

DESIGN AWARD RECEPTION AND SYMPOSIUM ON JULY 19

The architects, clients and contractors of winning entries in the 1977 SCCAIA Design Award Program will be honored at a reception and symposium on Tuesday evening, July 19, at a special Chapter meeting in the exhibition hall of the Pacific Design Center.

(The premiated designs are also presented in this issue of *L.A. ARCHITECT*. See the inside pages for photographs, jury comments and other data about the 1977 Design Award Program.)

The festivities on July 19 will begin at 7:00 p.m. with a reception in honor of the architects, clients and contractors of the award-winning structures. Chapter members, guests and award-winners will mingle amid a three-dimensional display of the nine structures that earned honors during the 1977 Design Award Program.

At 8:00 p.m., following the reception, we will gather for a symposium on the award-winners and the larger implications of the program. Noted Southern California architects, journalists and architectural critics will take part in a panel discussion that follows an intensive slide presentation on each winning entry. Award-winning architects will answer questions from the audience and the panel about their designs.

Details of the July 19 Chapter meeting are contained in a special mailing that accompanies this issue of *L.A. ARCHITECT*. For information and reservations, please call the Chapter office at 624-6561.



WAL President Kathy Brent congratulates Mark Rios, Design Center summer intern.

WAL SPONSORS CDC INTERN

Through a \$1,000 grant from the Southern California Chapter Women's Architectural League, Mark Rios — a 4th-year student at USC — will be the first participant in the newly-instituted Summer Internship Program at the Los Angeles Community Design Center. The purpose of the Program is to develop community-oriented skills through actual learning experience. It is open to continuing students in their 4th and 5th years or graduate studies in architectural schools.

Rios, who represents USC in the Southern California Architectural Students Council and is a student member of the Architectural Guild, was chosen from among many other applicants from USC, Cal Poly Pomona, Cal Poly San Luis Obispo, and Sci-Arc. Criteria for selection included ability to work within cost constraints, resourcefulness in limited situations, and interest in community work.

The Los Angeles Community Design Center is a non-profit corporation established in 1968 through the joint efforts of the Southern California Chapter/AIA and the USC School of Architecture

(Continued on back page)

DESIGN JURY: AN INSIDER'S PERSPECTIVE

(Editor's note: USC student Chris Schultze, who was present during the deliberations of the Design Award Jury, offers these impressions of the judging process.)

Surprise at the quick pace of the day's events and the agility with which jurors gauged projects dominated our talk as we packed slides and papers after the 1977 Design Awards Jury.

The first showing of the entries generated little commentary. While viewing the slides — shown four at a time for each project — the jurors made notes and requested extra program details before discussion began. Assessments were made, projects were cut, and the remaining entries were presented again. In

the continuing discussion, the jury emerged as a fairly diversified panel with a blending of trainings, interests and biases.

While the jury debated the final awards, we had time to consider several aspects of the day's entries and awards process. The slide presentation allowed cohesive examination of individual projects and generally facilitated quick examination of all the entries. One expressed concern was that the slides made it too easy to pass over projects with only cursory attention. Unfortunately, few young AIA members or students took advantage of the inexpensive entry format which was adopted to attract them.

Projects with complex programs and contexts, and projects with parameters unfamiliar to most jury members, were difficult to assess and did not seem to be given the time necessary to properly evaluate them. Due to these problems and the lack of entries in some of the new categories, no awards were given in many categories. Consequently, the awards did not recognize or encourage the wide range of projects and research hoped for this year.

General recommendations we would like to make for next year's awards are: (1) publicize the awards extensively in the architecture schools in Southern California, encouraging student entries; (2) delay announcing the jury until entries are submitted, encouraging a wider range of entries; and (3) consider citing at least one project in each category as a means to promote and encourage experimental work as well as recognize quality in more traditional work.

Chris Schultze

FAST-TALKING BREWSTER IS BACK IN TOWN

I had lunch with my old friend Brewster the other day. We hadn't seen one another for nearly two years, which was about the time he went off to a small Arab sheikdom as part of a team doing socio-cultural community planning. Now he was back in town and heading up a small group called Eco-Helio Systems that was involved with solar energy technology. He hadn't changed a bit. As a matter of fact, old Brewster was pretty much the same as when we first met as undergraduates many years ago. In those days he was an appealing, smooth-talking con-man type who got through most of his courses by using equal parts of imagination, intimidation, and chutzpah. Just out of school, Brewster had become an architectural systems analyst and computer expert which, of course, very few architects even understood in those early days. Next he climbed aboard the emerging ecology movement as an expert in environmental systems. He spent a couple of years with ecology, doing something or other that few of us ever heard about.

As you can see, thoroughly modern Brewster has always been where the action is, and he got there as much through his rhetoric as anything else.

"The prototypical methodology we're using is going to have viable effects on the diffusion rate of retrofitted structures when the climatic variables are synthesized and interfaced with the optimum technologies." Now back in our undergraduate days we'd say something like, "Cut the crap, Brewster, the guy asked what you were up to." But these days, it's another story. So I said something like, "Great, just great. But tell me, Brewster, why is it I never understand what you're saying? You know, it's really beginning to bother me."

"That's because you've become antiquated, ol' buddy, the world is passing you by. Modern concepts demand modern communication. You know, new expressions for new ideas. Look at Bucky Fuller, he made up words as he went along — tensegrity, dymaxion, and all that. Now that's what I call an up-to-date hero."

"But Brewster, what's the point if no one understands you?"

"That is the very point," he answered with a straight face. "Keep them a little bewildered, a little off balance. Just between us (voice lowered) it's all part of the game."

At that point, a small lightbulb went on about six inches above my head. The old undergraduate con-man was at it again. If they don't get it, they must be dumb and you must be smart. Brewster was playing games again.

"You know," he said, "this new technological research involves considerable megabucks. You think the Ford Foundation or HEW want

to spend their money on project reports that the bourgeois can understand?"

"Megabucks?" His colorful language was simply amazing. "I guess you're right, Brewster — the older I get, the less I understand."

"Absolutely," he continued, "if you want to get ahead, you've got to speak the language. You know what I mean? After all, if the multi-disciplinary approach helps to define relevant parameters that integrate with abstract notions, then of course, we have to analyze the restraints that hopefully...."

By this time my mind had wandered away from the conversation and back to earlier days. In some ways I really admired Brewster. While most of us had Mies or Corbu as role models, Brewster had P.T. Barnum. And who knows, maybe architecture needs a bit of both. His professional life was totally dedicated to the old shell game. Now you see it, now you don't. The check came and I picked it up.

"Really enjoyed this chat," he said, "let's do it again soon. And by the way, could you let me have a few bucks for a week or so? We're expecting some grant money any day now and...."

"Sure, Brewster, why not? Keep in touch, buddy."

Lester Wertheimer, AIA

CCAIA DEBATE CONTINUES...

(Editor's note: The following memorandum was sent by David C. Boone, AIA, to Joseph Woollett, AIA, Chairman of the CCAIA Location Task Force.)

When we first began discussion on the office location, I was of the opinion that the office should be left where it is unless someone could show us specifically how we could become more effective by moving to Sacramento. After many months and discussions later I am still of that opinion. I have not heard a single specific reason for moving which in my opinion would justify the additional expense, disruption and loss of staff efficiency which would result. I can think of many reasons for staying in the present location. These include the following:

Executive vice-president/advocate relationship: I am convinced that the present arrangement is the best. We must have a legislative advocate in Sacramento and we must have a full-time executive vice-president. They cannot be the same person and they do not both have to be in Sacramento. The notions that there should be no central control on legislative activities and that architects should be allowed to come to Sacramento and meet with

(Continued on back page)

...AND FRED LYMAN REPLIES

So astounded was I at the sight of Executive Vice-President Melton Ferris passing among the delegates at the last CCAIA Board meeting copies of a portion of his contract — an ace which a less confident man might have had the discretion to keep in the hole — that it did not occur to me until I began to work on this article that not one of us had the presence of mind or even the guts to ask him if he really intended to prevent the Architects of the State of California from moving their office to Sacramento, where resides the State Government, by means of a technicality in his contract.

The provision of the contract reads: "You shall be furnished with adequate staff and facilities and service suitable to the character of your position and sufficient for the performance of your duties and achievement of programs of the Council. Your place of employment shall be San Francisco, California, unless changed by mutual agreement."

Mel has us all buffaloed, as the saying goes. The Jeffersonians thought they had him last fall when the elected George Bissell President of the CCAIA (on a platform which included the move to Sacramento) over Mel's choice of John Worsley. But we are amateurs, and Mel could brainwash a Chinaman. George changed his mind and voted against the move to Sacramento. He says his own legislator told him that he was too busy to talk in Sacramento and it would be better if they just had a drink together at the Yacht Club.

Better that attitude, I suppose, than Treasurer Dave Boone's Memorandum to the Location Task Force: "That architects should be allowed to come to Sacramento and

meet with legislators at will would be a disaster." Now there is an opinion which not only frustrates the purposes of the By-Laws of the Institute, but ignores the First Amendment of the Constitution as well.

However, it must be said that Dave does not equivocate.

Bill Hull, on the other hand, spoke in opposition to the move to Sacramento prior to the vote and then told us after the vote that "the one thing we're all agreed upon is that we want to have an effect on Sacramento."

Well, as he well knew, we still won't. The small Chapters defeated what, I believe, was the near unanimous vote of the Los Angeles and San Francisco delegations and so the major portion of your CCAIA dues will continue to support Mel's establishment in San Francisco instead of a legislative program in Sacramento. The man's a wizard. There's no question about it.

Frederic P. Lyman, AIA

A GLIMPSE OF URBAN DESIGN PHILOSOPHY

What do Paul Rudolph, Raquel Ramati, Fumihiko Maki, and Jerry Goldberg have in common? For one, all are visitors to Los Angeles. For another, each recently offered a revealing glimpse of his or her personal urban design philosophy — Rudolph addressing the May SCCAIA Chapter meeting at the Bing Auditorium, the others comprising part of UCLA's urban design lecture series.

Rudolph chose to compress a heavy semester's worth of analysis into his talk, citing a staggering list of space/scale combinations as the primary determinants of cities. Perhaps because of the lecture's academic bent — Rudolph has chaired Yale's architecture program — mention of human contributions to the urban experience was curiously absent, as were people in nearly all of his photographs. Rudolph also expounded on urban functional layering and concepts behind three-dimensional, megastructural relationships. One got the impression that Rudolph likes Los Angeles for its relative lack of building design preconception, but regards its rigid layout as a modern vestige of Beaux-Arts formalistic thought, enjoyable only in its sinuous superimposition of freeways. Emotional responses to cities were rare during the lecture; fortunately, an abundance of warmth and emotion from raconteur Konrad Wachsmann's introduction buoyed listeners through the evening.

Raquel Ramati recently succeeded Jonathan Barnett as leader of the New York City Planning Department's Urban Design Group. She prefaced her talk with an admission of disappointments, owing both to New York's austere financial climate and to unanticipated abuses of policy innovations. However, what followed was hardly pessimistic: provision of stimulating pedestrian environments in lower-level, semi-enclosed super-block "cavities;" unique presentation of neighborhood images through public gestures toward street art; and Ramati's own discovery of overlooked urban forms that celebrate the pedestrian experience.

Many of the same concepts were demonstrated in an international context by noted Japanese architect Fumihiko Maki. He posited that the range of cultural phenomena that generate human gathering in cities is pretty much the same worldwide and can even be "read" in a universal spatial vocabulary — a kind of urban Esperanto. Maki's own work, lavishly photographed, alludes to historical precedents in Europe and elsewhere in its treatment of arcades, promenades, and senses of "place." While verbal Esperanto might have aided communication during the lecture, there was no mistaking Maki's consideration of human beings as both generators of important spatial sensations (activity, pace, etc.) and beneficiaries of accommodating urban hardware.

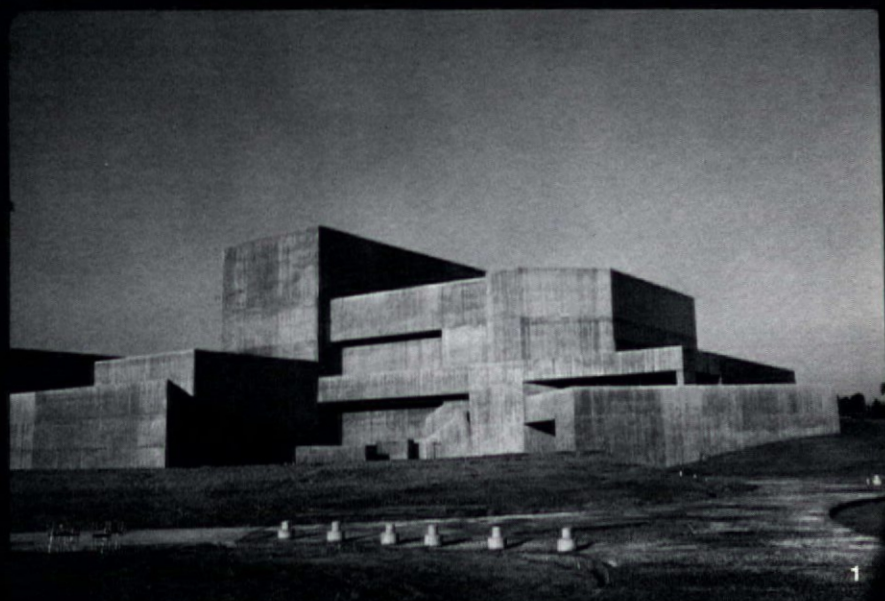
That hardware can be considered "urban artifacture," according to SOM planner Jerry Goldberg, if it respects history and its infrastructure.

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JULY 1977

Inside:
1977 SCCAIA Design Award Program

Calendar:
July 19: Reception and symposium for Design Award winners, Pacific Design Center, 7:00 p.m.



HONOR AWARDS

SOUTHERN CALIFORNIA CHAPT

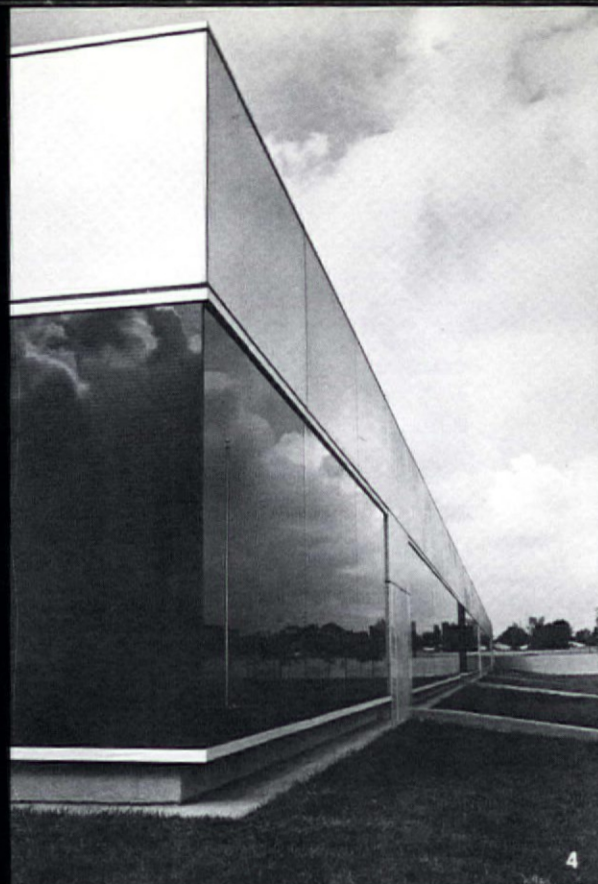
1 Theater Arts Building, Dominguez Hills State College, Dominguez Hills, California. Architect: Daniel L. Dworsky FAIA & Associates. Owner: California State University and Colleges. General Contractor: J.B. Allen & Company. *Jury comments: "The interior and exterior seem to be one...the auditorium will be a first-rate performance space with a very good feeling to it, nice and compact and simple...it uses natural light very much in keeping with the spirit of the times...it sits extremely well on an irregular site...an excellent example of a single material used inside and out to produce a completely lively building...a good example for public buildings in Southern California...."*

2 University Station, California State University, Los Angeles. Architect: Daniel, Mann, Johnson & Mendenhall. Owner: Southern California Rapid Transit District. General Contractor: Malcraft Construction Company. *Jury comments: "A very strong statement...a feeling that each member is doing its job — you can't add or subtract anything...it was done without any gymnastics or baloney...great scale — it's obviously for human beings...it has a certain amount of drama in terms of its height...."*

3 Schultz Residence, Beverly Hills, California. Architect: Urban Innovations Group; Helmut C. Schultz, Project Designer. Owner and General Contractor: Helmut C. Schultz. *Jury comments: "Although it is a very disciplined, elegantly-detailed project, it looks as if it would go together very simply...the living spaces look very pleasant...apart from the clarity of its structure, it dealt with light and the control of light...the manipulation of interior space gave it a certain dynamic quality that one doesn't usually find in small houses...."*

4 Westinghouse Distribution Services Office Building, El Monte, California. Architect: Frank O. Gehry & Associates, Inc. Owner: Westinghouse Electric Corp. General Contractor: Western Structures, Inc. *Jury comments: "A well-done budget building...straightforward use of materials...elegant yet simple...what makes it succeed is the site plan — you come out of the parking area and go into an enclosed garden...it's admirable to see so much attention paid to planning and detailing in a building of that type...."*

5 Sultan Residence, Santa Monica, California. Architect: Kahn Kappe Lotery Boccato. Owner and General Contractor: Bruce and Patricia Sultan. *Jury comments: "A work of art, beautifully detailed with a variety of spaces...an effortless quality about it...the play of light and space and materials are really very good...one of those rare large houses that manages to remain a house...challenges us to deal with residential design in a way that allows the same qualities under new energy constraints...."*



MERIT AWARDS



IR AIA • 1977 DESIGN AWARDS

6 Vista Del Mar Duplex, Playa Del Rey, California. Architect: Eric Moss, AIA; James Stafford. Owner: Leonard Fligsten. General Contractor: John Rotondi. *Jury Comments: "Whimsical...essentially a tour de force...it takes a great deal of skill to do anything as nutty as that and still make it work...details are designed with skill and extra effort...blends extremely well with the lifestyle of Southern California...."*

7 Huntington Beach Civic Center, Huntington Beach, California. Architect: Kurt W. Meyer, FAIA; Honnold, Reibsam & Rex. Owner: City of Huntington Beach. General Contractor: Zapata Diversified Builders. *Jury comments: "The plaza space is one of its best features...rather than a flat, useless plaza, the architects designed one that has a real chance of being used...."*

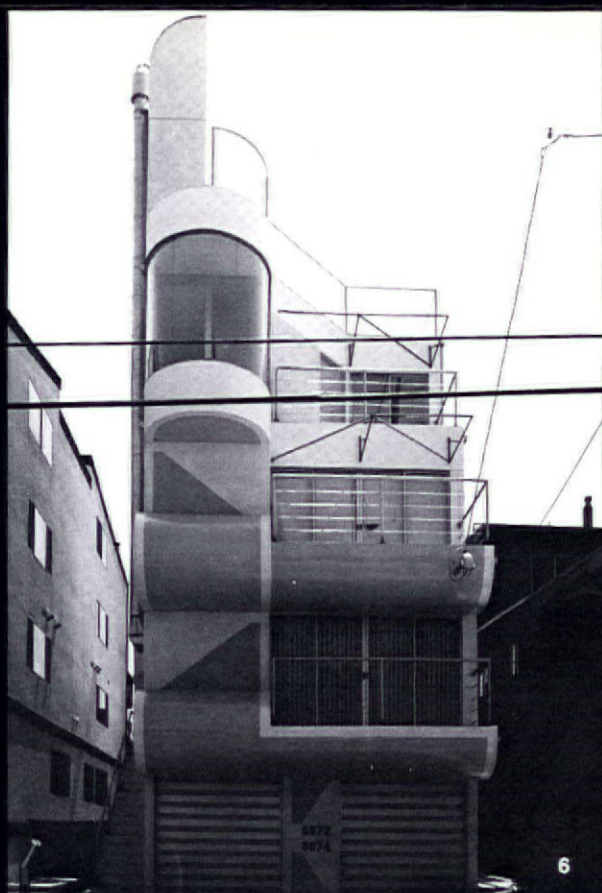
8 El Monte Bus Station, El Monte, California. Architect: Daniel, Mann, Johnson & Mendenhall. Owner: Southern California Rapid Transit District. General Contractor: Western Alta Construction Company, Inc. *Jury comments: "A simple, straightforward idea...the scale is really dramatic...I'm fascinated by the idea that it was made out of concrete rather than steel...a pleasing environment to get people out of their cars and into buses...."*

9 Pacific Street Condominiums, Santa Monica, California. Designer: Michael W. Folonis. Owner and General Contractor: Raymond Lepore. *Jury comments: "Extremely interesting...quite beautiful in certain spaces...beautifully detailed...."*

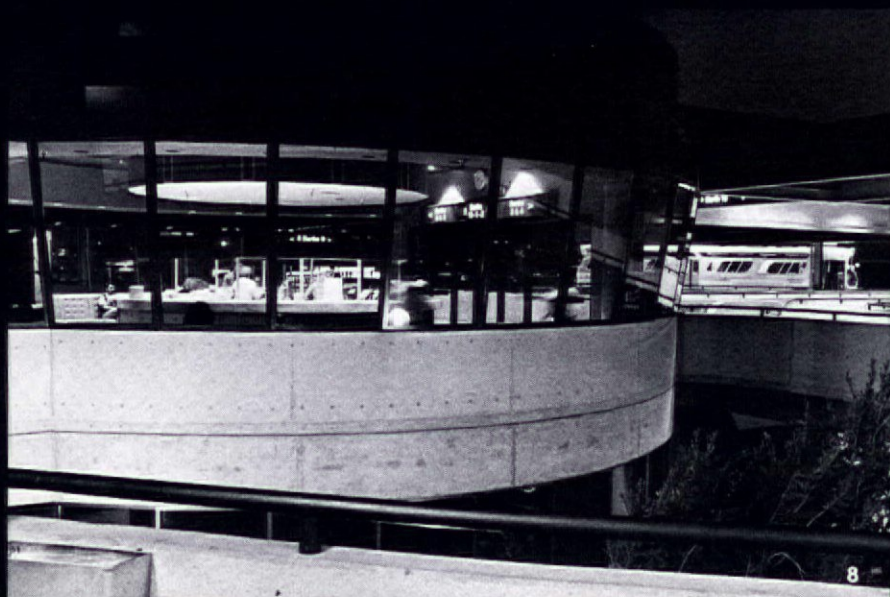
JURY Joseph Esherick, FAIA, has practiced in San Francisco since 1946 and has served as Professor of Architecture at Berkeley since 1958. Edward Helfeld, AIP, ASLA, assumed the position of Administrator of the Community Redevelopment Agency of Los Angeles last July after serving for nine years as Executive Director of the St. Paul Housing and

Redevelopment Authority. **Fumihiko Maki** heads the firm of Maki and Associates in Japan, where he lectures at the University of Tokyo and other Japanese schools. **Paul Rudolph, FAIA**, is a widely-published architect who has practiced in Sarasota, Florida, since 1947. **Richard Schoen, AIA**, has taught at UCLA's School of Architecture and Urban Design since 1971.

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CITATION AWARDS



CHAPTER NEWS AND NOTES

A seminar on "New Developments in Concrete Practice" will be presented in three evening sessions this fall by the American Concrete Institute's Southern California Chapter. Dates for the seminars are October 13, 20 and 27 from 6:30 to 9:30 p.m. at the Department of Water & Power Auditorium, 111 North Hope Street. Topics will include concrete properties, quality control and statistical considerations (Session 1); form work and architectural finishes (Session 2); and tilt-up construction (Session 3). Fee for the three sessions is \$35, which includes all seminar material. Fee for a single session is \$15. For registration and information, contact ACI's Southern California Chapter at 943-1855.

URBAN DESIGN

(Continued from front page)

tural neighbors, elicits some emotion from users, and is flexible enough to adapt to new functions — an ongoing "serial" of uses. Artifacture (a word spontaneously coined during a phone conversation) can be found on virtually all urban scales, from smalltown alleys to interstate development corridors. Crucial to all are accessibility, cultural/historical identity, local initiative, and planning tools to ensure continued viability. Goldberg is currently coordinating a team that is investigating means of revitalizing downtown Hollywood, a neighborhood replete with artifacture if ever there was one.

Of the four speakers, only Goldberg admits being a planner, defying James Stirling's universal condemnation of planners in his Los Angeles appearance last year. The fact that urban issues are being discussed often and from different perspectives in the Los Angeles architectural arena is indeed encouraging and, with some reinforcement, could certainly overturn Stirling's perhaps justful disparagement. Ironically, the lecture least oriented toward people — and the most architecturally chauvinistic — drew the largest crowd.

A. Jeffrey Skorneck

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Joseph Vaccaro, AIA, has been appointed to the L.A. County Energy Commission by County Supervisor **James Hayes**. Vaccaro, director of the L. A. office of Leo A. Daly Company, has been working in the area of energy conservation since 1972.

Robert A. Bennighof — a member of the AIA since 1945 and an SCC/AIA member since 1973 — died on April 17, 1977, after a long illness. He served on the SCC/AIA's Health Facilities Committee and worked in the Facilities Department of Kaiser Foundation. He is survived by his widow, Alice, and their two children.

ASA
The Southern California Chapter, Architectural Secretaries Association, Inc., held a ways & means event on June 22 at Brookside Winery in Glendale. Members and guests enjoyed a wine-tasting session and lecture along with a sumptuous deli platter. Other news: **Mrs. Kathy Majdali** has been named by the SCC/ASA Board of Directors as 2nd vice president in charge of membership. Mrs. Majdali is a cost accountant with the firm of Charles Kober Associates. As of June, Chapter president **Beverly Bolin** began employment with the office of Arthur Froehlich & Associates.

ASSOCIATES

The AIA National Convention — and the NCARB qualifying examination just afterward — took precedence over customary Associates activities in June. But the action will revive in July with planned events including a jointly-sponsored reception on the **Gamble House** veranda, an evening at the **Hollywood Bowl**, and an **Associates Associates** meeting. Check the enclosed "Associates Newsletter" for details.

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Konrad Wachsmann, professor emeritus of architecture at USC, received an honorary doctor of laws degree from USC at last month's commencement exercises. The citation read: "For his extraordinary contribution to our society, to building science and to architecture, and for his unique force, cogency and imagination as a dedicated teacher."

Reminder: The copy deadline for **L.A. ARCHITECT** is the 5th of the month preceding publication. Although we do not publish an August issue, we are accepting news and notices for the upcoming September issue. Copy may be sent to **Editor Jonathan Kirsch**, 11002 Rose Avenue, Los Angeles, CA 90034.

WAL

While most **WAL** members are enjoying their "summer hiatus," work continues behind the scenes in preparation for the big event of the year — the **Annual Home Tour**. Scheduled for early October, it promises to be one of our most exciting tours. Tickets will be available shortly. Watch your mail in August, when your **WAL** Newsletter will arrive with further details.

CDC INTERN

(Continued from front page)

and Fine Arts. Support groups have now expanded to include six professional societies and four environmental design schools. With a professionally-staffed, centrally-located facility providing the nucleus for an expanding environmental resource bank, the LACDC delivers, without fees, professional design and consulting services for community improvement projects that are initiated, defined and managed by low-income community organizations. Its Board is composed of representatives of each participating professional society and school, and an equal number of citizen representatives from the low-income communities serviced by the Center. Ultimately, LACDC hopes to operate totally with funds from private sources.

The Women's Architectural League, as part of its continuing efforts to promote community involvement in architecture, is happy to be part of this "first" for the LACDC. The grant was made possible by funds raised in last year's successful Annual Home Tour Project, a much-anticipated event scheduled this year for early October.

L.A. ARCHITECT

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"Urban Redevelopment: An Introductory Guide for Members of Citizens' Groups and Redevelopment Agencies" is a new publication from U.C. Berkeley's **University Extension Publications**. Using straightforward language, the handbook addresses the basic procedures and financing of renewal projects. The book is available by mail for \$5.50 plus tax from **Janice Linhares**, 2223 Fulton Street, Berkeley, CA 94720.

CCAIA DEBATE

(Continued from front page)

legislators at will would be a disaster.

Staff efficiency: To put things in perspective, it has only been in the past three years or so since we went on the computer and hired an executive assistant for Mel that the Council staff has truly become efficient. To start all over with a new staff would take us another two to three years just to get back to where we are now and I don't see how moving to Sacramento is going to make us more effective for a long time, if ever.

Cost: As you know, we seem to have a perennial budget problem, even in our present location. A move to another location will cost money we don't have and which would have to be absorbed by the membership. To jeopardize the Council's existence by over-taxing its financial and staff capabilities for a move of undetermined benefit to me is unthinkable.

Opinions of others interviewed by Task Force: I urge you and the Task Force to reflect on the opinions of those interviewed. The opinions of those familiar with the legislative scene and the Council's activities in Sacramento almost to a man question the validity of the move. The advocates of the move seem not to be familiar with the Sacramento scene or at least have not been exposed to it through activities on the Council. The advocates would apparently like to see the Council expand its

activities to a level which no volunteer organization can accomplish. We need to recognize our limitations and improve what we have rather than try to emulate other heavily funded organizations.

What we can do: All this doesn't mean that we can't improve ourselves if we do not move. I believe if we can really identify the reasons why the move is advocated we could correct those deficiencies which are contributing to the desire to move in the first place. I think we have here another case of trying to solve the wrong problem. We are always looking for a change in structure — another office location, etc. — to solve our ills rather than identifying our real problems and attacking them directly.

Two things come to me out of the interviews: 1) the need for better communication with the membership, which we can begin to do as soon as Mel hires one of the journalists he has been interviewing; and 2) the need to get on top of the state agencies problem. For less money than it would cost to move, we could hire another staff person to help Mel with state agencies, and be miles ahead in effectiveness over what we could accomplish by moving to Sacramento.

My view is that we should begin by addressing ourselves to these problems, and forget about where the office is because we could function with it almost anywhere.

David C. Boone, AIA

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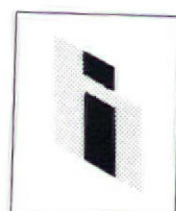
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- Allows quick, accurate checking of disciplines against each other.
- Provides finished composite working drawings that are clean, sharp, accurate and permanent.
- Is backed by a nationwide network of 42 top reproduction houses whose cameras have a common alignment to permit creation of composite drawings from overlays created in several locations.

For a demonstration or additional information on the

miniMAX System

Call **Century City Blueprint Co.**

553-0500