

PUBLISHED BY THE L.A. CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS
INCORPORATING SOUTHERN CALIFORNIA ASSOCIATES NEWS

L.A.

ARCHITECT

Two Dollars

February 1986

Westside
Pavilion Page 6

Real Problems
Competition Page 8



Architects May Differ Over Good Design, But They
Agree RD Crowell Is The Leader In A/E Insurance.

R.D. Crowell Insurance Agency

Professional Liability, Workman's Compensation, Auto, Office/Property Insurance
Dick Crowell, President/3151 Airway, B-3/Costa Mesa, CA 92626/(714) 557-5234 (213) 620-1775

Architect's Calendar

February 1986

MONDAY 3

Cal Poly Lecture Series
Frank Israel.

TUESDAY 4

LA/AIA Board Meeting,
Chapter Board Room, PDC,
4 pm. Call 659-2282

WEDNESDAY 5

SCI-ARC Lecture Series,
Tadao Ando. 1800 Berkeley.
Main Space. 8 pm.

THURSDAY 6

UCLA Lecture Series
Dean Richard Weinstein, "Back-
wards and Forwards." Room
1102, Architecture Building. 8
pm. Reception at 7 pm. Call
825-3791 or 825-7858.

FRIDAY 7

WEEKEND

Every Saturday:
Walking tours offered by the
LA Conservancy. Call 623-CITY
for more information.

MONDAY 10

Cal Poly Lecture Series
Patricia Oliver.

TUESDAY 11

WEDNESDAY 12

SCI-ARC Lecture Series,
Kinya Maruyama. 1800 Berke-
ley. Main Space. 8 pm.

THURSDAY 13

Architecture for Health,
Chapter Board Room, PDC.
3:30 pm. Call 659-2282.
Pro-Practice Committee, PDC
Suite 259. 5 pm. Call 659-2282.
Workshop
(First in a series)
"Getting Started in Historic Res-
toration, Renovation and Re-
use." Otis/Parsons School of De-
sign. Call 251-0550 for
information.

FRIDAY 14

WEEKEND

Saturday, February 8,
LA/AIA Committee Retreat,
PDC, Suite 259. 8:45 am.
Sunday, February 9,
LA Conservancy presents
Delores Hayden on "The Power
of Place: Los Angeles. Embassy
Hotel Theater. 815 S. Grand.
3 pm. Call 623-CITY.

MONDAY 17

TUESDAY 18

Arthur Erickson
lectures on his work. PDC Con-
ference Center. Room 259. 6:30
pm. Wine and cheese reception.
\$5.00 members. \$8 non-mem-
bers. \$10 at door. For
reservations call 659-2282.

WEDNESDAY 19

SCI-ARC Lecture Series,
Shin Takamatsu. 1800 Berkeley.
Main Space. 8 pm.

THURSDAY 20

UCLA Lecture Series
Charles Moore, "Projects."
Room 1102, Architecture Build-
ing. 8 pm. Reception at 7 pm.
Call 825-3791 or 825-7858.

FRIDAY 21

Deadline for submissions,
LA/AIA Student Competition
for the Pereira Prize. Call
659-2282.

WEEKEND

Saturday, February 15,
Designing with Wood Seminar.
PDC, Suite 259. 9 am. Call
659-2282.

MONDAY 24

Cal Poly Lecture Series
Ming Fung/Craig Hodgetts

TUESDAY 25

WEDNESDAY 26

THURSDAY 27

Pro Practice Committee,
PDC, Suite 259. 5 pm.

FRIDAY 28

Monterey Design Conference
February 28 through March 2.

WEEKEND

**COMING
EVENTS**

March 4, LA/AIA Board Meeting
March 6,
William MacDonald lectures at
UCLA. 8 pm. Room 1102
Architecture Building.

CONTINUING EVENTS

Thrive—Works of Innovation in
Architecture
Schindler House. 835 North
Kings Road, through March 9.
Call 651-1510 for information.
Exhibit.
Work of Venturi, Rauch and
Scott Brown. Otis/Parsons.
Through February 8.

LIGHTING SOURCE INC.

• ARCHITECTURAL
LIGHTING

• CONSULTING
AND SUPPLY

SPECIALISTS IN LIGHTING TECHNOLOGY

1651 B 18th STREET - SANTA MONICA 90404, CA., (213) 829-3321

COMPUTER AID FOR ARCHITECTS AND ENGINEERS

ENERGY ANALYSIS
CEDM STANDARD DESIGN
RESIDENTIAL - COMMERCIAL
JOB COST CONTROL

math/tec

118 SOUTH CATALINA / REDONDO BEACH, CA 90277 (213) 374-8959

LUMBER ASSOCIATION OF SOUTHERN CALIFORNIA

We have available to you:

Design information
Technical assistance
Literature including



Grading rule books
Western Wood Use Book
National Design Specifications
Span tables

WOOD — The only renewable natural resource

If we can be of help to you, call or come by

1915 Beverly Blvd. Ste. 202 Los Angeles, Ca. 90057
213-483-6450

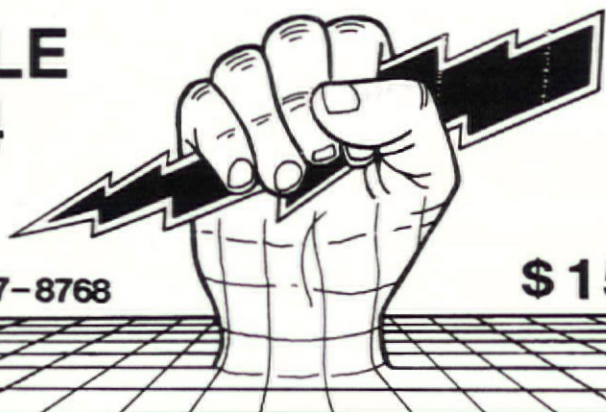
think . . . MASONRY!



**Masonry
Institute of
America**

2550 Beverly Boulevard
Los Angeles, CA 90057
(213) 388-0472

**TITLE
24**



(213) 207-8768

\$150

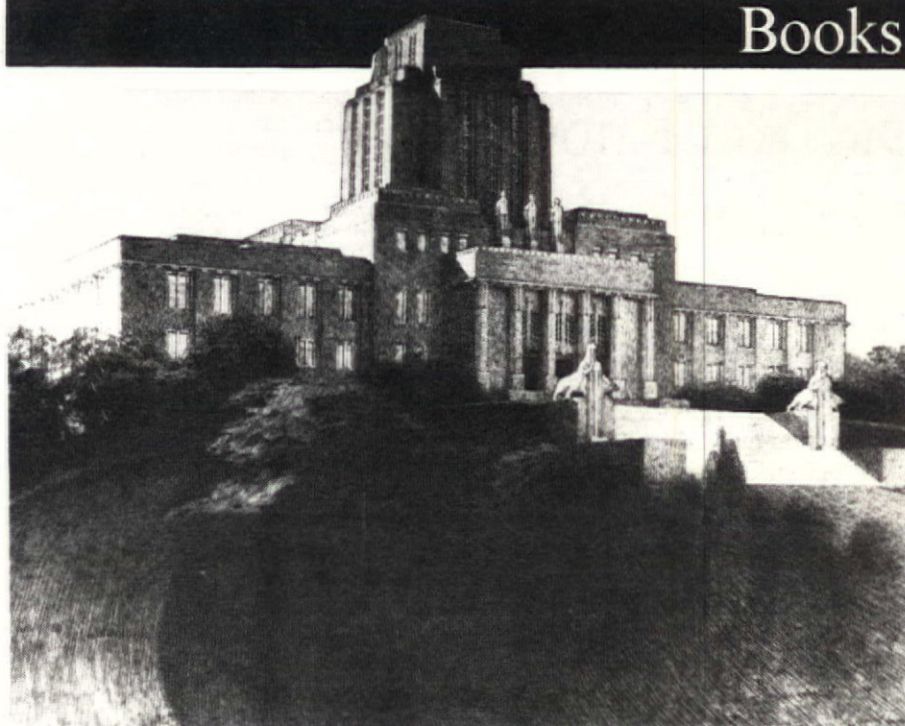
ENERGY CALCS

- Compliance Guaranteed
- All Required Forms & HVAC Sizing
- 24 - Hour Turn-around
- Fully Computerized & Readable

RICHARD GAGE ASSOCIATES

Saarinen

Books



Landtagshuset, the proposed Finnish Parliament house, Eliel Saarinen, 1908.

Eliel Saarinen

Albert Christ-Janer, The University of Chicago Press, Chicago, 1948, Revised Edition 1979, Paperback Edition 1984, 169 pages, \$17.95.

Quick, name five buildings by Eliel Saarinen. Can you do it? Probably not. Eliel Saarinen is one of the few pioneers of modern design better known for his influence on younger architects than his own work. His tenure as head of the Cranbrook Academy and the work of his students and son, Eero, established his name and philosophy of design firmly in the mainstream of twentieth-century modernism, but his own work is not well known.

Albert Christ-Janer's copiously illustrated biography of Eliel Saarinen does a great deal toward revealing the unique body of work produced by this man. This biography is by no means new. The first part, which spans from Saarinen's birth in 1873 to his emigration from Finland in 1923, was assembled from interviews with Saarinen at Cranbrook in 1946. These were reviewed and approved by both Saarinen and his wife, Loja, before publication in 1948; two years before Saarinen's death.

Part One emphasizes the early successes of the young architect, both professionally and in the development of the modern vocabulary. For instance, while still a student, Saarinen and two younger friends opened an architectural practice. The firm was successful almost from the start; winning recognition, commissions and competitions. Janer concentrates on the "advanced trends" of Saarinen's designs, especially the simplification of masses, the lack of symmetry, and the development of a total design which included the design of furnishings.

By and large, the first part of the book reads like a memoir of a happy and successful life. Janer reiterates the stories of the Saarinen family, their parties and famous

houseguests—cultural luminaries, such as Gustav Mahler. He also relates Saarinen's dissatisfaction with neoclassicism and his efforts to develop an architecture that was at once "natural," in the sense of being romantic and picturesque, while at the same being monumental and heroic.

Part Two is published for the first time in this revised edition and brings to a close this "authorized" biography. Supervised by Eero and Loja Saarinen, after Eliel's death, it focuses on commissions designed and built in the United States. Although spanning the influential Cranbrook years, which produced such graduates as Charles Eames, Florence Knoll-Bassett, Harry Weese, Edmund Bacon, and Ralph Rapson, the emphasis is not on Saarinen the educator, but rather the architect.

Possibly, because this is an "authorized" biography, there is a smoothness to Saarinen's life that makes it seem somewhat unreal. Missing are the calamities, passions, and foolishness found in the biographies of other pioneering architects such as Frank Lloyd Wright and Corbusier.

Also absent is the high-minded criticism, often seen in more current biographies, that attempts to establish an architectural pedigree or relationship to established architectural movements. What evaluation there is, is done on Saarinen's own terms and the only other architect to rank significant mention, aside from Eero, is Frank Lloyd Wright.

On the other hand, Janer's text is a pleasant introduction to his subject and the ample illustrations reveal more about the work of Eliel Saarinen than words could ever hope.

Michael Kaufman

Mr. Kaufman is an Associate and works in the office of Ellen Christophe, AIA.

Did You Know

The AIA is currently recruiting for qualified architects interested in serving on the Washington, D.C. headquarters staff. Several important positions are available: Senior Director, Practice Programs; Director, Architects in Government and Industry; Director, Preservation, Conservation and Educational Facilities Programs. Selection criteria information can be obtained at the Chapter Office.

Second notice invoices for Chapter/State 1986 dues are in the mail. National dues notices are billed separately. Please remember that the deadline for payment in full for all three entities (Chapter, State and National) is March 31. In cases of extreme hardship, limited installment payments may be arranged, if such requests are received prior to February 28; deferred payments are subject to an administrative surcharge.

The CCAIA Built Environment Education Program (BEEP) is in full swing. A training project for fifth and sixth grade teachers on using the built environment as a theme for integrating traditional content areas, the program is comprised of six pilot classroom projects conducted by teams of teachers, architects and architectural students, to be followed by a summer institute for teachers at Cal Poly San Luis Obispo. A pilot classroom evaluation session will be held on March 8 in San Luis Obispo and you are invited to attend and learn first-hand the architect's role in this program. For further details on this important project, contact Kathy Atkinson, at CCAIA, (916) 448-9082.

The Chapter would appreciate the donation of a set of 1985 Sweets Catalogue to update the 1983 set currently in our reference library.

Stanford University Libraries has planned a two-day event celebrating the work of Frank Lloyd Wright on May 2 and 3. Tours of the Hanna House and an illustrated lecture by William Wesley Peters, president of the Frank Lloyd Wright Foundation, will be featured on the program. To receive an invitation, write the Associates of the Stanford University Libraries, Green Library, Stanford, CA 94305, (415) 497-9426.

The Los Angeles Chapter has been selected by the Institute as one of five areas to participate in pilot meetings to survey and establish the feasibility of an AIA "captive insurance" professional liability program. We will keep you informed of the results.

Available at the Chapter Office: All AIA contract documents, including the new A191 standard form of agreement between owner and design/builder; A491 standard form of agreement between design/builder

and contractor and B901 standard form of agreement between design/builder and architect. Also available is the 3-volume *Handbook of Architectural Practice*. Call (213) 659-2282, M-F, 9-5 p.m. to place an order or to receive our 1986 Documents Price List. Mail orders are subject to handling and postage charges.

Janice Axon.
Executive Director

New Members

AIA. Janice Marie Ambry, *American Diversified Capital Corporation*; Richard E. Spina, *Gin Wong Associates*; Gary M. Burk, *American Medical International*; Peter de Bretteville, *DeBretteville & Polyzoides*; David Oved, *Zimmerman Architects & Planners*; Hans W. G. Osterman, *Steven D. Ehrlich Architects*; Andrew N. M. Nolan, *John Lautner Architect, FAIA*; Charmaine L. Soo, *Edward C. Barker & Associates*; Yair H. Koshet, *Yair Koshet & Associates*; Neville Salvador, *Arthur Erickson Architects*; Branka Sindik Olson, *Steinmann, Grayson, Smylie*; David Loren Goodale, *WZMH Group, Inc.*

AIA Resignation. Robert A. Swan.

Associates. Shafiqh Youssefzadeh, *Jomir International Corporation*; Dino Bernardi, *Community Redevelopment Agency, City of Los Angeles*; Michael G. Rosenberg, *Brookshire Partners*; Tristan Chicheri, *Lise Matthews, Architect*; Marc Futterman; Claire Weisz, *Kurt Meyer Partners*.

Associate Reinstated. Baschar Hraki, *Glenwood L. Garvey & Associates*.

Students. Ladan Naraghi, *UCLA*; Mark S. Gribbons, *Cal Poly Pomona*.

National Convention

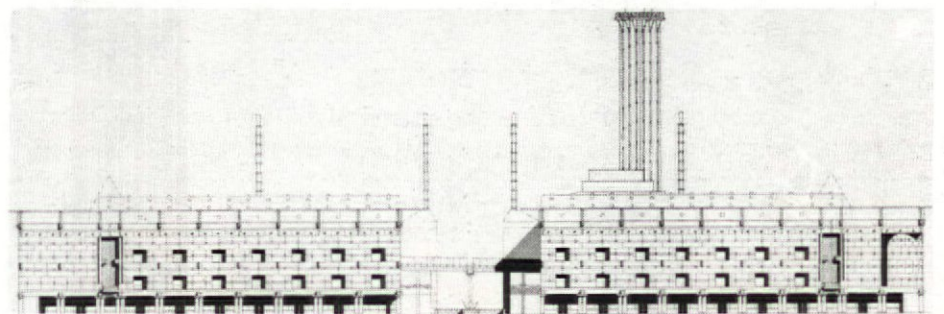
Architects, educators, public officials and communication leaders who have observed how architecture affects society, will address key issues, challenges and responsibilities of America's architects during the American Institute of Architects 1986 National Convention, June 8-11, in San Antonio.

The convention, "The American Architect," will feature five plenary theme programs led by San Antonio Mayor Henry G. Cisneros, president of the National League of Cities; Spiro Kostof, professor of ar-

chitectural history at the University of California, Berkeley; the award-winning New York City architect Robert A.M. Stern, FAIA; Robert M. Bleiberg, editorial director and publisher of *Barron's* business weekly; educator/consultant William

Hammond, who has been associated with General Electric's applied creative thinking programs for Fortune 500 corporate managers, and Susan Stamberg, cohost of National Public Radio's "All Things Considered."

Myers Wins Competition



Phoenix Municipal Government Center, Barton Myers Associates, Jefferson Street elevation.

Barton Myers has won the architectural competition for the new \$65 million dollar Municipal Government and Courthouse complex at Phoenix, Arizona. His scheme was selected over those submitted by Michael Graves of Princeton, N.J.; Arata Isozaki of Tokyo, Japan; and Ricardo Legorreta of Mexico City.

Myers' design proposes a rich urban fabric of linked low-rise buildings surrounding a new Civic Plaza, with a continuous network of gardens, courts and lanes connected by an aqueduct and designed to encourage public access to all government facilities, officials and services provided by the City of Phoenix.

ADVENTURESOME 'JUNIOR' ARCHITECT SEEKS PARTNER!!
Need to break out of your mold? Call & we'll talk, shop I've many ideas in DESIGN & R.E. Dev. w/ computer. Working 3 yrs in type V.s.f.&m.f. design in L.A., B.H., & Colorado.
KERRY BLASDEL
213 651-4478

BUCKMINSTER FULLER ARTISTIC WORKS

Inventions—Twelve Around One
A portfolio of 13 screenprints and
Tetrascroll
A book of 21 lithographic drawings
Call (415) 391-9911 — Pat Jackson

BETTY DANIEL PUBLIC AGENCY CONSULTANT

To assist you with hearings and building permits throughout
SANTA BARBARA COUNTY
(805) 687-8225

ARCHITECT DESIGNER/MANAGER

Excellent opportunity for design-oriented architect with 8-10 years experience, to work into young/growing firm. Participation and bonus arrangement for right person. Must be results oriented, knowledgeable of local codes, with demonstrated ability to design/manage a variety of projects. Excellent benefits. Salary commensurate with experience. Resumes only to:

The Nalbandian Group, Architects
9375 Archibald Avenue, Suite 101
Rancho Cucamonga, CA 91730
(No phone calls please)



Soph Systems

small business computer specialists
consulting, sales, training

Gregory E. Menken, Ph.D.

606 n. larchmont blvd.
los angeles, ca 90004

suite 4-c
(213) 466-3539

News and Notes

President's Letter

February is here and most of the objectives mentioned in my January message are underway. One item that needs immediate attention: get at least one of your contractors, service or supply folks to send in their advertising forms for the 1986 LA/AIA membership directory; please dig them out—and hurry, time is running out.

For those of you who have not already seen it, the Chapter now has a new logo for its stationery which reflects both the enthusiasm and vitality of the Southern California region and the seriousness and sophistication of our profession. I hope that you all get a chance to look at it; I would appreciate your comments. The new logo will be part of all correspondence and documents going out of the office this year; it's part of a system we have planned. I think that it's very exciting and innovative; the result of a lot of effort on the part of Mark Hall and myself, together with Dick Appel and Cyril Chern. The logo was designed by Dan Nicklasson of Pasadena Art Center as his senior class graduation project.

The committee action process is off and running at a fast pace and I encourage all of you to find a committee that suits your fancy and attend and give your all. A calendar of meetings will be forthcoming. To committee chairs: don't forget our first '86 retreat at the PDC on the morning of Saturday, February 8. This will be our kick-off meeting to discuss your involvement in LA/AIA's big conference being planned for Sept '86.

Don Axon, AIA

LA Chapter Minutes

The following text is a summary of the proceeds of the December board of directors meeting. Full minutes of this meeting are available through the Chapter office.

LA/AIA Conference: President Mark Hall introduced guest Rob Anderson who reported on a proposed Chapter Conference next year in which all of the committees will participate. The tentative dates of this conference are September 25, 26, and 27, 1986 and it will be held at PDC. The focus of the Conference will be on architecture in Los Angeles. Guest Ron Takaki explained potential funding sources for the Conference based on the 1986 LA/AIA Budget. Takaki stated that it was anticipated that the Conference could be funded by using

the \$80,000 budgeted for the various committees.

Don Axon suggested that the Conference budget be re-thought, as it is not possible for committees to function throughout the year without any funds at all. The exhibits reflecting the calendar of events were reviewed and discussed. Guest Ernest Marjoram stated that there were some areas on the chart that could be filled in with social events connected to the Conference. There was further discussion regarding Conference funding, with the suggestion that income could be generated by a modest admission fee.

Moved Harris/Second Reed, the following: that the Board endorse the program and that the program committee be assigned the responsibility of bringing back to the Board at the February 4, 1986 meeting a detailed proposal for the LA/AIA '86 Conference including a budget. **Carried with one abstention.**

Chapter Logo: Hall introduced Dan Nicklasson, a senior design student at Pasadena Art Center School of Design who discussed his proposed new logo for the Chapter, composed of a single classic column and a single palm tree. After extensive discussion it was agreed that Nicklasson will meet with Hall and Don Axon to present concepts that encompass some of the comments made this evening.

Annual Report LA Architect: Barton Phelps, as chair of the *LA Architect* Editorial Board, reported that the January issue will mark the eleventh anniversary of the publication. This is a significant point in its life, and the *LA Architect* is beginning to come of age. It has a new look, and new features have been added. New focuses this year are the Professional Practice Committee and a series of interviews. A new theme has been introduced which Phelps calls "looking beyond Central Los Angeles". The May issue will concentrate on the San Fernando Valley and a later issue will feature Orange County. Phelps stated that the budget for the *LA Architect* shows an estimated balance of \$4,663 for December 31st. As a result, the *LA Architect* Editorial board has authorized Phelps to extend to the LA/AIA Foundation the sum of \$3,000 to be used for exhibits only, provided that the Foundation can obtain a matching grant. The purpose is to try to develop a \$6,000 nest-egg for exhibits. In summary, Phelps said that the current status of the *LA Architect* did not happen easily, an enormous amount of work was put into the effort by the Editorial Board under John Mutlow the past few years.

Moved Widom/Second Axon, the following: that the LA/AIA Board commend the *LA Architect* Editorial Board and the Chapter staff for a job extremely well done and that this motion specifically be included in the minutes published in the *LA*

Architect. **Carried. Enthusiastically.**

Audio Visual Presentation Update: Janice Axon reported that she has spoken to Annette Del Zoppo; she is pretty well on target with our production and will have a report for our December Ex-Com meeting.

Museum of Science and Industry Update: Phelps reported that she has learned that the new space allocated on the main floor of the museum is, again, a temporary allocation. It appears that our hopes for a permanent facility were not in the cards. The Museum would like to move the Chapter to one of the major galleries in the area until such time as its new wing is constructed. The question to be resolved was whether the Chapter thought it should begin looking for another space. The curator of the Museum has been made aware of our dissatisfaction with the setup, but we are committed to using that space for next year.

In response to a question by Hall regarding exhibits for the City Room, Phelps stated that he had been contacted by several people who are interested in having the LA Chapter sponsor their exhibits. Tim Vreeland is very enthusiastic about exhibiting the Escondido Town Center competition which Phelps considers appropriate for the space. He was also approached by the Chicago Chapter regarding an exhibit on Chicago architecture; and, he has been approached by the Architectural League of New York to exhibit one of their projects that would easily fill that 3,000 foot space. Phelps concluded that all of these things are possible and would not be too expensive for the Chapter. However, the only definite commitment at present is the Real Problems exhibit in February.

President's Report: Hall reported on the Chapter's involvement, in the selection of a Planning Director for the city of Los Angeles. It was suggested that we co-sponsor a public forum with the city in January that would have a wider gathering of people to discuss what a Planning Director of the city of Los Angeles should or would be doing.

Executive Director's Report: Janice Axon stated that she had received a telephone call from Lawrence Chaffin, AIA who has applied for appointment to the Board of Architectural Examiners. Janice said that she put him in contact with Paul Welch, at CCAIA. Larry also requests that the LA Chapter endorse his application.

Moved Landworth/Second Gelber, the following: that the Chapter support Lawrence Chaffin as a member of the BAE. **Carried.**

William Pereira's firm has been nominated by the Chapter for the CCAIA Firm Award. The 1986 nominations for National officers are now in process. They are starting a new procedure for early nominations; National's deadline is 60 days before the Convention, but you can start

nominating now. The information is in the office. The White House is having a conference on small business. This is a National Convention that President Reagan has called to be held next August in Washington, DC. There will be conferences throughout the United States for the purpose of selecting delegates to go to that National Conference. The Ex-Com felt that the Chapter should be involved. The California State conference will be held in Anaheim on January 7th. After some discussion it was agreed that Fernando Juarez will find out if a member of the Professional Practice Committee would attend.

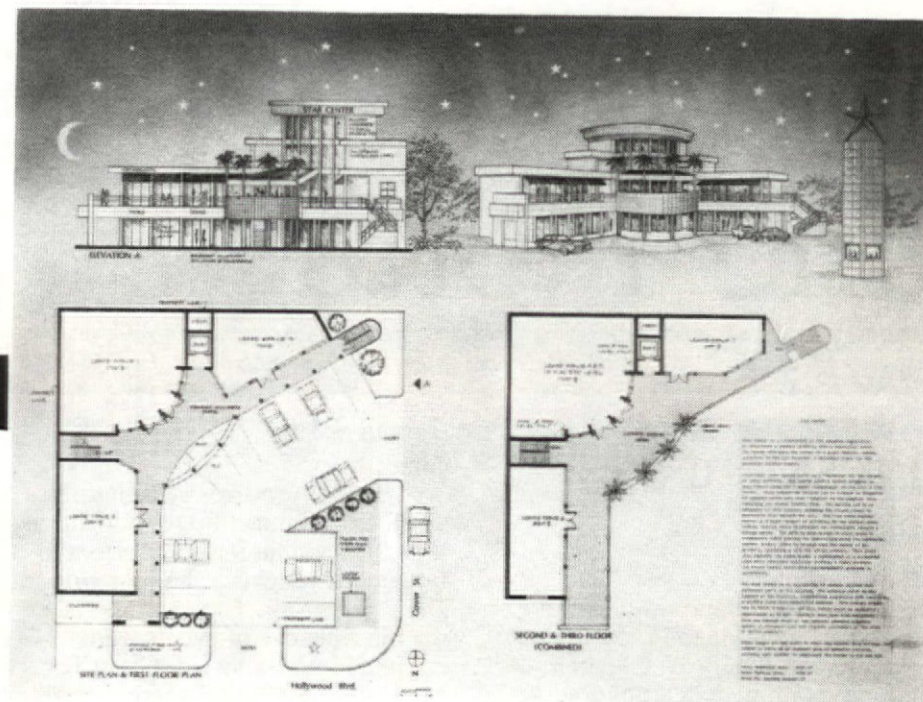
Associates Report: Voyage was very successful and the Associates are planning on having it at the same place next year.

New LA/AIA Headquarters: Hall stated that at the Chapter's lease will be up in the Spring of 1986. It is anticipated that this next year the Chapter will have about \$50,000 in its building fund. The Chapter has been made aware of a historic building that might become available on Wilshire Boulevard east of La Brea. It is currently in escrow at \$750,000. Hall stated that at the Ex-Com meeting Cyril Chern took the committee through a series of numbers regarding the mechanics that would be involved in purchasing the building. The conclusions of that meeting were that if we were to start today, it would take about six months. This will take us beyond the lease period; we should renegotiate the lease on year-to-year basis so that the Chapter can keep its options open.

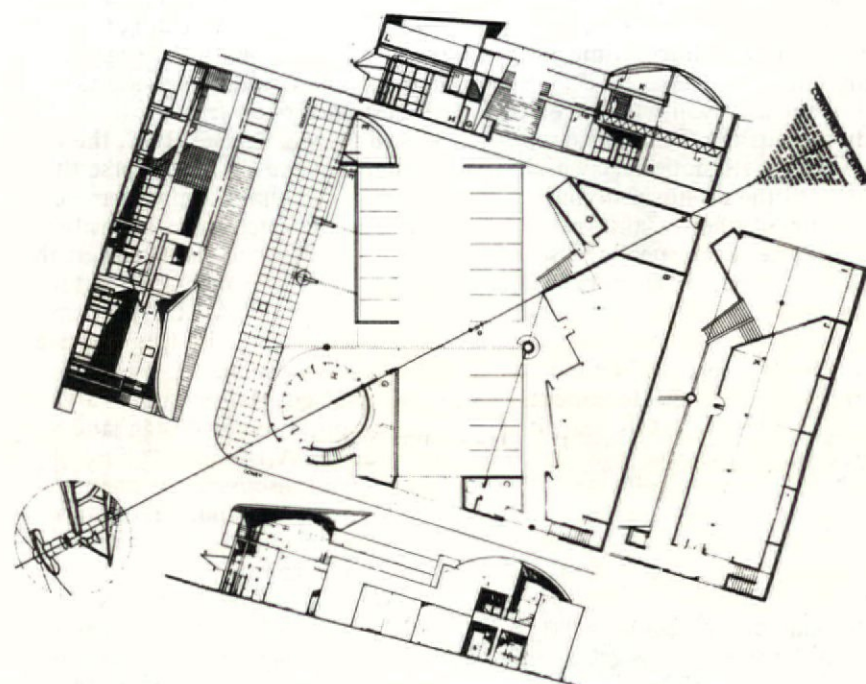
There was discussion regarding the appropriateness of the building for the new AIA/Headquarters. Don Axon had visited the building and prepared a sketch for Board review. All agreed that it would be most appropriate for the Chapter. However, after much discussion pro and con, the majority felt that a market survey and cost estimate of interior remodeling should be obtained before the Chapter could make a definite counter-offer; further, that we should really wait to see if the current escrow falls through, so as to be in a better position for negotiation on price, although such lack of positive action may cause us to lose the opportunity. The Ex-Com was directed to pursue the matter in this direction and report at the next Board Meeting.

President Hall gave thanks to all of the Board members for their support over the year with special thanks to Joe Jordan, Martin Gelber, Richard Ciceri, Bill Landworth and Carlos Alonso who are leaving the Board.

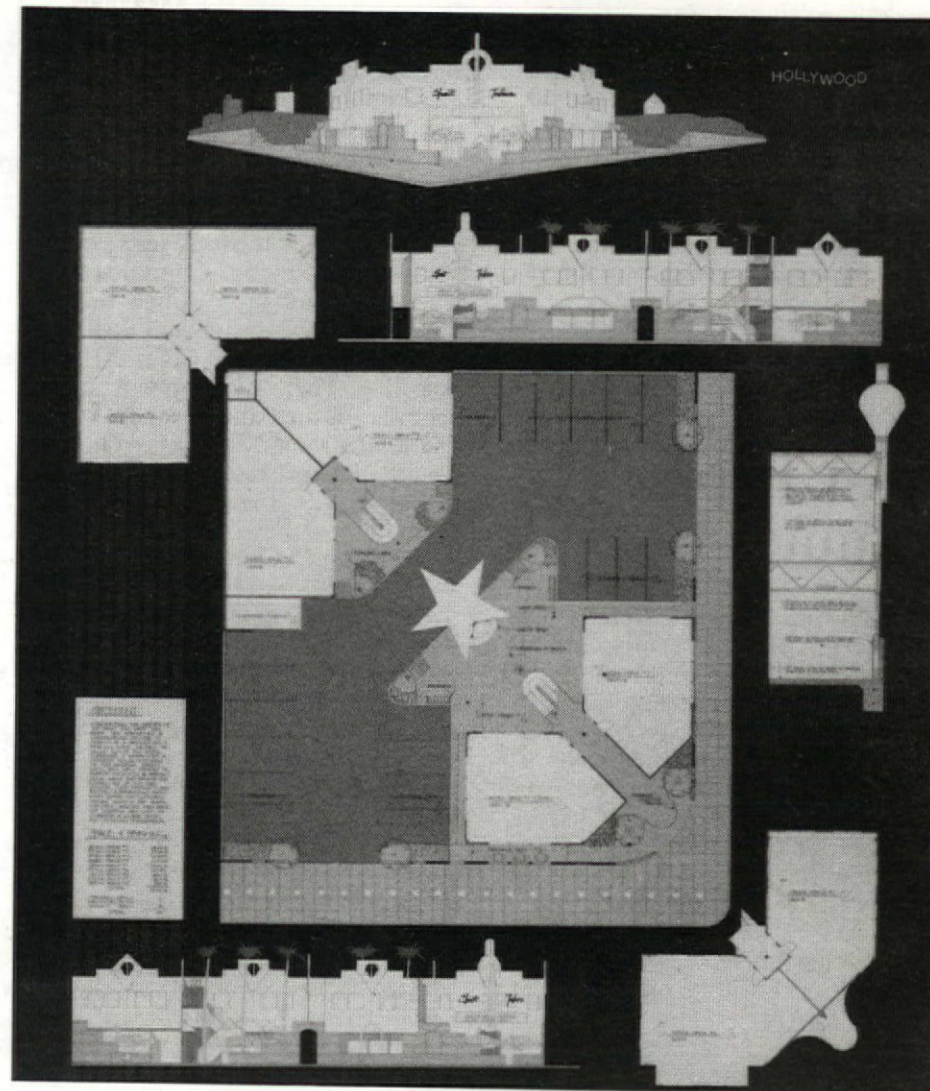
The Board expressed its appreciation to Hall for his efforts this year.



Honorable mention for presentation graphics. **Billy Gotsdiner.**



Honorable mention for presentation graphics. **Douglas Hudson.**



Honorable mention for presentation graphics. **Eric Odor.**

stated that "the design creates a plausible connection between ground-level retail and second-level leasable space, thus solving the conflict between auto and pedestrian without sacrifice to either." However, the jury felt that the arcade may have been out of place on a street lacking continuous retail frontage.

Projects cited by the jury for honorable mention were those by: Arnold Mamarella, for architectural development; Sylvia Deily and George Nakatani, for startling imagery; Margaret Thurpe and Deborah Lane, for fantasy; Eric Odor, for presentation graphics; Douglas Hudson, for presentation graphics; and Billy Gotsdiner, for presentation graphics.

Explaining the lack of a single prize-winner, the jury noted that the little Hollywood convenience center turned out to be a big problem. Solving those problems might well mean changing the existing way-of-life of the mini-malls. "The jury was surprised by the unexpected difficulties posed by the program," according to the jury's final report. "It soon became obvious that a clear-cut solution to this aspect of the urban environment would de-

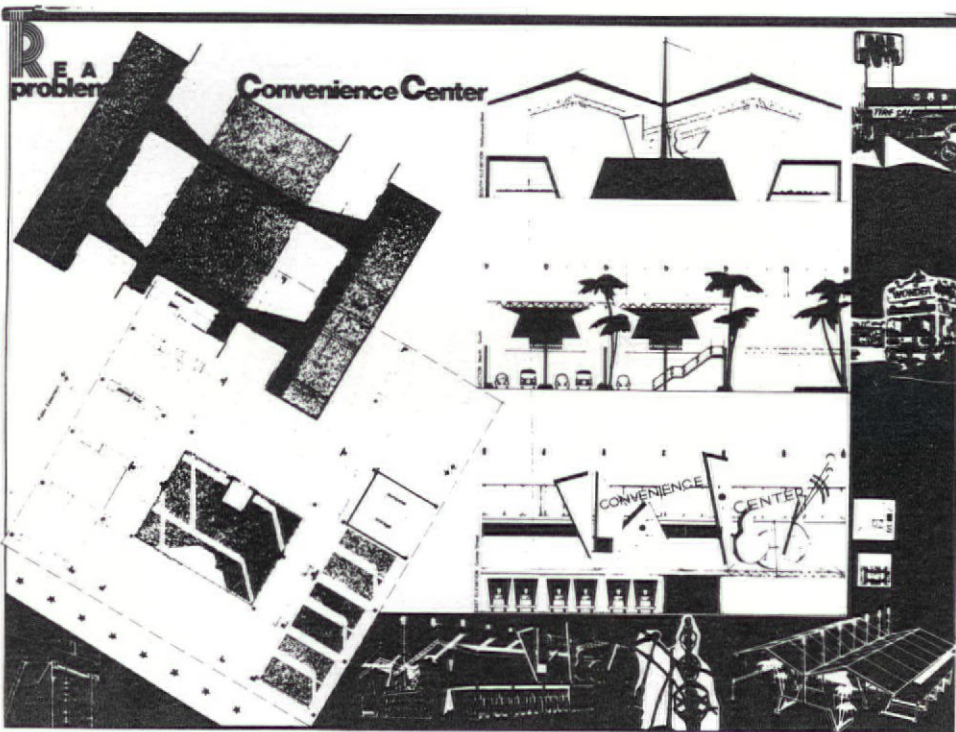
mand far-reaching changes in present day customs . . . that lay beyond the scope of architectural design."

In an interview later with *LA Architect*, Hodgetts said that few of the entries departed radically either in program or in image from existing convenience centers. "We were disappointed that we didn't see more ideas in mixed-use," he said, "such as combining housing and retail."

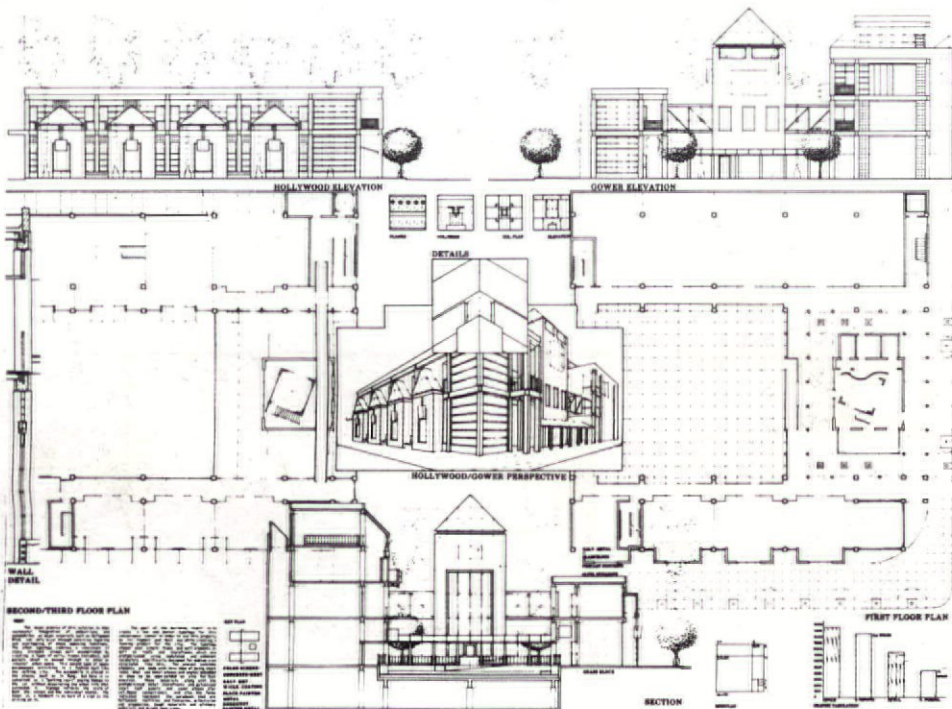
What was also dismaying, to this reviewer, is that many entries proposed removing retail from the street level in order to make room for cars—a fundamental misunderstanding of the purpose for convenience centers. None of the entrants suggested, for instance, that a ramp take cars to roof-top parking.

The most workable solution for convenience centers may be of the sort that both developers and architects might balk at: self-effacement. The "ordinary" or "anonymous" looking buildings of Robert Venturi are worth thinking about in this light. And it may be suggestive to look at older typologies of retail-with-housing, such as seen in Little Tokyo on First Street.

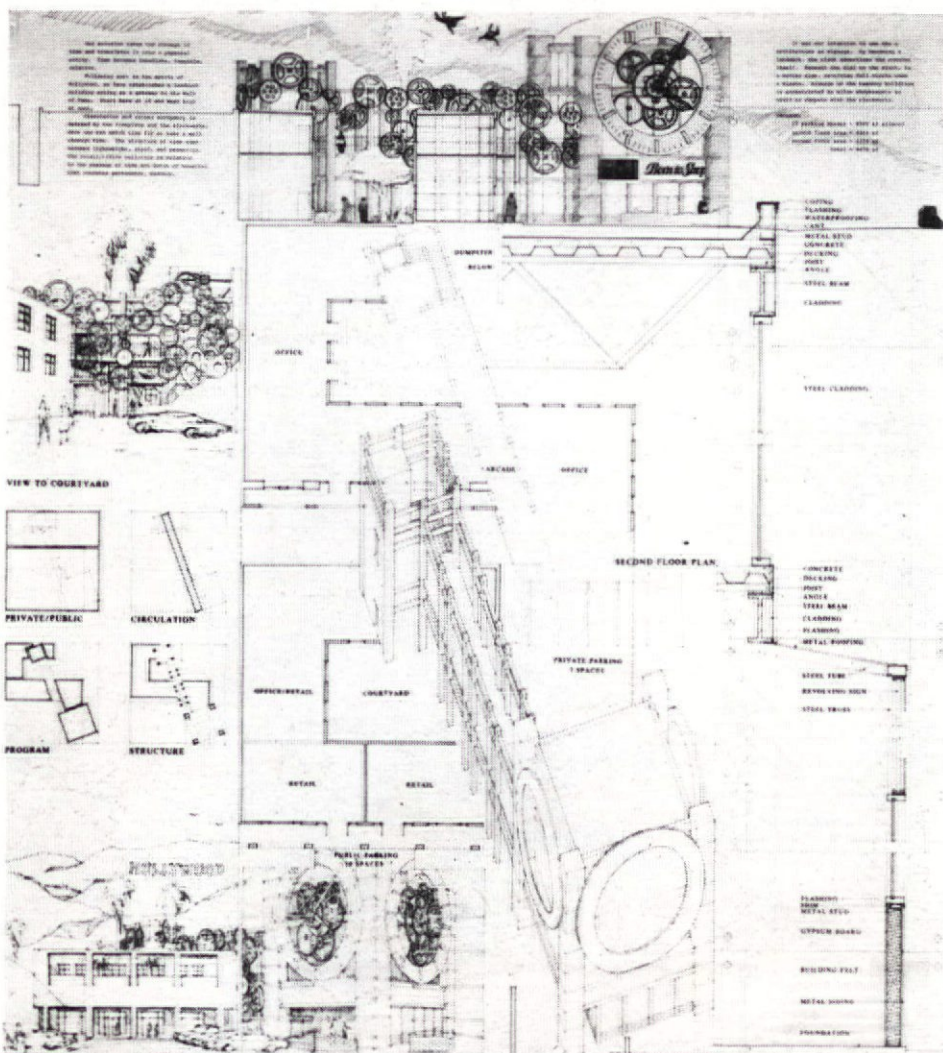
Morris Newman



Honorable mention for fantasy. Margaret Thurpe and Deborah Lane.



Honorable mention for architectural development. Arnold Mamarella.



Honorable mention for startling imagery. Sylvia Deily and George Nakatani.

of time in such centers, competition organizers Bruno Giberti and Donna Jean Brown instructed competitors that "the experience should be programmed to be brief and intense, like a rock video."

In evaluating the submissions, jury foreman Craig Hodgetts wrote that the jurors were "unanimous in (their) rejection of proposals which offered no advance over existing practice, failed to solve technical problems of parking or pedestrian accommodation, or ignored the realities of context or program in order to indulge a strictly 'architectural' agenda."

The December 8 competition judging proved to be an anti-climax. No single entry yielded the awaited answer, and the jury chose instead to divide the awards equally between three entries. The fault, however, may have lain more in the inherent problems of convenience centers than in any lack of creativity on the part of competitors.

Of the three prize-winning entries, the most dramatic was by Terp and L. Meyers, who covered the entire Hollywood Boulevard facade with an outside pink Cadillac: the

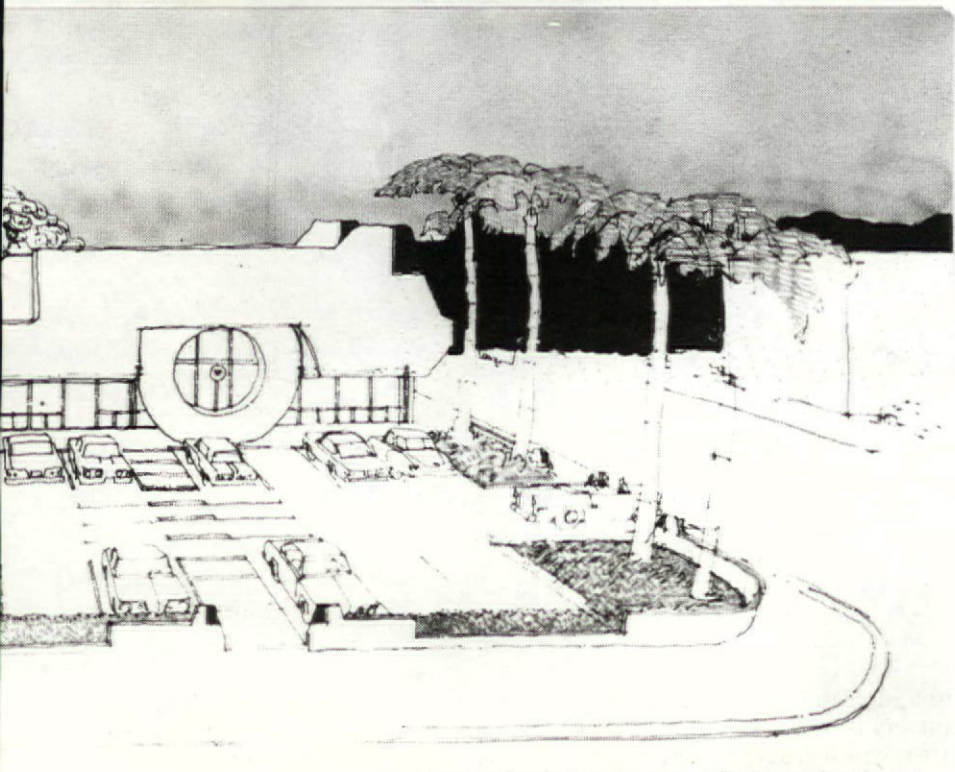
building as billboard. The jury praised the project as a "cost effective, though dated, roadside event, in the tradition of the Brown Derby restaurant." Newly elected City Councilman Michael Woo, who emerged during the jury as a surprisingly acute critic, took issue with Meyers' decision to push the facade away from the street and front the convenience center with a parking lot instead of sidewalks or tables.

Jason A. Balinbin placed a one-story facade on the street wall to mask the parking spaces immediately behind it. An office slab, held aloft by piloti, hovered above the parking. The jury liked the attempt to restore pedestrian scale at street-side, but had reservations about an "overly diagrammatic" division between retail and office space.

William Sloane and William Gentile lined Hollywood Boulevard with a retail arcade and opened a well-marked stairway to the street, connecting ground-floor stores to second-story offices. Their chosen style, a classicism-in-full-color, recalls elegant tiled-covered facades on Wilshire and Melrose Boulevards dating from the 1930s. The jury

Associates: Competition

Convenience Center



Award winner. *Terp Meyers and L. Meyers, Chicago.* "An appropriate, cost-effective (though dated) roadside event."

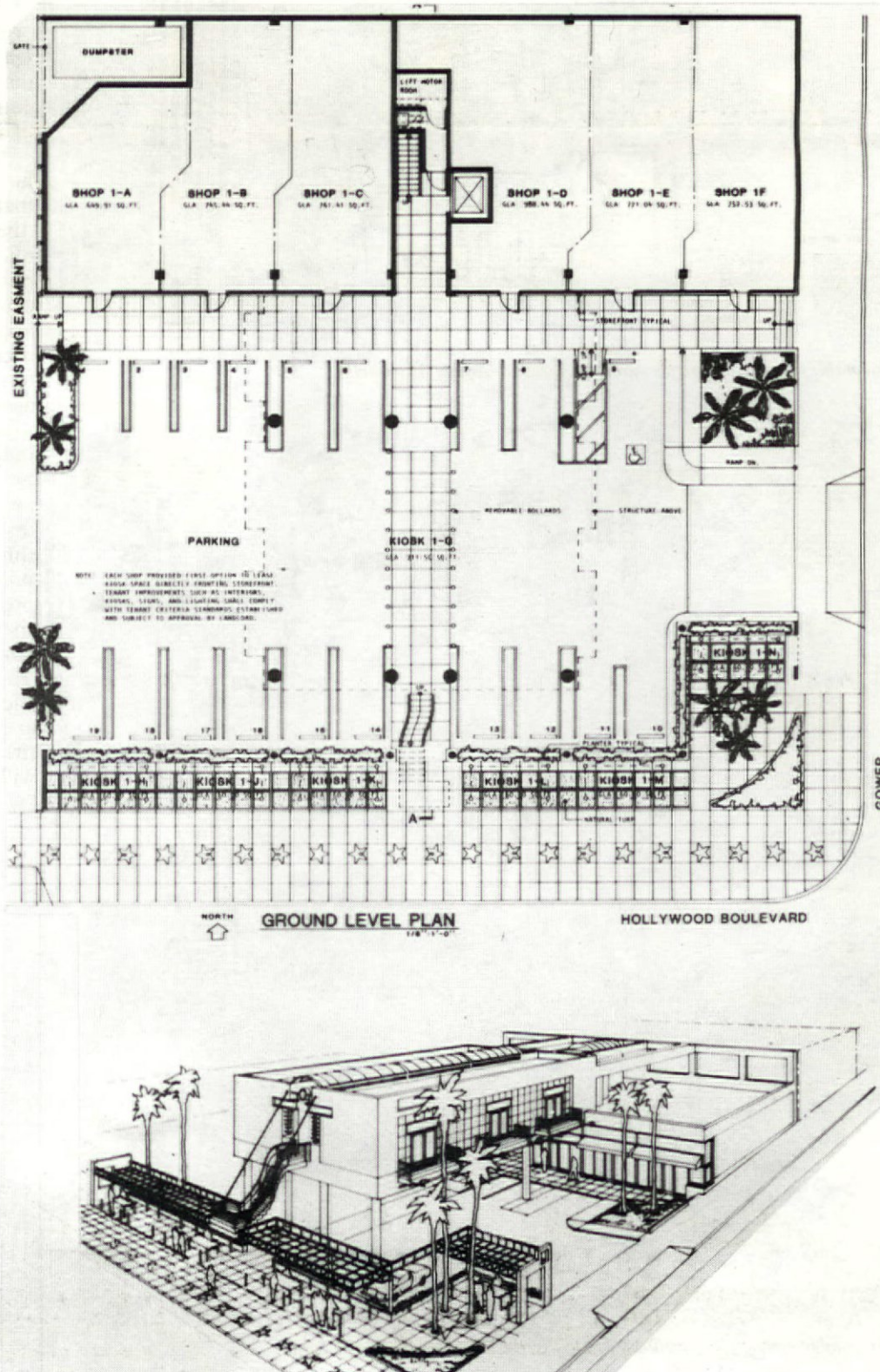
Can convenience centers, those miniature shopping malls that seem to be sprouting up on every other street corner, be domesticated? Can they be designed to fit existing neighborhoods without devouring them? Often ugly, cheap-looking and intrusive, convenience centers have become the *bêtes noires* of urban design.

The LA/AIA Associates' Real Problems competition was conceived as a response to the rash of convenience center construction in Los Angeles. According to Sam Bachner, president of La Mancha Development Corporation and a prolific developer of such centers, there are already 2000 convenience centers in Southern California.

As real estate, the convenience center explosion is easy to understand. Low interest rates have made small projects attractive to developers who are looking for a quick return on their investments. In addition, a decline in the number of service stations has opened up a wealth of corner lots in a city where land is scarce. According to Westside developer Mark Schurgin, one-half of all the centers have been built on vacant station lots.

The competition site is a corner lot at Hollywood Boulevard and Gower Street, within the newly declared Hollywood Redevelopment Project area. Among the contest objectives: to balance the corners of urban design with those of business; to resolve the apparent conflict between preserving a continuous "street wall" and the need to make parking visible and accessible; to explore the concept of an urban street in a manner appropriate to the medium-scale density of Los Angeles, where individual mobility is valued; and to produce a "celebration" of convenience shopping. Noting that shoppers spend only a short amount

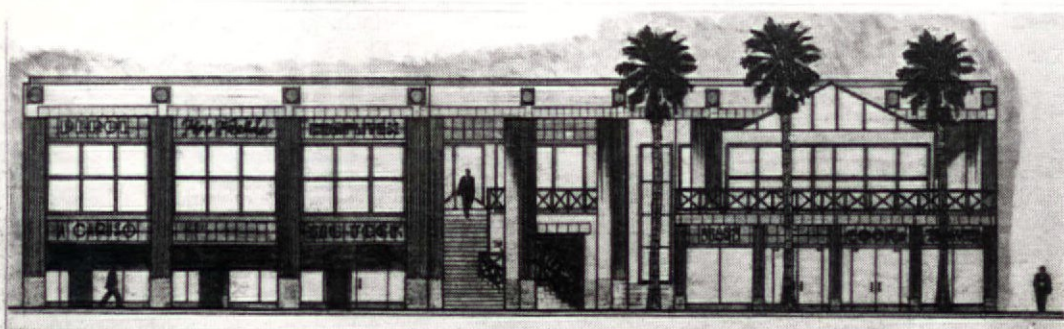
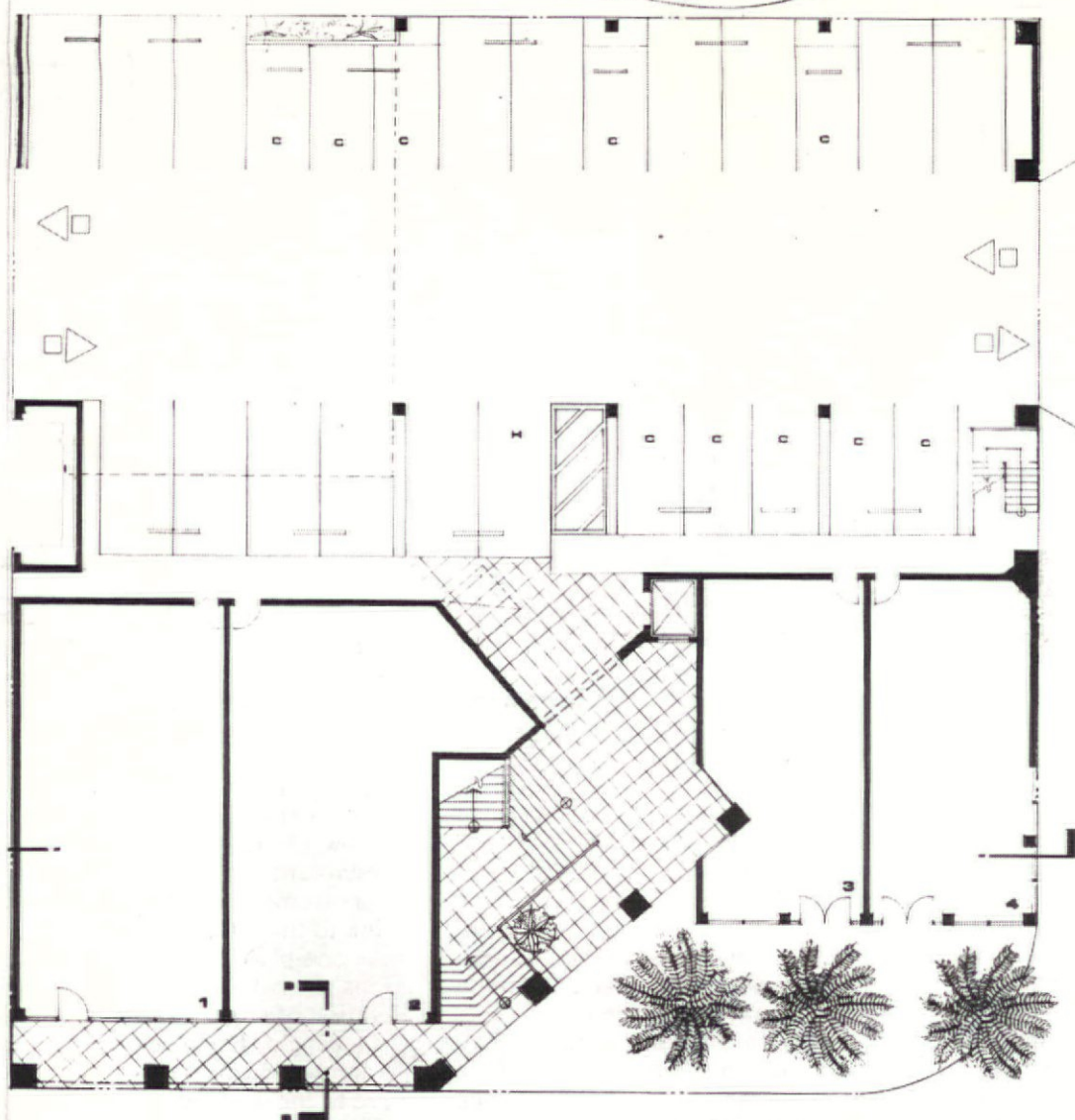
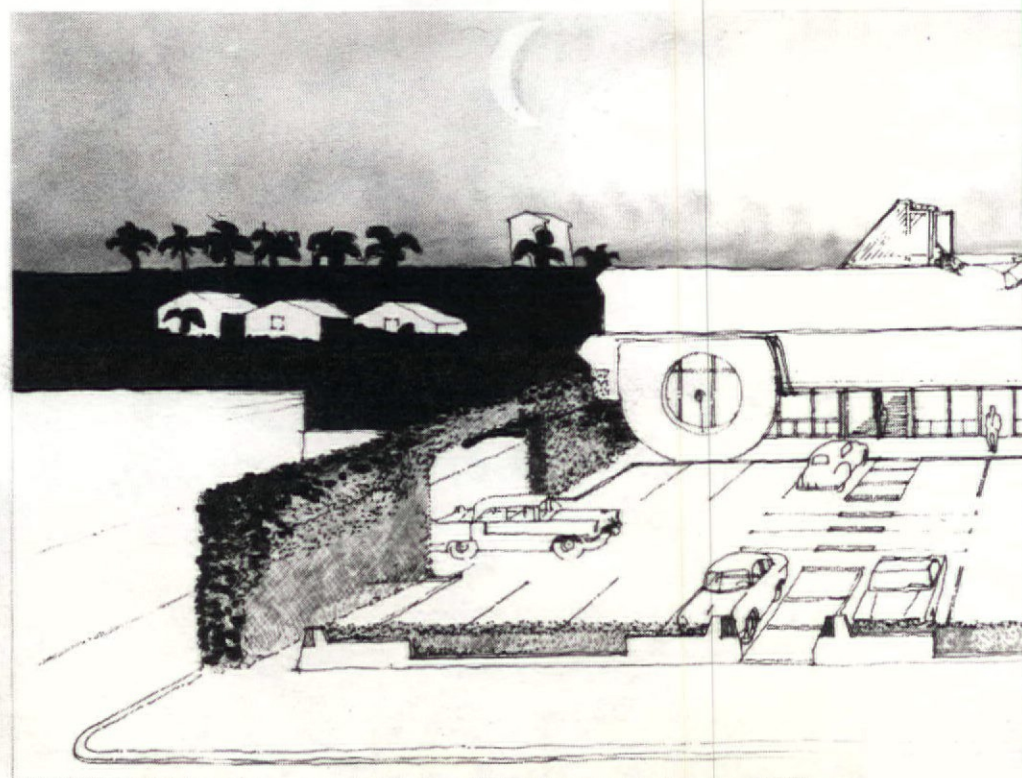
Award winner. *Jason A. Balinbin.* "an ingenious device to restore pedestrian scale"



LAAIA A Real Problems

Taming the Con

Award winner. William Sloan and William Gentile. "solving the conflict between auto and pedestrian without overt sacrifice to either"



Introduction

The first annual design competition for young designers sponsored by the LAAIA Associates was held between September 7, 1985 and November 15, 1985. The program for the theoretical design of a convenience shopping center on the corner of Hollywood and Gower Boulevard was coordinated by LAAIA Associates Bruno Giberti and Donna Jean Brown.

148 designers from seventeen states applied for competition programs. Fifteen of the final 24 entrants were from the Los Angeles area.

The jury met in the social hall of the Mary Andrews Clark Residence of the YMCA on December 8, 1985. Although he was not available on the day of the judging, LA City Councilman Michael Woo of the 13th District had previously reviewed each submission and supplied his comments for use by the jury. The jury was led by Craig Hodgetts, partner in Hodgetts and Fung Design Associates, Los Angeles. Other jury members were Richard Bruckner, a senior city planner for the Community Redevelopment Agency assigned to the proposed Hollywood Redevelopment Project; Jay Nickels, AIA, partner in Reibsamens, Nickels, and Rex, Architects, Los Angeles; Fran Offenhauser, AIA, project architect at Gruen Associates and immediate past-President of Hollywood Heritage; John Pastier, senior editor of Arts and Architecture and contributing editor to Architecture magazine; and Larry Worchel, a developer of shopping centers and of office and industrial buildings.

The winners were announced that evening at the annual Christmas party of the LAAIA Associates, joining the YMCA residents festivities. Several hopeful competition participants were present.

Donna Jean Brown



The galleria at the Westside Pavilion was inspired by European arcades.

lope which set surface parking in the rear and 40-foot height limit on the entire structure. An agreement was drawn up with the May Company to the east to share parking facilities.

The shopping mall is broken into three separate shopping levels with parking occupying the entire site by sloping down from the southern edge of the site to Pico Boulevard on the north. The structure is divided into four distinct pavilions set between two entrance structures that guide shoppers into the interior galleria. Designer Jerde describes shopping centers as streets, "they have always been the real avenues of our cities and will continue to be."

Inside the Pavilion, Jerde designed a galleria which he describes "as fresh and sun-drenched as any street in Southern California from Santa Barbara to San Diego." It has been sealed-down in Jerde's words "to create a delicacy and vividness like the GUM Department Store in Moscow or the interior lobby court of the Bradbury Building downtown." The precedents for Jerde's glazed street are European. Milan's great Galleria, the Place Choiseul and Les Halles in Paris are recalled here with vigor and care. "In each project I apply an encyclopedia of

elements with historical precedents. I am dealing with a popular audience and I must respond to each part of it. Our project recognizes the pluralistic nature of urban life. At Westside, the audience is sophisticated. They have visited Regent Street in London, and the Via Condotti in Rome. They cry out for arcades, gallerias, piazzas—places that are both responsive and provocative."

The galleria at the Westside Pavilion is both link and an arena. Its dimensions compose a room which functions as a circulation space and a gathering place. There are no auxiliary spaces such as those Jerde designed into San Diego's Horton Plaza. There is no central focus such as the plaza at Frank Gehry's Santa Monica Place. The simplicity of one idea is maintained: a large interior street which is also a room—a through place which creates a sense of arrival and composure.

The most controversial aspect of Jerde's design is the decoration of the surfaces, inside and out. "I have been fascinated by the Halian Renaissance which broke up two-dimensional areas," Jerde explains. "I am trying to do something like that here." The designer traveled briefly to Egypt while he was detail-

ing this project. "The hieroglyphics of ancient Egyptian architecture are another pattern language I experimented with here." The richly textured surfaces were originally stucco, but Jerde convinced his clients to switch to tile. "I wanted something complex and memorable, something two-dimensionally active."

Though these facades seem, at first, whimsical, Jerde references them into his "encyclopedia." An order, though not immediately apparent, exists as the language is modified from articulated street arcades and entrances at the bottom, to flat wall surfaces above, terminated by the giant glazed vault over the galleria. In contrast, the street elevation is a random collage of the elements prescribed on Pico Boulevard. Here rational logic is set aside for more functional concerns like horizontal links and other service elements. The result, however, is equally rich in its fascinating mixture of sweeping lines and sudden punctuation.

Upon navigating up the ramps and around the rear of the Pavilion the visitor, careful and observant of each curve and ramp, reaches the uppermost level of parking. Here he descends into the great vault down

escalators into the galleria and all its earthly delights. This dramatic sequence of events is repeated inside-out during the ascent to the roof for departure's sake. Here is the one great missed opportunity at Westside: What better location for a club, or a restaurant, or even a park? What we are left with is a sea of cars and asphalt, open to the air, with none of the humanizing gestures of the galleria or the Pico Boulevard elevation below. Certainly one of the dimly-lit restaurants inside would jump at an opportunity for direct sunlight and a link to the outdoors. This is perhaps the one place in the Pavilion that fails. Despite this, the total conglomeration of shapes, surfaces and pieces is a delight. Each element maintains a tempo which beats on giving new life to the west side of Los Angeles. The beat is not always even. Colors clash, graphics sometimes confuse. This is an urban place with a spirit which explodes, generating life and energy into the city.

Frank Israel

Mr. Israel is an Adjunct Associate Professor at UCLA Graduate School of Architecture and Urban Planning.

The Westside Pavilion



The Pico Boulevard facade of the Westside Pavilion gives the street a sense of prominence it previously lacked.

The most controversial aspect of the Westside Pavilion is the decoration of surfaces, inside and out.

As urban design, the Westside Pavilion is radically different from recent commercial centers in Los Angeles. Two earlier projects, Beverly Center and the Century City Shopping Mall, completely internalize their activities, turning their backs to the city. The Westside Pavilion is neither the subterranean never-never land of Century City nor the suspended shopper's world sandwiched somewhere between Parking Level 5 and the Cineplex at Beverly Center.

By pulling his building to the sidewalk, architect Jon Jerde of the Jerde Partnership gives Pico Boulevard a sense of physical prominence which it previously lacked. No other point in the street's ten-mile length exudes such a strong presence. A series of artfully delineated street en-

trances to restaurants, department stores, and an interior galleria activate previously dormant pedestrian life. Arcades, canopies, portals, facades, banners, colonades, loggiae communicate festivity and scale down street elevations rendering them accessible. This facade architecture is important because it not only upgrades the area enlivening the street activity, but it also marks an important spot in the city which previously held no physical prominence.

The program which was presented to the Jerde Partnership called for 300,000 square feet of commercial rental space and required four and one-half automobiles per 1000 square feet. The Australian client insisted that the designers respect the existing zoning enve-



Planning in Los Angeles

Feedback

Response

To the Editor:

I was very disturbed by the article on code and planning prepared by Gary L. Russell, AIA, Chairman of the Code and Planning Committee in the October issue of *LA Architect*.

In my opinion it was an example of a group of misinformed architects who apparently didn't bother to find out what the facts were on the work that the Planning Department for the city of Los Angeles has been developing for approximately five years.

I, therefore, request that the *LA Architect* print a brief explanation, which I have prepared along with the position paper adopted by the city planning commission as a response to Mr. Russell's article.

Calvin S. Hamilton
Director of Planning

Metrorail Position Paper

In the October 1985 issue of *LA Architect* Gary Russell, Chairman of the AIA Code and Planning Committee, commented that the City's Metrorail transit corridor specific plan was not necessary and not in the best interest of Los Angeles citizens. On October 3, 1985 the Los Angeles city planning commission adopted a position paper reaffirming its belief that planning in the Wilshire Corridor is essential to the general welfare of the citizens of Los Angeles, with or without Metrorail. Following are excerpts of the planning commission's statement:

There must be no doubt as to the necessity for continuing work on the Metrorail transit corridor specific plan and its companion documents and programs. The adoption and implementation of these plan components is of vital importance to guiding future growth and development in the regional core of Los Angeles.

There are three key reasons for the city to vigorously pursue the culmination of these efforts:

1. Impact of future development.

With or without a rapid transit system it is necessary to plan for the direct and indirect effects precipitated by development which will spill over into and vitally effect the adjacent neighborhood areas. The Metrorail transit corridor specific plan establishes regulations for development before the construction of Metrorail or other similar transportation systems improvement and also after such construction.

2. Charter mandate. Regardless of the presence or absence of a rapid transit line, comprehensive, long-range planning is required by the city charter for all geographic areas of Los Angeles. Such planning has been incorporated into Metrorail studies and activities for approximately seven years identifying scenarios with and without rapid transit within the components of the Metrorail and Park Mile specific plans.

3. Zoning consistency. Zoning consistency proposals have not been initiated within the transit corridor specific plan areas, pending plan and zoning changes contained in the Metrorail planning package.

Comprehensive planning by its very nature mandates that a variety of alternative future scenarios be examined to accommodate changing social, political and economic conditions. The Metrorail transit corridor specific plan establishes such alternatives. It specifies maximum permitted development without Metrorail and maximum permitted development with Metrorail or other similar transportation systems improvements. It does this in the form of thresholds of permitted and discretionary development which are tied directly to transportation and circulation performance criteria and improvements within the plan area.

With or without a rapid transit system it is necessary to plan for the direct and indirect effects precipitated by development which will spill over into and vitally effect the adjacent neighborhood areas.

The Metrorail planning that has occurred over the past years has always been considered the vehicle for obtaining consistency of the general plan and zoning in this area. That consistency effort must be completed and it is most appropriate that the Metrorail specific plan and district plan amendments be the means to complete consistency.

The Los Angeles city planning commission reaffirms its confidence that Metrorail will be built—Los Angeles is too large and too dynamic a metropolis to long remain without this key component of a regional mass transit system. We must continue to plan for this vitally needed transportation system. The planning commission also reaffirms its commitment to effectively plan the city for the interim period until a rapid transit system is built and in operation.

Response: I am sorry that Calvin Hamilton was disturbed by my article in the October issue of *LA Architect*. The Committee has been actively studying the draft Metrorail transit specific plan for over a year. We read, send letters, participate in public hearings on the specific plan and discuss the plan with city planners. I do not believe we have been misinformed and did not bother to check our facts. Our opinions are shared by a number of leading organizations and individuals in our city.

The following is a partial list of comments on the specific plan:

John A. Dyer, General Manager of RTD: "In general, in its present form, the plan can be interpreted to be discouraging rather than encouraging or focusing development."

Wayne Ratkovich, developer: "The plan proposes to substantially reduce new development until Metrorail becomes a reality. The proposed reduction in development is so substantial that it is effectively a moratorium."

Bill Welsh, President, Hollywood Chamber of Commerce: "If Los Angeles is going to grasp the opportunity of becoming the primary city of the Pacific Rim, it cannot be achieved by down-zoning and added obstacles for those persons of vision who want to develop our city so that it can meet this challenge."

David Adams, BOMA transportation Committee Chairman: "It is the Building Owners and Managers' opinion that this plan, as proposed, is not in the best interest of Los Angeles."

Mark W. Hall, AIA, president: "Implementation of the Metrorail transit corridor specific plan must be based upon simple clear-cut guidelines that encourage development rather than hinder it."

Our Committee and the above organizations and individuals all feel a need for constructive planning and feel a need and a desire to work with the city planning department to that end. Many of us share the department's desire to improve the transportation system, encourage more housing and encourage a variety of social amenities.

The problem is that the specific plan is too complex and not an encouragement to the necessary growth for a regional commercial center of Los Angeles.

The Committee feels alternative measures can be taken insuring that the growth of the corridor is beneficial for all and within the guidelines of the specific plan. The following could be implemented:

1. Implement the community district plans and encourage developers via the opportunity for higher density development over FAR 6 by providing added services or amenities to the area.

2. Provide alternative solutions to increase the capacity of street networks: Add one way streets and/or

restricted street parking. In lieu of present parking requirements for new office development, allow developer/investors to provide less parking within the development and provide remote parking structures with a distribution mini-bus system, possibly supported by a transportation fee as a bonus element. Rapid transit such as Metrorail. Mini-buses, expanded taxicab and jitney services. Encourage car pooling (by free parking spaces,) the use of buses, vans and compact cars. Require a transportation management system for large projects. Computerize traffic signals. Other improvements noted in the community district plans.

3. Provide simple clear-cut guidelines without creating additional bureaucratic work, such as the proposed design review board, approval by the Director of Planning, and the city development coordinating committee. Our idea is that if builders or owners follows set guidelines they

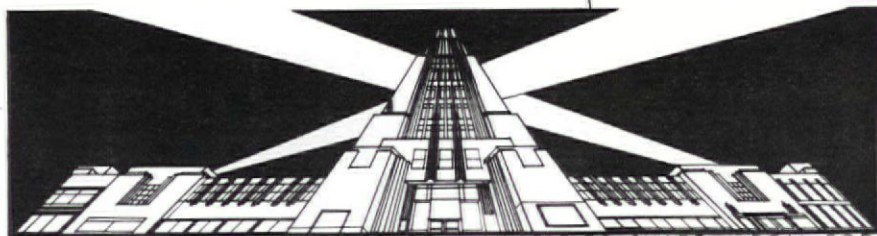
Many of us share the department's desire to improve the transportation system, encourage more housing and . . . a variety of social amenities. The problem is the specific plan is too complex and not an encouragement to the necessary growth for a regional commercial center of Los Angeles.

may obtain a building permit without going through extensive review process.

4. Modify the specific plan to reflect the goals of the Los Angeles general plan, the community district plans and the members of the communities being affected.

Los Angeles has become an international city with one of the brightest futures of any city in the world. In the climate of an ever changing economy, Los Angeles cannot afford to lose sight of its horizons. The proposed Metrorail corridor specific plan, with its severe down-zoning and its discretionary determination bodies on future developments is inappropriate and unwise, considering the consequences.

Gary L. Russell, AIA
Codes and Planning Committee
Chairman



UNIQUE ART DECO TOWER SPACE AVAILABLE TO SHARE • IDEAL FOR FREE-LANCERS AND SMALL FIRMS • MID-WILSHIRE • CONFERENCE ROOM AND SUPPORT SERVICES AVAILABLE • CITY VIEWS • 213-933-5583



MICHAEL S. POLES AND ASSOCIATES

CONSTRUCTION | MANAGEMENT
INSPECTIONS

CONTRACTORS LICENSE NO. 263193 B1

25 YEARS OF PROFESSIONAL EXCELLENCE

4331 WESTLAWN AVENUE • LOS ANGELES, CALIFORNIA 90066

(213) 390-4936

PROFESSIONAL AFFILIATE MEMBER, AMERICAN INSTITUTE OF ARCHITECTS, LOS ANGELES CHAPTER



HENNESSEY
+ INGALLS
ART + ARCHITECTURE
B O O K S

SPECIALIZING IN ALL THE VISUAL ARTS
DECORATIVE ARTS • DESIGN
NEW • OUT-OF-PRINT • IMPORTED

1254 SANTA MONICA MALL (213) 458-9074

BETWEEN ARIZONA & WILSHIRE

FREE PARKING VISA AND MASTERCARD



SPECIFY ATKINSON BRICK FOR:

- Premier Quality
 - Strength
 - Design Flexibility
 - Beauty
- CHOOSE THE LEADER. CHOOSE ATKINSON!

(213) 638-8514

(213) 636-9846

How to scale 70 stories in 7 seconds.

With the touch of a few buttons, the proper CAD System can send your design for the ground level of an office tower soaring—up 70, 80, 90, 100 stories or more.

So instead of spending hour upon hour tediously drafting story after story as you now do manually, you'll be able to spend the majority of each job concentrating on design—decreasing costs, streamlining plans and enhancing structural beauty.

Of course, designing the proper CAD System to meet all your firm's needs takes as much expertise as engineering an office tower. That's why a large majority of your colleagues have turned to CAD Counsel—the West's leading supplier of CAD Systems for architects.

CAD Counsel builds a CAD System around your company's needs, not vice versa. We'll also install your hardware. Train your staff to use the system we recommend. And we'll continue to work with you, answering questions, solving problems and keeping your system's capabilities aligned with your company's ever changing needs.

To learn how a CAD System can help raise your creativity to new heights, sign up for one of our free seminars today. For times and dates, complete and mail the coupon below or call us at (818) 505-0952.

Sign up for one of our FREE monthly seminars today!

☐ YES. I'd like to learn how a CAD System could help me work more profitably. Please send me information on the following free seminars:

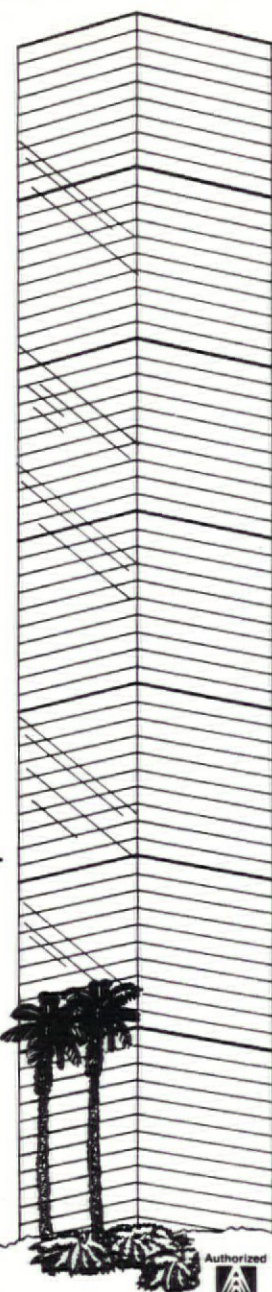
- ☐ CAD for Architects
- ☐ CAD Networking
- ☐ Add-on Software

☐ NO. Thanks, but I can't wait for a seminar, please contact me immediately.

Name _____
Company _____
Address _____
City/State/Zip _____
Telephone () _____

5032 Lankershim Blvd., Suite 4
North Hollywood, CA 91601

**CAD
COUNSEL**



Authorized
AUTOCAD
Representative

What's New for Architects?

Computer Dealers' Expo

Comdex, the computer dealer's expo, holds a Las Vegas record on two counts: attendance (over 40,000) and size (1.4-million square feet.) It took up the halls of the MGM Grand, Caesar's, Hilton, Riviera and the entire Las Vegas Convention Center. Comdex is where all the manufacturers of computer-related goods and services go to get new customers—usually computer dealers, resellers, consultants and corporate buyers.

One of the most obvious features of the show was that a large number of the exhibitors used the AutoCad computer aided design (CAD) program to show off their computers, disk drives, monitors, graphic cards, plotters and digitizers. VersaCad, Mega Cadd and Pro Design II had booths, too, but no one else demonstrated their hardware using these CAD programs.

The most prominently displayed computer was the IBM-AT (advanced technology) but dozens of other manufacturers were there to show off their compatible machines. Most of these ran faster, had more features and were hundreds to thousands less expensive.

Another trend is in memory—I'm referring to disk drives (long-term storage) and chips (short-term memory). 10 megabyte hard disks are becoming extinct and 20 meg is now becoming the standard. Expect to pay between \$500 and \$1200 for one. Hard disk drives are appearing on cards which you can insert into an expansion slot inside your PC. Today they're \$1,200. Tomorrow? Certainly less.

Compact Disks (also called CD-ROM's) have finally made their entrance. With a player costing about \$200-\$400, who can't afford one? One of these rainbow-colored, nearly indestructible disks is currently only capable of playing (reading information into your computer). You can't write info to it like you can with a hard disk. But Webster's *Unabridged Dictionary* sure takes up a lot less space when it's on a platter the diameter of a lean cuisine lunch plate.

Inside the computer, information is stored for the short term on RAM chips. The cost of producing these memory chips has plummeted, so last year's \$40.00 price for 64k (thousand bytes) of RAM is now about \$18.00. Makers like Intel and Texas Instruments have discovered how to pack 256k on a single chip and IBM has recently announced a one megabyte chip.

Hitachi, Pencept, Summagraphics all announced new models of digitizing tablets—one of which allows you to write characters using a pen-type stylus which can be directly interpreted by your computer. Who needs a pencil and paper when you can take notes with a \$1,100 computer accessory?

High resolution monitors by Princeton, Roland, and Taxan were

unveiled. These were distinguished by offering the user very high (700x400 pixels) resolution in color. Both text and CAD-quality graphics are now available for around \$800. To make these monitors shine, graphics boards made by IBM, Orchid and Sigma appeared with display capabilities of anywhere from 16 to 256 colors.

I was especially interested in the plotter front. These devices use pens to transfer computer generated images to paper. Axiom demonstrated a plotter that resembled a sandwich with wheels. Connected by a ribbon cable to its main housing, it scrambled around a C-sized sheet of paper with a greater sense of purpose than most of the people I saw wandering by the booths. Of course this little \$400 plotter couldn't hold a candle to a \$15,000 Hewlett-Packard, but then not everyone can justify spending twice the amount of their entire computer system on a glorified printer.

I've saved the most exciting for last. For me, the new speech recognition devices are the stuff of dreams. Now, for a few hundred, you can teach your computer to understand thousands of words. Thank cheaper chips and expanded memory capabilities planted on plug-in boards. My pick for best all-around value-performer is the AutoPilot by a New York company of the same name. It's IBM PC-compatible and includes a printed circuit board, headset with microphone and software. Of course I ordered one. After taking an hour to go through the 45-page manual, I was able to get AutoCad and Wordstar to respond to voice commands in about 10 minutes. Nothing like telling your computer what to do without having to touch the keyboard! Command intensive programs like Lotus 1-2-3, Symphony and MultiMate work like a breeze. Directives like "move block", "change layer" and "underline" can be spoken instead of requiring five to ten cryptic keystrokes.

What did the Comdex crystal ball foretell for the future? Complete workstations with billions of bytes of memory and sophisticated input and output devices will be within the reach of even the smallest firm. The price of memory will continue to drop. Computers will do our bidding without first requiring we be electrical engineers. Science fiction-fantasy robots will take orders at least as well as the kid at Burger King. They'll do our tedious work and make us look good to boot. It won't be long after that when they'll be little more than conventional appliances for home and tools for the workplace.

Gregory E. Menken, PhD.
Dr. Menken is president of SophSystems, a computer consulting and systems integration firm in Los Angeles.

Awards and Competition

The Listener

guages. How could this be so? A friend once meditated, "There is altogether too much verbalizing about art." Consider, architecture in our time is being *driven* by historians, critics and journalists who not only tell architects what they *have* done but, more importantly, what they *should* do. And, further, the invidious aspects of architectural criticism: the evaluative evasiveness of newspaper critics; the celebratory tone of the architectural journals along with their frantic effort to be *au courant*; the popular journal's uncaring obsession with high-style design trends. Could these forces, so powerful, actually have brought about what we have just observed? Driven these leaders into their hermetic worlds, safe for each to create his own unique language?

Only Henry Adams, lovingly expounding his theory of the Virgin and the Dynamo, offers a possible alternative: his unforgettable image of the worship of the Virgin as the force that drove a medieval Europe to build the cathedrals, then the equally powerful image of the Dynamo that drove the 19th and 20th century western world to build its factories and skyscrapers. Could these images suggest a further metaphor for our time? Assuming that the dynamo has lost its potency, what if its successor is the computer chip? If so, how do they differ? Both express power, the one, physical, the other, conceptual. How would this affect architectural conception? If the dynamo's was a main line drive toward technological pragmatism then is the computer's, instead, far off the main line, enticing us to explore hitherto unrealized concepts, to open countless Pandora's boxes? Thus making possible the hermetic quality of these 25 worlds?

But, you say, these men never mentioned computers. No, nor need they have done so. For we aren't speaking of the computer here as a labor-saving tool. The dynamo more than fulfilled that role. Instead, what we are perhaps observing is a quiet infusion of the air that we daily breathe that subtly permeates our minds with suggestions of infinite diversity.

Benificent or invidious? Only time will tell. The star wars in Jefferson's Rotunda posed the question in fascinating Technicolor!

Paul Sterling Hoag, FAIA

The Los Angeles West Chamber of Commerce seeks nominations for its 16th annual Beautification Awards Ceremony which will be held at the Hotel Bel-Air on April 14, 1986. To enter the competition submit the name, address and the classification of the project along with a brief description to Awards Ceremony, Los Angeles West Chamber of Commerce, 10880 Wilshire Boulevard, Suite 1103, Los Angeles, CA 90024. A minimum of five color slides are required for each entry.

For further information contact the Chamber at 475-4574 or call Tibor Kisvarday, AIA 208-8282 or Liz Bernard, Fred Sands Realtors, 820-6888. The deadline for entries is February 28, 1986.

Photography Competition

The photographic interpretation of architecture is the subject of the AIA's photography competition, organized by the St. Louis Chapter of the AIA.

The competition is open to all individual AIA members, associates, student members and professional affiliates in good standing, excluding professional photographers. There are awards of \$2000; \$1000 for first prize, \$700 for second, and \$300 for third. For further information and entry forms: National Photography Competition, St. Louis Chapter AIA, 919 Olive St., St. Louis, MO 63101 (314) 621-3484. Deadline is March 31, 1986.

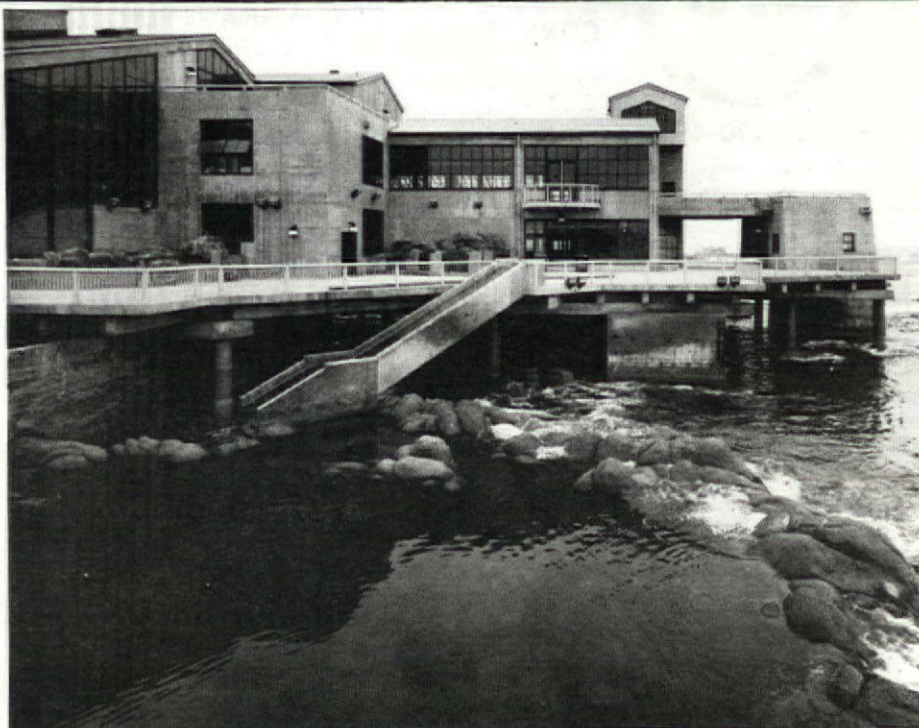
On the Market

A fifth edition of *The Architects and Engineers Merger or Acquisition Circular* is now being prepared by The Coxe Group of Philadelphia to provide a current listing of design firms seeking to acquire or be acquired. There is a listing fee of \$50.00. Entries close by February 28, 1986. For details of how to submit a listing contact Brian J. Lewis at The Coxe Group, 2 Mellon Bank Center, Philadelphia, PA 19102, (215) 561-2020.

New Campus

Woodbury University, a part of downtown Los Angeles for 101 years, plans to create a new campus on a 22-acre site in north Los Angeles, near the Burbank Airport. The site, at 7500 Glenoaks Boulevard, is currently occupied by Lutheran High School. Plans for the new campus include renovating the site's existing structures and building new facilities.

Briefly Noted



The Monterey Bay Aquarium fits into its Cannery Row setting as if it had always been there.

EHDD Wins Firm Award

The San Francisco firm Esherick Homsey Dodge & Davis (EHDD), which has designed a range of award-winning works reflecting quality regional architecture, such as San Francisco's Cannery and the new Monterey Bay Aquarium, has been selected to receive the American Institute of Architects' 1986 Architectural Firm Award. One of the Institute's highest honors, the award recognizes a firm that has produced "distinguished architecture" for at least 10 years. It will be presented at the 1986 AIA National Convention in San Antonio, June 8-11.

The 40-year-old firm, an urban pioneer in mixed-use and adaptive-use projects, was selected by the AIA jury on Institute Honors, chaired by Thomas Vreeland, FAIA, Los Angeles. The jury said, "This firm is remarkable in its continuous collaborative approach to practicing architecture. It is an intellectual and philosophical group, unswayed by current fashion or style, seeking and researching its own expression and its own way; modestly setting aside architectural show in favor of letting each design be itself."

"The great strength of the firm is that the collaboration of the four principals"—Joseph Esherick, FAIA; George Homsey, FAIA; Peter H. Dodge, FAIA, and Charles M. Davis, AIA—"for nearly 25 years has resulted in the consistent production of extraordinarily distinguished architecture," said the nomination.

"The scope of the firm's work has been broadly inclusive, encompassing single-family residences, multifamily housing, offices, retail space, hotels, resorts, schools and universities, and extensive involvement in rehabilitation and restoration."

Esherick Homsey Dodge & Davis (EHDD) has received four national AIA Honor Awards: in 1982, for Garfield Elementary School, San Francisco; in 1973, for the Julian McPhree Union at California Polytechnic University, San Luis Obispo; in 1970 for the Cannery, San Francisco, and in 1968, for Adlai Stevenson College at the University of California, Santa Cruz.



EHDD's Cannery in San Francisco was a pioneering example of adaptive reuse.

The firm's widely acclaimed Monterey Bay Aquarium won the California Council/AIA's honor award in 1985; its Bay Area Rapid Transit (BART) district in Alameda and Contra Costa Counties, Calif., won the AIA's Collaborative Achievement in Architecture Award in 1973, and its Sea Ranch general store/restaurant garnered a certificate of excellence in the State of California Governor's Design Awards program in 1966.

In addition to Vreeland, members of the AIA Jury on Institute Honors were Edmund N. Bacon, FAIA, Philadelphia; Lewis Davis, FAIA, New York City; John L. Field, FAIA, San Francisco; David Macauley, Providence, R.I.; James Lord, Associate AIA, Las Vegas, Nev., and Michael D. Prothe, a student at the University of Oregon.

World's Most Sophisticated Contact Registration Printer



- 35 in. high
- 63 in. long
- 46 in. deep
- Prints paper up to 36x48 in.



Design Mates Model RM 1920

Repro-Graphic Supply

Authorized Distributor
Repro-Graphic Supply
2737 San Fernando Road
Los Angeles, CA 90065-0158
Telephone (213) 223-1511

LA ARCHITECT

Editorial Board. Barton Phelps, AIA.
Chairman: Carlos R. Alonso, *Associates:* Don Axon, AIA, *LAIA Board:* Janice Axon, *Treasurer:* Peggy Cochrane, AIA, *Secretary:* Paul Sterling Hoag, FAIA; Richard Katkov, *Additions and Deletions:* John Mutlow, AIA; William Hubbard, AIA; Morris Newman; Michael Folonis, AIA; Charles H. Wheatley, *Books.*
Editorial Board Emeritus. Thomas S. Hines; Frederic P. Lyman, AIA; Michael F. Ross, AIA; Thomas R. Vreeland, FAIA; Lester Wertheimer, AIA.
Editor. Barbara Goldstein.
Managing Editor. Karin Pally.
Designer. Steven Meltzer.
Contributors. Donna Brown; John Chase; Lisa Landworth, *Calendar:* Jeffrey Skorneck, AIA; M. Stan Sharp, AIA.
LAIA Officers. Donald Axon, AIA, *President:* Cyril Chern, AIA, *Vice-President:* Robert Harris, FAIA, *Treasurer:* Richard Appel, AIA, *Secretary.*

LA ARCHITECT is published monthly except for August by the Los Angeles Chapter of the American Institute of Architects, 8687 Melrose Av., Suite M-72, Los Angeles, Ca. 90069. Subscriptions are \$18 domestic and \$28 foreign. Editorial submissions should be addressed to the editor and sent to the publisher's address, above. LA ARCHITECT does not assume responsibility for unsolicited material. Address changes should be sent to LA ARCHITECT at the publisher's address, above. Except where noted, the opinions stated are those of the authors only and do not reflect the position of either the AIA or the Los Angeles Chapter. The appearances of names and pictures of products and services, in either editorial or advertising, does not constitute an endorsement by either the AIA or the Los Angeles Chapter.

Group DeVille

Passive and Active Solar Design
Energy Consulting
'Title 24' Code Compliance
(213) 829-2738

FULLENWIDER CONSULTING GROUP

Donald R. Fullenwider, A.I.A.

Computer-Aided Design Consulting
400 East Rustic Road
Santa Monica, California 90402
Telephone: (213) 454-3427/35

MANAGEMENT & ACCOUNTING
MBA consultant specializes in architectural accounting systems, computerization, contracts, marketing and general management. 12-year record of increasing financial returns and ease of operations.

LOU ZAHAROPOULOS
(213) 463-5868

JUAN RICCI
Former Administrative Assistant/Membership Director, American Institute of Architects, Los Angeles Chapter for past 5 1/2 years, seeks full/part time employment. Extensive knowledge/experience of architectural & interior design community. Resume—References.

JUAN RICCI
(213) 659-6926

Star Wars in the Rotunda

Reading the astonishing *Charlottesville Tapes*, transcriptions of the two day "star wars" in Jefferson's Rotunda at the University of Virginia, we realized how easily they could be dismissed, condescendingly, as just that: 25 prima donnas of our architectural world biting and scratching as they played out their roles of "visiting critics." They were there to play the leading parts as a phantasmagoric architectural school jury critiquing each other's latest unbuilt project; each one given ten minutes for presentation and twenty to respond to "helpful criticism." And it was indeed "star wars"—with a vengeance, but it was a great deal more.

Over and over we have heard the dictum, "Architecture is society made visible" (congealed Zeitgeist). Being assured that ours is a pluralist, ambiguous, collectively confused society, ergo, today's architecture simply mirrors it in its worst aspects. But is today's society any more confused than others in the past? More confused than ancient Greece, for example, as it blundered into the Peloponnesian War, or than Rome as the Republic slipped into the decline of the Empire, or Gothic Europe as it bled its way through the 14th Century, of which it was said, "no epoch was more naturally mad." And in any of these did architecture erupt with confusion and discord as it is claimed today? No, quite the opposite, for each of these produced its share of the greatest highs in the history of architecture.

So if not a profession mirroring society then what are we seeing? Forget about the star wars aspect; it only obscures the more important truth that these 25 architects were each as unique as if each were from a different planet. Consider:

Philip Johnson, of course, the self-proclaimed "whore of the developers" being accused by Cesar Pelli of the arrogance of not giving a damn about principles and, moments later, being raked by Leon Krier's agonized, "You will burn in hell for what you are doing!" Philip Johnson, architect from the planet Gerald Hines.

Then Leon Krier himself, rhapsodizing about his plans for the district of Tegal in Berlin, a project "as big as the whole of medieval Florence" he proudly says. A shocked Kevin Roche interrupts, "Leo, you will probably burn in hell yourself for your arrogance in assuming that the role of an architect can be that of a dictator. The arrogance that Philip showed, the disregard for people, was many times less than your arrogance, for you take on a whole city." Leon Krier, architect from the planet Benificent Mussolini.

Next, Kevin Roche, showing a gigantic corporate education center, dubbing it a "monastic motel." Peter Eisenman, noting the immense glass and steel dome over the central cloistered court, insisting that to give symbolism its due, it suggested an

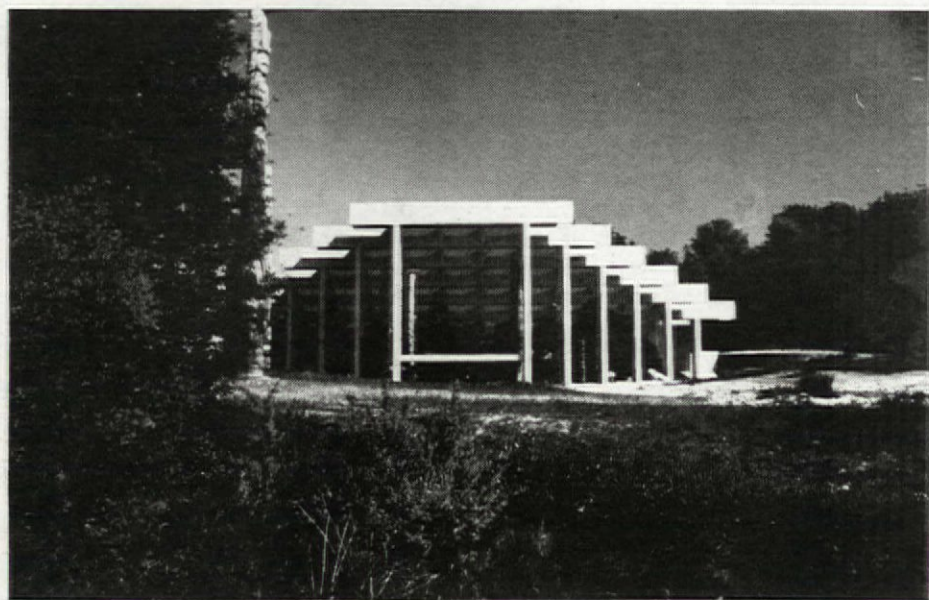
aviary more than a monastic refuge for learning. But Cesar Pelli, accepting it as monastic, only noting that here today's monks would not shiver in a cold cloister but would luxuriate in its artificial climate as they meditate. Kevin Roche, architect from the planet Architectonica.

Fourth, Peter Eisenman, relating how he "chose to ignore" a Berlin competition program requirement for social housing on the site because it was next to the Berlin Wall and, "I said I would never raise a child there," but, agonizing, "If we don't build housing there, someone else will." Pelli asks, "But you just said you don't believe in building housing there, so why do you do it? What is this architecture?" Eisenman: "It is not about housing." Pelli: "About what, then?" Eisenman: "It is about itself." Pelli: "What is that?" Eisenman: "What you see." Pelli: "What I see is housing for some poor wretched people, that is what I see." Raphael Moneo: "I would say Peter is speaking a language in which words have lost their meaning." Eisenman's final response: "I agree with you, everything you are saying, because in the present, which I see as having no future, all we can do is make empty words. All I am saying is that if it is possible to make words empty of meaning, I'd like to try." Eisenman, architect from the planet Queen of Hearts.

Fifth, Cesar Pelli, regarding his 675 foot "celebratory tower" for the New Orleans World's Fair: "I am interested in architecture that engages people at many different levels—in an unconscious, ambiguous way—with formal elements that capture one's imagination by encouraging a multitude of personal interpretations—some simple, child-like, and others more complex—the tower can be walked up and down on gentle ramps, both internal and external—the main observation room, just below the top pyramid, is 150 feet high with two large windows at floor level, on axis, and with many small windows in the four sloping wall-ceilings. Above that a top room which should be quite wonderful—a smaller observation room contained within an approximately 100 foot high pyramid of glass." Rem Koolhaas: "what I find sinister is the kind of pleasure you would provide, a very retrogressive, regressive, melancholic, and really disturbing kind of pleasure." Peter Eisenman: "The central issue here is the iconography of useless buildings in our society. You have hit on it, Cesar, it is very provocative but opens up a fascinating can of worms, this whole notion of architecture as a useless object." Kevin Roche: "It's absolutely astounding, Peter, that you bring up the question of useless buildings. Most of the buildings you design are useless." Cesar Pelli, architect from the planet Vox Populi.

A sampling. Of the 25 almost all spoke English. But different lan-

L.A. ARCHITECT



Arthur Erickson's Museum of Anthropology at the University of British Columbia in Vancouver.

Erickson Wins Gold Medal Will Lecture on February 18

Internationally-acclaimed architect Arthur C. Erickson, Hon. FAIA, of Vancouver, Canada, designer of California Plaza in Los Angeles and a member of the Los Angeles Chapter/American Institute of Architects, has been selected to receive the American Institute of Architects' highest honor—the Gold Medal.

Erickson will discuss his work in a lecture at the Pacific Design Center sponsored by the LA/AIA on Tuesday, February 18. The event will begin with a wine and cheese reception at 6:30 p.m.

Selected by the AIA Board of Directors, Erickson becomes the 46th recipient of the Gold Medal—the highest award the architectural profession can bestow. The award will be presented at the 1986 AIA National Convention in San Antonio, Texas, next June.

The 61-year-old architect, who has an office in Los Angeles, was cited in his nomination for distinguished architectural accomplishments over the past 25 years and for "his creative imagination to build constructively toward the profession's future."

Erickson gained an international reputation for his and Geoffrey Massey's conceptual plan and covered mall for Simon Fraser University in 1963. "The striking conception extended a linear university plan across two high points of a low mountain . . . Simon Fraser suggests a key to Erickson's particular interests and abilities; his essential contribution was more the orchestration of space and movement than a matter of detailed physical design," according to Michael McMordie of the University of Calgary.

Erickson's fascination with movement, place, route and destination appears in other major

structures, such as his Museum of Anthropology at the University of British Columbia, Vancouver; and his massive reconstruction of Vancouver's center—Robson Square, a three-block project including the Provincial government offices and courthouse, media centre and Vancouver Art Gallery, plus gardens, waterfalls and an exhibit hall.

Over the past quarter of a century, Erickson's prolific practice—sometimes in partnership, sometimes alone—has produced apartment buildings, schools, office buildings, banks, museums and a wide range of residences. The firm also has designed three prize-winning international fair structures (including the Canadian Pavilions for Expo '67 in Montreal and Expo '70 in Osaka).

After a three-year study of architecture in Europe and northern Africa, Erickson returned to Vancouver in 1953 to practice architecture. His partnership in 1961 with Geoffrey Massey led to the project that launched his career—Simon Fraser University. The firm Erickson/Massey also won first place in design competitions for the Canadian pavilions in Montreal and Osaka. In 1972, he formed the independent firm, Arthur Erickson Architects, with offices in Vancouver, Toronto and Los Angeles.

In 1984, Erickson received the Royal Architectural Institute of Canada's Gold Medal as that nation's outstanding architect as well as the French Academy of Architecture's Gold Medal and the Chicago Architecture Award. In 1978, he was named an Honorary Fellow for the AIA for his significant achievements in architecture.

American Urbanism at Monterey Design Conference

The 1986 Monterey Design Conference, sponsored by the California Council, American Institute of Architects, will explore American urbanism from February 28 to March 2 at the Asilomar Conference Center in Pacific Grove, California.

The seventh annual design conference will be an opportunity for architects, developers, designers and planners to discuss the changing face of America's urban landscape. A series of case studies throughout the conference will focus on the topics of the American city, small towns, suburbs, and new communities. The presentations in these areas will look at the impact of public policy, architecture, and individual buildings on the development of these different built environments.

Presentations during the Monterey Design Conference will also include a keynote panel, "Building Our Cities: The Architect and the Developer," a panel discussion on trends in urban building design entitled "Searching for a Direction," comparative views of Phoenix, Arizona, Portland, Oregon, and Washington, DC; a look at architecture and design both inside and outside of the United States; and an informal discussion of Regional/Urban Design Assistance Teams (R/UDAT's), which have been used in numerous American cities to address community planning and design problems.

Among the events at the conference will be the announcement of the 1986 CCAIA design awards, including a discussion by the jury on direction in California architecture; jurying of the California School for the Deaf in Fremont Clock Tower Competition, with winners to be selected and announced at the Conference from over 300 student entries; and the presentation of the first-ever Nathaniel A. Owings Award for preservation of the built and natural environments.

Exhibits during the Conference will include photos of all entries in the 1986 Design Awards program, a display of the winning Design Award entries and the 1986 Firm Award winner, and a portion of the AIA Gold Medal display on Nathaniel A. Owings, FAIA.

The Conference keynote panel, "Building Our Cities: The Architect and the Developer," includes architect Barton Myers, AIA, of Los Angeles and Toronto, developer Robert Maguire of Maguire/Thomas

Partners, and Richard Weinstein, newly appointed Dean of the School of Architecture/Urban Design at UCLA, in a discussion of building in today's urban environment.

"Searching for a New Direction" will open the second day of the conference with an exploration of directions in building design by journalist William Marlin, formerly of the *Christian Science Monitor*; architects David Childs, AIA, of Skidmore, Owings and Merrill in New York, and Barton Myers, AIA, and developer Wayne Ratkovich, noted for the Wilmette Theater Complex and other major projects in the Los Angeles area. Moderator will be Michael John Pittas, Hon. AIA, former Dean of the Otis Art Institute and recipient of the Urban Affairs Fellowship from the New School for Social Research.

Architect Barton Myers, AIA will moderate the presentations on the American city. Presenters will include architect Jeffrey Heller, AIA of Heller & Leake in San Francisco, architect David Childs, AIA, and developer Wayne Ratkovich. Journalist William Marlin will moderate "Small Towns/Suburbs" with landscape architect John Lyle of Cal Poly Pomona; Spyros Amourgis, AIA of the Department of Architecture at Cal Poly Pomona; James Barker, Dean of the Mississippi State University School of Architecture; architect Paul Helmle, AIA of Hollywood; and David Woodcock, head of the Department of Architecture at the Texas A&M College of Architecture and Urban Design.

Michael John Pittas, Hon. AIA, will moderate the case studies on "New Communities," with presentations by architect John Lautner, FAIA of Los Angeles, architect Daniel Solomon, FAIA of San Francisco, developer Roger Seitz of the Irvine Company, and architect Paul Kennon, FAIA of CRS Sirtine in Houston, Texas.

"Comparative Views" will open the final day of the conference with a look at three large urban American environments. The city of Phoenix, Arizona will be discussed by Roger Schluntz, AIA, director of the School of Architecture at Arizona State University and professional advisor for numerous design competitions in Arizona, and Barton Myers, AIA, recent winner of the City of Phoenix Design Competition for a new civic center.

Closing the conference will be "American Urbanism: Other Views," a discussion of architecture and design inside and outside the United States.

For more information on the 1986 Monterey Design Conference, sponsored by the California Council, The American Institute of Architects, or to request registration materials, contact the CCAIA at 1303 J Street, Suite 200, Sacramento, CA 95814, or call (916) 448-9082.