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Interior Design vs. Interior Architecture,
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(Photo by Adrian
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NEXT MONTH:
Affirmative Action: Is it
or isn't it?
LA Architect wants to
know your opinion!
This issue is devoted to
letters from our readers

March

All meetings will be held in the PDC Blue Board Room, unless otherwise noted.
*Contact the Office at 310.785.1809 to verify meetings and locations.

wednesday, march 6

6:00 p.m. - Architectural Foundation/LA @ PDC House Beautiful Theater

thursday, march 7

6:30 p.m. - Urban Design Committee

friday, march 8

9:00 a.m.-5:00 p.m. - Interior Architecture Committee Student Design Judging @ Chapter Ofc.
12:00 p.m. - LA Architect ExCom (cancelled)

monday, march 11

6:00 p.m.-10:00 p.m. - ARE Seminar, Div. E @ Chapter Ofc.
ARCHITECTURE WEEK BEGINS

tuesday, march 12

7:00 p.m. - Associates*

wednesday, march 13

2:30 p.m. - Interior Architecture Student Award Announcement

& Lecture
WESTWEEK Begins

thursday, march 14

AIA/CC Design Awards @ PDC*

tuesday, march 19

Professional Development - "Contracts & Liability"

wednesday, march 20

7:30 a.m. - LA Architect Board
5:45 p.m. - MicroFirm Group Lecture
6:00 p.m. - Tour Committee Meeting @ Chapter Ofc.

thursday, march 21

3:30 p.m. - Health Committee @ Chapter Office
6:00 p.m. - Committee on the Environment*
6:00 p.m. - Professional Practice Committee
6:30 p.m. "Good Design, Good Business" Lecture Series, Steven Lott at RAW Architecture Office*

tuesday, march 26

4:00 p.m. - AIA/LA ExCom @ Chapter Ofc.
5:30 p.m. - AIA/LA Board Meeting @ Chapter Office
6:00 p.m. - AIA Interior Architecture Committee

wednesday, march 27

5:00 p.m. - International Practice Committee*

thursday, march 28

4:00 p.m. - AIA/LA Excom @ Chapter Office
5:30 p.m. - AIA/LA Board @ Chapter Office
6:00 p.m. - Interiors Committee @ Universal Contract Interiors*

wednesday, Feb. 28

5:15 p.m. - Codes Committee @ Chapter Ofc.
6:30 p.m. - Masters of Architecture Lecture Series @ LACMA * featuring Panos Koulermos

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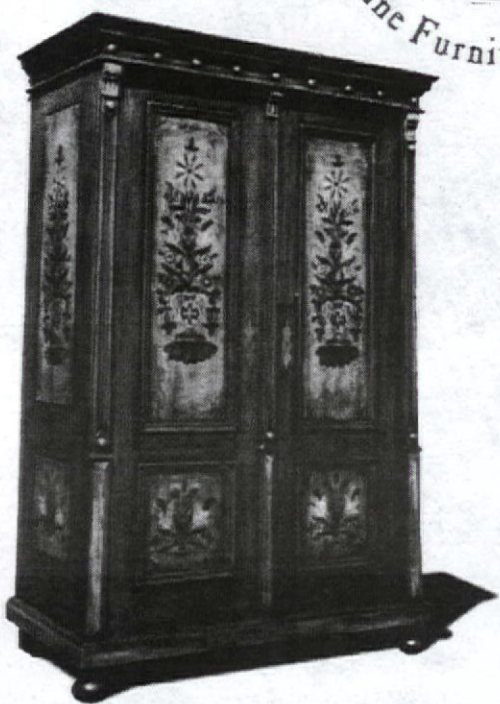
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The ERC has set this date for its first sustainable design exposition. It will
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at the center under the umbrella "ERC Exposition Series Spotlights..."

No official title yet, but topics will include indoor air quality, recyclable
materials, energy-efficiency, and building design and the environment.

Architects, facility managers and engineers, energy engineers, corporate
real estate executives, project managers, contractors, city managers, public
works directors, economic development agency executives, educators,
designers, HVAC contractors, specifiers, and experts from the natural gas
industry are expected to attend.

FOR MORE INFORMATION, CALL 310-803-7500 TODAY!

SAVE THE DATE

Masters of Architecture Series

The second in a series of outstanding lectures entitled, will take place Thursday, March 28, 1996 featuring Panos Koulermos. A professor at the University of Southern California, his architectural projects span three continents. He received the 1985 AIA Distinguished Achievement Award for teaching, research and practice. Koulermos' work and phi-

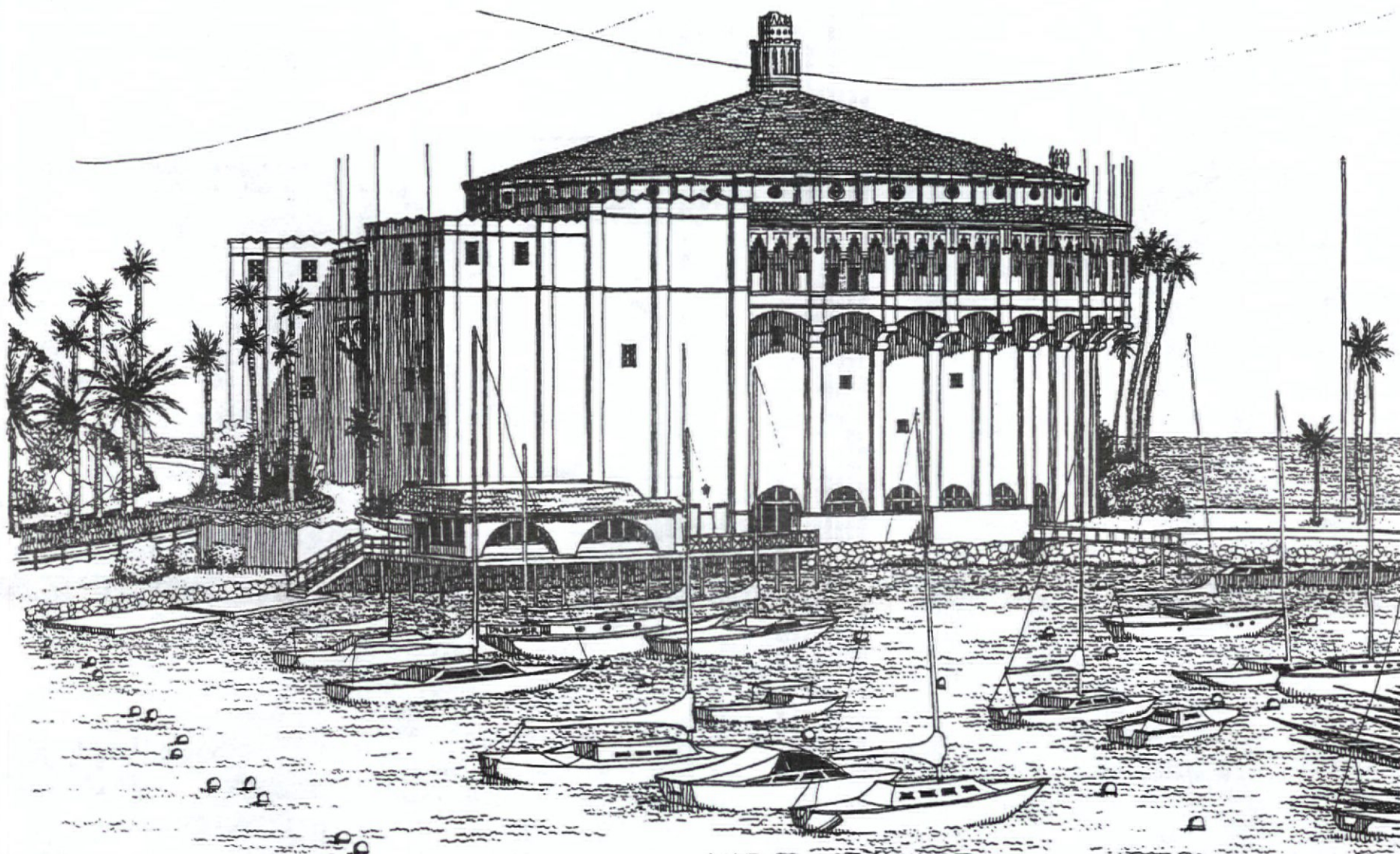
losophy can be found in Architectural Monograph #35 and his book Twentieth Century European Rationalism, both published by Academy Editions (1994 and 1996 respectively,) as well as several international publications and exhibitions. The lecture series is presented by AIA/LA Masters of Architecture Committee and LACMA. Each lecture will take place at 6:30 p.m. at the Museum's Bing Theatre, 5905 Wilshire Boulevard. For more information, call AIA chapter office, (310)

785 1809 or LACMA Ticket sales, (213) 857-6010.

Weekend Santa Catalina Island Tour

The Society of Architectural Historians, Southern California Chapter is sponsoring an exciting two day/two night tour to Catalina Island Friday, March 22 through Sunday, March 24, 1996. The trip

includes round trip fare via Catalina Express, hotel accommodations (dbl. occ.), tours, lectures, tram rides and some meals. Tours will be conducted by historians and preservationists and include the famous Casino Building, Beckman Theater, Yacht Club and more. There will also be a special tour and lecture of Catalina Tile and Pottery led by tile expert and author, Lee Rosenthal. Cost for the weekend is \$386.00 - \$426.00. For information call, (800) 9SAH-SCC.



Rendering: Catalina Casino Building (Courtesy of Ellen A. Dixon, Renderink®)

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Continued From page 11, column 4

Listening is important to avoiding litigation with your client. In another case, an architect told me that he added Classical details such as pilasters and other ornaments when his client requested a more "classic" design.

However, when the client reviewed the revised design, he said he hadn't asked for Classicism, but simply that the design look more "classy." The architect has the burden of understanding the client's language, rather than the reverse.

Complex projects require documents with complete information on all structural, mechanical and electrical systems, as well as the finished surfaces needed for the proper functioning of the project. Details must be complete and carefully coordinated to ensure that the building will meet physical and functional requirements. During construction, the architect-of-record will be required to verify that the work conforms to the documents. In contrast, the documents for simple, minimum cost projects usually require only sufficient information to obtain bids and a building permit such as basic dimensions and a general indication of the construction. The architect's drawings are intentionally general, to allow maximum opportunity for negotiation

and subtract proposals. To avoid misunderstandings, the architect-of-record should not in the contract documents which generalities are the prerogative and responsibility of the client.

An architect chosen as an expert witness must have, (1) a broad general knowledge of the construction industry and the process from the inception of design to the completion of construction, (2) particular

"I am not happy that architects get sued, at the same time, however, architects must acknowledge their limitations and act responsibly."

expertise in the practices of building and the normal standard of care for the type of project in dispute, and, (3) be able to express his or her findings clearly and convincingly.

I no longer feel reluctant to serve as an expert witness. I am not happy that architects get sued, at the same time, however, architects must acknowledge their limitations and act responsibly. The architect-as-expert-witness serves to uphold the standards of the profession. Some people may be angered in the process, but as Israeli Prime Minister Shimon Peres recently remarked, "At my age, I don't care what people think. I just do what has to be done."

Morris Verger, FAIA, past president of AIA/LA and CCAIA, has a private practice in Los Angeles.

Continued From page 4, column 4

KDG To Makeover Hollywood Bowl

The second phase of a \$25.5 million makeover of the venerable Hollywood Bowl, orchestrated by the firms of Skidmore Owings & Merrill (SOM) and Kennard Design Group (KDG) is now underway. This phase begins with the addition of more restroom facilities and improved wheelchair accessibility. Improved accessibility will be achieved through the installation of an elevator system and alterations to the Bowl's entrance. The expansion of the Bowl will double the size of the building to 4,400 sq. ft.

"The Bowl's upgrades are making it a more comfortable experience for everyone — audience, performers and staff," said Mahmoud Gharachedaghi, KDG principal on the project. Morley Construction is the contractor.

Shelly Kappe Named Honorary AIACC Member

Shelly Kappe, a co-founder of the Southern California Institute of Architecture (SCI-Arc), was recently recognized with the highest award given by the AIACC to a non-architect at the AIACC's Awards Dinner held in Yosemite. Kappe, an architectural historian, has been involved with architecture and education for some 30 years teaching at SCI-Arc, UCLA Extension and Cal Arts. In 1994, Kappe planned and coor-

minated 30 architectural tours for the AIA National Convention in Los Angeles. She is currently working on her book on the evolution of the modern house in Los Angeles, and will be teaching Architectural History at the SCI-Arc European campus in Switzerland this summer. Kappe is also an Honorary Member of AIA/LA.

Alpha Rho Chi Looks for Lost Members

Alpha Rho Chi, the National Professional Fraternity for Architecture and the Allied Arts is trying to update our database information. If you are an initiated member and have not received correspondence from the National Fraternity in the last six months, you are "lost!"

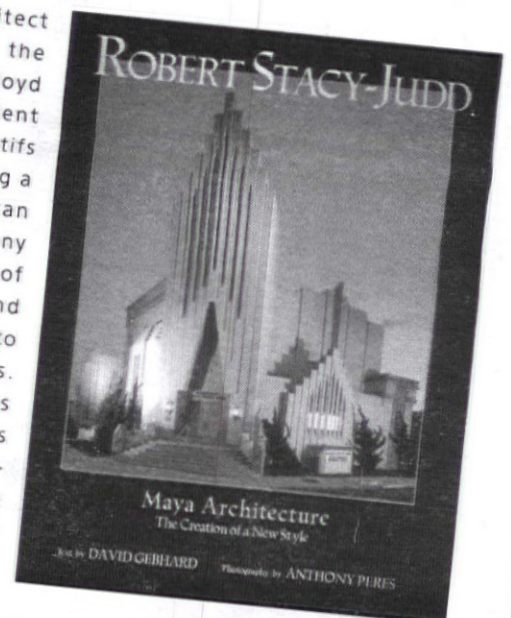
Please send your name, mailing address and Alpha Rho Chi Chapter affiliation to: Ronald L. Grogan, WGAA, 7508 Richland Rd., Richland, TX 76118.

J. Staff Architect Relocates into Staff Designed Building

J. Staff Architect, a West Los Angeles-based architecture firm, has relocated its offices to the Federal Ave. Commercial Building which was designed by the firm principal C. John Staff III, AIA. The eight year old firm produces commercial, residential and tenant improvement projects throughout the Los Angeles area.



The flamboyant architect Robert Stacy-Judd and the American master Frank Lloyd Wright both utilized ancient American architectural motifs in their attempts at creating a truly indigenous American style. Photographer Anthony Peres has caught the spirit of Stacy-Judd's faithful and sometimes fanciful tributes to Mayan inspired buildings. Alongside these are examples of Frank Lloyd Wright's California experiments in textile-block houses, and the Mexican buildings that influence both visionaries.



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DRAWING FINE LINES IN COURT: The Architect as Expert Witness

Some architects may feel squeamish about testifying on the competence of others architects in court. But architects owe it to the profession to uphold professional standards, argues Morris Verger, FAIA.

I was reluctant to become an expert witness when first approached with the idea 25 years ago by Arthur O'Leary, FAIA. Though I felt like a "traitor" to the profession, Art convinced me that if architects did not "clean up our own act," others [outside of the profession] would do it for us.

The role of the architect as expert-witness is to provide specific information about the documents of a disputed project. The expert-witness architect, however, does not advance a position in the dispute, but rather is a source of information required by the attorney with whom he/she is working, to properly serve the client. The expert-witness architect assists the attorney in defining the scope, accuracy and completeness of the contract docu-

ments, and in determining if the services rendered by the architect-of-record exhibit the currently accepted "normal standard of care" for that project.

Normal standard of care is determined contextually. The standard depends upon, (1) the type of project, and (2) the con-

witness by the owner's attorney. The architect-of-record had billed the client for \$150,000 in extra services. The owner offered \$100,000 instead. During arbitration, the architect's attorney and his expert-witness relied upon generalities and the architect's good reputation in present-

just begun and the architect's observation was required during the construction phase, the owner's attorney convinced his client to pay the architect the \$100,000 he had earlier offered.

Our society is becoming increasingly litigious, and the building industry is no exception. Architects are often asked to serve as expert witnesses in cases in which contract documents are in dispute. Most such disputes arise when the architect of record, the owner and the contractor do not have a common understanding of the contract documents. Litigation is often the result of someone getting angry. In the case above, the owner became angry at the architect because, he felt, the architect did not listen to him. The architect's interpretation of his own design differed from that of his client's. By the time the design was approved, however, the owner reasoned, rightly or wrongly, that architect spent \$50,000, the difference in the disputed amount, by pursuing his own point of view, instead of listening.

"The architect has the burden of understanding the client's language, rather than the reverse."

tract between the architect and the owner. Normal standard of care for hospitals, or other equally complex projects, is substantially different from that of a simple project for a merchant builder, whose primary concern is to minimize construction costs.

In one case, I was hired as an expert

ing their case. As the owner's expert-witness, I pointed out the specifics of the contract documents and the events which had taken place. The arbitration judge ruled that the architect was not entitled to any fees for extra services. However, as construction on the disputed project had

Continued on page 12, column 1



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Critique

R.M. Schindler: MAK Architecture Guide (Prestel: \$15pb)

Thanks to the generosity of the Austrian Government (which, unlike our own, actively nurtures the arts), the Schindler House in West Hollywood now has a new role as the MAK Center for Art and Architecture, L.A. The house is undergoing restoration, opening hours have been extended, and public events will be scheduled. Schindler's Mackey Apartments in midtown Los Angeles have been restored to house visiting students. Peter Novaer, the godfather of this venture, and director of MAK (Austria's Museum of Applied Arts in Vienna), has edited an exemplary guide, which lists all of Schindler's surviving buildings in L.A. and describes the best of them. Brief essays, succinct descriptions by David Leclerc, plans and color photos--even a useable fold-out map--are compressed into a format that's legible, but can easily be slipped into a pocket or purse. It may be purchased at the Schindler house or at leading book stores - M.W.

The New Austrian Architecture

By Frank Dimster.

(Rizzoli International: \$35hc)

The prolific James Steele provides a valuable historical introduction to Frank

Dimster's survey of contemporary diversity in a country that has been a seedbed of innovation for the past 100 years. He traces the links, in philosophy and style, between Wagner, Loos and other modern pioneers, and the architects of today--notably Coop-Himmelblau, Gunther Domenig, Hans Hollein and Gustav Peichl. Much of their work comprises urban interventions, in which radical geometries and organic forms play off classical facades--a metaphor for the inherent contradiction of Austria, which is torn between the extremes of tradition and experiment to a greater degree than any other country. The survey also includes more conventional architecture--including the tepid historicism of Rob Krier. The book's chief deficiency is its lack of information about the 18 selected architects. Domenig, for instance is represented by two buildings (of 1979 and 1986). Has he done nothing of note since then? - M.W.

"Out of Order: Franklin D. Israel"

A Review of the Installation at The Museum of Contemporary Art, Los Angeles

When Bernini died in 1680, he left our perception of architecture irreversibly changed. Never again could the serious architect view architecture without assessing the drama of space, form, and light. The tomb for Alexander VII is one of the

finest examples of Bernini's virtuosity.

Franklin D. Israel has created, within the Museum of Contemporary Art, a most remarkable showing of the drama of space, form, and light. The installation is called "Out of Order" and occupies two small galleries. This is not the first work Israel has exhibited in a major venue. In 1989 he showed work at the Walker Art Center.

Other architects have sought to create space within a museum room, but unlike others, Israel has chosen to absorb and obliterate the boundaries of the museum venue. At first it seems as if there is a lack of sensitivity or that the show is ad hoc, or chaotic. The reality is, however, that there is great sensitivity to the observer's experience. One is confronted with an emotional experience more than a spatial experience. Walking through the space one is forced to reassess the meaning of wall, floor, ceiling and light. One loses a sense of scale and easily imagines being inside a ball of crumpled paper.

At the end of the "paper path" is the "Blue Room" where one meets the genius, literally, face to face. In this room there is only one principal view. Standing at the end of a light table displaying colored photographs of Isreal's work, as it were, flowing in a river of thought, one is aligned to look directly up at the portrait of the architect surrounded by models of his creations.

Lest we be taken to far away by the theatrical nature of the show (both Bernini's

and Isreal's careers touched on set design) there is an unmistakable seriousness about this work. There are spirits to be found in, under and above the forms. There is a certain danger as sharp edges confront one at eye level, a reminder that life is tentative, lived on the edge, and that the paper ball could collapse at anytime.

This message is the same as seen in the tomb of Alexander VII and, likewise, deep in the eyes of Franklin D. Israel. - I. P.

IVAN PRESTON IS AN ARCHITECT AND FORMER LOS ANGELES ARCHITECT EDITORIAL BOARD MEMBER

The exhibit runs through May 26, 1996. Other events in conjunction with the exhibit include:

Annie Chu -- Lecture at SCI-Arc Wednesday March 13.

Annie Chu is an architect and partner in Israel Callas Chu Shortridge Design Associates. Call SCI-Arc at (310) 574.1123 or www.sciarc.edu

Architecture of Franklin D. Israel -- Two-day tour of Israel Los Angeles area projects Friday and Saturday, March 15 & 16. Call Architours at (213) 294-5825 or millsinc@aol.com

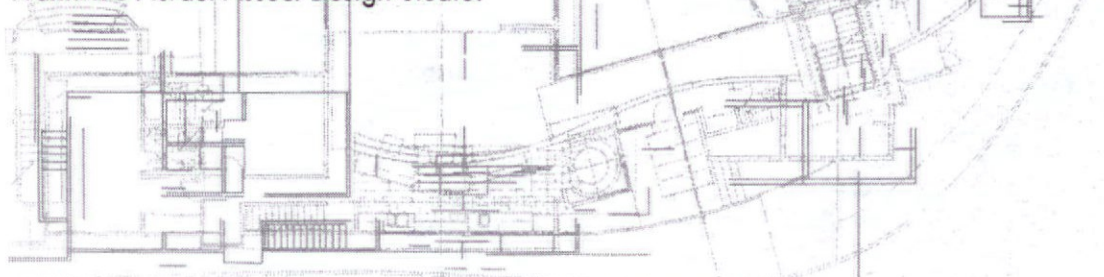
Art Talks at MOCA Sunday, March 24 featuring Diana Ketcham, San Francisco based Architecture Critic

Sunday, March 31 featuring Franklin D. Israel Call MOCA at (213) 621-1757

The Architecture of Franklin D. Israel Tour

Architours presents this comprehensive two-day guided tour of Franklin D. Israel projects to complement his current exhibition at MOCA. Projects include Virgin Records, Propaganda Films, Bright Associates, the Strick Residence, Goldberg-Bean Residence, UCLA Regional Library, Art Pavilion and the Dan Residence.

March 15 & 16, 1996. Cost is \$150 and includes private viewing of exhibit led by Elizabeth A.T. Smith, MOCA Curator, transportation to all sites, lunches, notebook, and visit to Franklin D. Israel Assoc. Design Studio.



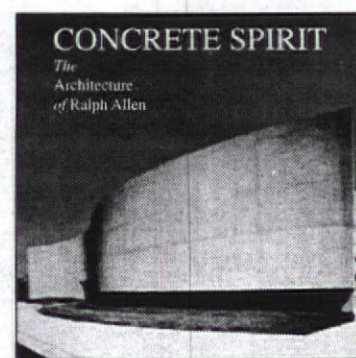
Reservations are required. For information on this and other tours, contact Architours at (213) 294-5825 or millsinc@aol.com

Upcoming Archi"tours" for 1996 include Culver City, Phoenix, the Bay Area, Seattle

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Interior Architecture

The Relationship of Interior Architecture and Interior Design

In a world of constant change and numerous ongoing technological advances, it should not be surprising that various design functions, formerly the sole responsibility of the architect, have spawned an integrated profession that allows the architect to concentrate on certain aspects of design. This also allows others to gain expertise and an awareness of specific interior forms and functions.

Interior design as a recognized profession is fairly recent. Interior decorators were the first to break from the architectural profession and deal solely with the interior ornamentation of the moveable/changeable aspects of the interior. Decorators became more popular as access to fabrics, furniture, etc., from other parts of the world grew. Thus, decoration became the sign of a wealthy, sophisticated and elitist society.

As building systems become more complicated with increased code and safety requirements as well as new materials and structural breakthroughs, the fields of architecture and engineering become more specialized. Interior architecture is often the benefactor of the architectural design, with spaces that are characterized by strong architectural elements and forms. This is not always the case, for instance, as in a high-rise buildings where only the exterior and public spaces may be thoroughly addressed by the architect, and the interior spaces may be nothing more than concrete and steel shells, predetermined as leasable spaces to be later designed by "others."

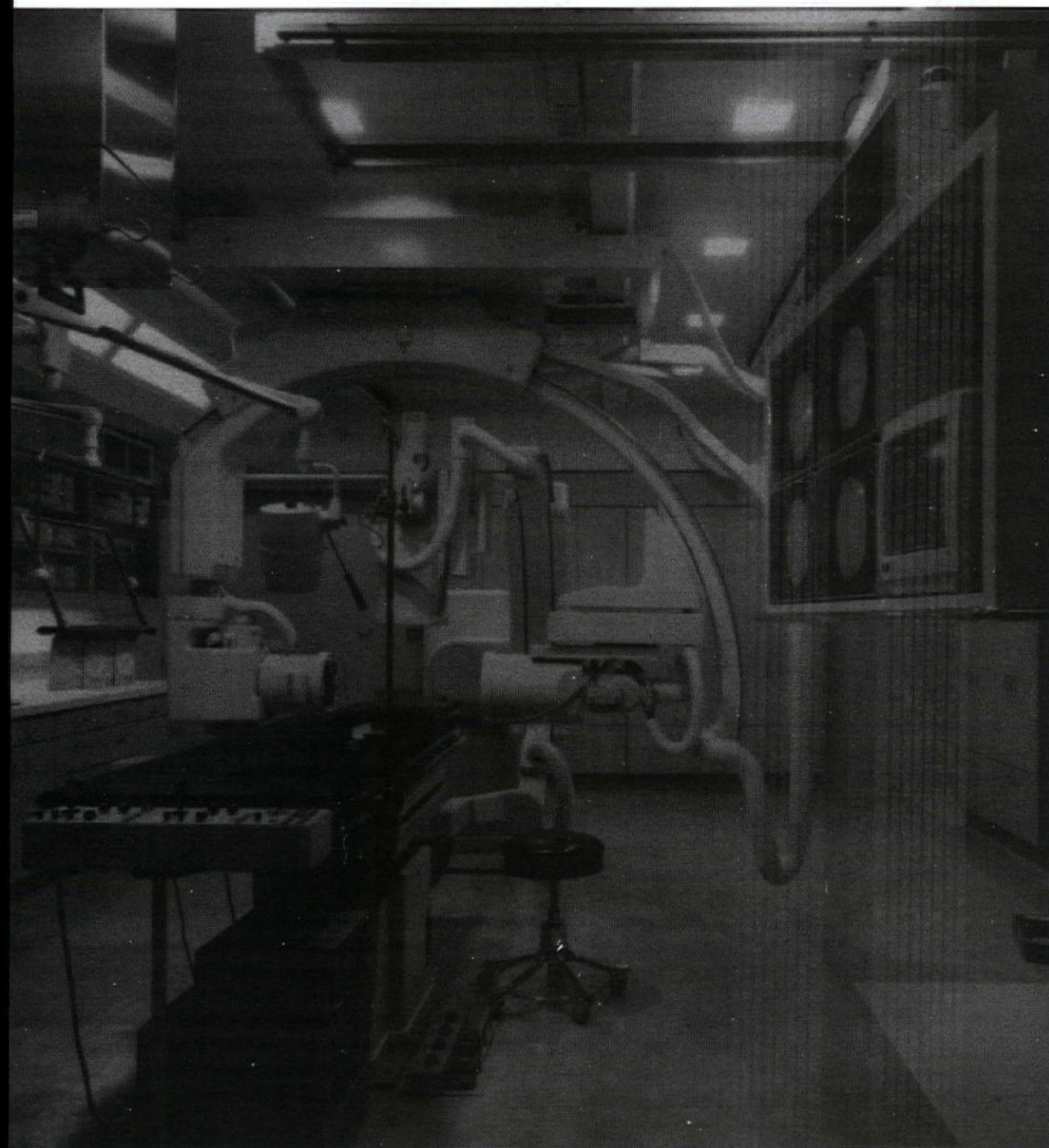
Often the work of an interior designer may overlap or even parallel the work of the architect in relation to the interior space. Both professionals can do space planning and all the documentation that is connected with it. Both require education and testing -- the code of ethics and professional responsibility. Both architects and interior

designers require engineers to sign off certain aspects of expertise for jurisdictional agency review. An interior designer may not be a licensed professional -- the name "interior designer" is not exclusive to the certification process. Though both certified and non-certified professionals may be involved in the changing, forming and decorating of the interior space.

As a firm with both architecture and interior design departments, we have some insight as to how we deal with our projects, either as independent or integral designs. James Ehrenclou, AIA, the Director of (Architectural) Design at the Appel Group, believes it is a difference in conceptual approach that polarizes the two professions. The architect concentrates on the space with regard to its context or placement in an existing structure, the parameters of the functions and the resultant forms and spatial relationships that are created. Often, the interior design department collaborates on the space planning of the architecture. This is often reflected in the physical character of the structure. The interior design department uses its orientation and unique knowledge of current trends and resources for interior aspects. This includes finishes and color concepts, furniture and accessories often with the involvement of lighting design, as well as other issues related to the use of the space. Interior designers are aware of the durability and availability of products and are constantly updating their sources and selection.

This synergistic blend of expertise in both architecture and interior design succeeds in better design and value for the owner. The end result is the hybrid of both professions: Interior Architecture.

CAROLE A. COLE, C.I.D., THE APPEL GROUP (FORMERLY HUTNER & APPEL ARCHITECTS)



Virtual Pressroom
Sponsored by L.A. Cellular and Fluid
Architecture
Daily, 8:30 AM - 5:00 PM
Center Blue, Floor 2, B219

"As Time Goes By": WestWeek 96
Gala
March 13, 6:00 PM - 9:00 PM

Designation of 1996 Stars of Design
Champagne Reception
presentation at the Amphitheater
Wednesday, March 13, 5:30 PM -
7:00 PM

Exposures & Expressions
A Condé Nast House & Garden
Preview Party
March 13, 5:30 PM - 7:30 PM
Center Blue, Floor 2, B206

Featured Exhibit Opening: "Art To
Swatch" from the Chicago Athanaeum
with Nicolas G. Hayek, Sr., chairman
& CEO, Swatch and SMH Inc.
Wednesday, March 13, 12:00 Noon
Murray Feldman Gallery

IdeaHouse 96 Grand
Opening/Cocktail Reception
Sponsored by The Malibu Chamber of
Commerce, Monroe's of Malibu, the
Paddington Corporation/Malibu
Caribbean Rum, Malibu Beach Inn,
Casa Malibu Inn on the Beach and the
Malibu Country Inn
March 13, 4:30 PM - 6:30 PM

AIA CC Awards Presentation
March 14, 6:30 PM
Center Green Theatre

Daily happy hour Wrap Sessions at
fusion
5:00 PM - 7:00 PM
fusion @ pdc

Tea & Martini Booksignings at fusion
sponsored by Buzz magazine
Carol Soucek King: March 13, 4:00
PM - 5:30 PM
L.A. Architects: March 14, 4:00 - 5:00
PM
Richard Meier, FAIA, Richard Meier &
Partners; Thom Mayne, AIA,
Morphosis; Franklin D. Israel, Franklin
D. Israel Design Associates; Frederick
Fisher, Frederick Fisher & Partners
Architects; Norman Pfeiffer, FAIA,
Hardy Holzman Pfeiffer Associates;
and Eric Owen Moss, FAIA, Eric Owen
Moss, Architects. Introduction by Carl
Magnusson, Vice President, Director,
World Wide Design, Knoll.
Angi Ma Wong: March 15, 4:00 PM -
5:30 PM
fusion @pdc

The Ojai Cook at PDC
"Sample Our Style"
A new Cooking School, with Kitchen
by Snaidero
Continuous Demonstrations of
California Cuisine
Daily, 10:00 AM, 2:00 PM & 4:00 PM

Wildfire
presented by Virtuosity

Post WestWeek Tours
Partial Listing:
A Day in La Jolla:
The Salk Institute & Scripps
Neuroscience Institute

Rizzoli Bookstore

Reception Honoring
"The Future of Digital Entertainment"
Program
& the AIA/LA Interior Architecture
Committee Student Winners
March 13, 5:30 PM - 7:30 PM
Center Blue, Mezzanine, AIA Chapter
Offices

month-long silent auction of dog dwellings customized by leading Los Angeles designers and architects.

The Garden Cafe
Center Green, Floor 3

"All the trees are green and the sky is blue..." Come to L.A. and stroll through our third floor Green which for WestWeek will be transformed into a beautiful garden. Attend daily lectures and demonstrations on all aspects of flora and fauna in Southern California. The Garden Cafe, by Christopher Michaels, will be the most fragrant place in town for lunch, a relaxing cappuccino or a quick snack.

Robert Stacy-Judd/Frank Lloyd Wright:

Pre-Columbian Architecture and the Maya Revival
Center Green, Floor 3, G373
March 13 - 15

The flamboyant architect Robert Stacy-Judd and the American master Frank Lloyd Wright both utilized ancient American architectural motifs in their attempts at creating a truly indigenous American style. Photographer Anthony Peres has caught the spirit of Stacy-Judd's faithful and sometimes fanciful tributes to Mayan inspired buildings. Alongside these are examples of Frank Lloyd Wright's California experiments in textile-block houses, and the Mexican buildings that influence both visionaries.

Exposures & Expressions
A Condé Nast House & Garden Preview

Center Blue, Floor 2, B206
March 14 - 15

The Vanished Gardens of Rome
Center Green, Floor 7, G780
March 13 - 15

Wear Your Chair
by The American College
Center Green, Floor 3, G373
March 13 - 15

Design Watch: Modernesque
Sponsored by Kimball International
Center Green, Floor 4, G492
March 13 - April 30

Apple Lab
Center Blue, Floor 3, B70
March 13 - 15

A Salute to WestWeek:
Selections by Participating "Breakfast Conversation" Artists
fusion @ PDC
March 13 - 15

Urban Pairings
by Art Center College of Design
Center Green, Floor 4, G492
March 13 - April 30

"Isola Bella"
Mural Installation by Zuber & Cie
Center Green, Floor 1

Bertoia Trees
Centers Green and Blue Rotunda,
Floor 1

Events

Dr. Swatch is on Watch!
Bring all your old Swatch's for diagnosis and repair.
Daily

Continued on page 9, column 3

Interior Design vs.

Faux Foes

Having served on countless design juries over the years at our local schools of architecture, I have noticed that there is a time, somewhere in the middle of the afternoon, when the critics' comments and the students' presentations become repetitive. I have a standard antidote to these mid-review doldrums, a sure fire way to redirect the focus, liven things up and generally annoy the studio instructor and my colleagues. I simply ask: "What color is that?" or "What material does that pattern represent?" or "How would you furnish (read "use") that space?" Like the proverbial "deer in the headlights," the student looks at me with disbelief and bewilderment and is annoyed that I would bring his or her critique to such a seemingly low level.

Almost without exception, the actual inhabitation of the building is never considered. It's not a matter of studio time, nor of level of instruction. That part of design which speaks to the "fit" between the human being and the "architecture" is simply not addressed. No value is established for design and decision making at this level of detail.

As a profession, from our training, through licensing and practice we have little regard for, are uncomfortable with, and find little joy in, what we consider temporal, fashionable, fickle or flighty. The terms: "interior architecture," "interior design," and "interior decoration," listed in the perceived descending order of acceptability, make architects squirm. In general, we are dismayed by what happens to our buildings after they are built and disappointed by the handprints of those who affect and/or inhabit our finished work. But perhaps considering the work "finished" is the problem.

In his thought provoking book "How Buildings Learn: What Happens After They're Built" (Viking Press 1994), Stewart Brand takes a fascinating look at buildings over time and the dynamics of the building's original intent and subsequent changes. He identifies conflicts between the immutable portions of a structure and the immediate and/or changing needs of its occupants. Different attitudes towards the permanent and the passing are at the root of an unfortunate misunderstanding between two well intentioned groups of design professionals. He observes:

Architects and interior designers revile and battle each other. Interior design as a profession is not even taught in architecture departments. At the enormous University of California, Berkeley, with its prestigious Environmental

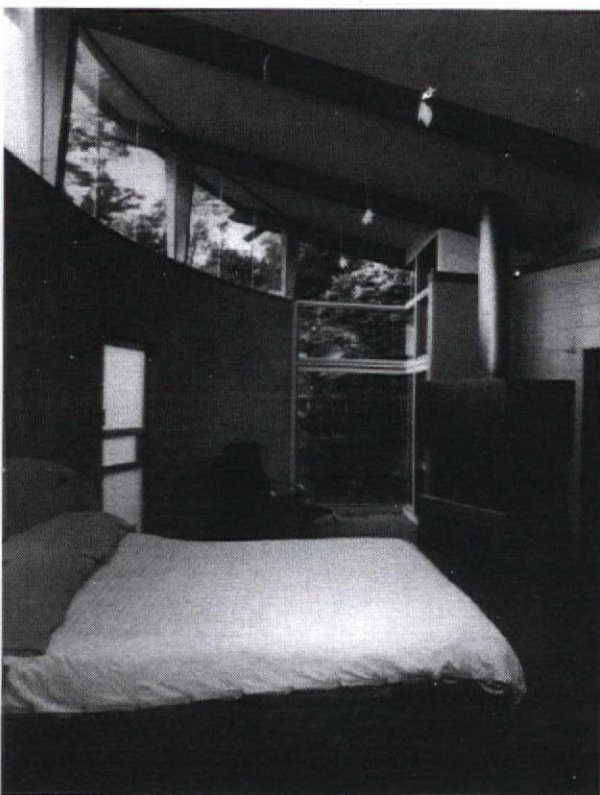


Design programs, architecture students can find no course on interior design anywhere. They could take a bus several miles to the California College of Arts and Crafts, which does teach interior design, but no one takes that bus.

Most architects believe that they are qualified to design anything (the "Teapot to Tower" syndrome). Inherent in this approach is an attitude that interior design concerns are somehow less important than those affecting the architecture. We, as a group, believe architects can easily step into the role of interior designer. However, just because we think it's less important or that it's easy, doesn't mean that we can easily perform these tasks.

I contend that although interior design has been a part of architecture for centuries, it has long been ignored. It is now an area of expertise for which special training and study is in order. Are architects able to provide interior design services successfully? Of course! Just look at the Graves, Gwathmeys and Genslers. But these firms have all made a serious commitment to learn the intricacies of interior design work. So too have those individuals who attended accredited interior design programs and who have met the standards of their own professional organizations. They have earned the right to use the title "Certified Interior Designer." They are not the enemy. They have merely chosen to pursue, as a profession, what architects have long considered an area unworthy of serious attention.

MICHAEL HRICAK, AIA
1996 PRESIDENT OF AIA/LA



Residence shown is example of interior architecture that is strong enough that applied decorative elements are minimized. Conversely, in the dental office, the interior designers were involved in most of the design aspects, with little influence from the architecture. In a new Catheterization Lab, the technical nature of the project required the cooperative efforts of architects, engineers and interior designers. (Photos courtesy of The Appel Group)

2:30 PM - 3:30 PM

The Future of Design, Featuring Swatch Center Green Theatre, Floor 2
Speaker: Carlos Giordanetti, executive director, Swatch Laboratory, New York

Architectural Design Case Studies Program
12:30 PM - 1:30 PM

AOX: Alternative Office Expo Update
Organizational Strategies Through Design
Center Blue Conference Center

Moderator: Jim Oswald, principal/director, Los Angeles Operations Moore Iacofano Goltsman, Strategic, Organizational and Facilitation Planners

Panelists: Laurie Coots, TBWA Chiat/Day; Loree Goffigon, Hellmuth, Obata & Kassabaum, Inc.; Ann Barnesberger, manager, Planning and Research, Real Estate and the Workplace, Sun Microsystems Inc. This program will explore how workplace design can support organizational planning with today and the future in mind. Discussions will focus on company philosophy, design goals, facility planning, methodology, and implementation as they affect corporate restructuring. Issues to be discussed include down-sizing, expansion, relocation and their affects on telecommuting, the virtual vs. private office, hoteling and the completely re-designed environment.

Bentley Mills, Inc. present

Breakfast Dialogues with Interior Designers at fusion
8:00 AM - 9:30 AM

fusion @ pdc

Panelists: Audrey Alberts, Audrey Alberts Design; Josephine Carmen, Carmen Nordsten Igonda Design; David Hertz, AIA, Syndesis Inc.; Clara Igonda, Carmen Nordsten Igonda Design; Thayne Roberts, AIA, Kanner-Roberts; Lauren Rottet, AIA, DMJM/Keating; Brett Shwery, Associate IIDA, AIA, Director of Interior Design, Leo A Daly Company; Lenny Steinberg, Lenny Steinberg Design; Larry Totah, Interior Designer

Exhibitions

Featured Exhibition

Art to Swatch

Murray Feldman Gallery, on the Plaza

March 13 - May 30

Swatch has been referred to as "fashion that ticks". But that's only part of the story. In a Post-Modern era where consumer goods are works of art and even objects of worship, the artists have taken things into their own hands, transforming "fashion that ticks" into "art that ticks".

Salone del Mobile di Milano/Milan Furniture Fair

Designed by Vignelli & Associates

Center Blue Atrium

March 13 - April 30

The Salone del Mobile di Milano exhibit will offer a taste of what is to come this April at the Salone Internazionale del Mobile. It will offer examples of domestic furnishings representing a resurgence of the style characterized by the phrase, "made in Italy" - with its blend of modern design and classical suggestions.

Mad About Malibu:

The Malibu Beach arrives at IdeaHouse Center Green, Floor 2
Home & Garden Television presents this 1996 version of IdeaHouse, completely equipped with the latest technology for a movie industry couple working in their ideal twin home offices with state of the art editing and viewing equipment, and a screening room complete with surround-sound. For casual beach living and entertaining the Cooper-Pacific kitchen by SieMatic is built as a core, allowing host and hostess to visit with guests while cooking. Kohler's innovative bathroom fixtures are on view in the sumptuous master bath-

room and many fine products by manufacturer's represented in PDC showrooms are displayed throughout. And, of course, the Pacific Ocean is at the doorstep of this new "Mad About Malibu" cottage!

The Art of House Beautiful: 100 Years of Cover Design

Center Blue, Floor 1

March 13 - April 30

In conjunction with its hundredth anniversary this year, House Beautiful presents an exhibition of cover art that spans the history of the magazine. Works in a wide variety of media and materials--from oil paintings to elegant line drawings, collages to photographs--reflect the changing aesthetics and design movements of the past 100 years of American taste.

Picture L.A.: Landmarks of a New Generation

A Project by The Getty Conservation Institute

Center Blue Rotunda, Floors 2 & Up

March 13 - April 27

An exhibition of photographs documenting Los Angeles landmarks viewed through the eyes of eight young photographers. These images of Los Angeles provoke a sense of wonder, expand conventional notions of landmarks, and challenge us to reflect on how we ourselves are marked by the environment we live in.

Strathmore presents Watermarks at WestWeek 96

Center Blue Rotunda, Floor 1

March 13 - April 30

A uniquely beautiful exploration of paper and watermarks.

i(interiors) on design

Vignettes by Sixteen Progressive LA Design Professionals

Center Green, Floor 6

i on design is focused on providing ideas, innovative home furnishings and textiles to the West coast's design and consumer community by providing both established and young design professionals with the opportunity to create exciting and inspiring vignettes that display their progressive design philosophies.

Zodiac Mural by Artist Philippa Seth-Smith

Center Green, Atrium

Our visitors from Manhattan are certain to recognize the famous Grand Central Terminal zodiac, as interpreted by acclaimed faux-artist and teacher Philippa Seth-Smith, Director of Red, White & Blue at PDC.

Neiman-Marcus Window Display

Neiman-Marcus, 9700 Wilshire Boulevard, Beverly Hills

March 4 - 17

That wow-effect which only a collaboration between select Pacific Design Center showrooms and Neiman-Marcus could evoke. Definitely worth the visit to Beverly Hills.

Le Paris des Créateurs

Fabulous Furniture Design by: Andrée Putman, Rena Dumas

Philippe Starck, Jean Nouvel & Others

March 13 - April 30

Center Blue Galleria, Floor 5

The fundamental character of the French furniture industry is comprised of three primary traits: Plurality of production from the heritage of the French patrimony to avant-garde designs, the multiplicity of manufacturers, designers and trends, and the diversity of the materials and techniques used. Le Paris des Créateurs is an exhibition of furniture and lighting, showcasing these very traits, by some of the most important designers and new talents in the field of interior design.

LACMA Arts and Crafts Exhibit

Center Green, Rotunda, Floor 1

An exhibit by the Decorative Arts

department of the Los Angeles County Museum of Art, consisting of pieces from their permanent collection of ceramics, metals and glass, from the Arts and Crafts era.

WestWeek In Bloom:

A Witty Interpretation by Leading Southern California Floral Artists

Across from Center Green Theatre

Floral interpretations of WestWeek done by outstanding, local creative floral designers.

Best of Art Center

Center Green, Floor 4, G492

The Art Center College of Design in Pasadena, California continues to excel in its attempt to marry its educational mission with the concerns and aspirations of industry. Visit the exhibition and learn about its many programs while viewing the products of one of its newest ventures: Furniture Design in the Environmental Design Department. Full-scale prototypes designed to the theme "Urban Pairings" address the furniture of the future for the home and office.

Wear Your Chair

Center Blue, Floor 3, G371

"Wear Your Chair" is the final product of an exciting new class at The American College, merging fashion design with interior design, incorporating such things as: Color forecasting, surface design, pattern making for upholstery, and vintage textiles.

SCI-Arc Chairs

Presented by Kimball International

Center Green, Floor 4, G492

An innovative display of progressive design by SCI-Arc students. A competition to be judged by the President and Vice President of AIA/LA.

Ephemeral Constructs

by the Otis College of Art and Design

Center Blue, Floor 2, B257

March 13 - 15

A group installation by students of the Otis College of Art and Design, that takes an innovative look into the future of lighting fixtures and lamps.

The Grow House

by California Polytechnic University, Pomona

Center Green, Floor 4, G492

March 13 - April 20

An exhibit by students of The California Polytechnic University, Pomona.

The Biggest Little Collection in the World:

From The Carole & Barry Kaye Museum of Miniatures

Center Green, Floor 2

Victorian mansions and antique shops to gargoyle-trimmed medieval abbeys to Empire period drawing rooms, you'll feel like a giant as you peer into intricately detailed room boxes, so real you'll want to step in for a visit.

Los Angeles Interpreted Through Masks

presented by Saks Fifth Avenue, Beverly Hills

Center Green, Floor 3

March 13 - 15

This delightful presentation of masks depicting L.A. landmarks is certain to amuse, delight and entertain our WestWeek visitors.

Pet Place @ PDC

presented by P.A.W.S.

Center Blue, Floor 3, B377

March 13 - April 15

If You Think LA has gone to the dogs...think again! P.A.W.S. (Pets are Wonderful Support) celebrates with a

Continued on page 8, column 1

Thursday, March 14, 1996

6 Programs

March 1996 L.A. Architect

10:00 AM - 11:00 AM
The Future of Italian Design: Milan
at PDC
Center Green Theatre, Floor 2
Panelists: Giulio Castelli, engineer,
president, Kartell S.p.A of Noviglio,
vice chairman, ADI (Association of
Disegno Industriale/Association of
Industrial Design), vice chairman,
COSMIT, the Organizing Committee
of Salone del Mobile di Milano,
member, Board of Directors, Domus
Academy; Paola Antonelli, associ-
ate curator, Department of
Architecture and Design, The
Museum of Modern Art, New York
Sponsor: COSMIT, The Organizing
Committee of Salone del Mobile di
Milano

11:30 AM - 12:30 PM
The Future of Technology
Center Green Theatre, Floor 2
Speaker: Paul Saffo, director,
Institute of the Future with Chee
Pearlman, editor, I.D. Magazine

2:30 PM - 3:30 PM
**The Future of Architecture: The
Museum as a Public Place**
Center Green Theatre, Floor 2
Speaker: Richard Meier, FAIA,
Richard Meier & Partners with
Susan S. Szenasy, editor,
Metropolis magazine

4:00 PM - 5:00 PM
The Future of Hollywood: Year 1
Center Green Theatre, Floor 2
Speaker: Jerry Katzman, president,
The William Morris Agency, Inc.

**Architectural Design Case Study
Programs**

1:00 PM - 2:00 PM
**The Changing Face of China: Myth
or Masterplan**
Center Green Theater, Floor 2
Speaker: Charles Lau, AIA, design
principal, AM Partners, Inc.
Charles Lau, Design Principal in the
Honolulu-based architecture firm of
AM Partners, Inc. discusses his
firm's involvement as principal
architects in a number of world
class projects in the People's
Republic of China, and particularly,
the role Western Architects are
playing in the changing face of
China.

Bentley Mills, Inc. presents
Breakfast Dialogues with Artists at
fusion

8:00 AM - 9:30 AM
fusion @ pdc
Panelists: John Baldessari, Uta
Barth, Roy Dowell, Linda Hudson,
David Kremers, Lari Pittman, Alexis
Smith, Guy Dill

Friday, March 15, 1996

Programs
10:00 AM - 11:00 AM
The Future of Style
Center Green Theatre, Floor 2
Speaker: Dominique Browning,
editor-in-chief, House & Garden
magazine
This program is dedicated to the
memory of distinguished designer,
James R. Northcutt.

11:30 AM - 12:30 PM
**The Past is Prologue: A Look at Our
Nation's First Home**
The White House
Center Green Theatre, Floor 2
Speaker: Kaki Hockersmith,
designer

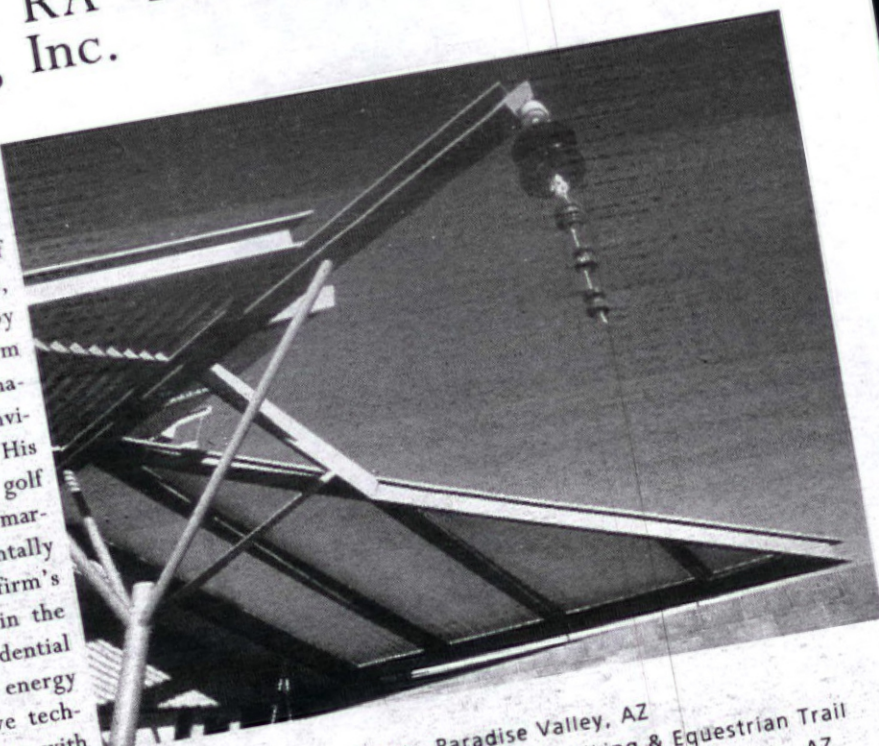
Continued on page 7, column 1

WestWeek 96 Profile:

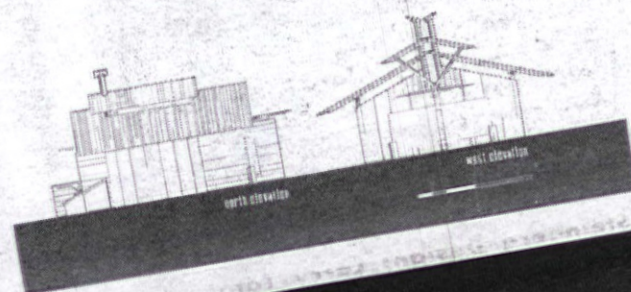
Edward M. Jones, RA Principal-in-Charge of
Design, Jones Studio, Inc.

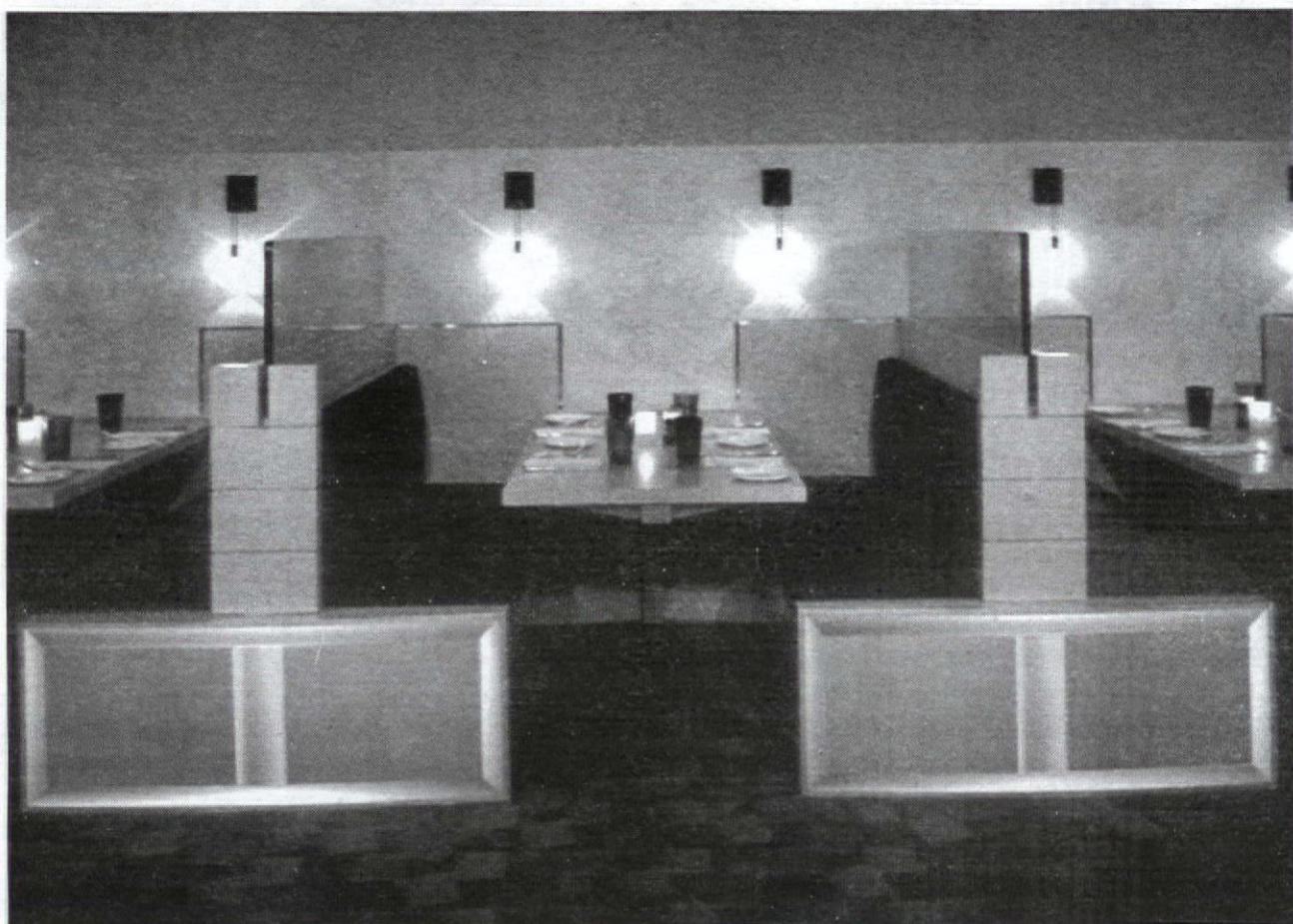
Jones Studio, Inc. of Phoenix, Arizona is recognized as one of the most innovative and respected architectural firms practicing in the Western United States today. The recipient of 35 major design awards in the last four years, and noted as a "Master of the Southwest" by Phoenix Home and Garden magazine, the firm has received widespread national and international recognition for producing creative, environmentally sensitive architecture. His innovative use of recycled objects such as golf balls, crushed windshield glass, children's marbles, and integration of new environmentally sensitive building products, make the firm's projects some of the most intriguing in the southwest. Projects ranging from residential to commercial integrate site specific, energy efficient and environmentally sensitive technologies, materials and building practices with universal ideals of space, light, structure and material detailing.

Recent projects include: Arizona Public Service Company Environmental Showcase Home, Phoenix, AZ (1995), the Arizona Cardinals NFL Corporate Headquarters and Training Facility, Tempe, AZ (1991), Arizona State University Karsten Golf Course Clubhouse & Players' Facility, Tempe, AZ (1994), Black Canyon Hiking & Equestrian Trail Facilities, Maricopa County, AZ (1992). Current projects include the Japan "Eco-House" Kobe, Japan and River Legacy Parks / Environmental Education Center, Arlington, TX. Jones will speak Wednesday, March 13 at the Architectural Design Case Study Program, "Eco Design."



Halas House, Paradise Valley, AZ
Restroom, Black Canyon Hiking & Equestrian Trail
Environmental Showcase Home '95, Phoenix, AZ





WestWeek 96 CountUp 2000 Arrives

The Pacific Design Center is launching its annual homage to the design industry: Westweek 96. To help you navigate your way through the programs, LA Architect is providing this easy reference.

Visit LA Architect and the AIA Los Angeles during your visit to WestWeek 96!

Stars of Design

In 1995, the management of the Pacific Design Center (PDC) initiated "Stars of Design" to honor individuals and firms who have made a significant contribution to the design profession. Criteria for selection require that those under consideration be: currently in practice, preferably California/Los Angeles based, a design professional, journalist, artist or other professional in the field of design connected to or having a relationship with the PDC, and highly regarded for significant achievement and contribution to the design profession. This year, the 1996 Stars of Design will be initiated and celebrated in a private reception at the Plaza Amphitheater on Wednesday, March 13 where an actual cast aluminum star bearing the name of each recipient will be permanently embedded in the amphitheater's wall.

The "Stars" of 1996 are:

- A. Quincy Jones, FAIA and Craig Ellwood, FAIA** - Lifetime Achievement for Architectural Design (posthumous)
- Raymond Kappe, FAIA** - Lifetime Achievement for Architectural Design
- Bernard Zimmerman, FAIA** - Lifetime Achievement and Commitment to the Profession of Architecture and the Role of Architecture in Society
- Carmen Nordsten Igonda Design** - Lifetime Achievement for Interior Design
- Julius Shulman** - Lifetime Achievement for Architectural Photography
- Richard Saul Wurman, FAIA** - Lifetime Achievement for Inquiry, Imagination and Ingenuity in the Pursuit of Design Excellence
- Harry Hinson III** - Lifetime Professional Achievement
- Anthony (Tony) Duquett** - Lifetime Achievement for Style
- Beatrice Wood** - Artistic Lifetime Achievement
- Nicolas G. Hayek, Sr.** - Lifetime Achievement for Industrial Design
- Louis Oliver Gropp** - Lifetime Achievement for Design Methods
- Apple Computer Inc. Cupertino, CA** - Lifetime Achievement for Technology

fusion at PDC

The highly acclaimed restaurant is the site of much of WestWeek 96 activities. RAW Architecture, the award winning architecture firm and designer of fusion, has a tradition of producing outstanding interior spaces including several Pacific Design Center showrooms. The three partners, R. Steven Lewis, Steve Lott and Roland Wiley balance their practice with a diversity of projects including commercial and interior architecture in the U.S. and abroad. A brief listing of projects include: fusion restaurant (Interiors magazine, Dec. 1995), Motown, Los Angeles (Interiors Magazine, Feb. 1996) and Gateway East Portal, Union Station, Los Angeles, General Services Administration, Hawthorne Childcare Center.

credits:

Client: Fusion Enterprises, LLC
 Architecture/Interior Design: RAW Architecture
 Design Team: Roland A. Wiley, Steven G. Lott, Kim Sherron, Eric Parr, Toby Pugh, Douglass Diggs
 General Contractor: Ragland Construction
 Structural Engineer: Store, Matakovich & Wolfberg
 Art Consultant: Merri Norris
 Graphic Design: Adams/Morioka
 Photography: Adrian Velicescu

Wednesday, March 13, 1996

Programs

10:00 AM - 11:00 AM

The Future of Scientific Inquiry
 Center Green Theatre, Floor 2
 Speaker: Dr. Alexander Tsiras, president and CEO, Anatomical Travelogue, Time/Warner, New York

11:30 AM - 12:30 PM

The Future of the Contract Furniture Industry
 Center Green Theatre, Floor 2
 Speaker: Robert W. Black, vice president, Corporate Marketing & Strategic Planning, Steelcase Inc.

2:30 PM - 3:30 PM

The Future of Digital Entertainment
 Center Green Theatre, Floor 2
 Panelists: John Scheele, senior supervisor, visual effects, Warner Brothers Features; Lance Hammer, principal, creative director, SIMULACRA Computer Graphics; Curtis Augspurger, senior CGI supervisor, SIMULACRA Computer Graphics
 Sponsor: AIA/LA Interior Architecture Committee

4:00 PM - 5:00 PM

A World View:
 Year 1: "An International Perspective on Art, Design and Culture"
 Center Green Theater, Floor 2
 Speaker: Nicolas G. Hayek, Sr., chairman, CEO, Swatch and SMH Inc.

Architectural Design Case Study Programs

12:30 PM - 1:30 PM

Eco Design

Center Blue Conference Center
 Speaker: Edward M. Jones, RA, principal, Jones Studio Inc. Architects

"Eco Design" implies that current architectural recognition of environmental issues is merely another approach or style. Historically, all great buildings responded to site specific conditions! We now have developing technologies that, when properly integrated, can assure another extraordinary century of design and construction.

Bentley Mills, Inc. presents
Breakfast Conversations with Architects at fusion

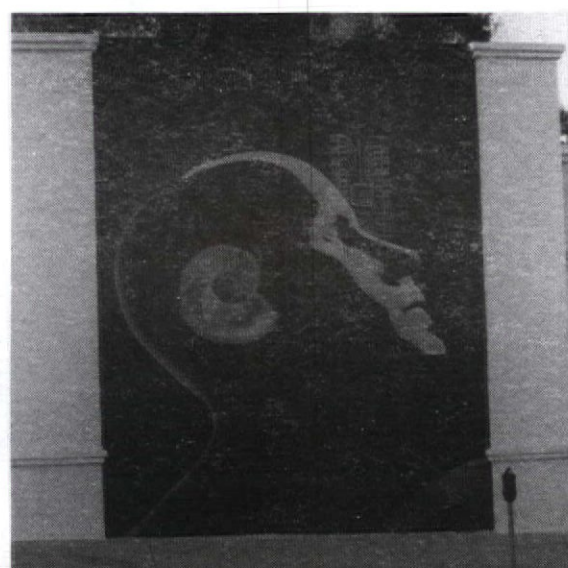
8:00 AM - 9:30 AM
 fusion @ pdc

Panelists: Victoria Casasco, Studio Architecture/Town Planning; Steven Ehrlich, FAIA, Steven Ehrlich Architects; Frederick Fisher, AIA, Frederick Fisher & Partners Architects; Ronald Goldman, AIA, Goldman Firth Boccato Architects; Charles G. Kanner, FAIA, Kanner Architects; Stephen Kanner, AIA, Kanner Architects; Lise Claiborne Matthews, AIA, ASID, LiseMatthews, AIA, ASID & Associates; Barton Myers, FAIA, Barton Myers Associates, Inc.; Edward R. Niles, FAIA; Josh Schweitzer, Schweitzer BIM; Martin Weil, restoration architect; Mehrdad Yazdani, AIA, Dworsky Associates

Continued on page 6, column 1

People & Places

Mural for Future Disc Systems by
nationally renowned artist, Steven Lavaggi.



CHAPTER ANGELS

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Barton Myers Associates, Inc. Shortlisted for Bristol Centre

Barton Myers Associates, Inc. has been selected as one of seven architecture firms shortlisted in the commission to design the new Bristol Centre for the Performing Arts (CPA), and is the only American firm. The CPA will be the premier arts facility in the West of England. It will have two auditoria, one with 2,300 seats and the other with 500 seats as well as linked internal and external performance spaces. It is part of the Bristol 2000 vision for Harbourside. The CPA Trust received a grant from the Arts Council of England in September 1995 to support the feasibility work.

AIA Honors Senior Writer of Sunset Magazine

Daniel P. Gregory, Ph.D., Senior Architecture Writer for *Sunset Magazine* was awarded a Presidential Citation in recognition of his many contributions to the promotion of quality architecture and the architectural profession in California and throughout the U. S.

Gregory serves as director of both the AIA/Sunset Magazine Western Home Awards and Sunset's Interior Design Awards program. A cura-

tor of several exhibitions on Bay Area architecture for local museums and galleries, Gregory is a member of the Editorial Board of "Architecture California," a publication of AIACC, and serves on the Advisory Board for the College of Environmental Design at UC Berkeley.

Wanted: Top Preservation Projects

If you have been involved in an outstanding preservation project in the past five years, or if you know of an individual who is a remarkable preservation leader and has helped save a part of our local or national heritage, take note.

The annual Honor Awards program recognizes organizations, companies and individuals active in preservation, rehabilitation, restoration or interpretation of America's architectural and cultural heritage. Up to 15 winners will be honored at the 50th National Preservation Conference in Chicago, Ill., October 16-20, 1996.

The deadline to submit nominations for the 1996 National Preservation Honor Awards, the nation's preeminent award in preservation, is May 1, 1996. For more information call (202) 673-4039 or write Honor Awards, National Trust for Historic Preservation, 1758 Massachusetts Ave., N.W., Washington, D.C., 20036.

Morimoto + Widom Wein Cohen Named Designer of Arirang

Morimoto + Widom Wein Cohen, Santa Monica, has been selected to design Arirang, a 9,600 sq. ft. Korean barbecue restaurant in Pasadena. The site was formerly an old 1920's warehouse in historic Old Town. "Developing a contemporary Korean barbecue (in a historic wood truss and brick building) provided unusual design challenges," reported Bruce Morimoto, project principal-in-charge for the interior design arm of Widom Wein Cohen Architects. The restaurant will open in April.

Environmentally Sensitive Design Competition

George Little Management, Inc. producers of the International Contemporary Furniture Fair® (ICFF), invite the exhibitors of the Fair to enter the first annual ICFF Competition 1996: Environmentally Sensitive Design. The challenge is to design an environmentally sensitive piece of furniture, lighting fixture, floor covering, wall covering, textile or decorative accessory that will withstand the tests of time, needs and trends using sustainable materials!

The winning design and selected entries will be exhibited

at the ICFF, May 1996 and will be introduced to the press at the ICFF Press Conference May 18. Submission deadline is April 1, 1996. For information write: George Little Management, Inc., Ten Bank St., Suite 1200, White Plains, NY 10606-1954, Attn: ICFF Competition 1996, or call (914) 421-3286.

Gold Nugget Awards Call For Entries

The 33rd Annual Gold Nugget Awards is accepting applications for the 1996 competition in recognition of the "Best in the West" design and planning achievements. Projects from 14 Western states and the Pacific Rim are eligible in 40 categories which include residential and commercial projects both public and private. Award categories include "Best of Show" which honors detached and attached residential projects, "Summer Comfort" which recognizes resource conservation, and "Technical Achievement" which innovative systems and new building products.

"The Gold Nugget Awards offer many quality opportunities for recognition of superb architects, planners and builders," says Gold Nugget Chair Aaron Kolkey. Prospective entrants should call (909) 987-2758 for applications and information. Application deadline is April 18, 1996.

Continued on page 12

NOTICE OF POSITIONS

University of Southern California Part-Time Faculty Appointments

Positions are available to teach in one of these areas: 1) architectural design studio, 2) building science courses, and/or 3) freehand drawing during the 1996-97 academic year. Visiting appointments will be made for one or two semesters.

Qualifications include an advanced professional degree and strong evidence of achievement. Prior teaching experience is very desirable.

Applications will be accepted until March 29, 1996. Please send a resume, examples of professional projects, material from prior teaching (if possible), publications, and three letters of recommen-

dation. If you wish work to be returned to you, also enclose a self-addressed stamped envelope. Materials should be sent to:

Robert Timme, Dean
School of Architecture
University of Southern California
Los Angeles, CA 90089-0291
(213) 740-2083 • FAX (213) 740-8884

The University of Southern California is proudly pluralistic and firmly committed to providing equal opportunity for outstanding men and women of every race, creed, and background.

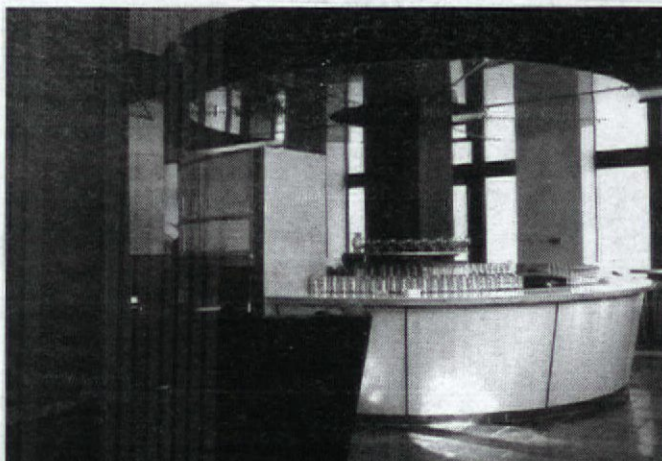
University of California Los Angeles Part-Time Lecturer Positions

The Department of Architecture and Urban Design at UCLA invites applications for part-time lecturer positions beginning academic year, 1996/97. It is anticipated that the need will arise to fill the following one-quarter openings: 3 design studios; 1 urban design studio. Other teaching areas may include Architectural Technology, including Structures, History and Theories of Architecture, Policy Programming and Evaluation and Design Theory and Methods. UCLA is an Equal Opportunity/Affirmative Action Employer.

Candidates are requested to furnish a letter of intent with a curriculum vitae no later than March 29, 1996 to Jurg Lang, Chair, Department of Architecture and Urban Design, School of the Arts and Architecture, UCLA, 1317 Perloff Hall, Los Angeles, CA. 90095-1467.

AIA/LA

Ben Pao Restaurant interior, Chicago.
Charles Cordero, AIA, architect. Photo by: Tony Berardi



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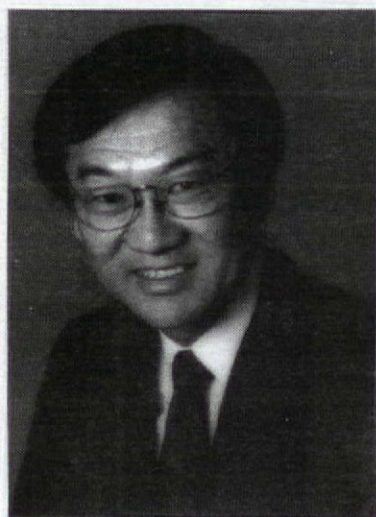
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Gordon H. Chong, FAIA, 1996
AIACC President (Larry
Merkle©, photographer)

Grassroots Report Summary

In early January, AIA's annual Leadership Conference was held in Washington, D.C. A summary of the conference is as follows:

Member Congress - Component
leaders made clear their desire to eliminate Supplementary Dues effective 1997. In place of the supplement, members voted for an increase in national dues of \$30. This increase will offset any financial shortfalls the national organization may incur. (No requirements to eliminate supplementary dues on the local levels, where they exist, were made.)

Consolidated Database - Single
point dues collection, collection of all dues from a single point, will go into effect in 1998. The move is expected to save \$20 per member in costs as well as simplify invoicing.

Congress Breakouts - Members
brainstormed public outreach, membership, legislative/governmental affairs, continuing education and expanding practice opportunities. Expect some of these ideas to be tried out in your chapter.

Institute Update - In 1995, the
AIA reduced staff and commenced a national advertising campaign, the Continuing Education program and AIArchitect. It also initiated legislation in both Houses of Congress that, if adopted, will put \$1.5 billion in communities for revitalization, the Commercial Revitalization Tax credit.

Architectural Record was selected to replace Architecture as the publication of the Institute. (The AIA will retain editorial control.)

In 1996 there will be: a 40% reduction in convention fees, more investment in the Intern Development Program (IDP), and advertising extended into residential work and at the local levels. By the year 2000 you can expect increased investment in Public Relations (300%), Components (100%), Government Relations (40%), and Continuing Education (40%).

EXCERPTED FROM GRASSROOTS
REPORT BY LANCE BIRD, AIA,
REGIONAL DIRECTOR ON THE
NATIONAL BOARD AND PAST
PRESIDENT OF AIA/LA.

California Council

Gordon Chong, 1996 AIACC
President

Gordon H. Chong, FAIA, 1996 president of the California Council of the AIA (AIACC), challenges architects to keep pace with technological advances and the economic environment to better position themselves as leaders on industry issues. "Technological advances, global economics and the age of information management have altered the way Corporate America uses its facilities," says Chong. "The impact on the real estate, design and construction industries have been profound and will continue to change at a faster pace. The impacts include how our services are procured, the fees we are paid, the quality of our work and the way we deliver projects."

Chong is founding principal of Gordon H. Chong + Associates Architects/Engineers. He currently serves as Vice Chair of the State's Hospital Building Safety and Advisory Board, and has served as Commissioner on the City Planning Commission (Berkeley), the Redevelopment Agency, the Housing Authority, and the Appeals Board. Chong was also instrumental in initiating the ADAPT Program which developed the Handbook on Project Delivery (see below).

Associates

AIA/LA is conducting 1996 Architectural Registration Exam Seminars at the Pacific Design Center and UCLA Extension. This is a partial list of the schedule.

Feb. 15, 22, 29, March 7
Div. D/F—Structural (General)

March 11
Div. E—Structural (Lateral)

March 21, 28
Div. H—Materials & Methods

April 4
Div. I—Constr. Documents

April 18
Codes—Codes & Access Issues

Additional information, including room numbers, will be mailed once registration is received. Pre-registration is advised. Seminar registration at the door is subject to available space. For questions, fees, times and complete seminar listing, call: (310) 785-1809.

Committees

International Practice Committee

HOUSING

Wednesday, March 27
Guest speakers will discuss housing development in the U.S. and internationally, the role of the developer and the architect in master planning, and a forecast of the housing industry. For information, contact Amy Phillips at (818) 441-1343.

The International Practice Committee provides a forum for architects interested in international practice to share information via committee meetings, expert presentations, project case studies and networking. Future topics include Hi-Rises (April 25) and Healthcare (May 29).

Urban Design Committee

UPDATE ON THE MTA RED LINE

Thursday, March 7
This information session will be an opportunity to assess the progress of the Metro Rail Project and help

LA AIA formulate an official position on public transportation planning in the region. MTA participants include Jim Amis (Sr. Mgr., Joint Development), James Givens (Deputy Proj. Mgr., Red Line Segment 2), and Jim De La Loza (Dir. of Planning, Central District).

PUBLIC ART FORUM

Thursday, April 4
Guests will discuss the role of the artist in the creation of the public built environment. Guests include Julie Silliman (MTA Public Art Program), Noel Kortin (L. A. Municipal Art Gallery, Barnsdall Park), and Adam Leventhal (Artist).

The Urban Design Committee meets the first Thursday of every month from 6:30 p.m. - 8:00 p.m. For further information regarding events or the committee, contact John Dale or Rob Marshall at (310) 246-5757.

Handbook on Project Delivery

In response to the overwhelming need for information about today's complex and innovative project delivery methods, the AIACC has developed a comprehensive guide for architects, their clients, and contractors entitled, *Handbook on Project Delivery*. The book outlines eight project delivery methods through the use of such means as comparative matrices, legal and ethical ramifications, and costs from the traditional design-bid-build through construction management and design-build. This handbook is the product of the ADAPT program, an effort established by the AIACC to adapt to the changing economic environment and help clients and members of the building industry adapt to approaches clients are using to procure projects. *The Handbook* can be purchased individually for \$50 (AIA members), \$70 (non-members). These prices do not include sales tax and shipping costs. To receive an order form, fax your request including your name, firm name, mailing address, telephone and fax numbers to the AIACC at (916) 442-5346.

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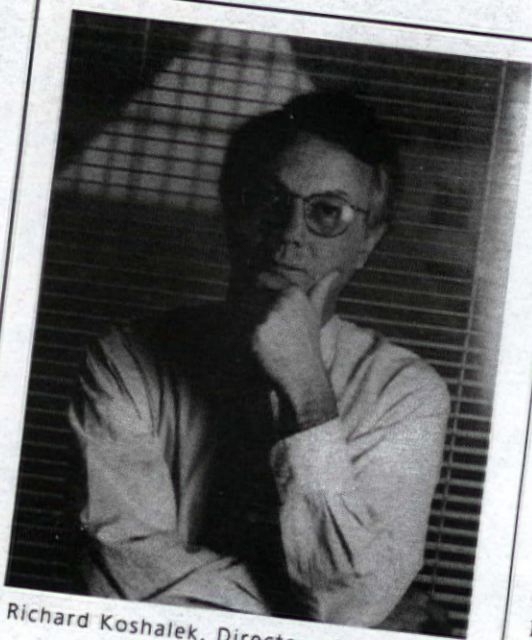
Mon-Sat 9am-5pm

2093 West Washington Blvd.,
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Richard Koshalek, Director of MOCA

AIACC 14th Annual Awards Program

In celebration of "Architecture Week," the American Institute of Architects, California Council (AIACC) is hosting its 14th Annual Awards Presentation and Reception on March 14 during WestWeek 96 at the Pacific Design Center (PDC). The program will feature the Design Awards honoring building design; Firm, 25-Year and Maybeck Awards; and Achievement Awards which recognize professional and public service and civic responsibility.

The distinguished Design Awards jury consists of Rob Wellington Quigley, FAIA, San Diego; Billie Tsien, AIA, New York; and Cynthia Weese, AIA, St. Louis. The California jury includes AIACC President, Gordon Chong, FAIA; Raymond Kappe, FAIA; Virginia Tanzmann, FAIA; Barry Wasserman, FAIA; and Dallas Brown.

A special reception honoring the award winners will follow the Awards Presentation. Tickets are \$30 each. RSVP to Alice Rush at (916) 448-9082.

Director of MOCA to Receive Award

The University of Southern California School of Architecture and the USC Architectural Guild has selected Richard Koshalek, Director of the Museum of Contemporary Art (MOCA), Los Angeles, for its 1996 Parkinson Spirit of Urbanism Award in recognition of his important leadership in the creation of MOCA as an urban cultural center and his commitment to architecture and the arts.

MOCA, through Koshalek's direction, has created a series of important exhibitions on architecture and urban environment which

have traveled from Los Angeles to major cities worldwide. Among these exhibitions are: "Blueprints for Modern Living: History and Legacy of the Case Study Houses" (1988), "Louis I. Kahn: In the Realm of Architecture" (1991), "Arata Isozaki 1960/1990 Architecture" (1991), "Urban Revisions: Current Projects for the Current Realm" (1994) and currently, "Out of Order: Franklin D. Israel" (1996). Koshalek is also working on a comprehensive exhibition on the history of architecture in the twentieth century which will travel to Tokyo, Berlin, Mexico City, Sao Paulo and will close at MOCA in Los Angeles.

The Parkinson Award is named in memory of architects John Parkinson and Donald B. Parkinson whose early 20th century civic and commercial projects, including the Los Angeles Coliseum, Union Station and Bullocks Wilshire, were influential in defining urbanism in the City of Los Angeles. Proceeds from this event will establish the Richard Koshalek-MOCA Internship for students at the USC School of Architecture. The award recipients will work with the curatorial staff at MOCA on upcoming architectural exhibitions.

Koshalek obtained his Bachelor of Arts degree in Architecture and Master of Arts degree in Architecture and Art History at the University of Minnesota, Minneapolis.

APA Cites Connection Between Architecture and Well-Being

According to a new study that looks at the effects of household crowding on people's well-being, architecture can make all the difference. The study, conducted by the American Psychological Association (APA), found that residents living in crowded homes with greater architectural depth are less likely

to avoid social interaction or suffer from nervousness, anxiety or depression than those living in crowded homes with less space between rooms.

The study was conducted on college students who were living off campus to determine how the design of their living conditions affected their well-being. Most of the research focused on how the ratio of people to rooms affects people's distress. However, Dr. Gary W. Evans, co author of the study, notes that the architectural arrangement of the rooms can make a difference.

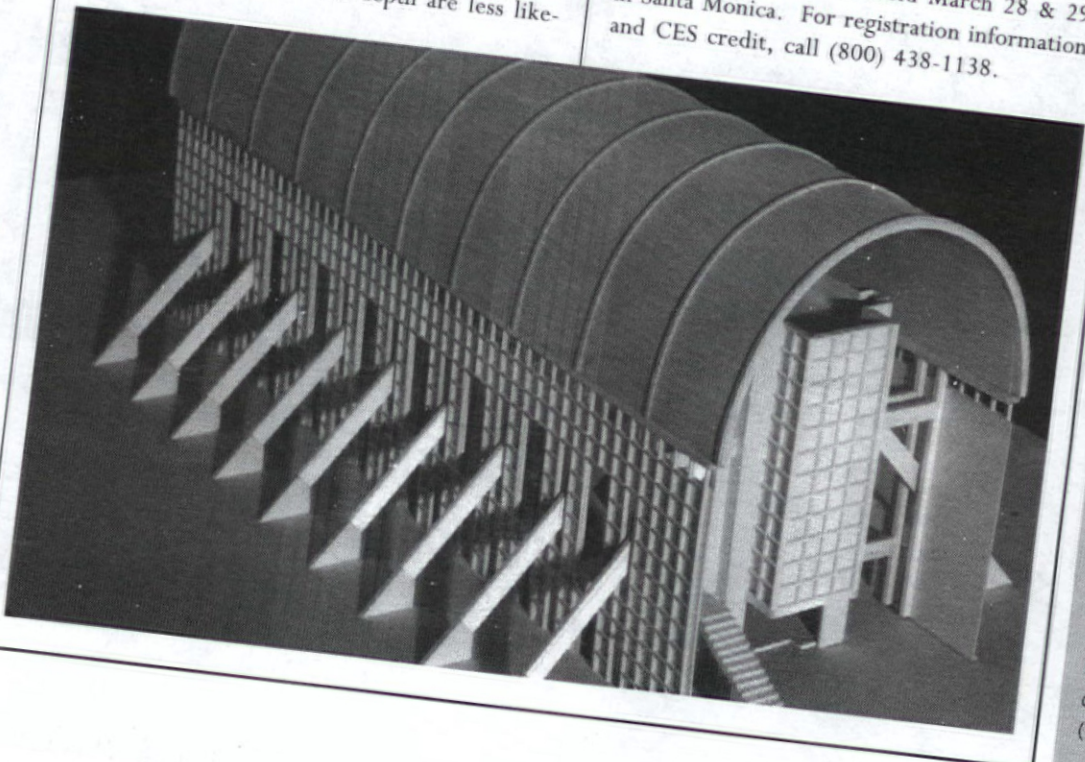
The article, "The Role of Interior Design Elements in Human Responses to Crowding" by Gary W. Evans, Ph.D., Cornell University, Stephen J. Lepore, Ph.D., Carnegie Mellon University, and Alex Schroeder, J.D., Georgetown University, can be found in the *Journal of Personality and Social Psychology*, Vol. 70, No. 1, pp 41-46.

Computer Aided Practice Seminars

Apple Computers is presenting three seminars to help practices stay competitive in a highly competitive and evolving profession. These three seminars: Computer Basics for Architect and Designers, Power Macintosh in the Architectural Practice, and A Day in the Life of An Architect Using Power Macintosh will give you a comprehensive look at how the Power Macintosh can compliment your design practice will feature demonstrations in 3D modeling, virtual reality, and CAD. Seminar attendees will receive printed information with sample system configurations, product literature, computing resources for architects, and more.

Presenting the seminar is Barry Isakson, AIA, a nationally recognized expert on computer-aided practice, author of several software applications, and president of Architectonica.

The seminars will be held March 28 & 29 in Santa Monica. For registration information and CES credit, call (800) 438-1138.



House 12: "Ithaca" from "12 Houses in the Hellenic World" Project, 1985-89. Panos Koulermos Architect RIBA, AIA is the featured lecturer for the March "Masters of Architecture" series (See page 11)

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