architect of 1975 hung up his superstar cape long ago, and began interfacing his unique design ability with the expertise of others. But wait, that'll never sell tickets. Leave it to the fantasy-makers of Hollywood to bring back our dreamlike heroes, to give us the mythical supermen we wish were... Enter Charlton Heston in *Earthquake* and Paul Newman in *The Towering Inferno*.

Who knows the building inside out, every pipe shaft, every mechanical room, every floor plan by heart, all 135 of them? The architect, of course, at least the one portrayed by Paul Newman in *The*

*Towering Inferno*. Who saves women and children, loves his wife, has a luxurious bedroom just behind his spacious design studio? James Bond? Never! It's the architect again.

The long lines I joined to see the two disaster spectacles of all time are proof enough that Mark Robson and Irwin Allen have their hands on the pulse — I mean *pulse* — of the nation. Some film critics have explained that it's the public trying to escape their economic woes, but it goes deeper than that. These films are two of the most technically sophisticated and convincing examples of special effects ever offered for public consumption. After one willingly suspends his disbelief, he becomes caught in the exhilarating pace of the films. Thematically both films question the validity and viability of our urban environment. Heston is appalled by what he called "our 40 story monstrosities." Newman admonishes the builder that "he should have cut floors instead of corners." During this period of energy shortages and economic unrest, everyone is wondering if bigger is necessarily better. Both films are unsettling reminders that our advanced technology is still at the mercy of nature's whims.

While faulty wiring could hardly cause the fire storms Irwin Allen explodes on the screen, and while Robson admits that the earthquake depicted is ten times greater than any ever recorded — and though Howard Lane, past President of the SCC/AIA has labeled the film "science fiction" — it is perhaps healthy for us to ask ourselves whether we are serving mankind well by constructing towers exceeding one hundred stories, by housing 50,000 people in two mechanically sealed rectangular blocks and by continuously pushing the natural environment farther from man's grasp. If we don't re-evaluate certain priorities, Steve McQueen may have been prophetic when he said, "So long Architect."

## Speakers, tours planned for 1975 Chapter program

An exciting program of guest speakers is being planned for upcoming 1975 Chapter meetings, including major addresses and presentations by John Johanson, Romaldo Giurgola, Richard Meier, and Cesare Pelli.

Chapter-sponsored tours will include the Pacific Design Center, the Headquarters Building of the Security Pacific National Bank, and other locations to be announced.

A number of economy measures will be initiated to reduce the costs of our speakers' program. Travel expenses for speakers from the east coast will be shared with the San Francisco and San Diego Chapters when possible. Meeting locations with more historical and architectural interest as well as reduced cost will be sought. Some meetings will feature box lunches or brown-bag food, but a bar will be maintained in all instances. To encourage after-dinner attendance by students and others, we will charge a \$1.00 entrance fee for the speaker's portion of the program.

A complete roster of upcoming speakers and program subjects will be announced in an upcoming issue of L.A. ARCHITECT.

## Hollywood: Design for the future

"There's no there there."

Gertrude Stein's famous statement about Oakland might be used appropriately in describing Hollywood today. Everyone knows where Hollywood is — the problem is that once one gets there, the *there* there is fractured, lacks definition and is generally a declining commercial area.

The Los Angeles Planning Department has asked the SCC/AIA for assistance in determining how a new sense of place can be achieved in the Hollywood District and, in the process, create a revitalization of this internationally known area. In answer to this request, the Environmental Planning Committee of the SCC/AIA recently established a Task Force to undertake an approximately fifteen week urban design study of Hollywood in association with the University of Southern California Department of Architecture.

Please turn to page 4.

### MARCH 1975

#### Inside

SCC/AIA Design Awards Jury

**Design:** The Portman phenomenon

**Perspective:** Verger on architecture

#### Back Page:

**Chapter News and Notes:** Appointments, awards and honors, etc.

**W.A.L.:** Upcoming home tour, membership information.

#### Calendar:

**March 6:** Health Facilities Committee Meeting at Chapter office. (Call for details)

**March 15:** Chapter Installation Banquet at Miste's. Reservations due by March 12. (See story above)

**March 19:** Professional Development Program. (See enclosed announcement)



## Measurements of architecture

By Morris Verger, FAIA  
SCC/AIA Chapter President

All the well-wishes from Chapter members must have accelerated my recovery from surgery — thank you very much. This publication, the *L.A. ARCHITECT*, is an opportunity for Chapter members to share ideas and experiences. Here are some of my thoughts.

I believe architecture is partially intangible. It cannot be adequately measured by the dollars and cents of the marketplace, by the sociologist's statistics, or by political expediency. The intangible measures of architecture are the aesthetic qualities that reach the individual's values and give him a recognizable and positive sense of relationship to his surroundings. Structural and functional adequacy, economic feasibility, and community acceptance are all parts of architecture and are the tangible measurements.

### A PERSONAL SHARE

An increasing number of individuals feel that it is their personal right to have environments that give them a personal share in their community. There is an increasing feeling that the built environment should serve the public interest and should have community acceptance. The Sierra Club, for instance, seeks to protect certain delicate ecological balances. The Latin American community paints murals to overcome the dehumanizing, brutally blank walls of their physically barren neighborhoods. Sophisticated and cultured people like Dorothy Chandler give us the Music Center, the museums and the galleries. Each of these groups has discovered for itself the importance of claiming a personal stake in the environment.

We must find a way to emphasize to the public that the intangibles provide this personal stake. The fact that projects can be funded and demographic statistics can be matched to the funds is a trap that often falsely limits and grossly oversimplifies what should be considered.

Architects can speak to each other more meaningfully and vividly than to the people who live in and use the environments we create. Our challenge is to learn to express ourselves in terms the public understands. We need to close the gap between the profession and the community we serve. An example is the current situation of the Coastline Commission hearings. This Chapter supported Proposition 20. When it was passed, the CCAIA and the various AIA Chapters should have told the Governor, the newly appointed district and state commissions and — most important — the general public that architectural firms were available to help frame the criteria for construction in the coastal area. The profession should have been alert to the need to submit proposals to the commissions.

### RISK?

We would have been able to make a significant, positive and professional contribution to the process. We would have played an active and respected role as professionals, and been paid for our efforts. Instead, we are now appearing hat-in-hand before lay commissions which are struggling with the cumbersome, bureaucratic regulations proposed by their own staffs. More workable criteria for the built environment could have been set by architects.

Chapter activities can bring us together so we may interface with each other, learn from each other,

and then convey what we have learned to the public. We must demonstrate that the public interest is served when architects participate in the earliest stages of decision-making involving the physical environment.

Each architect must be willing to risk a little bit of himself to be heard in the community. We are members of a profession that has much to offer if we take some risk. Passivity and professional aloofness denies us access to the public.

This new publication is one of the devices we can use for graphic as well as verbal exchange. I urge you to participate in the *L.A. ARCHITECT*.

## Solicitation

An open solicitation for articles, letters and editorial suggestions is being made by the Editorial Board of *L.A. ARCHITECT* to the members of the Southern California Chapter/AIA.

Regular features such as *Feedback*, *Perspective* and *Design* are intended as forums for reader criticism, personal opinion and the visual display of architectural projects and plans. Letters, articles and visual presentations for *L.A. ARCHITECT* should be submitted to the publication in care of the Chapter Office. (Architectural presentations shown in the *Design* department are selected by the Editorial Board.)

An upcoming series of articles in *L.A. ARCHITECT* will discuss the impact of the economy on the architectural profession, and how individual architects are dealing with the situation. If you have any specific ideas or suggestions on the topic of "Architects and the Economy," please submit them directly to Kenneth Dillon, AIA, 11752 San Vicente Boulevard, Los Angeles, Ca. 90049.

## L.A. ARCHITECT

Published monthly by the  
Southern California Chapter  
American Institute of Architects  
Suite 510, Bradbury Building,  
304 South Broadway,  
Los Angeles, Ca. 90013  
(213) 624-6561

One-year mail subscriptions: AIA members outside the Southern California Chapter, \$6.00; non-AIA members, \$12.00. (Advertising rates are available from the Chapter office.)

The opinions stated are those of the authors only, and do not reflect the official position of the AIA or the Southern California Chapter, except where indicated.

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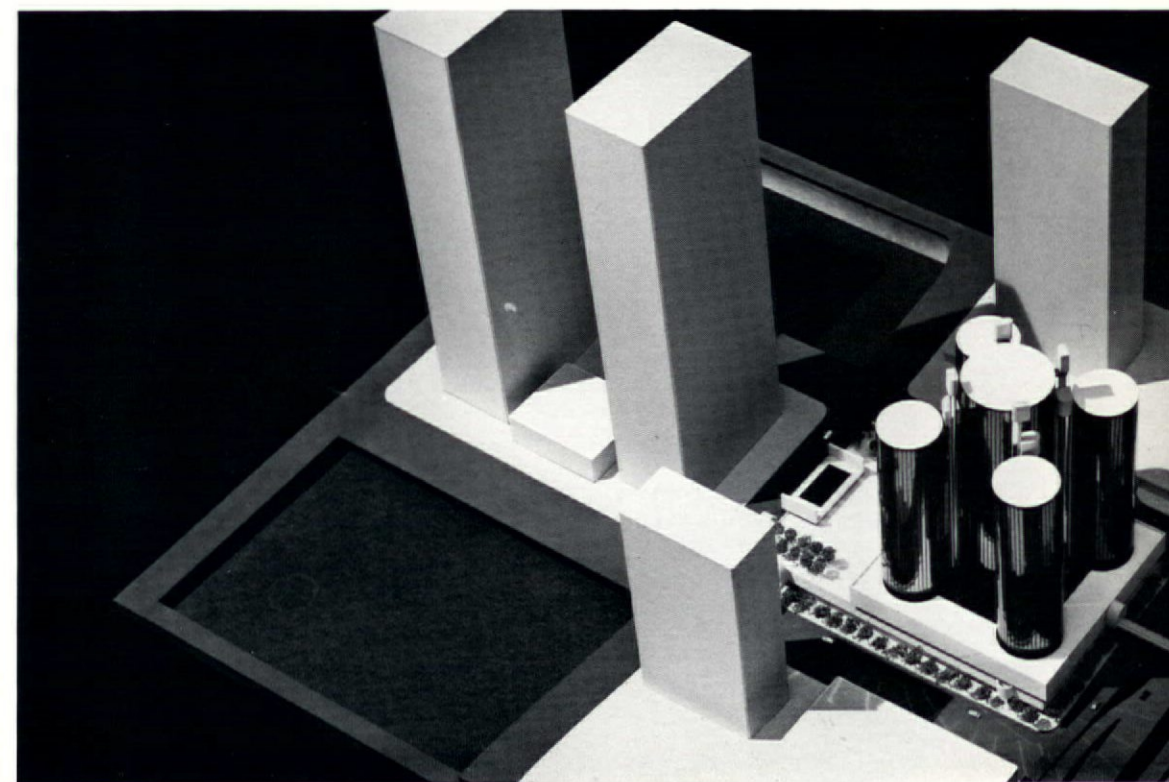
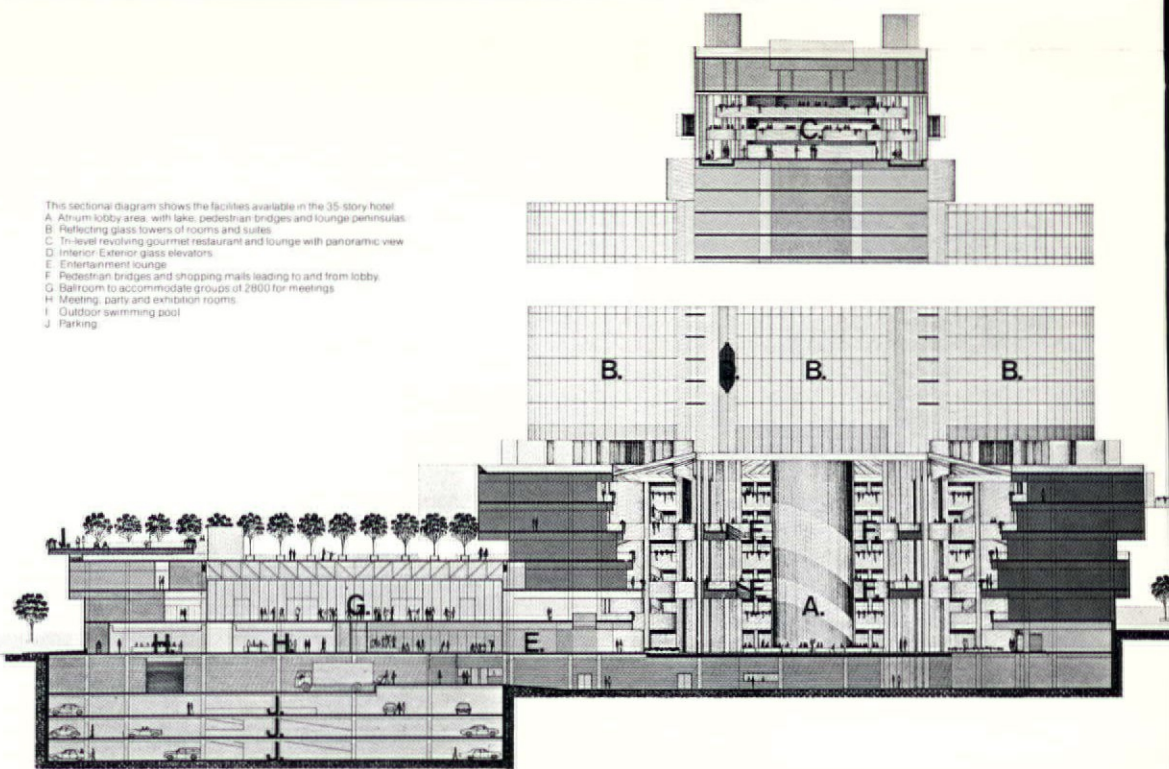
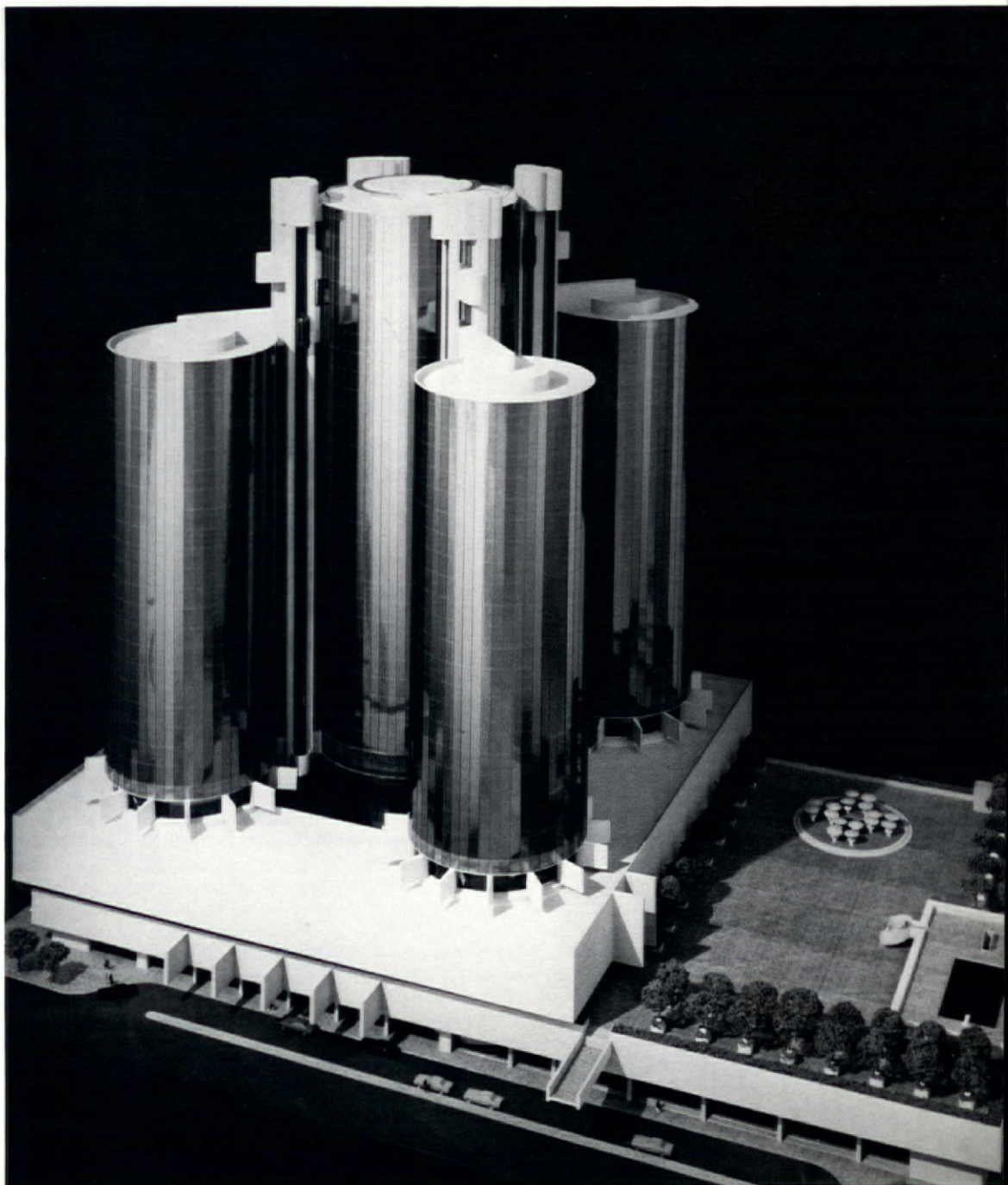
Thomas R. Vreeland, Jr., AIA

Jonathan Kirsch

Editor

Ann Benjamin

Assistant Editor





# Project entries due April 30 for judging by design jurors

## The Portman phenomenon

"We want to inspire men with  
pace."

The words belong to John Portman, FAIA, the Atlanta-based architect and entrepreneur whose projects have inspired controversy in a dozen cities around the world. His most recent project, shown here, is the \$100 million, 1500-room hotel and retail center that will rise in the Bunker Hill Redevelopment Area in downtown Los Angeles.

The 35-story hotel, with five bronze-mirrored glass towers atop a podium structure with a large outdoor plaza, is currently under construction on a 3.54-acre tract bounded by Figueroa Street on the east, 4th Street on the north, Lower Street on the east, and 5th Street on the south.

Here, three local observers comment on the Portman phenomenon.

**J. Lumsden, AIA:**

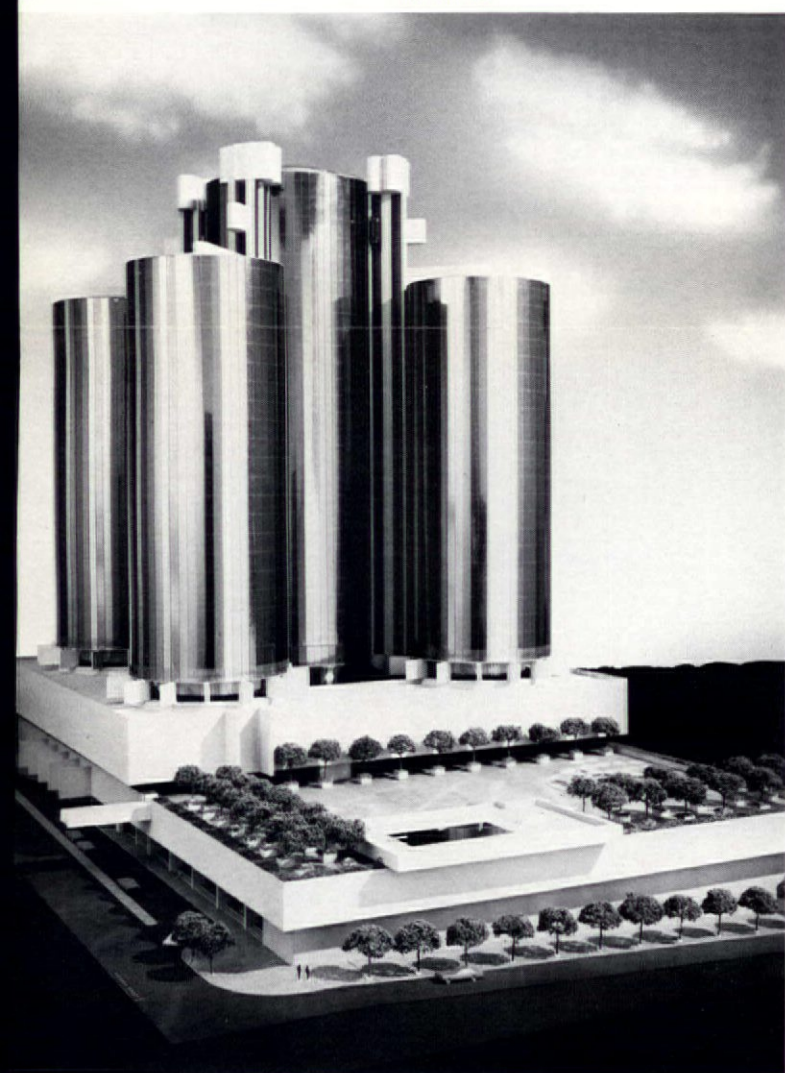
Many architects react negatively to John Portman buildings because they are brash and aesthetically impure. In certain respects, they represent the same aesthetic values as Eero Saarinen did to his generation. One only has to stand in the lobby of the Hyatt Regency Hotel in San Francisco to see that they have stimulated a response in people that is generally unsatisfied."

**Kurt Meyer, FAIA, Vice Chairman, Community Redevelopment Agency of the City of Los Angeles:**

"Portman and Zekendorf are probably the only postwar 'renaissance men' developers in this country. Their success is based directly on the imagination and capability of one individual man, rather than on the large financial club and powers of a corporate entity (such as Alcoa in Century City). Portman's success, no doubt, is based on his well-rounded knowledge as an imaginative architect; student of human behavior patterns, advertising, financing; negotiator; and above all, lots of chutzpah. The architect as developer is well advised to remember that it is not enough to have a fancy idea on paper, but that the idea must have appeal to the users, must respond to a need, and must show an operating profit."

**M. F. Ross:**

"John Portman's architecture is the paradox of twentieth century design. It's far more exciting than most of what is being built and he should be commended for that, but it is so far from what architecture has achieved and should be that it is pitiable. His greatest contribution is to teach the profession how to get things built, not what to build."



The first annual Design Awards Program of the Southern California Chapter/AIA was announced in the February issue of *L.A. ARCHITECT*. Entry application forms were mailed to members in mid-February, together with the 1975 Chapter Roster. These entry forms, along with \$30.00 for each project to be entered, are due at the Chapter office by March 31. Submissions are due no later than Wednesday, April 30.

The jury, consisting of the four persons whose photographs and biographies appear below, will convene on May 15 to consider entries. Announcement of the winners will be made shortly thereafter, and a special double-issue of *L.A. ARCHITECT* in July will display the prize-winning projects. Richard Meier, one of the four jurors, will be the guest speaker at the July Chapter Banquet, where he will present the awards and discuss jury reaction to the projects.

Full instructions for submitting entries were printed in the February issue of *L.A. ARCHITECT*. Any member who wishes to receive an application form or an extra copy of the February issue should write or call the Chapter office.

The Editorial Board of *L.A. ARCHITECT* - working closely with Awards Committee members Frank Gehry, Tony Lumsden, Cesar Pelli, Paul Kennon and Tim Vreeland - would like to see as many architects as possible enter projects in the program in order to provide the highest quality possible among entries and winners. Our publication is beginning to attract attention across the country for the quality of its contents, and the Editorial Board hopes that the Design Awards issue in July will enhance the publication's reputation even more. As announced in the February issue, several local architectural photographers have expressed their willingness to contribute to the success of the program by offering special terms to small offices who feel they cannot afford the usual professional rates. Wayne Thom, the architectural photographer who makes his home in Santa Barbara, wishes to add his name to this list, which already includes Julius Shulman and Marvin Rand. We suggest that interested architects get in touch directly with one of these men to discuss terms.



**Gunnar Birkerts, FAIA**

Latvian-born architect Gunnar Birkerts came to the United States in 1950. He worked in the offices of Perkins and Will, Eero Saarinen, and Minoru Yamasaki until 1959 when he established an independent practice in Birmingham, Michigan. Since 1961, he has been on the faculty of the University of Michigan architecture school. He was elected a fellow of the AIA in 1970.

Birkerts, who is a Graham Fellow of the Latvian Architects Association, is the recipient of more than 20 awards and medals. His Schwarz house won an Award of Excellence from Architectural Record, a First Honor Award from

the Institute and an Award of Merit from the Detroit Chapter of the AIA. The Lincoln Elementary School, Columbus, Indiana, of 1967 won three awards: an Honor Award from the Detroit Chapter, a Bartlett Award and an Institute Honor Award in 1970. The IBM Corporate Computer Center received a Progressive Architecture Design Citation in 1970 and in 1973 an Honor Award from the Detroit Chapter and a prize from the Architecture Aluminum Manufacturer's Association.



**Esther McCoy**

Esther McCoy, editor and critic, is best known as the author of *Five California Architects*, describing the work of Bernard Maybeck, Charles and Henry Greene, Irving Gill and Rudolph Schindler. Published originally in 1960, it is being reissued this fall in paperback by Praeger. Her other books include *Neutra* (Braziller, 1960), *Arts & Architecture Case Study Houses* (Reinhold, 1962), and the introduction and editing on *Craig Ellwood* (Walker, 1967).

Currently serving as contributing editor to *Progressive Architecture*, Esther McCoy is a writer for the Italian magazines *Domus* and *Lotus*, and the English magazine *Architectural Design*. She has lectured at the Los Angeles and Santa Barbara campuses of the University of California, and delivered the prestigious Regents' Lectures at the Santa Cruz campus of the University of California.

Other lecture appearances included the Architectural Association in London, Columbia University, and the Los Angeles County Art Museum.

McCoy has served on two previous design juries for the Pasadena and San Diego Chapters of the AIA. "I talked my way out of three other requests to serve," she comments, "but I didn't succeed on the present one."



**Romaldo Giurgola, FAIA**

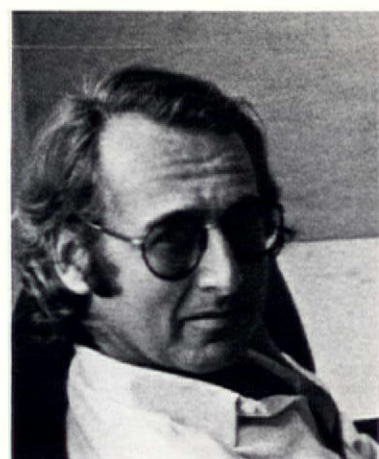
A graduate in architecture of the University of Rome, Romaldo Giurgola received his Master's degree in architecture from Columbia University in 1951. Today, he is Professor of Architecture at Columbia and a principal in the firm of Mitchell/Giurgola Associates Architects, with offices in New York and Pennsylvania. He is a member of the Italian Order of Architects and a Fellow of the Institute. Giurgola served as Chairman of the Architecture De-

partment at Columbia from 1966 to 1971.

Giurgola is the recipient of the Arnold Brunner Memorial Award in Architecture of the National Institute of Arts and Letters (New York, 1966), only the twelfth architect to be so honored. Mitchell/Giurgola produced the winning submission in the 1964 AIA National Headquarters Competition, and has been honored by the Gold Medal of the Artists Guild of Philadelphia; the Citation for Excellence of the Philadelphia Chapter of the AIA for the Whitemarsh Township Library; as well as the Philadelphia Chapter's Gold Medal for the Columbus High School in Indiana.

Other awards and honors include a citation from the American Association of School Administrators; the Distinguished Building Award of the Pennsylvania Society of Architects for the United Fund Headquarters Building; the Philadelphia Chapter's First Design Award for the University Museum Academic Wing, and the Chapter's Citation for Excellence in Design for the Subway Concourse Entrance in Philadelphia. The firm was also one of eight finalists among 356 entries in the Boston City Hall Competition and a Honorable Mention among 560 entries in the F.D.R. Memorial National Competition. In 1974, the firm was named winner of the Wainwright State Office Complex Competition in St. Louis, Missouri.

Giurgola is currently working on the design of a Volvo plant in Norfolk, Virginia, and a feasibility study for the proposed Secretariat Headquarters of the United Nations in Nairobi, Kenya.



**Richard Meier, AIA**

Richard Meier was born in Newark, New Jersey, in 1934. He received his training in architecture at Cornell University, and established his own office in New York in 1963. In addition to private residences, Meier has designed a Health and Physical Education Facility for the State University College at Fredonia; the Monroe State School at Rochester and the Bronx State School, both presently under construction for the Health and Mental Hygiene Facilities Improvement Corporation; five hundred units of housing at Twin Parks Northeast in the Bronx for the Urban Development Corporation, recently completed; industrial buildings in New Jersey; and the West Beth Artists Housing in New York.

Currently in progress are branch offices and a dormitory building for the Olivetti Corporation of America. Meier has received National Honor Awards from the American Institute of Architects. He was the recipient of the Arnold Brunner Memorial Prize of the National Institute of Arts and Letters in 1972, and was architect-in-residence at the American Academy in Rome in 1974.

He has taught at Yale University, Cooper Union, Pratt Institute and Princeton University. He was one of the six American architects to exhibit at the Triennale in Milan in 1974.



# CHAPTER NEWS AND NOTES

## APPOINTMENTS

The firm of Caudill Rowlett Scott has announced the appointment of **C.A. CARLSON, AIA**, as vice president and development officer for its operations in thirteen western states. Carlson, past chairman of the Chapter's Membership Recruitment Committee and a former member of several national committees, was associated with the Gruen office before accepting the new appointment.

The addition of two new principals has changed the name of a 25-year-old design firm to Leach, Cleveland, Hayakawa, Barry & Associates. Architect **Kay Hayakawa, AIA**, and **Jay Barry** will join **Ron Cleveland, AIA**, and **Sterling Leach** in overall administration of the firm and its affiliates in San Francisco and Santa Barbara. The firm estimates that it has completed more than 20 million square feet of projects to date.

**James Bonar, AIA**, has accepted the appointment of regional designate to the County Development Committee of the Institute. This newly formed committee is charged with development of AIA policy with special emphasis on social concerns in the areas of housing, transportation, employment, and environmental quality. Bonar is Executive Director of the Chapter-sponsored Community Design Center which makes architectural and planning services available to low-income groups.

An installation dinner last month saw the official announcement of 1975 officers of the Architectural Secretaries Association, Inc., of the Southern California Chapter. **Miss Jean M. Brown** (Sickles) (Parkin Architects Engineers Planners) was installed as President



In preparation for its **Fifteenth Annual Architects' Home Tour** to be held on October 5, 1975, WAL is seeking homes of merit, old or new, and designed by Southern California AIA chapter members that can be shown to the public. Homes should be located primarily on the west side of Los Angeles. Proceeds from the Home Tour provides scholarships for deserving architectural students at various schools. Suggestions can be made by contacting **Mrs. Victor Newlove**, Home Tour Chairman, at 451-1852 or writing to 5767 Wilshire Blvd., Los Angeles 90036.

The Women's Architectural League places a great deal of importance on its membership growth and feels that it becomes a stronger and more vital organization as it increases its membership to include a broader cross-section of the wives of the architectural profession. At the end of 1974, membership increased to a total of 200 members. It is realized that many architects' wives have very busy schedules and are unable to participate in all WAL activities, but their moral support as members is highly valued. We, therefore, invite all architects' wives to join WAL. Dues for a corporate member are a nominal \$10 per year. If you would like to ask any questions, please call **Kathy Brent**, Membership Chairman at 399-8206 or **Jetty Fong**, President at 255-2439. New members for 1975 are: **Mmes. James C. Dunn, Ronald Goldman, Victor Newlove, Lawrence A. Robbins**, and **Young Woo**.

along with **Mrs. Beverly R. Bolin** (Kinsey Meeds and Williams) as first vice president; **Mrs. Elaine Petty** (H. Wendell Mounce, AIA & Associates) as second vice president; **Miss Mary Cope** (Adrian Wilson Associates) as recording secretary; **Mrs. Sandra Hall** (Charles Kober Associates) as corresponding secretary; and **Mrs. Ruth P. Chilton** (Maurice H. Fleishman, Architect, AIA) as treasurer. **Mrs. Thelma Imschweiler** (William L. Pereira Associates), immediate past president, was named senior director along with directors **Mrs. Rose Marie Baker** (Haas: Greenfield: Associates), **Mrs. Helen Brewer** (The California State University and Colleges) and **Mrs. Vicki M. Hut-ton** (Inslee, Senefeld and Associates.)

## AWARDS AND HONORS

Japanese architectural photographer **Yukio Futagawa** will receive the Architectural Photography Medal for 1975 at the annual convention of the AIA in Atlanta, Ga., May 18-22. As editor and photographer of *Global Architecture*, a series of 40 books documenting major works of contemporary architecture throughout the world, Futagawa earned the AIA citation for "superb artistry in black-and-white photography." Futagawa was nominated for the national honor by Southern California Chapter's Awards Committee under the chairmanship of **Thomas R. Vreeland, Jr., AIA**. Vreeland announced that a portfolio of Futagawa's photography will be published in an upcoming issue of *L.A. ARCHITECT*.

Scholarships for advanced study in architecture were awarded to four graduate students at the UCLA School of Architecture and Urban Planning by **J.H. Snyder** and the Women's Architectural League at a recent luncheon Fellowship awards were made to **Eric Sauda** and **Sean O'Laoire** for their postgraduate research projects. **Mrs. Bett Kniseley Marriott, AIA**, presented WAL scholarship awards to **Mrs. Sue Dumais** and **Mrs. Diane Hertz** for architectural research and a design thesis.

Nominations for recognition in the 18th annual Business and Industry Awards competition of **Los Angeles Beautiful** are due by Monday, March 10. Nominations can be made in six categories: commercial, industrial, institutional, commercial parking, service stations and residential real estate. The contest is open to all commercial enterprises, regardless of size. Contact Los Angeles Beautiful at 482-1665 for nomination forms.

Premier subscribers to *L.A. ARCHITECT* are **Mr. and Mrs. Jeffrey Lindsay** of Los Angeles. The publication is available to AIA members outside of the Southern California Chapter for \$6.00 a year, and to non-AIA members for \$12.00 a year.

The "Daisy" Award of the California Landscape Contractor's Association will be presented to **MacDonald Becket, FAIA**, at an awards banquet at the Century Plaza Hotel in March. The award is presented to persons and organizations whose dedication to beautifying and preserving the environment "has served to make California a better place in which to live and work." Past recipients include **Charles Luckman, FAIA**, and **Cornelius M. Deasy, FAIA**.

Architectural students **Miss Myung Hee Hou** and **Mr. Charles Sert**, both enrolled at California State Polytechnic University in Pomona, were awarded \$250 scholarships by the Southern California Chapter of the Architectural Secretaries Association, Inc. The money for the scholarship awards was raised from a "Frank Lloyd Wright in Los Angeles" program and house tour in May and June of 1974. Other funds raised from the same event were recently donated to eight architectural students at Cal Poly, San Luis Obispo, and the student activities fund of the Southern California Chapter/AIA.

## IN THE NEWS

The **International Union of Architects** is meeting in Madrid, Spain, on May 5 through 10, 1975. Anyone interested in a tax-deductible, educational and exciting trip to Spain should contact Grace Briggs at Discovery Travel, (714) 549-3606, for details on travel arrangements for the meeting.

The **Los Angeles Community Design Center** has moved its offices on South Broadway to new quarters at 541 South Spring Street, 8th Floor. Interested members are invited to visit the Center and lend their support to the goal of providing architectural and other professional services to people who cannot afford them otherwise.

Architects are invited to participate in a Mechanical Seminar under the auspices of the Orange County Chapter/AIA Associates on April 9, 1975, at 6:00 p.m. The seminar is presented for practicing architects and candidates for the State Board Exams. Contact **Richard A. Palmer & Associates** for reservations and information at (714) 557-2272. No charge for the seminar, but a "Reference and Design Manual" is available for \$8.50.

Architectural librarians are invited to help in the planning of a dinner meeting of Southern California

architectural librarians planned for April or May. The dinner is open to all who are working in an architectural library, whether "degreed" or "non-degreed." For further information, contact **Jon S. Greene**, Librarian, School of Architecture and Urban Planning, UCLA, 825-3351.

## Hollywood

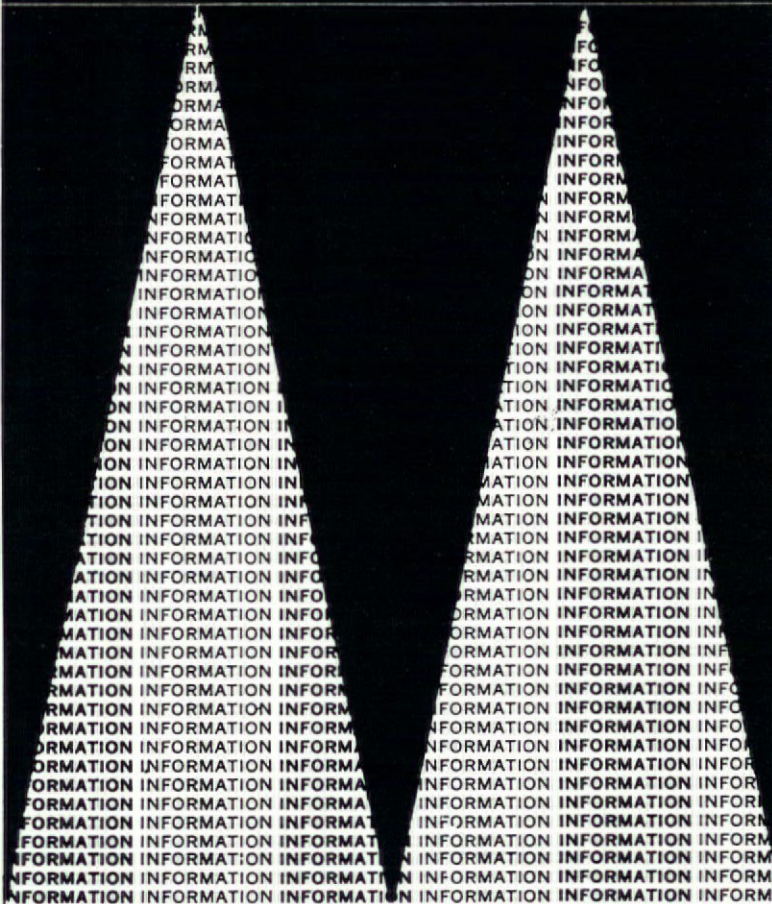
Continued from page 1.

Chairman of the Environmental Planning Committee, Jerry Pollack, AIA, has appointed Mark Hall, AIA Director of the Task Force for the Institute. Hall is a principal in the firm ARCHPLAN urban design collaborative, located in West Hollywood, and comes to the study with an extensive background in urban design. Director of the USC efforts will be Gerald G. Weisbach, AIA, Associate Dean of the Department of Architecture at the University of Southern California. Senior faculty of USC also working with the project are professors Graeme Morland, Coordinator for Fourth Year Undergraduate Student Projects, Chris Dawson, Claire Forrest, and Chuck Lagreco. Working with the USC fourth year class, they recently completed urban design studies for the cities of Torrance and El Segundo. Coordinating the efforts for the City of Los Angeles, under Calvin Hamilton, are Anne V. Howell, Staff Assistant Director, and Ruben Lovret, City Planner and Head of Planning for the Central Area of Los Angeles.

At a recent meeting in AIA headquarters at the Bradbury building, Ruben Lovret summarized some of the background and areas of concern in the Urban Design Study. "Hollywood is a main point of entry to the L.A. basin and a gravity point for newcomers. Today it is a generally declining commercial center, yet still an important center for Los Angeles. It is our hope that the study will concentrate on concepts that can be implemented over the next five years to revitalize the area. The Hollywood Core is the area that the Task Force should concentrate on — the area bounded by Gower and La Brea, Hollywood Boulevard and Sunset. Within and adjacent to this Core are a number of potential activity nodes which, though presently underdeveloped and unconnected, could become the basis for a revitalization of the Hollywood District. Consideration should be given to the transportation systems of the area as a catalyst to revitalization, including the proposed people-mover along Selma Street, the proposed transit stations in Hollywood, the potentials of a Park-And-Ride station, and the existing parking problems. Consideration should also be given to the concept development of a Hollywood Museum as a feasible economic development in the area which would summarize the history of the film industry and its impacts on Hollywood."

The SCC/AIA intends to work closely with volunteer architects who have urban design backgrounds who will in turn work with the students and faculty of USC Department of Architecture, and with back-up by the Los Angeles Department of City Planning in a multi-disciplinary effort to complete this exciting study and make recommendations by early summer. For those members of the SCC/AIA who would be interested in participating, we are looking for about a half dozen of you with urban design backgrounds. If you are interested, please send a copy of your resume by March 15 to:

Mark Hall, AIA  
ARCHPLAN urban design collaborative  
8758 Holloway Drive  
Los Angeles, Ca. 90069



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