



1976 SCC/AIA Officers and Directors: (Left to right) Donald Brackenbush, Robert Kennard, Harry Wilson, Ralph Flewelling, Henry Silvestri, David Martin, Robert Tyler, Joseph Amestoy, and Robert Reyes. (Photograph by Paul Goodwin.)

### An evening of candlelight

## Installation of 1976 officers, directors to highlight banquet at Bradbury Building, Jan. 24

The interior spaces of the Bradbury Building will be the scene of the 1976 installation banquet for officers and directors of the Southern California Chapter/AIA on Saturday evening, January 24th. Candle-lit tables, an orchestra and a no-host bar will be arrayed on the open balconies and landings of L.A.'s most colorful architectural landmark.

The festive evening will mark the installation of 1976 Chapter officers and directors, including Henry Silvestri, AIA, President; David C. Martin, AIA, Vice President-President Elect; Ralph H. Flewelling, AIA, Secretary; and Robert Tyler, AIA, Treasurer. Newly elected directors to be installed include Joseph Amestoy, AIA; Donald H. Brackenbush, AIA; Francis W. Parsons, AIA (Bakersfield Section); and Gordon A. Forrest, AIA (San Fernando Valley Section). (Continuing directors include Harry Harmon, FAIA; Robert A. Kennard, AIA; and Harry B. Wilson, AIA.)

AIA First Vice President-President Elect John McGinty, AIA, will conduct the installation of Chapter officers and directors. Morris D. Verger, FAIA, 1975 Chapter President, will install the 1976 officers and directors of the Women's Architectural League: Mrs. Edgar A. Szanto, President; Mrs. Stanley Brent, Vice President; Mrs. Roger L. Bown, Recording Secretary; Mrs. Robert Tyler, Corresponding Secretary; Mrs. Peter T. Creamer, Treasurer; Mrs. Miller Fong, Director; Mrs. Donald A. Perry, Director; and Mrs. Frank Smizer, Jr., Parliamentarian.

The evening will begin at 6:30 p.m. with an informal reception on all five floors of the Bradbury Building. A no-host bar will be set up on the second floor balcony, and a live orchestra will provide music for dancing. Guests will be invited to move from floor to floor to meet the new officers, directors and honored guests.

At 8:00 p.m., a catered buffet dinner will be served. Wine is included in the price of \$7.50 per person, and candle-lit tables will be set up along the balconies overlooking the charming interior spaces of the Bradbury Building.

The installation program will begin at 9:00 p.m., when guests will be invited to gather around the balconies on all five floors and watch the installation ceremonies on the broad second-floor landing.

Dancing and other festivities will continue into the evening. Formal invitations for the 1976 installation banquet are being sent separately to Chapter members and honored guests.

### Lane, Verger named to CCAIA; PDC tour at December meeting

Two former SCC/AIA Chapter Presidents are among the newly-elected 1976 officers of the California Council/AIA. Howard Lane, AIA, will serve as Vice President/President-Elect, and Morris D. Verger, FAIA, will serve as Vice President/Environmental Affairs. Also elected to 1976 CCAIA positions were William R. Hawley, AIA, President (Santa Clara Valley Chapter); William R. Richardson, AIA, Secretary/Treasurer (Northern California

Chapter); Robert B. Marquis, FAIA, Regional Director (Northern California Chapter); Frank Bostrom, Associate Representative (Cabrillo Chapter); Gerald L. King, AIA, Vice President/Social Issues (San Joaquin Chapter); J. Russell Levikow, AIA, Vice President/Education (Northern California Chapter); Kermit Dorius, AIA, Vice President/Economic Affairs (Orange County Chapter); and William Vick, Jr., AIA, Vice President/Professional Affairs (Central Valley Chapter).

## SCI-ARC

This issue of *L.A. ARCHITECT* inaugurates a continuing feature devoted to the work currently being done in the architecture schools of Southern California. Each year, two Design sections will be produced by the students and faculty of local architecture schools. The Southern California Institute of Architecture is featured in this issue; the School of Architecture of the University of Southern California will be featured in a subsequent issue in 1976.

The purpose of this policy is to bring our readership closer to the schools of architecture in Southern California, and to open our pages to students and teachers. We hope that *L.A. ARCHITECT*'s policy will open up an exchange of views and communication between the schools and the profession. We invite our readers to send letters in response to these special features.

"Many of us have expended a great amount of energy and a good deal of love on this building," said Cesar Pelli, AIA, about the Pacific Design Center at the December SCC/AIA Chapter meeting. A tour of the PDC and an address by Pelli were the highlights of the best-attended Chapter meeting of 1975. Some 500 Chapter members, guests, students and members of the press enjoyed a casual wine-and-cheese reception in the Grand Mall (where winning entries in the 1975 SCC/AIA Design Awards Program were on display), followed by an insider's tour of the spectacular new building. Tour groups were led by Cesar Pelli, Edgardo Contini and Allen Rubenstein — all partners in Gruen Associates — and PDC project designer Miloyko Lazovich (now with Rochlin and Baran Associates). The evening included remarks by 1976 SCC/AIA Chapter President Henry A. Silvestri, AIA (who wished a speedy recovery to ailing President Morris D. Verger, FAIA) and PDC President Murray Feldman.

### JANUARY 1976

#### Inside:

**Perspective:** A bold proposal for a "Corps of Architects." By Frederic P. Lyman, AIA.

**The firing of John Pastier:** An *L.A. ARCHITECT* exclusive. By Anne Luise Buerger.

**Feedback:** Readers respond to the EERC report on unionization and AIA restructuring.

**A Sci Arc perspective:** By the students and faculty of the Southern California Institute of Architecture (Sci Arc).

**Chapter News and Notes:** An inside word about the Southern California Chapter/AIA.

#### Calendar:

**January 6:** UCLA Extension course on *20th Century Architecture to 1932* begins in Rm. 3357c, Graduate School of Management, UCLA, at 7:00 p.m.

**January 8:** UCLA Extension course on *20th Century Architecture 1932 to present* begins in Rm. 3357c, Graduate School of Management, UCLA, at 7:00 p.m.

**January 10:** Deadline for February issue of *L.A. ARCHITECT*.

**January 20:** "Wood in Architecture" is the topic of the Professional Development Program at DWP Auditorium, 7:00 p.m.

**January 24:** 1976 installation banquet for officers and directors of SCC/AIA and WAL in the Bradbury Building. Reception at 6:30 p.m., dinner at 8:00 p.m., installation at 9:00.

**January 31:** Professional Development Seminar for newly licensed architects, Union Oil Center, 9:00 a.m.

**February 6:** Reception at L.A. Community Design Center in honor of VISTA volunteers, 541 South Spring Street, Rm. 800, from 3:00 to 6:00 p.m.

**February 8-11:** International Security Conference, L.A. Marriott Hotel.

**March 7:** Opening of West Week at Pacific Design Center (through May 2).



# Southern California Institute of Architecture

The Southern California Institute of Architecture is a private, tuition-financed school of architecture and urban design. It is unique in that it is the only degree-granting institution of its kind in the United States. Since it has no direct administrative tie to any university, students and faculty form the entire decision-making body.

This method has made it possible, in a short period of time, to explore progressive and alternative education processes, to temper extreme points of view, to comprehend the capability of faculty and students to cope with self-actualization, and to adjust and tune the program through conscious and ongoing self-evaluation. SCI-ARC will always remain open to the potential for change, and options within the program are constantly available. Personal freedom and the attitude of freedom will always exist within a structured framework.

Since its inception, SCI-ARC has developed a curriculum attempting to deal with the process of "learning architecture" that maximizes a response to each student's individual needs, while exposing him or her to a diverse and wide-ranging set of attitudes and approaches. Central to this concept is the notion that SCI-ARC embodies the composite of the many individual philosophies of both faculty and student versus one specifically stated, united attitude.

We recognize that our architectural program is composed of diverse personalities, all with their unique contributions. We support this diversity since the profession is itself a complex set of contradictions responding to a society which is also multi-faceted, complex, and above all, fragmented. The continuity which is achieved within the program then is not related to unifying attitudes or approaches, but in understanding through dialogue the necessity of many approaches to common problems. In order for this to happen in a rational, non-arbitrary way, the architect's education must be oriented toward developing architecture as a humanistic science through the application of firmly rooted principles of social, political, economic, and biophysical ideology.

At the same time, it is obvious that the student must develop an architectural vocabulary which enables him or her to synthesize the complex sets of factors involved in architectural problem-solving. This requires the knowledge of perception, site response, materials, structure, natural and mechanical environmental control systems, and historical precedents.

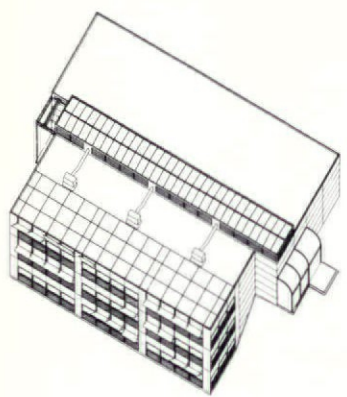
The projects presented are representative of the work produced in the third, fourth, and graduate years at SCI-ARC.

- 1 **Mike Rotundi** — Sequoia School (P.A. Awards Winner, 1974) **Mike Brickler**
- 2 **Linda Lee** — Fourth Year Design Student Housing
- 3 **Rick Clemenson** — Fourth Year Design, Marina Housing & Commercial
- 4 **John Souza** — Graduate Thesis, Pacific Coast Highway Redevelopment & Transit Station
- 5 **Jim Takamune** — Graduate Project, Civic Center
- 6 **Harriett Stroppa** — Third Year Design, Civic Center
- 7 **Joe Cristilli** — Third Year Design Convention Hotel
- 8 **Harriett Stroppa** — Third Year Design, Convention Hotel
- 9 **David Van Hoy** — Third Year Design, Civic & Cultural Center
- 10 **Tony Micu** — Third Year Design, Civic & Cultural Center
- 11 **Neil Wells** — Graduate Project, Civic & Cultural Center
- 12 **Tom Curley** — Graduate Thesis, Modular Schematic for urban Design
- 13 **Orlando Ossa** — Fourth Year Design, Convention Hotel
- 14 **Clive Edward** — Graduate Project, Culver City Air Rights Development **Neil Wells**

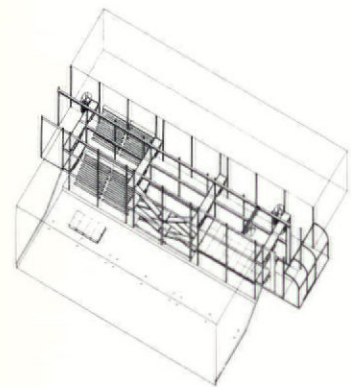
## FACULTY

Stephen Albert  
Joseph Belser  
Richard Brown  
Roland Coate  
Ena Dubnoff  
Frank Gehry  
Terry Glassman  
Raymond Kappe  
Shelly Kappe  
Henry Katzenstein

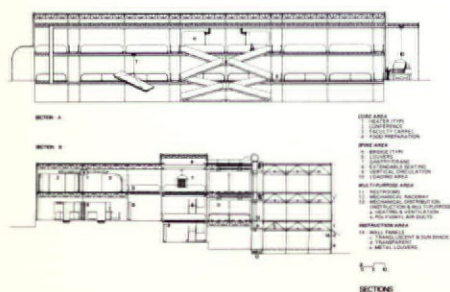
Ahde Lahti  
Jon Madian  
Thomas Mayne  
Eric Moss  
Mort Neikrug  
Ched Reeder  
Ron Rezek  
Steve Selkowitz  
William Simonian  
Glen Small  
James Stafford



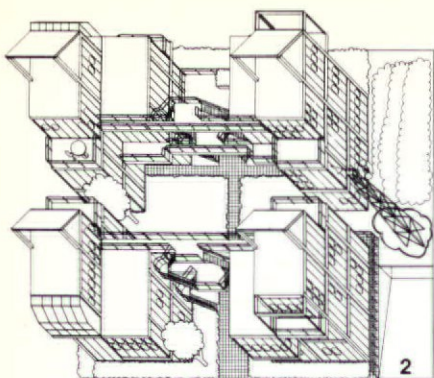
1



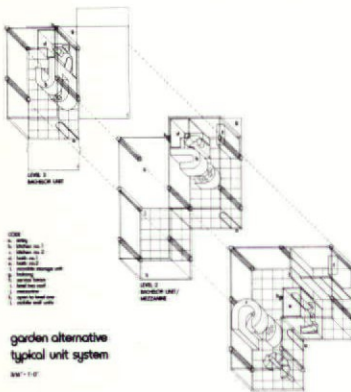
2



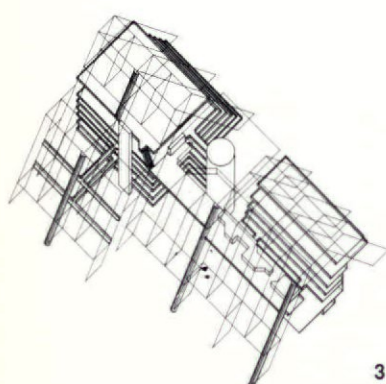
3



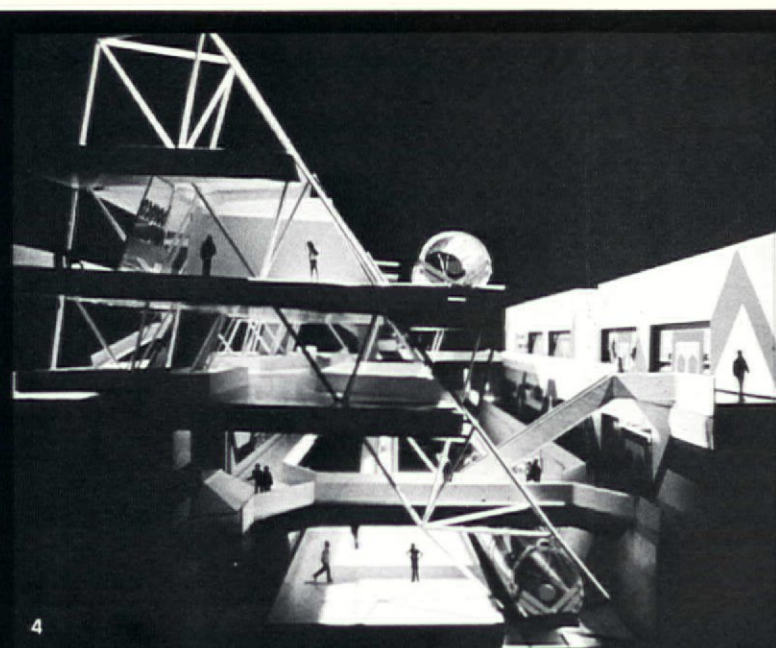
4



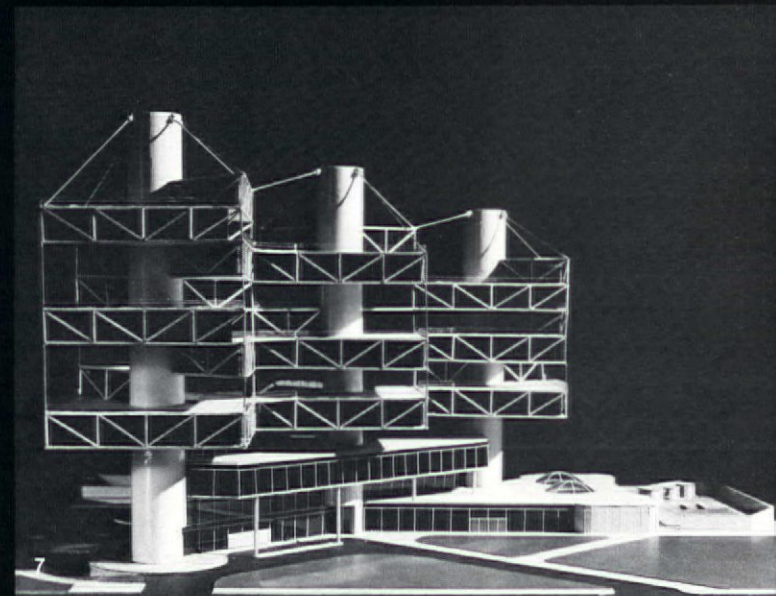
5



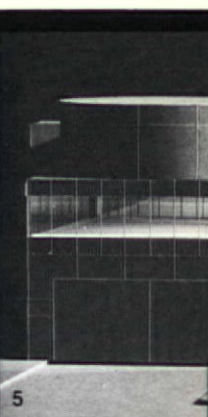
6



7



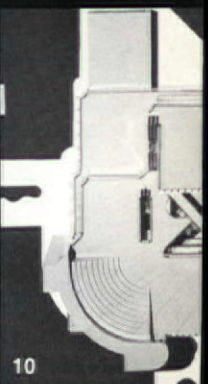
8



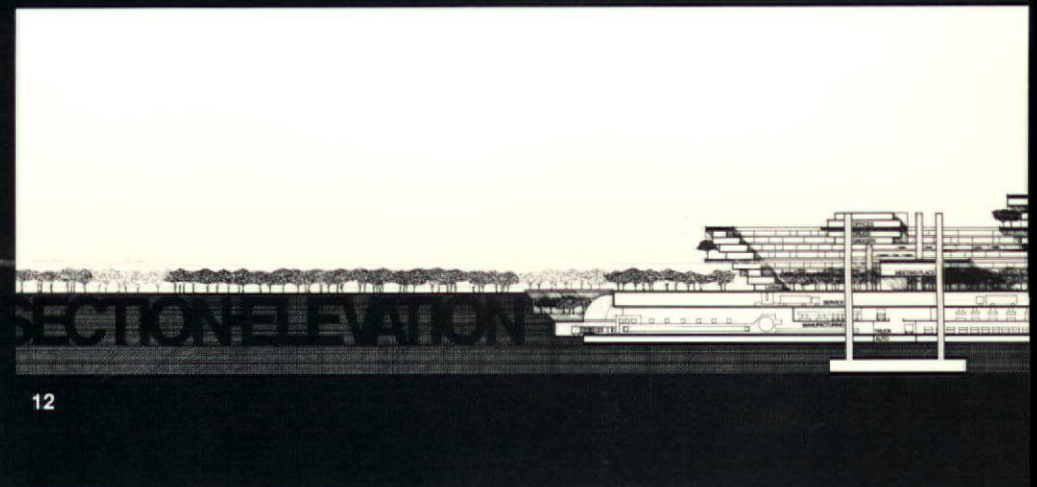
9



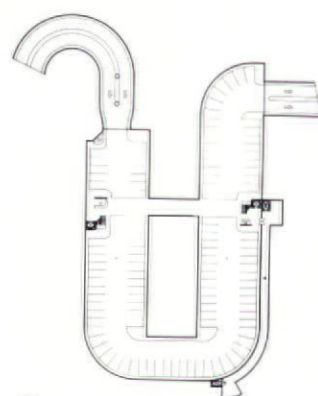
10



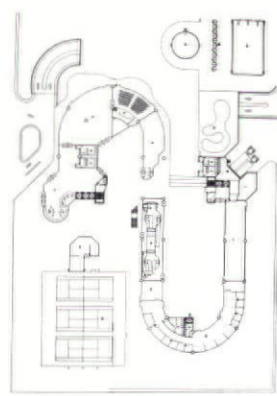
11



12

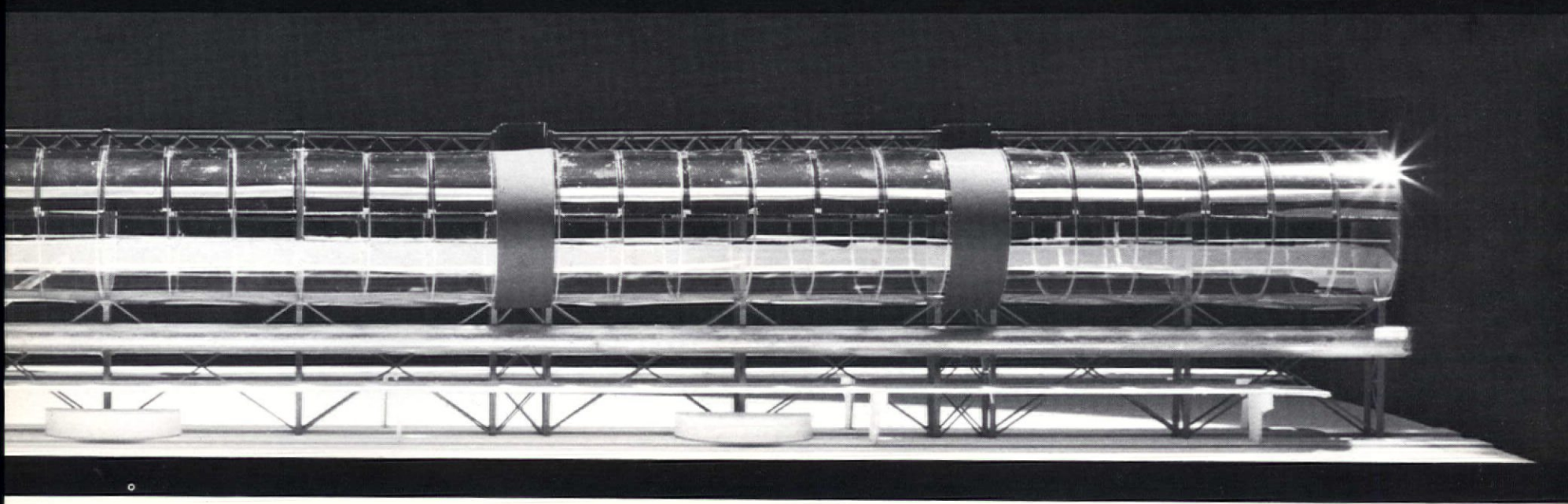
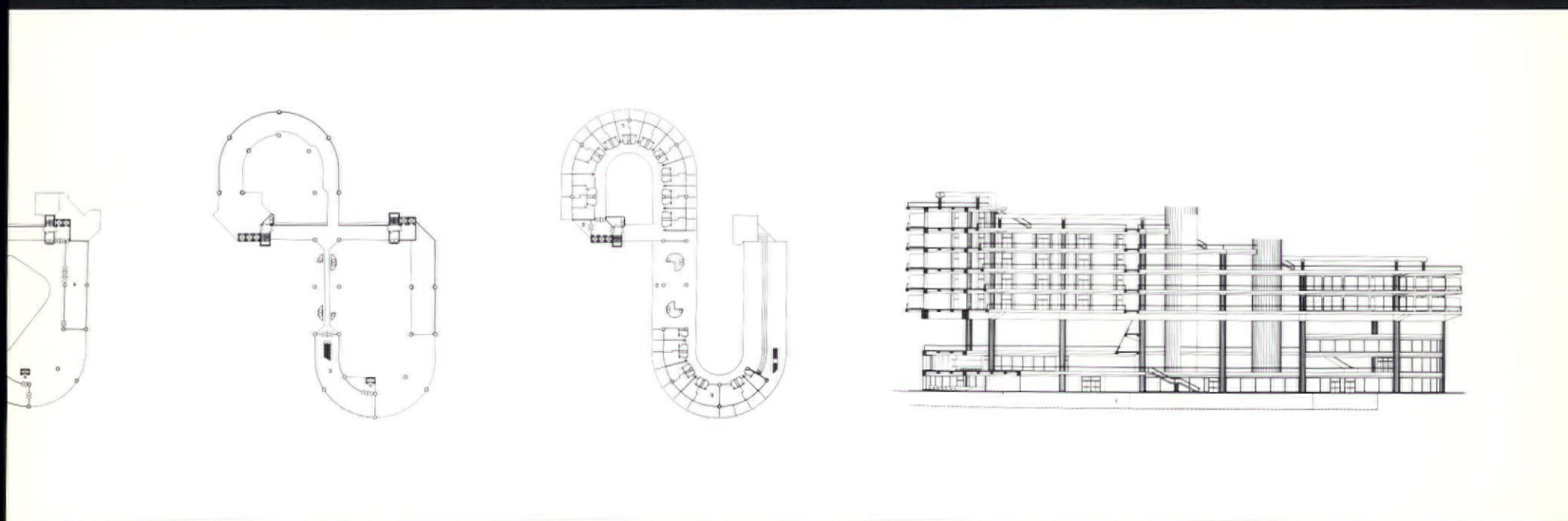
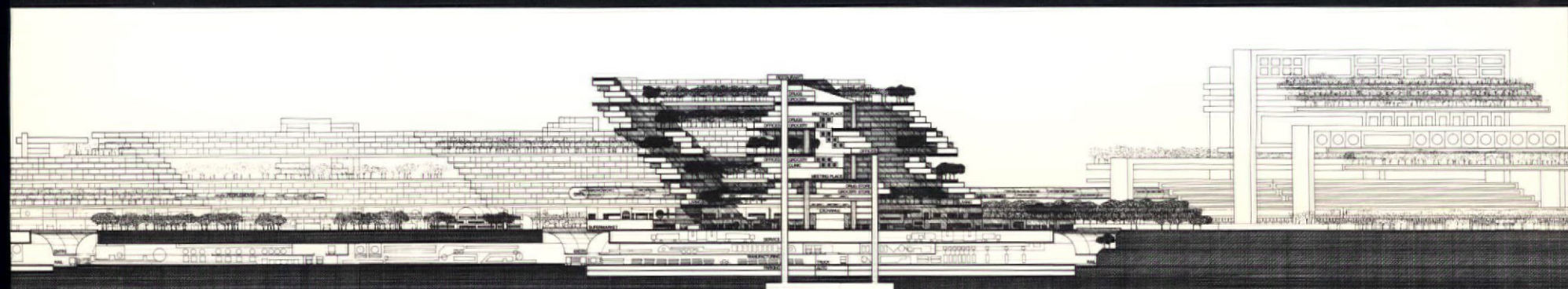
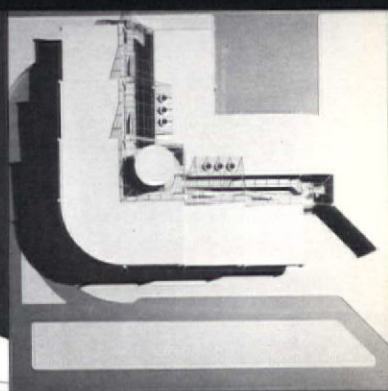
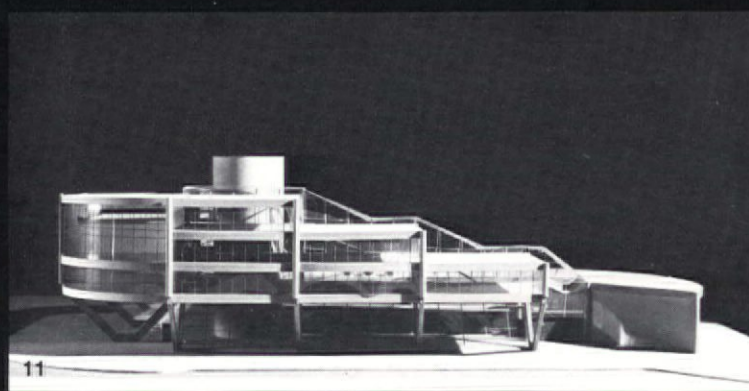
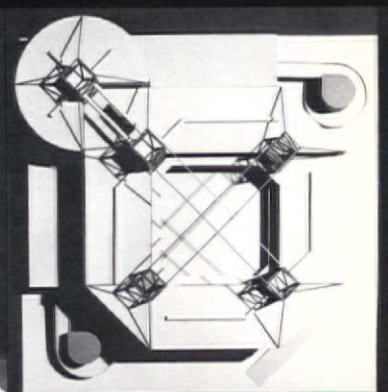
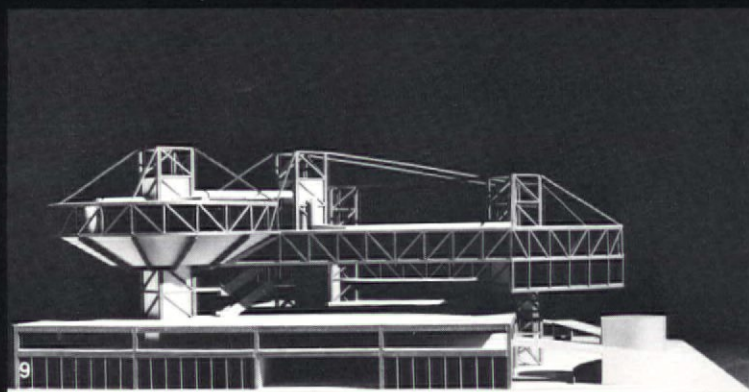
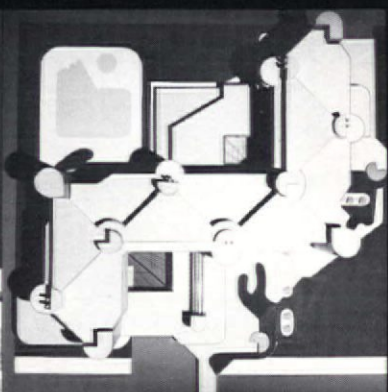
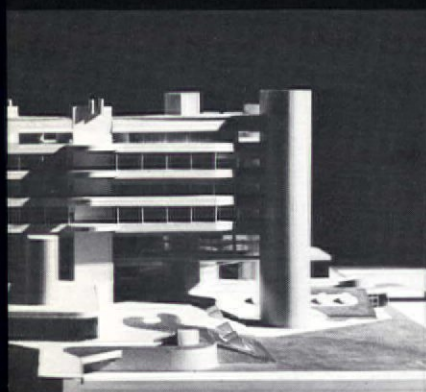
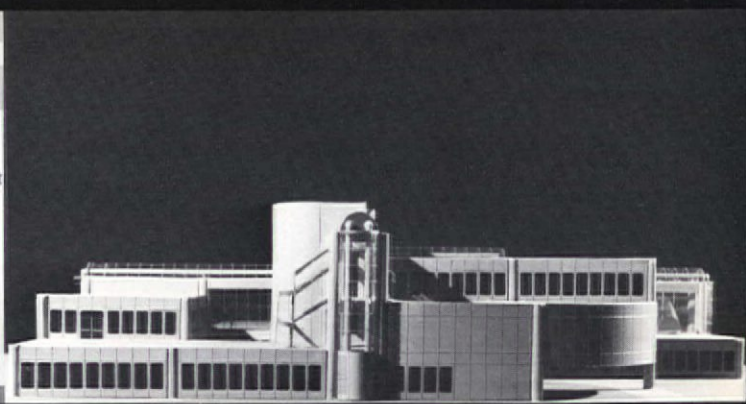
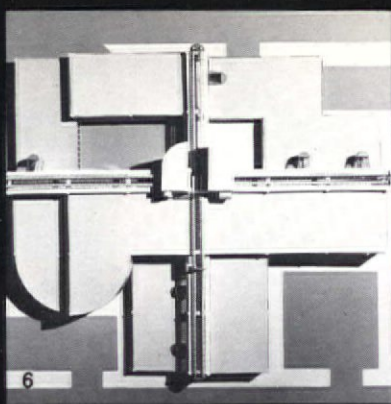
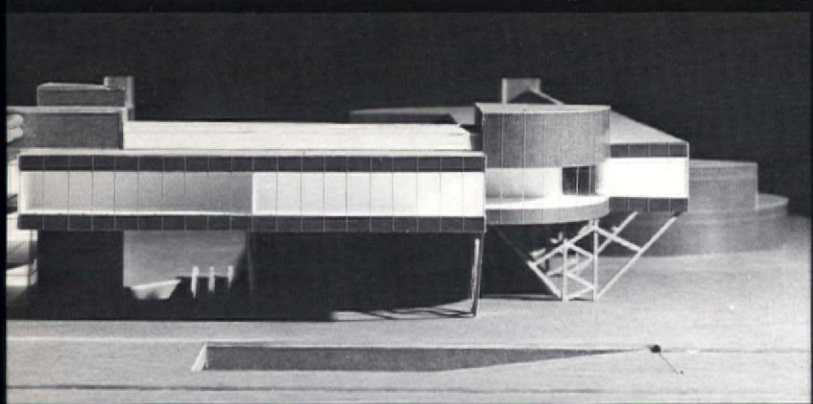


13



14







# Architecture criticism in Los Angeles: The firing of Times critic John Pastier

by Anne Luise Buerger

In 1969 — following precedents set by *The New York Times* and the *Washington Post* — the *Los Angeles Times* became the third newspaper in the country to have a regular architecture critic. Chosen to develop the new role was John Pastier, a native New Yorker, graduate architect, and former planner in the Los Angeles City Planning Department.

Pastier's widely-acclaimed columns appeared almost weekly until his abrupt dismissal from the *Times* in mid-September of 1975. Though the paper was without regular architecture commentary for the next two months, the appearance in late November of renewed and expanded journalism was welcome evidence of its continued progressive commitment to outstanding coverage of the field.

The new "task force" coverage features regular commentary by Art Seidenbaum and John Dreyfuss, both highly experienced *Times* journalists with seasoned interests in architecture and design. Their articles appear in "Real Estate," "View," "Calendar" and other sections. Dreyfuss is working closely with Real Estate editor Dick Turpin, according to the *Times*; and the work of both is being coordinated with continuing related urban and governmental affairs coverage by regular staff writers, Ray Hebert and Larry Pryor.

While greatly heartened by this new focus, many, who had been shocked, remained puzzled by Pastier's leaving. The *Times* published no announcement or explanation of it. The event was all the more puzzling because Pastier had been so highly valued as a critic by many readers, and because he had received awards for outstanding service not only from the architectural profession but from the *Times* itself.

This article — the first of two parts — focuses on the issues behind his departure. The investigation stems from broad and fundamental concerns: What are the common goals of architectural criticism in the newspapers? What are its importance, opportunities — and constraints? How can the special talents of architects and journalists be pooled to meet these goals? These and other issues will be discussed in a second installment — an appreciation of the *Times*' new coverage of architecture, planning and design — but they are implicit in the present inquiry as well.

## Why did Pastier leave?

*Times* associate editor Jean Taylor disclosed that the reasons for Pastier's leaving "involve irreconcilable differences between his interpretation and ours of what comprises metropolitan-newspaper coverage of a complex and constantly changing subject." *Times* editor William Thomas declined further comment. Pastier himself is not sure: "The *Times* offered a wide and changing series of reasons for its action — all of them retrospective."

But there has been no lack of speculative theories, providing possible factors contributing to an event that is likely to remain unexplained.

## The political connection

The theory that Pastier was fired for political reasons was summarized in the November issue of *Los Angeles* magazine. "Although Thomas went out of his way to tell Pastier 'this isn't political,'" said the magazine, "it is common knowledge at the *Times* that Pastier always had to walk a fine line to avoid treading on the hearts of the Chandler family — which owns extensive land in the downtown area — and Times-Mirror board chairman, Franklin Murphy." The magazine continued: "In recent months, Pastier criticized a community development plan the *Times* is pushing, and took shots at the Los Angeles County Museum, one of Murphy's pet projects."

The rumor was plausible precisely because Pastier's columns ranged so widely over his field of environmental design. Pastier wrote about the close relationship of political, economic and bureaucratic decisions to environmental issues. The *L.A. ARCHITECT* January 1976

critic himself did not discount the possibility that the *Times* succumbed to political pressures: "It's possible, but I can't tell," he commented. "Several times it was made clear to me that I went too far in saying something. I thought I was being given signals which, if followed, would be a compromise to my own independence and intellectual integrity." He speculated that his dismissal might have been timed to preclude the column's participation in current critical debate on the Los Angeles downtown redevelopment plan.

## The editorial factor

Less interesting — but equally important — are editorial reasons given for the dismissal. Few could with soundness question the critic's fine abilities as both writer and analyst. As expressed after his dismissal, the *Times*' criticism centered on the scope, objectives and newsworthiness of subject matter, and pointed to an apparent fundamental disagreement concerning the dimensions of the architecture critic's role.

Pastier often dealt with unconventional architectural subjects — relationships of environmental design to language and psychological phenomena as well as to politics. These subjects were intended to increase the public's environmental perceptions and awareness. "I came to the *Times* to write about the entire spectrum of the man-made environment, not just architecture," commented Pastier. Some *Times* editors perhaps understood architecture in its traditional sense as "the art of building"; they could have been unequipped as laymen to evaluate or appreciate Pastier's extended content and exploratory approach.

Further, the *Times* may have been inclined to want Pastier to stress informational reporting of environmental issues and to restrict critical evaluation to esthetic aspects of design. The *Times* had few criteria by which to judge a critical discipline itself in the process of development by Pastier and a handful of other newspaper critics in this country: "The role of architecture critic isn't very well defined anywhere," observed Pastier.

## The commitment factor

According to one set of views, the *Times* in 1969 undertook a progressive and highly-raised commitment to provide architectural criticism. But it did so apparently without undertaking a necessary, corollary commitment to ensure, as a matter of policy, a consistently high standard of environmental coverage in the paper as a whole. In its current, expanded "task force" approach, the *Times* implies that it will fill that need: it plans to

offer not only high-quality but coordinated architecture and planning coverage.

By contrast, Pastier and others were aware of his column's often adversary role with respect to sometimes conflicting roles of other advertising- and industry-related sections of the paper, including Real Estate and Home. His column could have been victimized by such conflicts.

According to a variant theory, the *Times* could have judged counterproductive the column's sometimes controversial and wittily missionary tone and its frequently sophisticated, special appeal. Feeling a commitment to mirror its readers' views and advertisers' interests, rather than enlighten them, the paper may have felt the column was, in a recession era, costing too dearly.

## "Tower of Babble"? The Communication Factor

According to this argument, Pastier was let go ultimately because of communication failures among the public, the architectural and planning professions, the critic and the newspaper itself.

To begin with, Pastier and the *Times* could have been fighting a losing battle against a Los Angeles reading public that is either hopelessly awed by — or unredeemably indifferent to — the idea of improving the built environment — or else so emotionally committed to its current living style as to resist efforts to change it. Pastier was aware of this and sometimes felt he was working in a vacuum.

It is also possible that Pastier lost his "constituency" through a certain arrogance. His occasionally acid, if always intelligent, criticism could have struck a public nerve and alienated some. The architectural profession may itself have failed to support the *Times*' and Pastier's innovating efforts to expand the definition of architectural coverage. Professional response to the columns could too often have revealed a commitment to narrow self-interest rather than to higher professional goals.

Architects are hopeful that the *Times* may now encourage participation by the environmental design professions in their expanded coverage. If previous editorial policy had similarly encouraged positive communication and input from architects and planners, Pastier's editors might have better evaluated and appreciated the column's critical content as well as its form.

Communication failures, however minor, could have been fatal to an endeavor that may have needed concerted efforts of the newspaper, the critic, and the architectural profession for its survival and success.

## A sampler

# QUOTATIONS FROM CRITIC PASTIER

Reactions to John Pastier are usually intense. "He's great until he touches you," says Joseph Amestoy; "A man of principle," says James Stevens. And Esther McCoy comments: "I was glad that the *Times* had chosen someone young and tough." Here is a casual collection of excerpts from some of John Pastier's *Los Angeles Times* columns over the past five years.

## On the L.A. skyline:

"Our best architects do not get as many commissions as they deserve, and even when they do major work their clients seem unwilling to allow them the full play of their abilities. . . . Tenants who pay such extraordinary rents deserve extraordinary surroundings. If they begin to demand their due, Southern California's skyline could eventually become not just one of America's tallest, but one of its best as well." [3/12/73]

## On the Hollywood Sign:

"... almost classic in its restraint . . . It is our Stonehenge: the colossal artifact of a potent native religion." [2/6/73]

## On "The Tower of Babble"

"Urban design and architecture are mainly languages of a visual and spatial nature. They are not necessarily well-understood even by fluent speakers of other visual and spatial languages such as painting and sculpture. Even architects don't necessarily comprehend the language of urban design with consistent success. . . . My concern is that environmental design has evolved into an almost private language, and that's an absurd state of affairs for this most public of arts." [9/8/75]

## On "The Rankle Factor"

"Huge, sleek, abstractly shaped and assertively blue, the glass-walled Pacific Design Center in West Hollywood may well be the most aesthetically controversial local building of the past decade. . . . Los Angeles is funny that way. It can absorb mediocre buildings, even some terrible ones, by the hundreds with barely a ripple of reaction. Some of its best new buildings, however, agitate a public long accustomed to architectural poverty." [9/15/75]

# PERSPECTIVE A Corps of Architects to build a garden city

by Frederic P. Lyman, AIA

The original five professions are the Ministry, the Military, Medicine, Law, and Architecture. They have been followed by a number of mutant professions such as Engineering and Accounting. But since "the oldest profession" involves the subordination of purpose to fee, it is not a profession at all, but resupination.

The job of a Professional Soldier is to defend the Constitution. He is not a mercenary. He does not market his professional services to the highest bidder. He serves all the people. We have no hired Hessians. We celebrate the bicentennial of their defeat.

The Professional Soldier is a member of a Corps. He has access to destructive power, but unlike his colleagues on the lower continent, he restrains his power by a highly developed system of ethics and discipline within the Corps.

The Priest operates under a similar system. He too serves all the people, not just those who can afford him. It is as important to save the soul of the pauper as to save the soul of the Pope.

The actions of the Soldier and the Priest are clear and purposeful. The actions of the Doctor, the Lawyer, and the Architect are often fraught with talent, they perform miracles for those who can afford them, but the Medical Profession has done far too little by way of improving the health of the nation. The Doctors strike, but they do not march to bring an end to malnutrition, conventional dissipation, inadequate medical care for the poor, and contamination and pollution of food, air, and water.

Despicable are our Lawyers who, in a nation founded by Lawyers, charge \$100.00 per hour for their services and claim to be dedicated to the concept of equal justice under law.

And we Architects who — according to our ethical standards — are dedicated to the proposition that "AN ARCHITECT SHALL ABOVE ALL SERVE AND PROMOTE THE PUBLIC INTEREST IN AN EFFORT TO IMPROVE HUMAN ENVIRONMENT," attend seminars on marketing professional services while politicians, bureaucrats, developers, planners, realtors, bankers, the highway lobby, and all the rest of the untrained interlopers, who are under no such pledge as we are, make decisions regarding problems they do not seek to solve but only to exploit.

What is needed is a Medical Corps as dedicated to our good health as is the Church to our good morals.

I am no cynic about such dedication. I believe it lies buried deep

within the heart of every professional, or else he would never endure the tests.

Prostitution comes later and not of love but necessity.

Since we all need and like money, we become confused. We earn money to live, but professionals do not live to earn money. They live to serve. The Priest takes a vow of poverty. He considers the lilies. So should we all.

What is needed is a Legal Corps, so that whether a man accused of murder is poor and black or rich and white, he is defended not by a Lawyer of high fee but of high rank, and prosecuted by a Lawyer of equal rank while enlisted men take care of traffic cases.

The point, I hope, is made.

We are divided in purpose. We compete against each other instead of working together to take advantage of the wealth of our land and the energies of our citizenry to build a garden metropolis.

As the student said, "We do not need more urban planners. We need urban designers." We cannot be content with clients. There is too much work to be done. A house? A skyscraper? It doesn't matter. They are both fascinating exercises, but they are also scraps for the dogs, the debris of Planning and Zoning's absurd attempt to solve subjective problems by objective means. *Don Giovanni* was not composed by legislation. The only means of solving subjective problems is talent, and to solve those of Los Angeles we need an army of talent.

So let us establish a Corps of Architects to monitor the County of Los Angeles and each of its Five Supervisorial Districts and 76 cities and the unincorporated areas. Let every member of our Chapters be assigned to a specific territory, the total environment of which shall be his responsibility.

Where the environment is poor, let him work to improve it. Where the environment is good, let him work to preserve it. If the laws are unfavorable to the environment, let him work to change them. If the laws are favorable, let him defend them. Let him work for the health of the land and let him live off the land. Under the command of the Profession, let him serve all the people, not just those who can afford him, or let him be drummed out of the Corps in accordance with our Standards of Ethical Practice.

## 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.

Henry Silvestri, AIA President  
David C. Martin, AIA Vice President  
Raiph H. Flewelling, AIA Secretary  
Robert Tyler, AIA Treasurer

Directors:  
Joseph Amestoy, AIA  
Donald H. Brackenbush, AIA  
Gordon A. Forrest, AIA  
Harry Harmon, FAIA  
Robert A. Kennard, AIA  
Francis W. Parsons, AIA  
Harry B. Wilson, AIA

Mrs. Edgar A. (Anni) Szanto President, Women's Architectural League

Thomas R. Vreeland, Jr., AIA Chairman of the Editorial Board  
Kenneth Dillon, AIA Treasurer  
Lester Wertheimer, AIA Graphic Designer

Editorial Board:  
Peggy Cochran Bowman, AIA  
Anne Luise Buerger  
Thomas S. Hines, S.A.H.  
Frederic P. Lyman, AIA  
David C. Martin, AIA  
Charles W. Moore, FAIA  
Michael F. Ross, AIA

Jonathan Kirsch Editor  
Bonnie Wright Advertising Director

## On the Convention Center:

"Ultimately . . . it is a building of no special or consistent character, one that avoids failure where it should have sought success. Too much attention has been given to the package, and not enough to the product." [7/25/71]

## On the Central Library:

"Flawed as it is, the Central Library has not been surpassed by any subsequent public building in Los Angeles. In a city that lacks for antiquity, is short on urban landmarks and has a positive genius for producing mediocre public art and architecture, preservation of the Central Library should be of first importance." [1/31/71]

## On the Transamerica Pyramid:

"The Transamerica Building ends in a dunce cap that adds 35 percent to its height. . . . Fun-loving San Francisco, 'everybody's favorite city,' is in the process of becoming the home of the world's largest architectural folly."



# Debate continues over EERC report ...

**"... specific steps to best serve the needs of all members. . ."**

This letter is in response to the article on Employer-Employee Relations Committee Report (L.A. ARCHITECT, October 1975). In discussing various AIA measures, unionization or restructuring of the Chapter, it appeared that the report covered far more than Employer-Employee problems. I firmly believe that Proposal "A" has the best chance of achieving the goals of the EERC Report. This year Morris Verger and the Board of Directors have taken specific steps to reorganize the local Chapter to best serve the needs of all of the thousand members.

Within the existing structure there are a number of additional points not mentioned in the report that I believe worthy of consideration:

1. Because of the dire economic situation, the AIA should take significant steps in identifying potentials for future work for firms or individuals that comprise the membership. Architects may need to be retrained in part to fit them into new roles in providing new services for their clients. Included in these kinds of services are land planning, preparation of environmental impact reports, construction management, design-build team

approach and other forms of truly comprehensive services. The L.A. ARCHITECT could indicate potential public and major private developments that will be available for architects and planners.

2. The membership should be more actively involved. This can be done by:

a) Consolidating our numerous committees into a few more active working committees involving greater participation.

b) Organize groups of architects to serve their locality, for example, a group of architects working together in the Santa Monica area, Hollywood, San Fernando Valley, etc. on problems involving urban design, planning and other volunteer services. By interacting with the community, the AIA will not only serve a valuable function but will work together as a team to solve community problems.

c) In order to encourage dialogue among architects expressing their views about the profession and about society, I favor at least three or four discussion-forums per year. These forums could be half-day sessions properly organized to relate to specific issues, allowing the general membership to explain their views to the Board of Directors.

d) In order to improve the communication between the SCC/AIA and the CCAIA, I recommend that a

representative of the CCAIA be present at least once a month at local Board meetings and at least two or three times a year at a public discussion with the entire membership. In addition, I recommend that the Legislative Analyst should have direct contact with the Chapter representative so that some of the major issues — such as energy, coastline planning codes and other items that affect this Chapter — be transmitted to the Legislative Analyst for his follow-up.

Jerry L. Pollak, AIA

**"Employer-employee relations: apathy or fear?"**

In the May '75 issue of the L.A. ARCHITECT, AIA members were asked to give their views on employment relations for inclusion in the EERC report to the Board of Directors. In the November issue, the EERC reported that there were many problems such as poor fees and wages, widespread unemployment, insufficient commissions, comparatively poor profits and consequently poor benefits packages for employees. The November report asked members to choose

between three alternatives to follow (stressing that the only unacceptable course was to do nothing).

The result of these efforts was almost nil — complete apathy! Or was it? Just before press time there developed a controversy about inclusion of a questionnaire. After receiving positive feedback from the forum held on the subject a year before, the committee had decided that the most effective way of getting membership response was to compose a very precise, easy-to-fill-out questionnaire that would establish a direction for the board to follow. Although the committee was greatly disappointed that higher forces prevailed, they had to agree that there was a possibility that such a questionnaire could be interpreted by others as an official vote for labor relations purposes.

So the report went to press without any effective way of getting sufficient response, and now we sit in frustration waiting for the voice of the membership. Obviously the faint-hearted are not going to expose their bias to the Feedback forum for publication — horrors! And we can't expect response from the type who doesn't give a damn about the profession or the community, much less the exploited employee. No, I think that the issue is so tender that most people just wish that it would go away.

Well, it's not going to go away. The AIA will do something, or else a union will eventually be formed. And if it doesn't go the way you want it, then you have no one to blame but yourself. The Board will take action (i.e., adopt measures, changes, etc. or leave the issue for others to resolve) based on their own convictions and biases. If there is any membership attitude or overwhelming conviction, Board members will have no way of knowing it.

There is an alternative. Get off your duff, reread the article about the EERC report [November '75 L.A.

ARCHITECT], decide whether you favor the formation of an independent union, or whether you think that the AIA should do something about the problems. Then call me (628-8349) or one of the EERC members and tell us your views. (EERC members: Adolfo Miralles, David Noble, E.J. Parrish, Norma & Rolf Sklarek, Jon Sommers, George Terpatzi). If you can't find the time to call or write, please don't be one of those who claim the AIA doesn't do anything — after all, the AIA is only as good as its members.

Joseph Amestoy, AIA

**L.A. ARCHITECT . . . a unique publication about architects and design in the West**

**Advertising and subscription information: (213) 624-6561.**

**Southern California Chapter/AIA, Suite 510, Bradbury Building, 304 South Broadway, Los Angeles, Ca 90013.**

## NEWS AND NOTES

"Wood in Architecture" is the subject of the **Professional Development Seminar** to be held on January 20, 1976, from 7:00 to 9:00 p.m. at the Department of Water and Power Auditorium, 111 North Hope Street. Ray Kappe, FAIA, will act as moderator for a panel including Don Comstock (Western Wood Products), Dick Hansen (Truss Joists), Ken Walter (American Plywood Association) and a representative of the American Institute of Timber Construction. Admission is \$3.00 (\$1.00 for students), parking is free, and a coffee hour follows the program.

A **Professional Development Seminar for Recently Licensed Architects** will be held on Saturday, January 31, 1976, at the Union Oil Center Auditorium, 462 South Boylston in Los Angeles. The all-day seminar will begin at 9:00 p.m. with registration and welcoming remarks by SCC/AIA Chapter President Henry Silvestri, AIA. Speakers will include Millard Gooch, AIA (Professional Conduct and Ethics), Howard Lane, AIA (Fees and Client Relations), Arthur F. O'Leary, AIA (Architect's Consultants), John Ryan, CNA Claims Supervisor (Professional Liability Insurance), Attorney James Acree (Professional Liability) and Attorney Darryl Dickey, AIA (Construction Administration). The price of \$4.50 includes lunch. The seminar is sponsored by the SCC/AIA Professional Development Committee.

"Designing Defensively" is one of 30 comprehensive seminars planned for the Western Workshops and Exhibits of the **International Security Conference, February 8-11, 1976**, at the Los Angeles Marriott Hotel. More than 150 manufacturers of security products and services will demonstrate the state-of-the-art for attendees. Products on display will include fire and burglar alarms, closed-circuit television, access control, communications equipment and other security apparatus. For registration and information, contact International Security Conference, 2639 South La Cienega Boulevard, Los Angeles, Ca 90034.

Two courses in modern architecture will be presented by Kathryn Smith, MA, during the Winter Quarter at UCLA Extension. **20th Century Architecture to 1932** will cover the Heroic period from the Arts & Crafts to the Bauhaus; **20th Century Architecture from 1932 to present** will

trace Modernism from the white architecture of the 20s to the present eclecticism. Optional field trips will be arranged. The fee for each class is \$60. The first session of **20th Century Architecture to 1932** will meet on Tuesday, January 6th, from 7:00 to 9:30 p.m. in Room 3357c, Graduate School of Management, UCLA; the first session of **20th Century Architecture from 1932 to present** will meet on Thursday, January 8th, from 7:00 to 9:30 p.m. in the same room. Call 825-1328 for further information.

The Los Angeles Community Design Center will hold a reception **February 6, 1976**, to introduce ten new VISTA [Volunteers In Service to America] volunteers that the Center has been awarded by the United States ACTION office. Councilman Dave Cunningham and other elected officials plan to attend the event which will be held at the Design Center, 541 South Spring St., Room 800 in Los Angeles from 3:00 to 6:00 p.m. The VISTA volunteers will be drawn from six environmental design professions: architecture, civil engineering, graphic design, interior design, landscape architecture and urban planning. They will substantially increase the full time technical capabilities of the Design Center, which delivers free planning and design services to low income groups by utilizing student and professional volunteers, as well as attract a greater number of those volunteers to assist them with their projects. The reception will be an opportunity to learn about the work of the Community Design Center through project displays as well as to greet the VISTA volunteers. Refreshments will be served. All interested persons are invited to attend. Please RSVP to Michael Hudson 626-1453.

Pacific Design Center will celebrate its official opening next March with the premiere of **West Week**, the first annual product exposition and design conference geared to the West Coast contract furnishings market. Showrooms participating in West Week will feature contract furniture, floor covering, fabric, wall covering, lighting and accessories. PDC will also host the triennial **California Design Show** concurrently with West Week, beginning **March 7** and running through **May 2**. Building dedication ceremonies for PDC will take place during West Week.

Don Ramos, AIA — a member of the Architects' Club of Toastmasters International — reported at a recent meeting of the club about the success of a speech that resulted in a commission to his firm. After an address before the congregation of the Church of Religious Science of Huntington Beach, he received a letter from the congregation — plus a retainer and an authorization. "I brought clear thinking to the problems that the church building committee was facing," Ramos explained. "The letter said that it was the potency of my speech that convinced them to hire me for the job." The Architects' Club is a permanent committee of the SCC/AIA. For further information, please contact Jon Sommers (650-0323) or Marc Dubin (365-3241).

Robert C. Lesser, AIA, president of Robert Charles Lesser & Co., has been elected to the national housing committee of the Institute. The committee researches, interprets and counsels on housing trends and conditions throughout the United States.

**BOOKS on ARCHITECTURE • DESIGN • PLANNING new • out-of-print • imported / hardcover & paperback extensive stock / special values at reduced prices**



WE ALSO BUY BOOKS

**Hennessey & Ingalls, Inc.**

Art and Architecture Bookstore  
11833 Wilshire Boulevard  
Los Angeles 90025 473-0380

**the beauty of a shake roof... without the disadvantages**



**The Modern Fireproof Shake provides warmth, beauty, protection**

- Lightweight — Fireproof
- Deep, Irregular Shadow Lines
- Maintenance Free — Inert Mineral Material
- Choice Of Three Colors
- Meets All Codes

Applies like shakes or shingles over conventional framing. For new construction or reroofing. Call or write for application data and additional information

**CALIFORNIA CEMENT SHAKE CO., INC.**  
Subsidiary of California Portland Cement Co.

5355 North Vincent Ave. Irwindale, Calif. 91706  
Phone (213) 969-3451





# CHAPTER NEWS AND NOTES

The **Chapter office** is developing an **architect referral service** to answer the inquiries from the public for architects who specialize in particular types of work. The great majority of these calls concern small projects — such as residential remodeling — or hard-to-answer requests for particular historical styles and other unusual projects. The Chapter proposes to keep a notebook of architects interested in referrals; the staff will give out three names to each caller in rotation. Problem calls for Chinese pagodas and other exotic specialties will be fielded by a referral committee appointed by the Chapter president. If you would like your name to be included on the Chapter's referral list, please complete and return the enclosed postcard to the Chapter office. (Additional postcards are available from the Chapter office).

The final results of balloting on **proposed Bylaw revisions** for the Southern California Chapter/AIA were announced after the polls closed at the November Chapter meeting — **all proposed revisions were passed and incorporated in the Bylaws**. Complete details of the Bylaw revisions were submitted to Corporate Members during the balloting and can be obtained from the Chapter office.

The exhibition of **1975 SCC/AIA Design Award Program** winners will continue to be displayed in the first-floor mall of the **Pacific Design Center** at 8687 Melrose Avenue in West Hollywood throughout the month of January.

The **Housing Committee** is attempting to identify and contact Chapter architects involved in housing. If you are, have been or wish to be involved in housing, please call **Ken Dillon** at 826-7854. Cooperation from Chapter members would be very helpful in working toward solutions for special problems of architects involved in housing.

**Mrs. Rose Marie Baker** was unanimously elected president of the **Architectural Secretaries Association/Southern California Chapter, Inc.** Mrs. Baker, whose term begins on February 1st, is office manager for Haas:Greenfield:Associates. Other newly elected board members include **Lily Nakao**, 1st Vice President/Programs (Charles Kober Associates); **Beverly Bolin**, 2nd Vice President/Membership (Adrian Wilson Associates); **Carol Cushing**, Recording Secretary (Adrian Wilson Associates);

**Joanne Hill**, Corresponding Secretary (Charles Kober Associates); and **Vivian Rybaczyk**, Treasurer (Ralph M. Parsons Company). Directors will include past presidents **Jean M. Brown** (Parkin Architects Engineers Planners); **Thelma Immschweiler** (Adrian Wilson Associates), Vicki Hutton (Inslee, Senefeld & Associates), and **Helen Brewer** (California State University and Colleges). National ASA Treasurer **Ruth Chilton** (Maurice H. Feishman, Architect, AIA) will also serve as a director.

**L.A. ARCHITECT** Editor Jonathan Kirsch will hold office hours in the Chapter office on Thursday, **January 8th**, from **2:00 to 3:00 p.m.** Beginning in February, L.A. ARCHITECT office hours will be held on the **first Thursday of the month from 1:00 to 2:00 p.m.** Chapter members are invited to call or drop by for consultation about **L.A. ARCHITECT**.

**The 2,113th meeting of the SCC/AIA Board of Directors:** A special meeting of the Board of Directors was convened on October 21, 1975. Officers, directors and guests in attendance discussed walking tours prepared by the **AIP** for their last convention in Los Angeles; the Board reviewed the list of members who have requested waivers of dues, and voted to accept the **Membership Recruitment Committee's** list of approved waiver requests for forwarding to the Institute; the Board resolved to contact delinquent Chapter members regarding procedures to be followed in cases of financial difficulties; the Board will review a **CCAIA** list of non-AIA certificated architects within the Chapter area and initiate a personal contact campaign to recruit new members; **Anni Szanto** made a request for support in getting new members for the **WAL**.

**The 2,114th meeting of the SCC/AIA Board of Directors:** On November 6, 1975, officers, directors and guests heard a report by **Bob Kennard** on County contracts for architectural services; a task force was appointed by 1975 Chapter President **Morris D. Verger** to respond to a request from the Mayor's Office for an SCC/AIA position on the Downtown Redevelopment Plan; the Board voted to distribute a report by **Burnett C. Turner** on the CCAIA's **Space for Tomorrow** Conference to CCAIA chapters; the Treasurer reported on the 1975 budget; the Chapter is requesting Institute waivers for Chapter members who have

requested them, and delinquent members are being notified of the waiver possibilities; the SCC/AIA will propose a display of Chapter committee activity charts at the December 5th meeting of California Chapter presidents; a membership recruitment campaign was discussed; **Anni Szanto** reported on the **WAL** Rap Sessions, Home Tour, lecture series and city tours; a client referral system was discussed; and the **Scripps Urban Internship Program** asked for Chapter cooperation.

Did you know that contracts, office and project forms, and other **AIA documents** can be ordered conveniently and quickly through the **SCC/AIA Chapter office** in the Bradbury Building? Document sales are handled personally by **Karen Hamanaka** from noon to 5:00 p.m. on Monday through Friday in the Chapter office. Documents will be shipped by mail or UPS — but the mailing charges can be avoided by simply dropping by the Chapter office between noon and 5:00 p.m. on any weekday afternoon. (Six percent sales tax is added to document sales.) Says office manager **Phyllis Arnold**: "We encourage Chapter members to take advantage of the Chapter's document service by calling Karen Hamanaka between noon and 5:00 p.m." The telephone number of the Chapter office is (213) 624-6561.

The **deadline** for the February issue of **L.A. ARCHITECT** is **January 10th, 1976**. Chapter members are invited to submit information, news items, articles and other material.

## CLASSIFIEDS

Business and Professional offices, studios for lease, ideal for architects, accountants, psychologists, artists. 450 to 1,500 sq. ft. Newly re-modeled, Spanish motif. View of hills and sky from huge glass windows. Ground floor on court, fully carpeted, ¾ bath, ample parking, prime location. Barham and Hollywood Freeway 3169 Barbara Court. 876-6440.

## WAL



**Mrs. Edgar A. Szanto** has been elected president of the Southern California Chapter of the **Women's Architectural League**, auxiliary to the Southern California Chapter of the American Institute of Architects. Other officers are **Mrs. Stanley Brent**, vice president; **Mrs. Roger L. Bown**, recording secretary; **Mrs. Robert Tyler**, corresponding secretary; **Mrs. Peter T. Creamer**, treasurer. Others who will assist are **Mrs. Miller Fong** and **Mrs. Donald A. Perry**, directors, and **Mrs. Frank Smizer, Jr.**, Parliamentarian. Committee chairmen are **Mrs. Cyril R. Schnier**, Program; **Mrs. Victor M. Newlove**, Social; **Mrs. William Landworth**, Project; **Mrs. Alex A. Miller**, Hospitality; **Mrs. Marvin Bluestein**, Membership; **Mrs. Marcus Swed**, Public Relations; **Mrs. Arthur F. O'Leary**, Legislative; **Mrs. Raymond L.**

**Gamble**, Historian; **Mrs. Ralph Bowerman**, Education; **Mrs. David R. Duplanty**, Ways and Means/Operating; **Mrs. Paul S. Hoag**, Ways and Means/Home Tour. Those who will serve on special committees are **Mrs. John C. Absmeier**, **Mrs. Ernest H. Elwood**, **Mrs. Robert Bennighof** and **Mrs. Claus G. Dalmark**.

The last **Student-Architect Rap Session** at the office of **Gin D. Wong FAIA** (in November) was attended by 22 students from the following schools: USC, UCLA, Sci Arc, Cal Poly-Pomona, East L.A. College, West L.A. College, L.A. City College and L.A. Trade Tech College. Participating architects were: **Gin D. Wong, FAIA**, President; **Charles G. Gable, AIA**, Vice President; **Emmanuel I. Aguilera**, Project Architect; **Gene L. Fong**, Designer; **Carey Hellman** and **Millard Lee**. Students enjoyed the informal discussions with architects and expressed appreciation for the opportunity to see the office and obtain some insight into a typical office situation. They also posed many questions about what to study in order to prepare for finding employment in an architectural office after graduation. Rap Sessions are sponsored by the Women's Architectural League (Vice President in charge).



RICHARD J. HUNTER, A.I.A.



MILTON I. SWIMMER, A.S.I.D.

## A Message Of Importance To All Architects

Here's a unique opportunity to learn about security... from a knowledgeable architect and interior designer!

# THE ARCHITECT AND SECURITY

## "DESIGNING DEFENSIVELY"

What should you know about the relationship between CONSTRUCTION PLANNING and SECURITY? Surely, more today than ever before, because your clients demand adequate protection on their investment at costs they can live with.

Do you consider the selection of construction materials with security in mind? How about cost versus risk factors in determining the kinds of security and safety equipment you recommend?

What can you learn about: LOCKING HARDWARE? ALARM SYSTEMS? PROTECTIVE ILLUMINATION? PERIMETER PROTECTION? SOUND TRAPS? VULNERABILITY STUDIES? TRAFFIC FLOW? PILFERAGE CONTROLS? ETC.

On Tuesday, Feb. 10, 1976, architects, interior designers and space planners will learn how pre-planning security at the drawing board will help to avoid costly applications later on.

This seminar is one of a number of timely subjects of interest to you. Your cost is \$20. You are also cordially invited to visit the world's largest exposition of security products state-of-the-art, displayed concurrently (February 9-10-11, 1976) at the Marriott Hotel. Admittance to the exhibits is free.

Please write for a descriptive FREE brochure which details all Conference events during the 3½ day program. Just mail the coupon below.

Date: Tuesday, February 10, 1976  
Time: 2:00 to 4:00 P.M.  
Place: Marriott Hotel, Los Angeles

## INTERNATIONAL SECURITY CONFERENCE

2639 S. La Cienega Blvd., Los Angeles, CA 90034 • 836-5000

Gentlemen: Please send me a free brochure and **FREE** **ADMISSION CARDS** for the security products exposition.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_