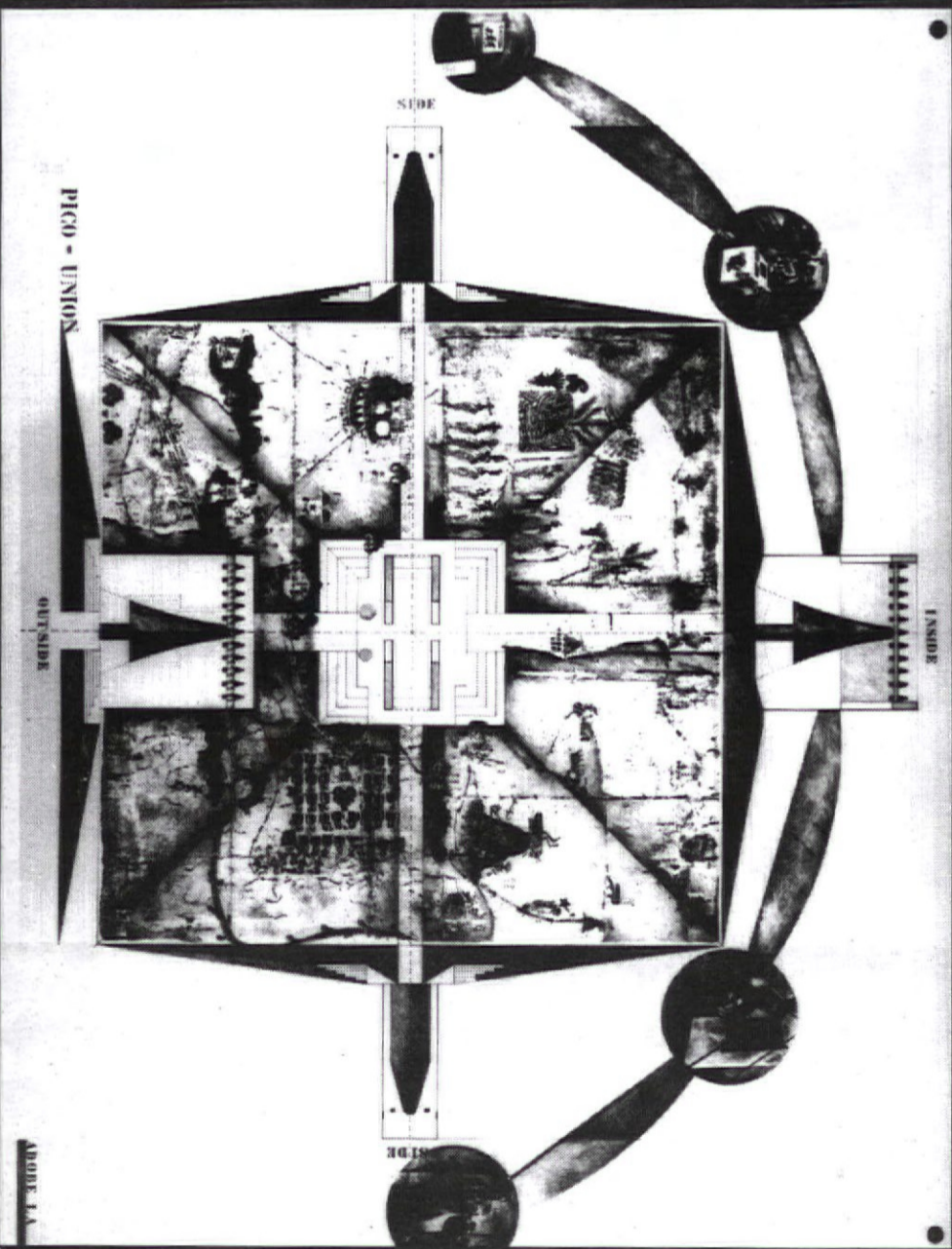


Bulk Rate
U.S. Postage
PAID
Glendale, CA
912
Permit No. 2113

Published by the
Los Angeles
Chapter,
American Institute
of Architects:
Pacific Design Center
8687 Melrose Avenue
Suite M3
Los Angeles
California
90069
\$4.00

LA Architect



MINORITY ARCHITECTS: IGNORED? OR IN HIDING?

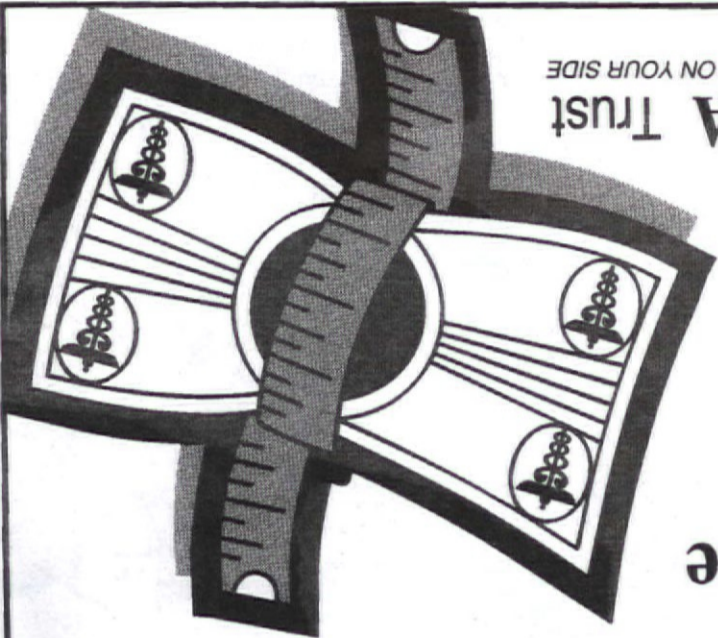
Cover: "Cultural Explainers in Pico Union," by El Adobe, a group of Los Angeles-based designers and artists. The project is a proposed monument intended to "reflect the rapidly changing demographic and social environment of Pico-Union as a port of entry for those immigrating from their native countries in Central and South America."

Save on Prescription Drugs with the AIA Trust Health Insurance Plans.

While congress and everybody else is talking about fixing the costs of health care, the AIA Trust is doing something about it. With the Caremark prescription drug program, participants in the Trust's plan pay no more than \$12 for medicine, even for a three months supply! Designed for small firms and sole practitioners, plans include a preferred provider hospital network and optional dental coverage.

Call 1-800-343-2972, ext. CACE for a quote.
Premium rates are guaranteed for all of 1995

AIA Trust
WE'RE ON YOUR SIDE



HIGH LIGHTS

Southern California's leading resource for twentieth-century lighting designs.

ARTEMIDE BEVERLY HILLS FAN & LIGHTING KOCH&LOWY MICA LAMPS RON REZEK ULTRALIGHTS

Offering the design community the best of contemporary products

ARTUP BRUCK FOSCARINI LEUCOS POULSEN SIDE CAR VENINI

from Europe and America, along with a selection of fine historic reproductions.

BALDINGER FLIGHT GOODS LUCE PLAN PRISMA STILNOVO VISTOSI

Please call Lori Thomsen for a binder of our collections or information on any product.

BEGA FLOS ITALIANA LUCE A. V. MAZZEGA RESOLUTE TECHLIGHTING FRANK LLOYD WRIGHT

2447 MAIN STREET SANTA MONICA CALIFORNIA PHONE: 310 450-5886 FAX: 310 450-7395 SAN DIEGO PHONE: 619 232-6064 SEATTLE PHONE: 206 382-9667

October

Note: All meetings will be held in the Pacific Design Center Blue Board Room, unless otherwise noted. Contact Hector at (213) 785-1809 to verify meetings.

Wednesday, Oct. 11

* International Courthouse Design Conference, San Francisco (through Oct. 14).
* 5:45 pm: MicroFirm Group Meeting PDC B261

Thursday, Oct. 12

* 5:15 pm: Codes (call office for location)
* 6:30 pm: "Good Design, Good Business" Lecture Series @ Tanzmann Architects

Saturday, Oct. 14

* 9 am-1 pm: AIA/LA Board Retreat @ Moore, Ruble, Yudell Monday, Oct. 16
* 6:30 pm: House Tour Comm. Mtg. @ Elijah Slocum Showroom, PDC

Tuesday, Oct. 17

* 11:15 am: AIA Design Awards Luncheon Ceremony @ The Biltmore Hotel
* 6 pm: Environmental Resource Comm.

Wednesday, Oct. 18

* 7:30 am: LA Architect Board Meeting

Thursday, Oct. 19

* 3:30 pm: Health: "The Future." (Call office for location)
* AIA Bldg & Reg. Steering Group, San Fran.
* 6:30 pm: Design Committee Meeting (Call office for location.)

Friday, Oct. 20

* Symposium: "Building Performance, Part II." San Francisco. (Through Oct. 21)

Monday, Oct. 23

* 6:30 pm: House Tour Comm. Mtg. @ Elijah Slocum Showroom, PDC

Tuesday, Oct. 24

* 4 pm: EXCOM
* 5:30 pm: BOARD

Wednesday, Oct. 25

* 6 pm: International Practice Comm. Mtg. (Call office for location)
* 5:30 pm: Board

Thursday, Oct. 26

* 5:45 pm: Pro Practice @ Gensler

Friday, Oct. 27

* AIA/National-Comm. on the Enviro-Sustainable Design Charette-Santa Monica Charette (through Oct. 29).

Sunday, Oct. 29

DAYLIGHT SAVINGS—clocks turn back one hour

Tuesday, Oct. 31

HALLOWEEN
* 6:30 pm: Interiors Committee Mtg (Call office for location).

Wednesday, Nov. 1

* 6 pm: AFLA

Thursday, Nov. 2

* 1995 Annual Housing Conference, Orange County. (Through Nov. 5)
* 5 pm: Government Relations Mtg @ PDC Blue Conference Room
* 6 pm: Design Build Seminar (call office for location)
* 6:30 pm: Urban Design (Call office for location)

Friday, Nov. 3

* 12 pm: LA Architecture EXCOM

Saturday, Nov. 4

* 9am: AIA/LA Board Retreat @ Moore, Ruble, Yudell

Sunday, Nov. 5

* 10 am: AIA/LA House Tour-Santa Monica Multifamily

Monday, Nov. 6

* 12 pm: LA Architect EXCOM

Tuesday, Nov. 7

* 4:30 pm: Southern California Forum @ Kaiser Permanente Building, Pasadena
ELECTION DAY

Wednesday, Nov. 8

* 5:45 pm: MicroFirm Group Mtg
* AIA/CC EXCOM, Yosemite (through Nov. 9)

* Conference: "New Visions for Healthcare Technology," Seattle. RSVP (202) 626-7482.

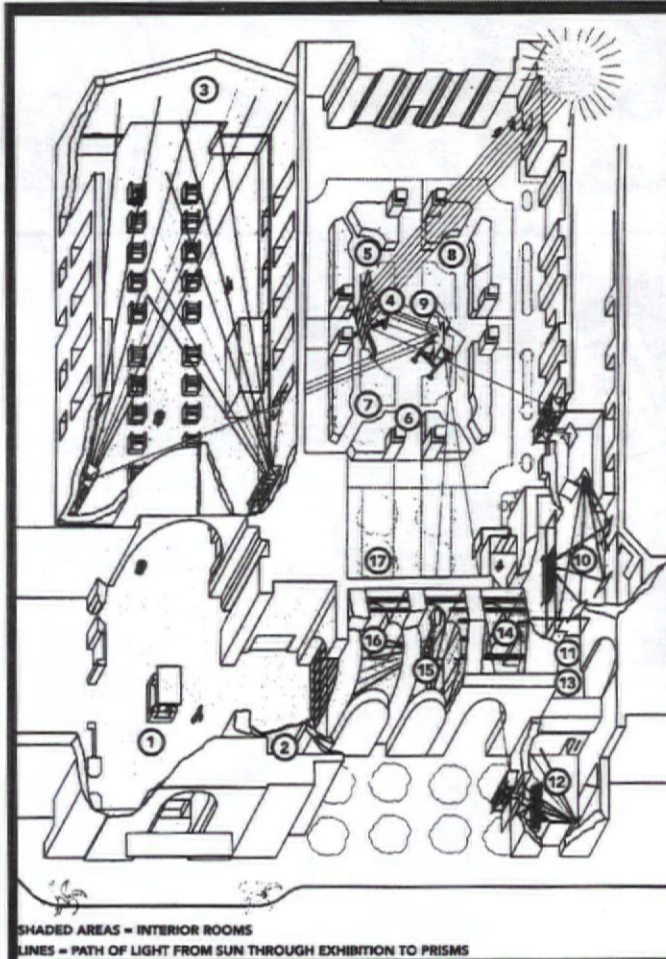
Thursday, Nov. 9

* 5:15 pm: Codes (call office for location)
* AIA/CC Board, Yosemite (through Nov. 10)

Saturday, Nov. 10

VETERANS DAY

Secrets of the Sun is an environmental installation by artist Peter Erskine currently on view at Union Station. The project employs mirrors that reflect sunlight, producing brilliantly colored refractions throughout the station. On view through Oct. 29.



ARCHT

Architectural Software for AutoCAD®

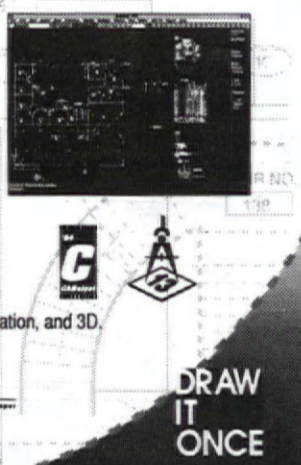
Realize time savings, increased productivity, and outstanding value.

- Support your architectural design process.
- Create production drawings and design visualizations.
- Uses industry standard layering formats or create your own.
- ARCHT comes with over 2,100 pre-defined blocks in plan, elevation, and 3D.
- On-line help, manuals and tutorials.

KETIV

6601 NE 78th Court, A-8 • Portland, Oregon 97218 USA

800-458-0690 / 503-252-3230 / Fax 503-252-3668



DRAW
IT
ONCE

ME2

10866 WILSHIRE BOULEVARD • 905
LOS ANGELES
CALIFORNIA 90024

310.474.4790
310.474.7443 fax

Exclusive for the members of The L.A./A.I.A.

- No Points, No Fees Refinance*
- \$500.00 Coupon For Purchase Loans
- Free Credit Report

*Based upon qualification.

Real Estate Mortgage Exchange, Inc.
525 West Broadway, Suite 420 • Glendale, California 91204
800/451-LOAN • 818/507-0077

Lisa Carletto, Vice President, Western Region Marketing

PCV PHOTOGRAPHIC SERVICES

architectural photography - graphic design & presentation - 4 color press printing and everything in between

3023 olympic boulevard - santa monica ca 90404 - tel 310-558-0450 - fax 310-315-2148

CROWELL
INSURANCE AGENCY



**TWO INDUSTRY
LEADERS MERGE
TO PROVIDE
PROFESSIONAL
LIABILITY
INSURANCE AND
SERVE ALL YOUR
INSURANCE NEEDS**

714/553-3301
213/620-1775



PROFIT

**FROM OVER A
DECADE OF
EXPERIENCE**

Would you like to...

- ☒ Have more design time and reduce production effort?
- ☒ Boost your profit?
- ☒ Increase client satisfaction?

Let us help you reach the next level of productivity.

Free initial consultation.

Call 310-204-1338

Valtierra & Associates
Computer Consulting

CAD • Document Management • Programming

Confused about Professional Liability?

CALL AN EXPERT

DPIC'S AGENCY REPRESENTATIVES UNDERSTAND YOUR BUSINESS. THEY'LL HELP MANAGE YOUR RISKS, PREVENT LOSSES AND REWARD YOU AT THE SAME TIME. PUT THEIR KNOWLEDGE AND PERSONAL SERVICE TO WORK FOR YOU.

Crowell Insurance/AOV
213-620-1775

Narver Associates, Inc.
800-427-5027



Different by Design®

ARCHITECTURAL PHOTOGRAPHY & DESIGN



RICHARD J. LEVY, AIA, APA
1015 N. Kings Road
Suite 115
Los Angeles, CA 90069
(213) 654-0335

Fine Art Quality Photography

- Architecture
- Interiors
- Construction
- HABS/HAER
- Historical
- Preservation
- Models
- Renderings
- Site & Vicinity
- Landscape
- Real Estate
- Documentation

For Use In

- Publications
- Brochures
- Restoration
- Displays
- Archives
- Drawings
- Portfolio/Slides
- Design Awards
- Adaptive Reuse

EYE OF THE PRACTICING ARCHITECT
EXPERIENCE OF THE VISUAL IMAGE MAKER

1 - 800 - 654 - 8468 Western Region

SOLARMAX

MANUFACTURER'S OF
SOLAR & SECURITY COATINGS
1-800-545-6977 • (301) 845-2022
FAX (301) 845-2527

- SAVES ENERGY
- STOPS GLARE
- ADDS SAFETY



SOLARMAX
SOLAR & SECURITY COATINGS

L.A. Architect

asks readers
to thank our advertisers
AND PATRONIZE THEM.

ONE OF A KIND.



22235 Pacific Coast Highway Suite A Malibu Ca 90265 / Tel. 310-456-2563 Fax. 310-456-2665



Urban Inversion

Books Gifts Cards
For People Who Love and Hate Urban Life

Chris Patrouch

8246 Santa Monica Blvd. West Hollywood, CA 90046
213-654-8285 Store • 213-654-4211 Office/Fax
E-mail URBINVERT@AOL.COM

Group DeVille

Title 24 Energy Specialists Since 1981
Residential and Commercial

We provide design sensitive, cost effective solutions for energy code compliance

Prompt turn-around, reasonable rates

Douglass C. Taber, Architect
921-C 16th Street
Santa Monica, CA 90403

(310) 829-2738
(800) 995-5662
Fax (310) 453-0869



JEFF CORONADO, S.E.
Structural Engineering Consultants

3414 PRISCILLA DRIVE
WEST COVINA, CA 91792

(818) 965-9545



Document Imaging, Archiving and Indexing
CAD Conversion of Construction Drawings
Computerized Facility Management
Contract Drafting and Training

CAD CONVERSION, SCANNING AND IMAGING SPECIALISTS

AECS, Inc. 416 East Broadway, Suite 107 Glendale, CA 91205
Tel: (818) 551-9668 Fax: (818) 551-0321

SMALL ARCHITECTURE + INTERIORS PRACTICE FOR SALE.

PRINCIPAL WISHES TO MERGE WITH
FIRM FOR 6-12 MONTHS WITH INTENT
TO PHASE OUT OF PRACTICE.

SPECIALIZES IN FOOD SERVICE AND
COMM'L INTRS. AWARD WINNING.

WRITE TO: ARCHITECT
6460 GLADE AVENUE, CANOGA PARK 91303

SYSCON TECHNOLOGY, INC.

14800 BEACH BLVD. LA MIRADA, CA 90638
(714) 739-0981 FAX: (714) 739-0983

CAD SYSTEMS FOR ARCHITECTS, ENGINEERS & DESIGNERS

CAD SOFTWARE:
POINT LINE
DATACAD
CADKEY
ON-SITE TRAINING

PLOTTERS:
MUTOH - SALES/SERVICE
HEWLETT PACKARD
CALCOMP
HOUSTON

COMPUTER UPGRADES
LASER PRINTERS
SCANNERS
DIGITIZERS
NETWORKS

High Quality
Service At
Competitive Pricing



**UNIVERSAL
REPROGRAPHICS
INCORPORATED**

2706 Wilshire Boulevard • Los Angeles, CA 90057

Voice: (213) 365-7750
Fax: (213) 389-2802
BBS Modem: (213) 380-7902

Free Communications Software

11 Locations to Serve You

Diazo Services
Engineering Xerox
Photography (Architectural)
Xerox Docutech (Digital Laser Copier)
Digital Color Copying
Facilities Management
Digital Scanning/Archiving
CAD Plotting
Pick-up & Delivery
Blueprinting
Spec. Books
Proposals
Manuals
Newsletters
Bindery
Laminating

Fast Turnaround • Open 24 Hours



THE THIRD HAND is the perfect companion for those who use large documents but never had a convenient way of transporting them. Adjustable to carry items up to 9" in diameter, the THIRD HAND can be rolled up and stored easily in your briefcase or pocket. Customize with your company logo for promotions.

Grab one by calling
214-692-6160
© GAK INDUSTRIES, Patent Pending

Upcoming Events at The Gas Company's



ENERGY RESOURCE CENTER
9240 E. Firestone Blvd., Downey

Oct. 11 **CHILLED WATER SYSTEMS** Fee: \$195
Practical Understanding of Chilled Water Systems
Presenter: Jon Haviland, P.E., Consultant

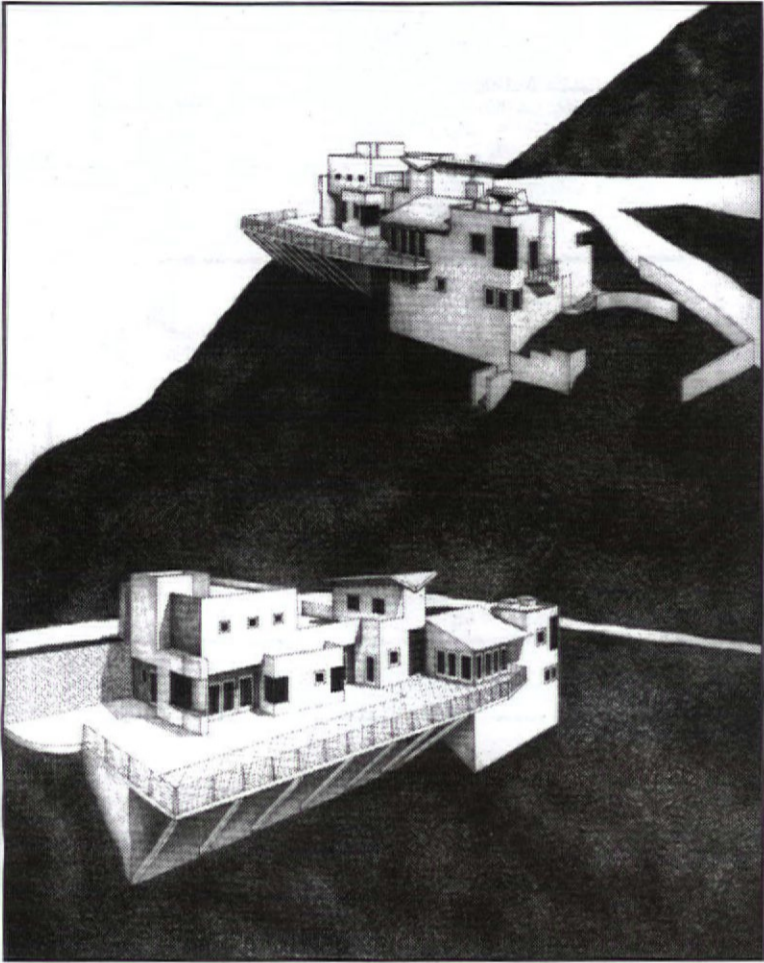
Oct. 12 **DIRECT DIGITAL COWBOYS** Fee: \$ 25
Using Direct Digital Controls in HVAC Systems
Presenter: Landis & Gyr Powers

Oct. 19 **INDOOR AIR QUALITY** Fee: \$ 48
Designing and Building "Healthy" Buildings
Presenter: Simon Turner, Healthy Buildings Int.

Nov. 2-3 **DOE -2 ADVANCED TRAINING** Fee: \$195
Adapting DOE -2 to Special Requirements
Presenter: Marlin Addison, Energy Simulation Specialists

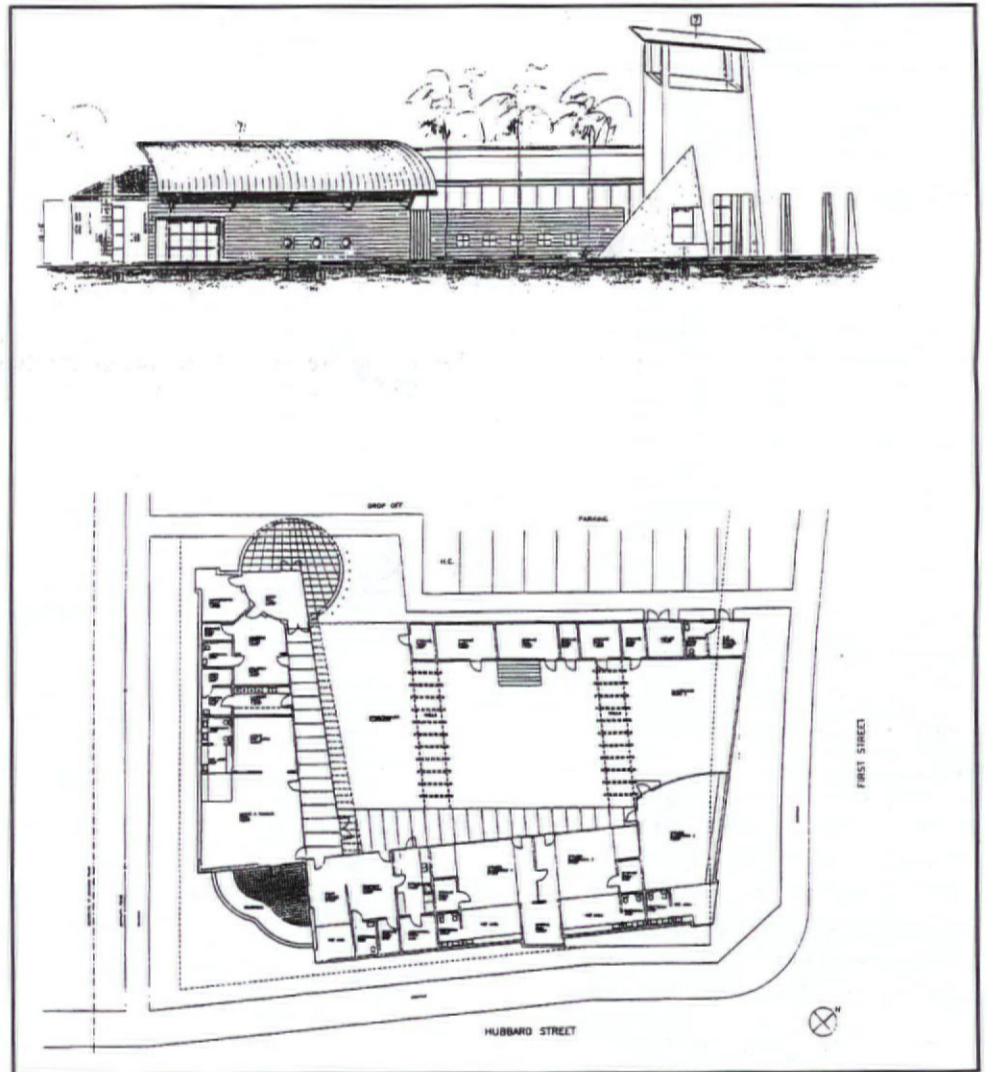
To Register or for more information, call 310-803-7500.

A Mini-Portfolio of Minority Architects



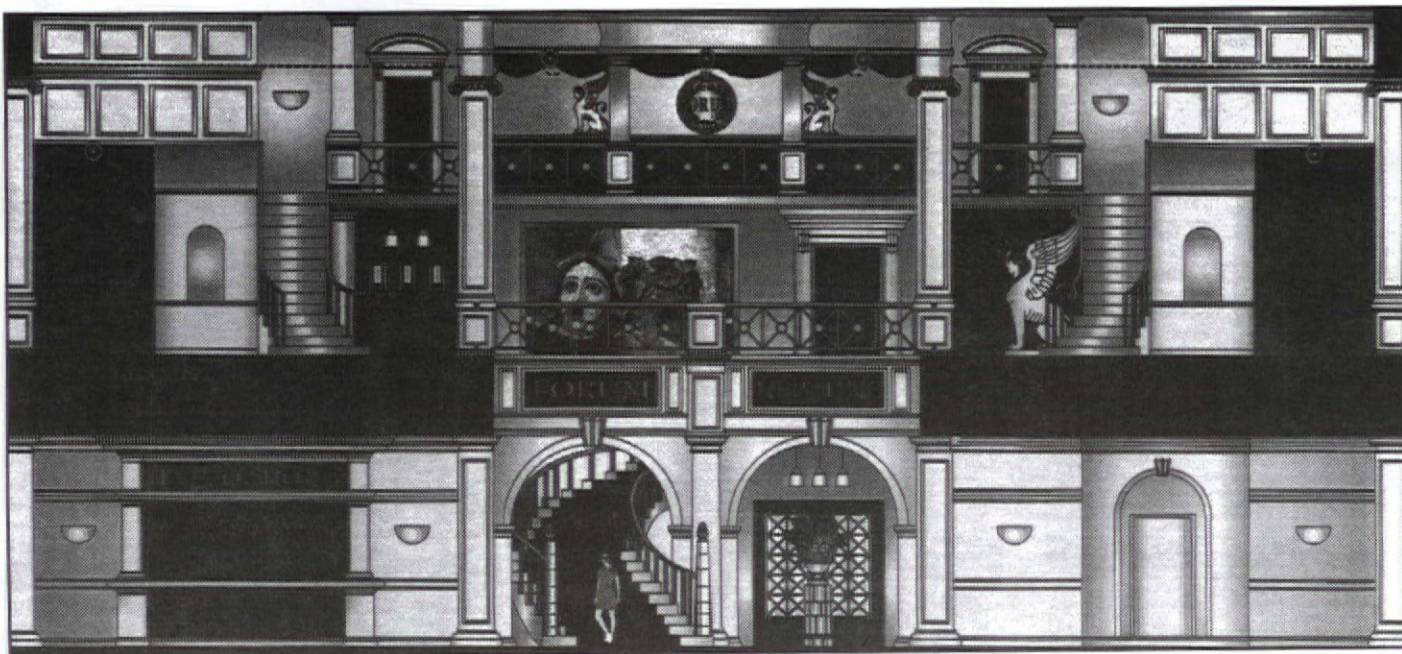
JUBANY ARCHITECTURE

Form: Sole proprietorship
Principal: Helena Jubany, AIA
Firm size: 10
In Business: Five years
Marketing Strategy: Seek out community projects, follow trends. Tailor promotional literature to individual client.
Affiliations: AIA (Diversity Committee Co-Chair), AAA/e, DPC Treasurer
Philosophy: "Architecture for a better environment for the community."
Types of Projects: 90 percent community-based and government work (schools, youth center, day-care facilities)
Pictured: Sylmar/San Fernando Child Care Center, San Fernando, Calif.



RUBEN S. OJEDA ARCHITECTS

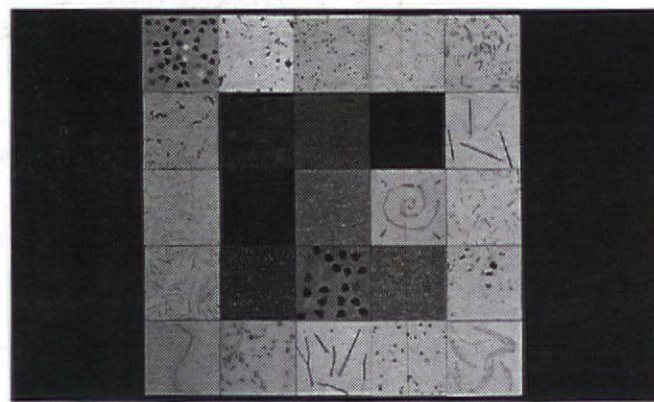
Form: Sole Proprietorship
Principal: Ruben S. Ojeda
Firm size: 3
In Business: Nine years
Marketing Strategy: Actively promote publication through writing and submissions.
Affiliations: Education and Cultural Advisory Committee to Los Angeles County Museum of Art
Types of Projects: 80 percent residential, 15 percent commercial interiors, 5 percent industrial
Philosophy: "I want users to delight in where they sit or stand, and in what they see. Architecture not only exposes the nature of the structure, but also that of the client, the visitors, and, ultimately, the architect."
Pictured: Private residence.



DESIGN ALLIANCE

Principals: David S. Kim, AIA; Nina Y. Ahn, ASID
Firm Size: Four full-time and six consultants
In Business: Five years
Marketing strategy: Aggressive networking both in U.S. and Korea
Affiliations: KAIA, AIA, ASID, IAPPA, TEA
Projects: 60 percent themed environments (amusement parks), 15 percent interiors, 25 percent mixed architectural
Philosophy: Provide exceptional architectural, interior design and graphics services and quality, for less cost.
Pictured: Nightclub interior, Seoul, Korea.

Critique



An assemblage of Syndecrete tiles, similar to those displayed at the Museum of Modern Art in New York. Photo: David Hertz.

CHAPTER ANGELS

AIA/Los Angeles would like to thank the following companies for their generosity in sponsoring our chapter programs:

Chapter Sponsors:

National Electrical Contractors Association and International Brotherhood of Electrical Workers, Local 11

Chapter Patrons:

Association for Women in Architecture
The Knoll Group
Pacific Design Center
Snaidero International

Friends of the Chapter:

Associated Administrators & Consultants/Acordia
Brandow & Johnston Associates
Patrick Byrne & Associates
Collins Collins Muir & Traver
Commercial Graphics
Crowell Insurance Agency
Design Professionals Insurance Co.
Ford Graphics
Imperial Finance Co.
Leher McGovern Bovis
Narver Associates
Pepper West, Inc.
Professional Underwriters Agency
RA & MCO Insurance Services
RTKL Associates, Inc.
Kevin A. Smola & Associates
Western Office Interiors

Los Angeles - A Certain Style. Photography by John Vaughan, text by Pilar Viladas. Chronicle Books; \$35 hc

Hot on the heels of Tim Street-Porter's *The Los Angeles House* comes a more romantic and contemporary view of the upscale residential scene in southern California. It comprises 28 delectable interiors - modern and retro, cottages and mansions - selected and annotated by a former editor at *Progressive Architecture*. Picking favorites is like choosing flavors from an old-fashioned box of chocolates, but this is more than a pretty gift book. Viladas has a good eye and architects might learn a thing or two from her survey about making the houses they design more client-friendly and suitable for publication somewhere besides *Record* and *PA*.

- MICHAEL WEBB

The Architecture of Richard Rogers. Deyan Sudjic. Abrams; \$39.95 hc

Rogers launched his career in partnership with Norman Foster designing inventive houses, and made his reputation with Renzo Piano on the Pompidou Center in Paris. Since then, all three architects have emerged as leaders of the technological wing of modernism, and as heirs to the great Victorian engineers. What's remarkable is the success Rogers has enjoyed in Britain, a country in which modernism is denounced by the Prince of Wales and a good 90 per cent of his future subjects. But Rogers's career is full of paradoxes: he's a socialist with a knighthood who built a temple of capitalism for Lloyds of London; a technocrat whose projects often recall the fantasies of Archigram and *Amazing Stories*; a member of the European avant garde who is currently working on a master plan for Shanghai. Sudjic, a prolific writer and sometime editor of *Blueprint*, provides an authoritative commentary on Rogers's three decades of practice, and the images are stunning.

M.W.

The International Design Yearbook, 1995. Edited by Jean Nouvel. Abbeville Press; \$65 hc

Tenth in a series of handsomely produced annuals, each edited by a leading architect or designer with a strong point of view. Nouvel's selection of furniture, lighting, tableware, textiles, and consumer products is surprisingly eclectic; a mixture of the cool, inventive, fanciful, and downright silly. Tuck this away in a time capsule for 50 years after laying bets on what, if anything, will be remembered then.

The Architecture of the New Prague, 1895-1945. Rotislav Svacha. The MIT Press; \$50 hc

Millions of visitors now clog the old city of Prague, but this survey reveals the unfrequented gems of a later era that are located away from the historic core. Frank Gehry's "Fred and Ginger" office building, now nearing completion, may revive the Czechs' interest in the modern movement to which they contributed so much. Here is a generous sampling of art nouveau, cubism, functionalism and the moderne, with distinctive work by Loos, Plecnik, and many unfamiliar talents. The black and white photographs are drab, the text is dry, but this book provides a valuable guide to long-forgotten treasures.

M.W.

The Japan Guide. Botond Bogнар. Princeton Architectural Press; \$19.95 pb

Nowhere is a guide to contemporary architecture more needed than in Japan, where exciting buildings were going up at a frantic pace until the recent collapse of the real estate market, and where cities are so labyrinthine that even locals cannot provide useful directions. Princeton has produced several exemplary guides (notably on Palladio) but Bogнар's is seriously flawed. Too much space is devoted to Meiji-era pastiches of Western architecture and to minor follies, while major buildings (the Nexus World

condos and Hotel Il Palazzo in Fukuoka; Foster's Century Tower in Tokyo, and Isozaki's Hara Museum, for example) are given short shrift. There are a few schematic maps, but nothing to show your bemused taxi driver or passers-by. On the credit side, the selection is generous, the format convenient, the descriptions lucid, and the photos enticing.

M.W.

California Mutants at MOMA, and More

Mutant is not a word associated with beauty or craftsmanship. It's hard to shake the image of turtles who live in sewers. "Mutant Materials in Contemporary Design" at New York's Museum of Modern Art, however, may help redefine the word. The show features 200 beautiful and exotic objects, both prototypes and products, in materials that have been formulated in the past 10 years, and explored advances in ceramics, plastics, fibers, composites, rubber, foam, glass and wood. There was much to satisfy my tactile desires, and, sometimes, to confuse them: a substance that looked like wood was actually soft, while an object that felt like metal was actually ceramic. Children seem to love the blue, squishy slime that was one of the displays available for viewers to touch. Unfortunately, there was no explanation about the evolution of mutant materials, or what exactly qualifies a material as a mutant. After all, neither glass nor concrete are pure substances.

It was pleasing to find California designers and manufacturers well represented in the show. My eyes were exhilarated to find an entire wall devoted to objects cast in Syndecrete, the material developed by David Hertz, proprietor of Syndesis Inc. of Santa Monica. Also represented was "Switch Exploration Collection," a collection of novel light fixtures highlighted by fish-tail switches, from IDEO Product Development of Palo Alto. Chroma Fusion Glass, developed by Claudio Cesar of Cesar Color Inc. of Burlingame, deceived museumgoers, who mistook the glass material for tile. I was also somewhat surprised to find a fishing reel, created by Ziba Design and produced by Fenwick Inc. of Huntington Beach. Bib Evans Designs Inc. of Santa

Barbara presented the "Tan Delta Force Fin," a set of diving fins made of liquid cast, heat-cured, flexible polyurethane.

Los Angeles-based Krohn Design presented its "Tuffet Stool," made of maple plywood, closed-cell polyurethane foam, stainless steel and mohair-velvet upholstery. This whimsical object was good company to Frank Gehry's "Cross Check Armchair," made of high-bonding urea and laminated white maple strips.

On the same trip to MOMA, I found "Video Spaces," a set of eight installation including one by Bill Viola, a New York artist who has transplanted himself to Long Beach. At the center of the room, a 12-foot panel—one side is a mirror and the other a blank screen—which reflected images from two projectors stationed at opposite sides of the room. Projected onto this spinning wall was an immense black-and-white face, with a fixed gaze. Projected images of carousels and fireworks shattered as they hit the screen or the mirror, which reflected the images onto gallery walls. The effect was one of eerie absorption that kept viewers glued in place far beyond the standard one-minute interaction with art.

If you plan on being in New York before January 2, don't forget to visit "Light Constructions," also at MOMA, which features the work of 30 architectural firms. The theme is transparency in architecture. Among the Southern Californians represented in the show will be Harry C. Wolf, and his design for the Capital ABN-AMRO Head Office Building in Amsterdam, Mehrdad Yazdani's design for a CineMania Theater and Frank O. Gehry's recently completed Frederick R. Weisman Art Museum. Also worth looking forward to: John Kaliski's catalogue essay for a show on urbanism scheduled to open next year at the Cooper Hewitt Museum here.

MIGUEL A. BALTIERRA
NEW YORK CORRESPONDENT

L.A. Architect

Editorial Board

DON AXON, FAIA, Chair
ETHEL RUBIO, ASSOCIATE AIA,
SECRETARY
JANICE AXON, HON. AIA,
TREASURER
MARY EAVES MITCHELL, ARTS;
MITZI MARCH MOGUL,
PRESERVATION;
WALTER SCOTT PERRY, AIA,
ENVIRONMENT
SHUFI KUROKAWA
JOHN MUTLOW, FAIA
ANN MOORE
ROCHELLE MILLS

Editor in Chief

MORRIS NEWMAN

Production Editor

SHERRI ZUCKERMAN

Marketing Director

LISA POUND
(310) 305-7427

Accountant

LISA POUND
(310) 305-7427

Contributing Members

CHRISTOPHER SHANLEY; SARITA
SINGH

Contributors

AARON BETSKY; BARBARA
LAMPRECHT; MICHAEL WEBB

AIA/LA Officers

LANCE BIRD, AIA
President
MICHAEL HRICAK, AIA
Vice-President
CYNTHIA MABUS, AIA
Treasurer
SERAPHIMA LAMB, AIA
Secretary
NICCI SOLOMONS
Executive Director

Directors

BERNARD ALTMAN, AIA
BETH COMSKY, AIA
BRUCE DE JONG, AIA
MARK DI CECCO, AIA
MICHAEL KAUFMAN, AIA
JANIS KENT, AIA
MERRY NORRIS
SALLY LANDWORTH,
WAL REPRESENTATIVE
CYNTHIA MABUS, AIA
MAN PHAM, ASSOCIATE AIA
CARMELO SABATELLA, AIA
VIRGINIA TANZMANN, FAIA
PAST PRESIDENT

L.A. Architect is published by the AIA/LA, 8687 Melrose Avenue, M 3, Los Angeles, CA 90069. Tel. (310) 785.1809. Fax. (310) 785.1814. Subscriptions: \$24 domestic, \$48 foreign. Editorial submissions should be addressed to the Editor and sent to **L.A. Architect**. Except where noted, the opinions stated are those of the authors only and do not reflect the position of either the AIA or the LA Chapter. The appearance of names and pictures of products and services, in either editorial, advertising, or inserts, does not constitute an endorsement by either the AIA or the LA Chapter.

AIA/LA

Home After a Busy
Day at Bullocks
Wilshire and Perino's.
A nostalgic image of
the Shangri-La Hotel,
featured on the AIA
Home Tour. Photo:
Julius Shulman.



President's Message: Minorities, Affirmative Action and Our Profession

This month, **LA Architect** celebrates the work of minority architects throughout the region. These projects are positive reminders of L.A.'s cultural richness, and, in a quiet but powerful way, a rebuttal to the political hammering of immigrants and minorities delivered by Gov. Pete Wilson in recent months.

Both Proposition 187 and the move to emasculate affirmative action are not surprising, when one considers the following forces:

- * The recession is in its fifth consecutive year in Southern California.

- * The phenomenal growth of the minority population in the region, with Anglos expected to represent less than 50 percent of the population of L.A. by the year 2000.

Closer to home:

- * The trend of flat membership at AIA/LA, while minority and womens design organizations such as AAa/e, NOMA and AWA have flourished.

- * A substantial shift for architects from private work to public work in the past five years.

Creating opportunities for all architects requires a balance between creating opportunities and fairness. Among the problem areas:

Problems with Affirmative Action. Many of us have focused on public work when we found our private clients could no longer get financing for construction.

Along with public work comes affirmative action and quotas, such as the state's requirement of 15 percent Minority-Owned Business Enterprises, 5 percent Woman-Owned Business Enterprises and 3 percent Disabled Veterans-Owned Business Enterprises. To meet these numbers, some odd-bedfellow teams have been formed. Many practitioners, both minority and white-owned, have grumbled about the system. Affirmative action has created the perception that "disadvantaged" architects are somehow less qualified and couldn't otherwise succeed with-

out government goals. White, male-owned firms complain about the abuses within the system, such as non-architect wives holding majority ownership to qualify firms as woman-owned, or white-owned firms billing through minority firms to create the illusion of minority participation. On the other hand, we can also name a number of highly successful firms that fall under the category of "minority owned," for whom such help is probably not needed. And in the disabled-veterans category, we have found an insufficient pool of talent.

Forging New Alliances. Admittedly, it's an imperfect world, and there are limits to what architects can do to effect global economic and social changes. Let's also look at the flip side, however. With its exceptional ethnic diversity, L.A. offers opportunities for architects to form successful alliances to the benefit of both minorities and white-owned firms. Minority firms that are generalists can strengthen their offering by finding the very best specialists for the building type their clients want to develop. That specialist may be a white-owned firm. And in the same vein, minority architects are often recent immigrants with strong connections abroad, who can bring established firms into their teams to be more competitive. AIA can be the meeting ground to develop such relationships, by planning joint programs with minority associations, such as AAa/e and NOMA.

Recognition. We need to become better informed about women and minority architects in our region. **LA Architect** could dedicate special issues to highlight the accomplishments of these architects. Similarly, one or two chapter meetings each year could be devoted to achievements of minorities and women in architecture. We can't make the world a perfect place, perhaps. But we can soften some of the hammerblows of those who act divisively in one of the most diverse communities in the world.

LANCE BIRD, PRESIDENT, LA/AIA

Committees

LA/AIA will present the 1995 Home Tour, "Beach City Living: the Apartment and Condominium Life," on November 5. The tour

takes place in Santa Monica, which has grown from an oceanside resort town into one of the most vibrant cities in the area. The mild climate and the presence of the beach, the desirable cultural atmosphere, and a sense of history have imparted the city with its own special character. These factors have created a great demand for housing in the city, and architects have responded over the years in innovative ways with multi-family buildings that contribute to the unique cityscape of Santa Monica.

LA/AIA will explore this aspect of Santa Monica's built environment in their 1995 Home Tour. Notable buildings to be featured in the all day, self-guided tour include: the recently-restored Charmont Apartments, a 1928 Spanish Art Deco high rise which features a prominent Malibu Tile fountain; the Shangri-la, Streamline Moderne hotel-apartments with a nautical flavor, now a luxury hotel; and Irving Gill's classic 1919 Horatio West Court. On the contemporary side, tour-goers will visit the award-winning work of architects currently working in and around Santa Monica, including William Adams, Michael Folonis, and William Brantley as well as the Sun Tech Condos, with their solar water heating and high tech imagery. Nearby in Venice, spaces for alternative living arrangements are also featured: the Electric ArtBlock, designed by Koning Eizenberg, contains highly individual spaces used as living quarters and working studios by artists; and the work of Frank Gehry, whose work helped put Santa Monica architecture on the map, will be represented by the Indiana Avenue Studios, also built as live-work spaces for artists.

To take part in this exciting tour of the diverse private side of Santa Monica life, contact Sal at extension 0 at the Chapter office for ticket information at (310) 785-1809.

Look to the Sun

"Photovoltaics in Buildings: Design Guidance for Practicing Architects and Design Professionals" is a day-long workshop on solar-cell technology to be presented November 17 at the Pacific Design Center.

The workshop will cover fundamental principles of photovoltaics (PV) cell and module technology, systems and applications, together with clear-cut guidance on incorporating these principles into "real world" building projects through the use of solar cells. Scheduled speakers include: **Steven Strong**, president of Solar Design Associates of Harvard, Mass; **Robert Erb**, project manager, Solar Design Associates; **M. Douglas Whyte**, Southern California Edison; **Dr. Hofu Wu**, AIA, AIA/LA Committee on the Environment.

The conference is registered with the AIA as a Level 2 continuing education program, offering 14 learning units to AIA members. The workshop is being presented by AIA Research, in cooperation with AIA/LA, AIA/LA Committee on the Environment and Southern California Edison.

The registration fee for the conference is \$65 for AIA members, \$75 for ASID members, \$45 for students and \$90 for the general public. Pre-registration deadline is November 10, after which a \$25 will be added to registration fees. Further information can be obtained by calling Stephanie Vierra at (202) 879-7752; the fax number is (202) 626-7425.

Kudos

The Board of AIA/LA is grateful to Bill Corneli, AIA, for his copious efforts in chairing the Design Awards Committee and assisting with the November Awards Luncheon. Also, thanks to the entire office staff: Thomas Mann, Maria O'Malley, Sal Miranda and the ubiquitous and indefatigable Nicci Solomons for all their hard work—much of it on the weekend—during the recent move to our new offices.

Also deserving of praise are three sponsors of the 1995 Masters of Architecture series who were not mentioned in the September issue of **L.A. Architect**: DMJM/Rottet, which contributed \$250; the LA/AIA Interiors Committee, which contributed \$250, even though the program was organized by another committee; and Vidal and Ronnie Sassoon, who hosted an elegant party in June in honor of LA/AIA and visiting architectural lecturer Gae Aulenti...

The 100/100 Exhibition Committee would like to thank

L.A. Architect

L.A. Architect October 1995



Noma Meets in Century City

The National Organization of Minority Architects is presenting its 25th Annual Conference at the Century Plaza Hotel on October 12-15. "Legacy: Celebrating Our Past, Shaping Our Future," is the theme of the conference which will examine historical and current issues affecting up-and-coming architects through workshops, fellowship exhibits, lectures, and other events.

NOMA has 30 chapters and more than 3,000 members nationally.

County Health-Care Crisis Hits Architects

The publicity surrounding the dismissal of 5,000 county health-care workers has overshadowed another event of great importance to architects: the demise of the Internal Services Department (ISD) of the Los Angeles County Department of Health Services (DHS). ISD was originally created as the county's building-construction agency. The mothballing of ISD on September 1 was rationalized as a "cost-cutting" measure, as were other steps taken by the DHS.

The loss of ISD, to a large extent, is a case of "smoke, glass and mirrors," because most of the personnel who formerly worked at ISD have been transferred to the Department of Public Works (DPW). That means that DHS has merely shuffled personnel from one place to another, with little apparent cost savings. Architects are likely to find themselves dealing with "new" DPW personnel with the same names and responsibilities

as they formerly had at ISD, albeit with a major change in the organizational chart.

Although the present situation has offered only a few, minor, operational changes, I believe that this move is a precursor to the dismantlement of the centralized structure of architectural management at the county level. Architects and engineers may soon be forced to market their services to each individual county department, instead of obtaining their commissions through the existing seven-member Los Angeles County Evaluation Board.

More than likely, each of the separate departments will eventually develop its own set of standards guidelines and rules. Standards are already complex at the county, but I see the situation getting even more difficult. I think that it is time for the Chapter to get more closely involved with the city and county agencies, and make a concerted effort to effectively streamline the process for architects to work within this rapidly changing system.

DONALD C. AXON, FAIA

"The Juice" Squeezes Out Some Winners

Four architects have taken the highest honors, and \$2,500 apiece, for their entries in the architectural competition known as "The Juice." Sponsored by The End, a group in Culver City, the competition comments on the current state of justice, Los Angeles, and "the life and death of American cities and their citizens."

Competition organizer **Wesley van Kirk Robbins** observed that no Southern Californian architects or designers figured among the winners or finalists.

Receiving the highest honors were **Philip Overbaugh** of Oakland, Calif.; **Anurag Nema** of Dallas, Texas; **Yuji Fukui** of Tokyo, Japan; and **Richard Williams**, with **Jim Tharp** both of Fort Worth, Texas.

Marketing Is a Hurdle for Minority Firms

I first became aware of the difficulties of promoting minority architects in 1989. At that time, as a committee chair for the times clumsy grouping of images, and turned out to be a less-than-impressive

representation of the talent we had all wanted to celebrate. With a follow-up exhibit two years later, even my idealism died.

I found similar apathy among minority architects earlier this year, when I was organizing a tour of contemporary projects in Phoenix. I made it my mission to seek out excellent works by people of color and women, both out of sense of responsibility and a wish to avoid the accusation of having organized yet another tour of projects by white males, to the exclusion of talented but unknown minority and women practitioners. The only minority-owned firm owner to accept my offer to showcase his work, a landscape architect, declined the request to actively participate in the tour. Another minority firm owner commented that he didn't think anyone would be particularly interested in seeing his work on a tour of "design excellence." Participation in the tour by women was equally dismal; by women of color, nonexistent.

My prior idealism has been replaced with a growing concern on how to sell minority firms on the importance of marketing and public relations, to encourage the kind of positive self-promotion and exposure we all seek. I fear that the continued lack of marketing will be the demise of the minority practitioner.

I wonder why so many firms are lacking in quality promotional materials. Many exciting projects are currently under construction. Why, then, are minority architects having such difficulty promoting themselves? We all wonder how architects and their projects find their way into magazines, exhibits, and symposia. We whisper to ourselves that our projects are "better" and "purer" than those being recognized. Nevertheless, we wait quietly for the phantom "Architecture Scouts" to find us and honor our talent, hard work and humility.

Educating the public, marketing and self-promotion are active responsibilities, however, rather than honors bestowed on

Continued on page 3, column 1

Left: Tour Highlight: The Kippen Condominiums in Santa Monica by William Adams. Photograph: Donald Hill.

IMPORTANT CHAPTER EVENT:

AIA/LA Design Awards Luncheon and Presidential Awards Ceremony. Tuesday, Oct. 17, at the Biltmore Hotel, 506 S. Grand Avenue, downtown Los Angeles. Admission: \$60 per person, \$480 for a table of eight. Free admission (one only) for each participating design team. RSVP Sal at the Chapter office (310) 785-1809.

Below: City Hall Decapitated, a sardonic proposal by Philip R. Overbaugh of Oakland, Calif., is one of the winners of the design competition known as "The Juice."

