

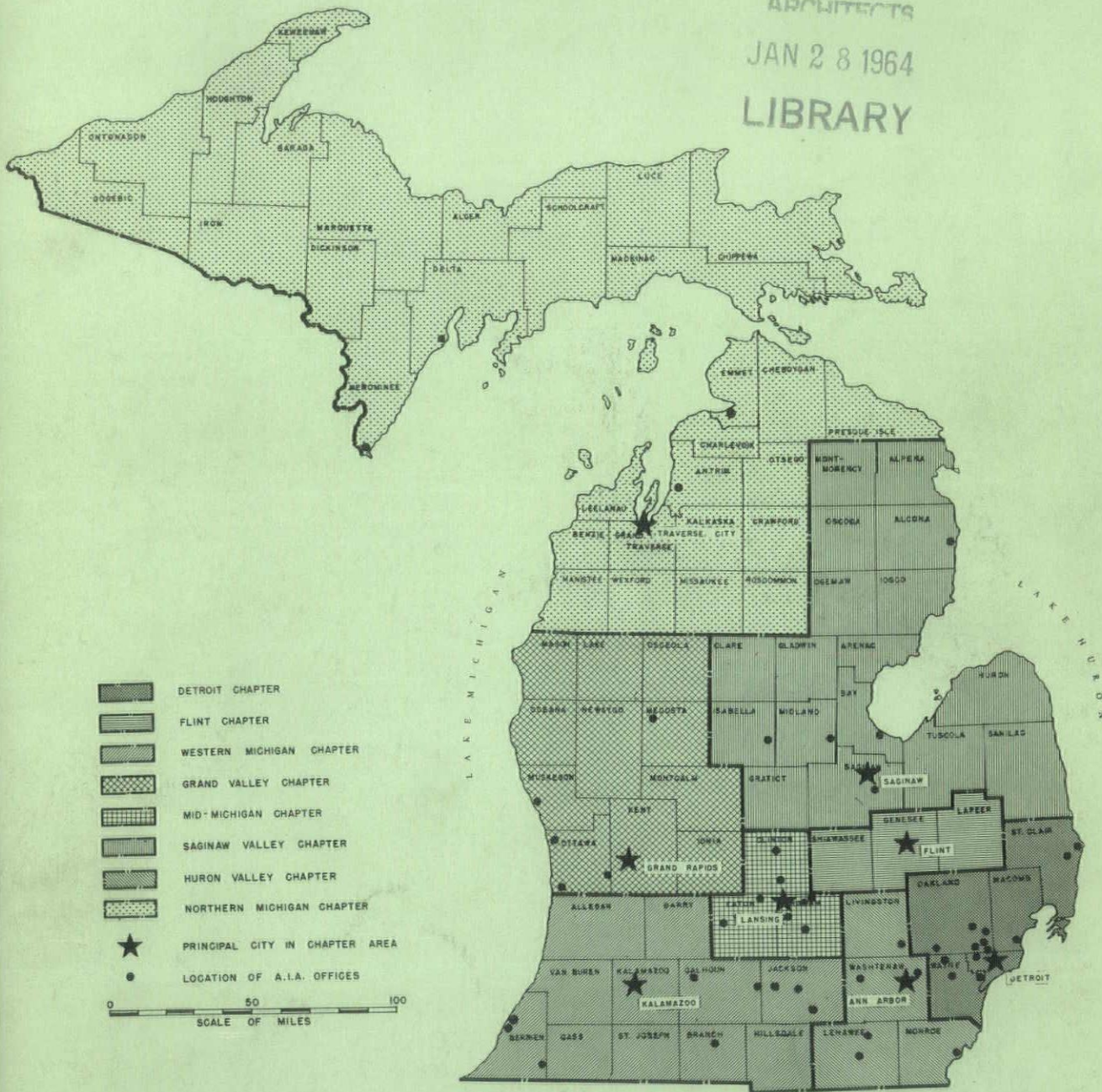
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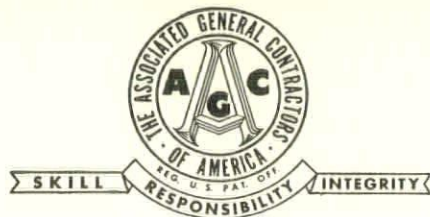
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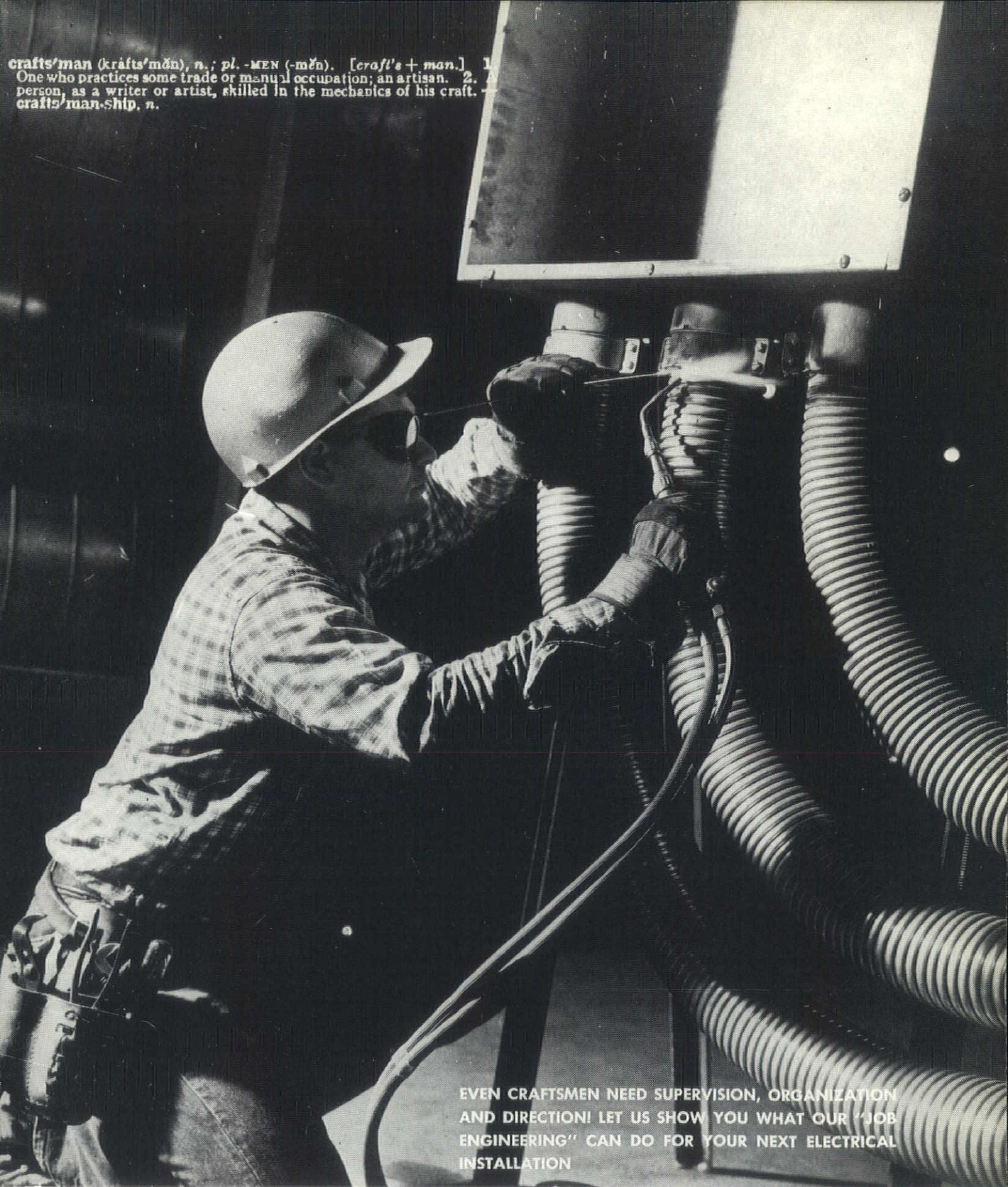
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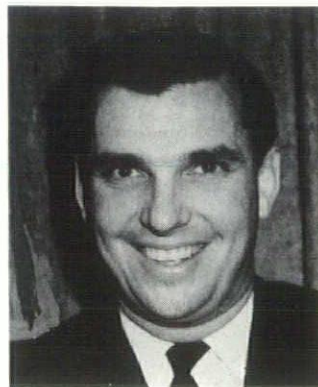
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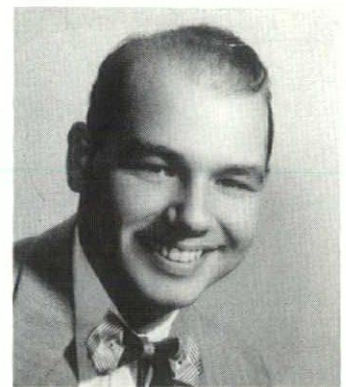
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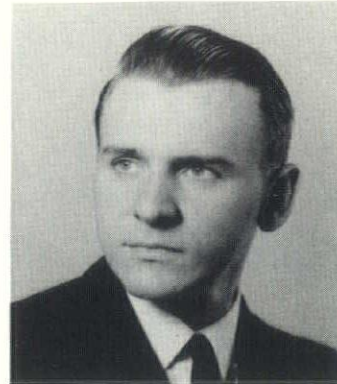
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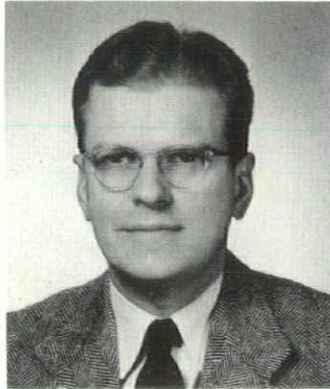
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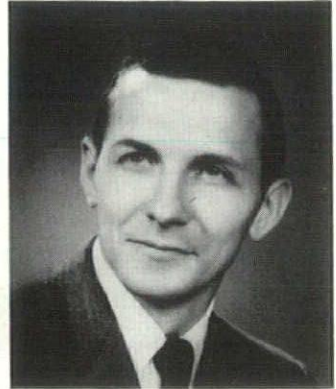
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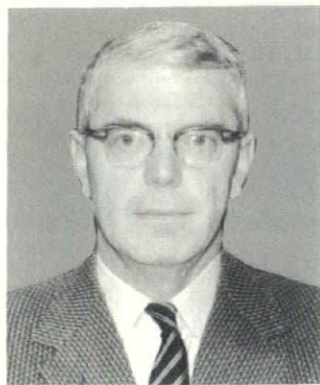
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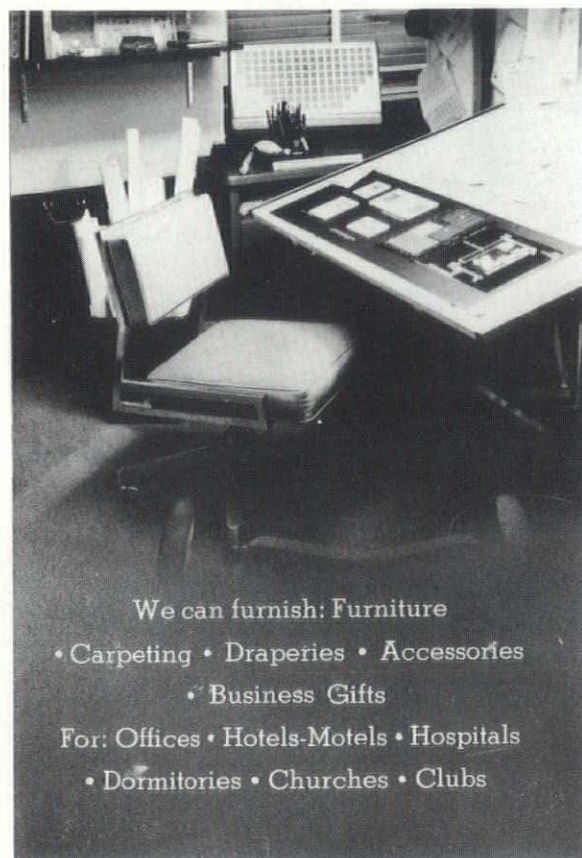
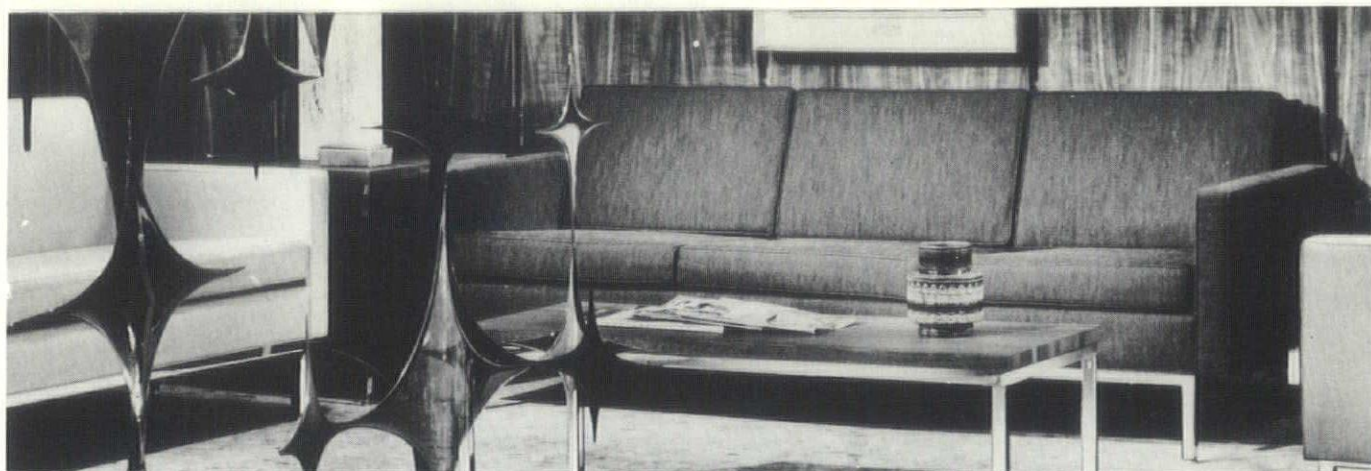
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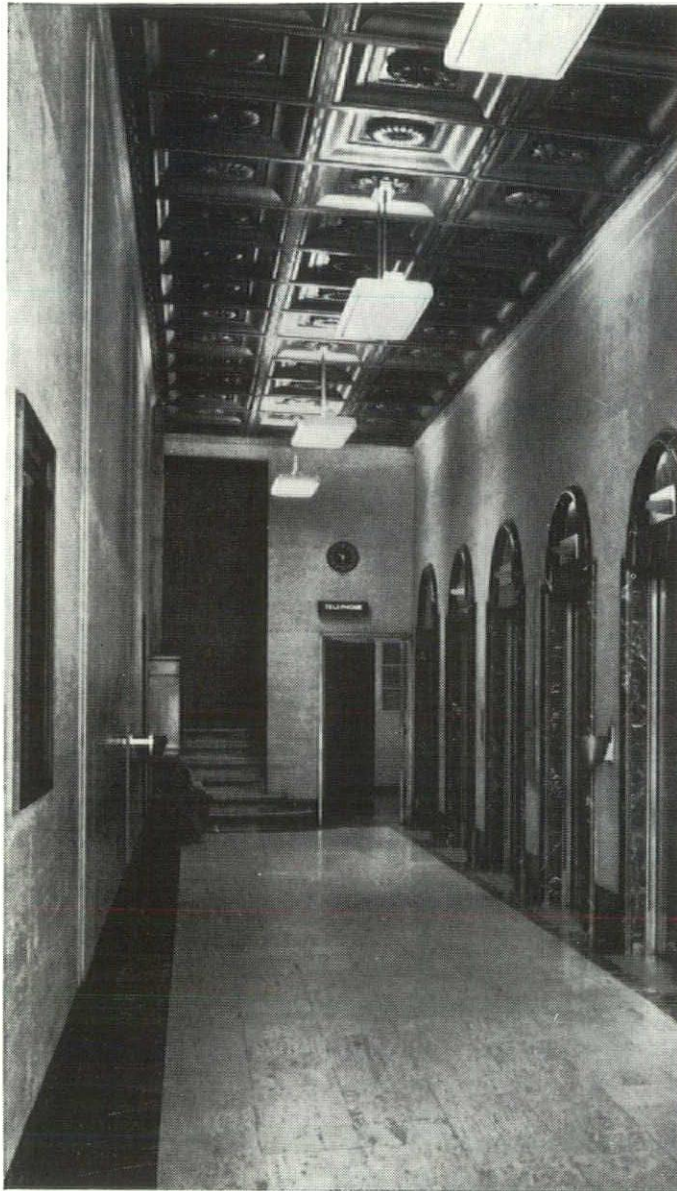


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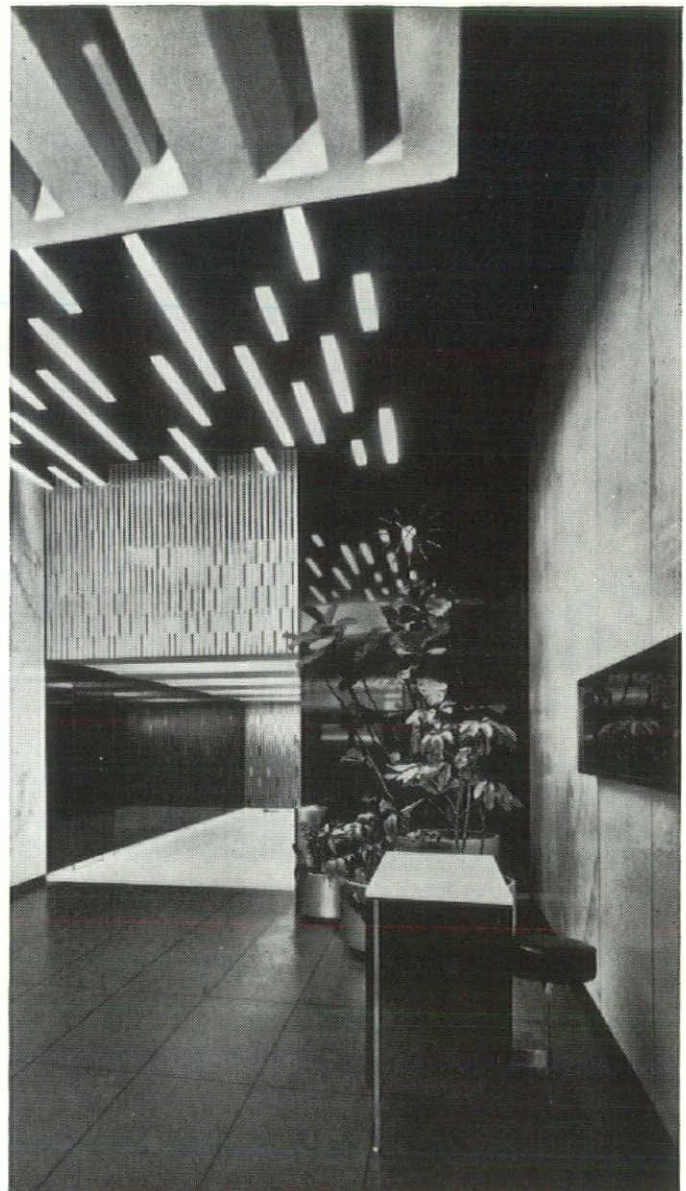
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A Challenge for '64

Nineteen sixty-four is an important year for Michigan's architects. Whether it is also a successful year depends upon what we do with the profusion of opportunities with which we are confronted. Opportunities for solid, meaningful contributions to Michigan's future through better architecture and environment are available in such numbers as may seldom, if ever, reoccur.

Firm foundations for the future have been made in the last few years with the beginning of a central office, improved publications and the very important creation of new chapters with strong local interests and responsibilities. These apparently diverse actions have a unity in their common cause. It is the common course of dedicated members of a maturing profession accepting their proper responsibilities in an increasingly complex society.

Among the opportunities and responsibilities of particular importance awaiting the mature professional and his society are these:

Improvement of legal registration procedures, enforcement and qualifications to safeguard Michigan's famed environment as one of her peoples' most precious and irreplaceable assets. No longer can architects permit marginal business practice or professional incompetency to exist unchallenged. Too often we have stood silent while shoddy practices, ethics and architecture were practiced by a few. The people of Michigan have every right to expect greater responsibility on the part of their architects. The dedicated, serious architects who make up the great majority cannot ignore this responsibility.

Assistance to our already fine schools of architecture in their continuing efforts to shape the education of future architects to meet the changing role awaiting those who have the vision and training to accept new and even more challenging responsibilities.

Increase the emphasis upon, and the opportunity for, post-registration study, research and improvement for all practicing architects. The quality of Michigan's architecture and environment is the responsibility of her architects. Each architect practicing in his own community must be a center of concern for the quality and spirit of that community through a vigorous, vocal and financially healthy practice. Through our professional groups we must strengthen our practices, refurbish our tools, rethink our goals to better meet this enormously important task.

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No Bids Due January 15

Architects are requested *not* to schedule bids from general contractors to be due on Wednesday, January 15. On this date members of the Detroit chapter of the Associated General Contractors of America will be at the Birmingham Country Club, Birmingham, Michigan, attending the chapter's 48th annual meeting.

Mid Michigan Chapter Reports Recent Meetings

The November 26th meeting of the Executive Committee was opened with a moment of silent meditation in memory of President John F. Kennedy. This was a meeting of members of both the 1963 and 1964 Executive Committees.

President Black reported on the joint meeting of representatives of MSA and MSPE for discussion of the Registration Act.

A letter was presented from Howard DeWolf, chairman, Chapter Affairs Committee regarding a meeting of the East Lansing Planning Commission at which a study of the Business District of East Lansing was discussed. DeWolf asked that chapter members be polled as to their interest in participating in the study.

President Black asked consideration of the adoption of a policy of having the immediate past president serve as an ex-officio member of the Executive Committee. It was agreed that this should be done informally for the coming year and that consideration would be given to amending the By-Laws accordingly.

At the December 4th luncheon meeting of the Chapter, Robert Smith, Chairman of the Education Committee introduced John Baker who presented an illustrated travelogue on his recent trip to the Netherlands.

The Executive Committee met again on December 11th at which time the need for a permanent chapter address was considered. It was the consensus of opinion that such a need did not exist at the present time. Also considered was the listing of the chapter president's name in the Yellow Pages of the telephone directory. It was agreed that this should be done with the stipulation that the listing read "Mid-Michigan Chapter, American Institute of Architects, President, Richard H. Stuckman."

President Black noted that the AIA-AGC Council had been reconstituted because of the increase in the number of AIA Chapters and that Mid-Michigan's representation would now be limited to one member. Art Zimmerman will continue on the Council.

AAP Map Congress

The Fifth Annual Congress of the Professions, sponsored by the Michigan Association of the Professions, will bring together representatives of all the foundations of Michigan, the deans of Michigan colleges and universities and representatives of the major professions from twenty states. The Congress will be held at the Jack Tar Hotel, Lansing, February 7 and 8.

The Congress will be an open meeting for all members of the eight professions represented in MAP regardless of whether they be individual members of MAP, or not.

Reservations may be made at the Jack Tar Hotel, Lansing. Programs and advance registration blanks may be obtained by contacting the Michigan Association of the Professions, Executive Offices, 120 West Saginaw, East Lansing, Michigan.

Hyde & Bobbio Move Office

Hyde & Bobbio, Inc., Mechanical and Electrical Engineers, have announced the removal of their office to 90 Delaware Avenue, Detroit, Michigan, 48202. The new telephone number is 871-0350.

Wright Associates Open New Office

Clifford N. Wright Associates, Architects, has announced their new enlarged office is now open at 4066 West Maple Road, Birmingham, Michigan. The firm, which holds a professional corporation charter, has engaged in the practice of architecture since 1949, doing residential, commercial, institutional and industrial work, including banks, churches, restaurants, shopping centers and apartment projects.

Clifford N. Wright, AIA, President, is an active member of the American Institute of Architects and past member of the Board of Directors of the Michigan Society of Architects. He holds registration in Michigan, Ohio,

Florida and Arizona. At present he is on the Committee for Residential Architecture, a National Committee of the American Institute of Architects.

The organization, which Mr. Wright heads, offers complete architectural services, consisting of project surveys, cost estimates, site development, design, including scale models and artistic renderings, architectural engineering, specifications and field supervision.

Western Michigan Chapter Reorganizing

With the granting of a charter to the Northern Michigan Chapter with the resultant loss of territory and members, the Western Michigan Chapter is undergoing a process of reorganization.

Officers have been elected from the members remaining in the chapter and a new committee structure has been set. Active committees will include the following: Executive Membership, AIA-AGC, Program and Practice. Held in abeyance for future consideration are APELSCOR and Great Lakes Regional Planning. Other committees will be activated as needed.

At the meeting on November 18th, President Sampson explained the Committee Structure, Treasurer Vanderploeg discussed the chapter dues and budget, George Sprau and Chase Black reported on work being done on the registration act and Charles W. Scurlock and Donald Stearns presented an outline for programming future chapter meetings.

The December 17th meeting was devoted to an address on the Small Business Administration by Louis C. Kingcott, Jr., AIA, Vice Chairman of the state's Region XV, SBA. Newly registered architects Norman Carver, Jr., Norman L. Hamann, Iver G. Olsen and F. L. Randall were guests of the chapter at this meeting.

State Board Announces New Registrants List

The Michigan State Board of Registration for Architects, Professional Engineers, and Land Surveyors announces that it has granted registration to 61 Architects, 342 Professional Engineers, and 37 Land Surveyors.

These totals include 38 Architects registered by written examinations, and 23 Architects registered by reciprocity from other states; 313 Profes-

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sional Engineers registered by written examinations, and 29 Professional Engineers registered by reciprocity from other states and 35 Land Surveyors registered by written examinations and 2 Land Surveyors registered by reciprocity from other states.

There are now approximately 10,000 persons registered in the State of Michigan as Architects, Professional Engineers or Land Surveyors.

Geographical Listing of Architects in Michigan Newly-Registered by Examination

Ann Arbor
John S. Christensen
Sven D. Fagerstrom
Minoru R. Inouye
Howard Francis Sims

Birmingham
Alvin F. Blair
Harold F. Van Dine, Jr.

Dearborn
Richard A. Brehmer

Detroit
Dario Bonucchi
Lewis Y. Craine
Ferruccio P. de Conte
Harvey Ferrero
Robert A. Gardner
Lyn Eliot Graziani
Bernad J. Gulowski
Thomas E. Hanawalt
Donald F. Richards

East Lansing
John E. Crouse
L. Duane Whitenack

Grand Rapids
Franklin D. Covert
John E. Kuieck
Gorden J. McCarty
Richard Karl Schmidt

Grosse Pointe Park
John Robert Politzer

Jackson
Iner George Olsen

Kalamazoo
Norman F. Carver, Jr.
Norman Lee Hamann
F. L. Randall

Lansing
J. Carroll Barber

Oak Park
Victor J. Shrem

Saginaw
Arthur Calvin Smith

Spring Lake
Robert J. Landman

Tawas City
Rosalin Herriman

Traverse City
Donald Omer Bouschor

Wayne
Emery David Reitzel

Wyandotte
Charles Allen Danowski

In addition to the Michigan residents listed, there were four out-of-state residents registered by examinations.

Paul A. Kennon, Jr., New Haven, Conn.
Robert W. Marans, Providence, R.I.
Fernel Verde Rozas, Moline, Ill.
Robert F. Vanderslice, Jr., Pittsburgh, Pa.

The roster of new registrants also includes 5 Michigan residents and 18 out-of-state residents registered by reciprocity.

Structure And Design Church Conference Themes

Structure and Design Philosophy will be the shared themes of the 1964 Conference on Church Architecture at the Sheraton Hotel, Dallas, April 7-9. Felix Candela will speak on "Structural Form in the Service of Eloquent Architecture" and Edward A. Sovik, AIA, will discuss "The Faith Our Forms Express."

The conference will feature round-table and seminar sessions for architects, clergy, artists and building committees. The annual exhibition of current architecture together with exhibitions of arts and crafts and commercially produced components will be offered during the conference.

The Dallas and Fort Worth Chapters of the Institute are sponsoring the conference, which is an annual joint activity of the Church Architectural Guild of America and the Department of Church Building and Architecture of the National Council of Churches. Information regarding the program, registration and entrance into the architectural exhibition may be secured from the Executive Secretary, Church Architectural Guild of America, Rm. 1004, 1346 Connecticut Ave. N.W., Washington, D.C. 20036.

Howard Miller Unveils Battery-Operated Clocks

Howard Miller Clock Company, manufacturer of electric built-in clocks, recently announced the addition of a full line of wireless built-in clocks that operate a whole year or more on one flashlight battery.

The new built-in wireless electrics are completely self-contained and each provides accurate timekeeping from a precision jeweled movement. The complete timekeeping mechanism requires a small opening of 2½" x 2½" and may be installed with regular household tools on any wall. Battery is easily replaced in minutes. The battery-operated clocks retain the design patterns of the standard electric built-in models offered by Howard Miller.

A. Howard Miller spokesman said that the complete line of Howard Miller wireless, battery-operated electric clocks is now available and carry suggested retail prices of \$25.95 and \$27.95.



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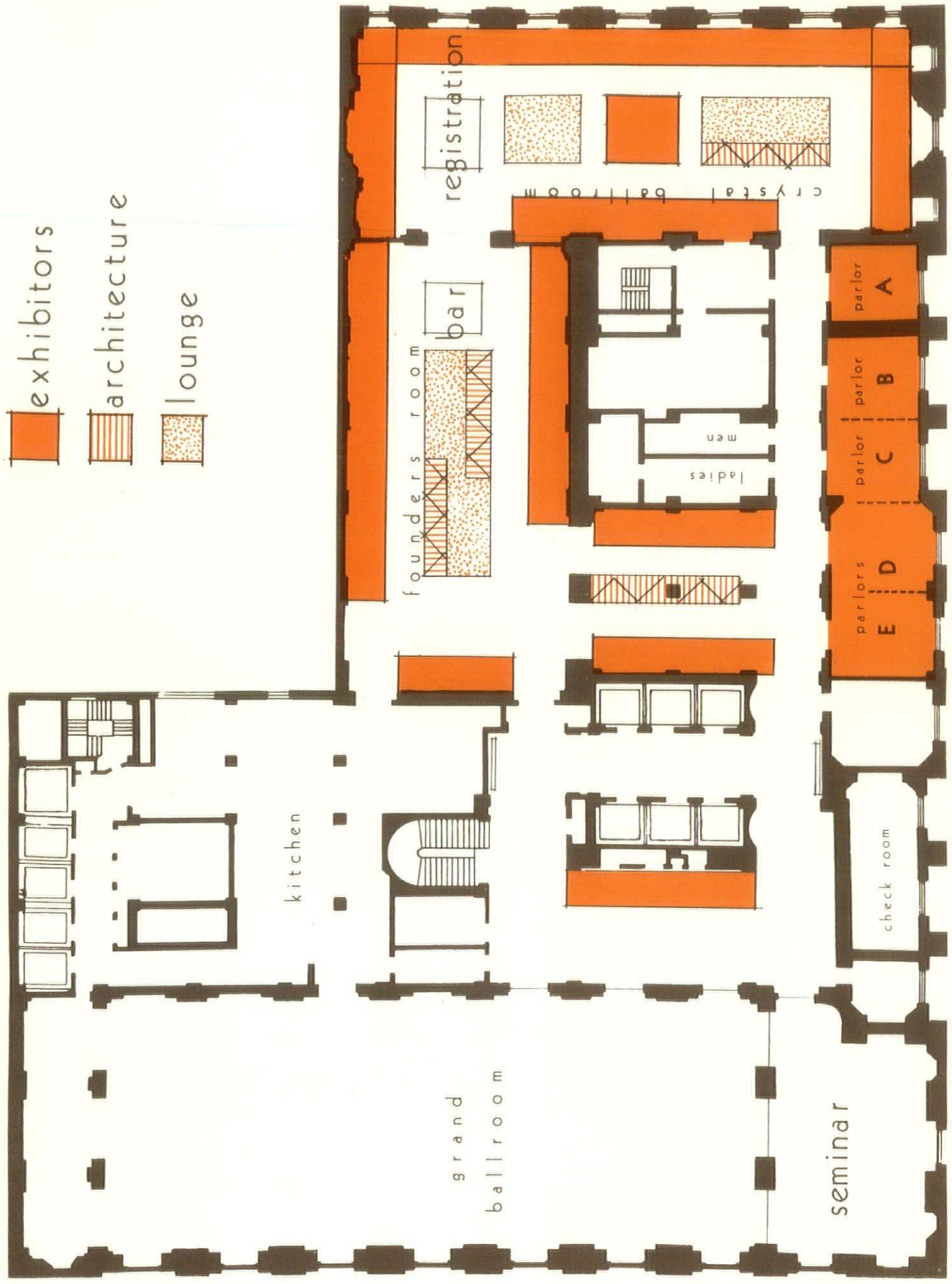
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Sanders Starting Sabbatical Leave

Prof. Walter B. Sanders, FAIA, Chairman of the University of Michigan's Department of Architecture has been granted a sabbatical leave for the second semester of the current academic year. During his absence from the University, an Acting Chairman will head the Department.

Prior to starting his leave, Prof. Sanders commented:

"I am investigating certain contemporary mathematical theories that appear to hold promise in their application to the design of buildings and to the use of computers in the process of building design. Specifically, Decision Theory and the Theory of Sets are being investigated as they might provide a formal, disciplined approach to building design. The potentials of Venn diagrams, Euhler circles, Graphic Theory, and combinatorial analysis are also being explored as methodologies suited to the design process and leading to the use of computers in determining optimal design solutions.

At present, the process of building design lacks a formal, disciplined approach, such as might be provided within the scope of current mathematical theory. No use of computers for design purposes has been reported in the professional journals, although such possibilities have recently been commented upon ("Computer Aids Hospital Planning," *Architecture and Engineering News*, March 1963, pp. 18). Further, only a scattering of reports has appeared in domestic journals on the design of building "systems," although such systems have found widespread use in Europe. ("Systems," consist of a minimum number of separate, industrially-produced, related elements that permit assembly of an entire structure, often including the mechanical system. The design, fabrication, and erection of such systems are, as a rule, proprietary and under a single responsibility.)

Investigation of the mathematical theories suitable to the purposes of the project consists of personal study and exchange of ideas with certain mathematicians in this country and abroad; exploration of the design of "Systems" is comprised of personal observation and study of the Larsen and Mielsen System in Denmark, the "Clasp" System in England, the Allbetong System in Sweden, the Coignet System in France, and others in the Netherlands, and Italy. The objective of the investigation is the production of a model hopefully validating and illustrating the approach to building design described above. If results are fruitful, it is anticipated that the professional

buildings societies and journals will provide the means of publicizing the findings.

Automation has gone far in bringing under control the safety and comfort-producing array of mechanical equipment which makes up a large part of contemporary building. It is now being used increasingly for structural computing and construction scheduling. The Critical Path Method (CPM) scheduling for building construction operations has been adapted recently for architectural scheduling operations. It seems fair to assume that with population increases in the years ahead, and the increasing number of buildings that will be required to provide shelter, that even wider use of automation will be required in the design and construction of buildings to meet these needs. It is hoped that the investigation described above might assist in bringing this about."

The end of the academic year will be the completion of Prof. Sanders' current four-year term as Chairman of the Department, a post he has held for ten years. He has advised the University and the College Administration that he does not wish to be considered for reappointment at the expiration of his present term. He has stated that he is "looking forward with considerable enthusiasm to a return to full-time teaching and the opportunity for research in architecture."

The Department Executive Committee studied the question of an Acting Chairman for the balance of the year and presented its recommendations to the College and University Administration for consideration. Announcement has been made that the University's Board of Regents, at its meeting on December 20th, appointed Edward V. Olencki, as Acting Chairman, for the balance of Prof. Sanders' unexpired term.

IES Announces Conference Schedule for 1964

The Illuminating Engineering Society (IES) has announced a schedule of nine conferences to be held during 1964. Of interest in the Michigan area is the Great Lakes Regional Conference to be held May 11-12 at Toledo, Ohio.

The 1964 National Technical Conference of IES will be held August 30-September 4 at the Fontainebleau, Miami Beach, Florida. The Southeastern and South Central Regions will be hosts at this event which is expected to attract more than 2,000 engineers, lighting experts, and guests.

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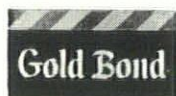
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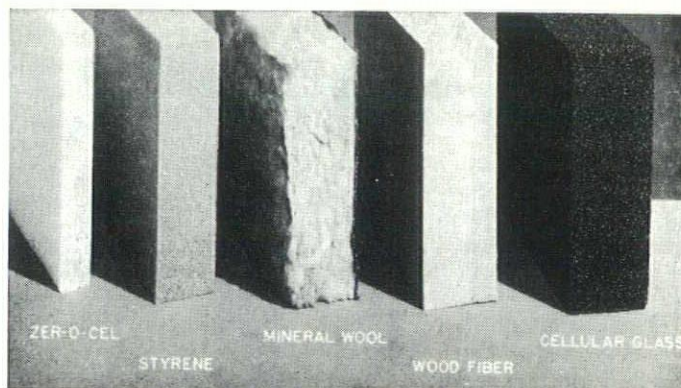
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Proposed Revision of Detroit Chapter By-Laws
At the Chapter meeting on February 13, 1963, Article 5, "STUDENT ASSOCIATESHIPS" was abolished. The Education Committee has submitted a proposed revision in the By-Laws to provide for STUDENT CHAPTER ASSOCIATES, to replace the abolished category.

Detroit Chapter By-Laws
At the Chapter meeting on February 13, 1963, Article 5, "STUDENT ASSOCIATESHIPS" was abolished. The Education Committee has submitted a proposed revision in the By-Laws to provide for STUDENT CHAPTER ASSOCIATES, to replace the abolished category.

The board of the Chapter has approved the proposal and submit it hereby for review by the membership. Voting on this change will take place at the February Chapter meeting at the Harmonie, Tuesday, February 11th.

PROPOSED
CHANGE TO BY-LAWS,
DETROIT CHAPTER, A.I.A.
ARTICLE 5
STUDENT CHAPTER ASSOCIATES

Section 1—Establishment of Student
Chapters — of Directors, upon

The Board of Directors, upon recommendation of the Education Committee, may charter and sponsor a Student Chapter in a school of architecture located within the territory of this chapter.

Section 2—Qualifications for Student
Chapter Associateship

- a) Any under-graduate or graduate student in a school of architecture may be admitted by the Student Chapter to Student Chapter Associateship.
- b) Whenever a Student Chapter Associate completes his collegiate training and becomes employed or otherwise engaged in the profession of architecture he shall be transferred to the chapter of the area in which he has established his residence or place of business and to the associate class.

Section 3-Termination of Student

Chapter Associateship

Chapter Associate
A Student Chapter Associate shall be terminated by the death or resignation of the Student Chapter Associate or by his engagement in a vocation other than architecture and it may be terminated as provided in Article 11, Section 4 and 5 and Article 14, Section 3.

Section 4—Cost of Student Chapter
Associateship

- a) Grants from the Detroit Chapter of any funds to assist the Student Chapters in their work or activities should be made, through the Chapter Education Committee, to the Faculty Advisor of the Student Chapter upon submission and review of a report of the activities of the Student Chapter. Such funds, unless specifically noted, shall be used at the discretion of the Student Chapter for its own specific activities.
- b) Admission fees, dues and assessments within each Student Chapter shall be determined by that Chapter and used for its own specific activities.

Section 5—Privileges of Student Chapter Associates

- a) While in good standing a Student Chapter Associate may attend and speak at any regular meeting of the Detroit Chapter, but shall not make any motions or vote thereat, nor hold any office. He may serve on any committee of the Detroit Chapter which deals exclusively with Student Chapter affairs.
- b) A Student Chapter Associate shall not print or permit to be printed or otherwise used in any manner or for any purpose the name, title, initials, seal symbol or insignia of this Chapter or of the Institute.
- c) Each Student Chapter shall be

allowed to use the insignia of the Institute if such symbol is clearly qualified by noting the name of the university and the Detroit Chapter. This privilege is allowed only for the Student Chapter letterhead and shall not be used by any individual for personal purposes. Before use the letterhead must be approved by the Education Committee.

Section 6—Faculty Advisor

A Faculty Advisor to each Student Chapter shall be elected or appointed with the approval of the school administration. The Faculty Advisor shall be a member of the Chapter and shall be appointed member of the Education Committee.

AGC Announces '64 Convention

The 45th Annual Convention and Exhibit of the Associated General Contractors of America, to be held at Las Vegas on March 2-5, is expected to attract the largest attendance in AGC history, according to early indications. This year's convention will be held at the convention center.

The exhibit will be held at convention headquarters, the Las Vegas Convention Center. With emphasis on new construction equipment, improved products and methods, and actual display of tractors, scrapers, crane sections and lift slab construction, for example, the exhibit will represent 100 manufacturers, management consulting firms and federal contracting agencies.

William E. Dunn, executive director of AGC, said that prominent speakers from business, government and labor will address the four-day meeting. Three days of committee meetings will precede the convention sessions.

Vice President W. Ray Rogers, from Portland, Ore., will be installed at the closing session as president for 1964, succeeding Charles Keller, Jr., New Orleans. Ira A. Hardin, Atlanta, will be installed as vice president.

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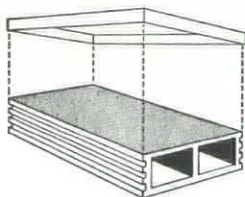


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Robert F. Hastings, FAIA (right), president of Smith, Hinchman & Grylls Associates, Inc., architects and engineers for the \$8-million Detroit Trade Center explains details of the development model to Albert Nelson (center), owner and developer, and Sigmund F. Blum, AIA, project designer, at announcement ceremonies December 16, in Mayor Jerome P. Cavanagh's office.



Architectural rendering of Professional Plaza. Dominating the Plaza will be three high-rise office buildings for physicians, surgeons and dentists.



l. to r. Ben C. Maibach, Jr., Robert E. Johnson, John W. Armstrong, Robert F. Hastings, FAIA.

Detroit Trade Center Development Announced

Plans for an \$8-million merchandise mart and office center in Detroit's "inner-city" were announced recently in Mayor Jerome P. Cavanagh's office by Detroit's Albert Nelson, owner and developer of the project. Named the Detroit Trade Center, the development will initially include two buildings—one six stories and the other ten—joined by a glass-enclosed tower, a parking garage for tenants and free surface parking for more than 500 cars.

According to the developer, Detroit Trade Center will provide—for the first time in the city's history—offices with adjoining display areas for local and national manufacturers, distributors, manufacturers' representatives and others with this special requirement.

Similar in concept to the world-famed Merchandise Mart in Chicago, Detroit Trade Center has been planned to meet the specialized needs of the city's automotive industry. One building will be reserved exclusively for those serving and supplying automotive industry. The second structure will serve those in the general wholesale field.

Nelson plans the project for four and one-half acres of land in the West Side redevelopment area. It will be bounded by the John Lodge Expressway, Howard, Trumbull and Porter streets. Sale of the land has been approved by the Detroit Housing Commission, agent for the city in the sale of urban renewal property, and by the Common Council.

At the ceremony Mayor Cavanagh commented:

"I am personally pleased to have the announcement of plans for this development—the \$8-million Detroit Trade Center as part of Detroit's continuing urban renewal program—made in my office. The outstanding service and unique facilities this office and display center will offer the community will assist in the growing success of the West Side redevelopment project. Mr. Nelson is to be congratulated for his foresight, confidence and personal investment in our city's future."

Architects and engineers for Detroit Trade Center are Smith, Hinchman and Grylls Associates, Sigmund F. Blum, AIA, vice president-design for the firm is project designer.

In explaining the design concept of Detroit Trade Center, Blum commented:

"By isolating the elevator and other service facilities in one central tower, it is possible to create ideally planned spaces in the two larger buildings. Another advantage is maximum flexibility with orientation in all directions. The vertical core, sheathed in glass,

will appear as a beacon of light from the adjoining expressway at night."

Detroit Trade Center is the 17th new development in the West Side redevelopment area. Completed projects include a Holiday Inn Motel, Florists Telegraph Building, and a number of distributorships.

Building Trades Group Exceeds UF Drive Goal

John W. Armstrong, president of Darin and Armstrong and Torch Drive chairman for the Building Trades Group, celebrated attainment of 103.7 per cent of goal in the recent fund-raising campaign with a luncheon for 65 of his fellow-volunteers at the Park Shelton Hotel on December 5th.

The Building Trades Group raised \$518,524, or 103.7 percent of its quota during the drive which ended November 7. It was part of the Building and Transportation unit headed by William R. Lynch, general traffic director of the Chevrolet Motor Division of General Motors Corporation which obtained \$820,916 or 109.1 per cent of its quota.

An 18 inch replica of the 54-foot torch which burns at the foot of Woodward Avenue each year during the Torch Drive was presented to Robert E. Johnson, vice president of A. J. Etkin Co., for his performance in achieving 110.1 per cent of the goal as a Torch Drive divisional chairman.

The Building Trades group is divided into three divisions. Each division is divided into sections. Honors for the highest percentage of quota by sections went to Gerald Diehl, AIA, of Diehl and Diehl Architects; Fred Auch Jr., of George W. Auch Co., and Dort Pettis of Walter L. Couse Company. Diehl and Auch achieved 110.1 percent, Pettis 110 percent, of goal.

Professional Plaza Plans Unveiled

Architectural plans for Professional Plaza—a \$25-million complex of office and commercial buildings to be constructed in the Detroit Medical Center—were presented December 5th to the Detroit Housing Commission. The complex of medical office buildings and related facilities is believed to be the first in the country to be developed as a comprehensive center.

Plans for the 15.4-acre project were unveiled by M. E. Arden and H. F. Campbell, co-developers of Professional Plaza and Gerald Crane and Norbert Gorwic, architect-planners for both Professional Plaza and the Detroit Medical Center.

The developers revealed that ground will be broken in early 1964 for the

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initial units of the development. The first of three high-rise professional office towers and an adjoining two-story office and commercial building will be erected along Woodward Avenue immediately south of Martin Place. Ample parking will be provided adjacent to the buildings.

The development, located in the southwest corner of the Detroit Medical Center, when completed, will be bounded by Woodward Avenue, Mack Avenue, John R. Street and Alexandrine Place. It will be immediately adjacent to Harper and Grace Hospitals and the Rehabilitation Institute of Detroit; will be within a short distance of the new Children's Hospital and the new campus of the Wayne State University College of Medicine.

The first high-rise professional office building will be a tower with column-free floor space and a central utility core. The tower will include a two-story lobby, 10 floors of office plus a restaurant on the top floor. The offices are reserved for the use of physicians, surgeons and dentists. Adjoining will be a concourse building of two floors, with a lower level connecting the two structures. The concourse building is being made available to medical service and commercial firms serving the medical profession.

Future plans for Professional Plaza include 12 additional professional office buildings, general office building, buildings for shops and stores and parking garages and decks.

Flint Area Chapter Reports Activities

Flint Area Chapter members met at Mr. C's Supper Club on October 18 for their monthly dinner meeting. Co-sponsored by the Structural Clay Products Institute Inc. and Grand Blanc Cement Products Company, the evening was climaxed by a presentation, actually a "sneak preview," of the major program of SCPI which will be shown nationally during 1964. The presentation, entitled the Contemporary Bearing Wall Program, was an interesting review of examples portraying the advantages and economies of load-bearing wall construction together with the esthetic qualities of texture, patterns, etc., which are possible through the use of clay masonry construction.

President Gerald E. Harburn has made committee assignments and charged chairmen with the responsibility of meeting with their members during November and December for the purpose of drafting programs, due January 1, which will outline committee goals for 1964.

Dale A. Suomela, Chairman of the Scholarship Committee which spon-

sors the Honor Awards Program, reports that the 1964 Program will be held on January 17, 1964. Projects will be submitted in the categories of Educational, Residential, Religious, Public Use, Hospitals and Health, Recreational and Remodeling. Projects will be considered for the following recognition: First Honor Award (all categories), Second Honor Award (all categories), Third Honor Award (all categories), Merit Award (individual categories) and Honorable Mention (individual categories). Only projects receiving Merit Awards will be eligible for First, Second or Third Honor Awards. The number of awards given, of any type, will be at the discretion of the jury.

The jury will be composed of Bruno Leon, Chairman, Department of Architecture, University of Detroit, Bruce H. Smith, AIA of Royal Oak, Michigan and Robert L. Wold, AIA of Grand Rapids, Michigan. All submissions will be reviewed by the jury at the Flint Art Center during the morning, and projects which are thereby selected for further consideration will be reviewed at the project sites during an afternoon tour.

Awards will be presented during the evening program which will be a Dinner Dance for members and their wives and guests. Honored guests will be the Jurors and their wives and Willis Anderson of Owosso, freshman student at the College of Architecture and Design, University of Michigan who is the present recipient of the Flint Area Chapter Scholarship. The Scholarship is made possible by the Honor Awards Program and chapter group projects.

The Special Projects Committee is currently finalizing preliminary studies concerning a new building for Flint Blue Print and Supply Company. The architectural services for this structure will be rendered as a chapter group project.

PCA Announces Seminars on ACI Building Code

The Portland Cement Association has announced a series of Profession Service Educational Programs of special interest to architects, engineers, designers and construction workers. The seminar on the new ACI Building Code, an introduction to ACI Code 318-63, will be held at three locations as six session courses.

The seminars are scheduled to be in Detroit—University of Detroit, Thursday evenings, 7:30 p.m., January 9, 16, 23, 30, February 6, 13; in Lansing—Albert Pick Motel, Wednesday evenings, 7:30 p.m. January 8, 15, 22, 29, February 5, 12 and in Grand Rapids—

Grand Rapids Junior College, Tuesday evenings, 7:30 p.m., January 7, 14, 21, 28, February 4, 11.

This program is open to the public, no fees will be charged. For program details and information write to Portland Cement Association, 900 Stoddard Building, Lansing 23, Michigan.



William T. Carter, Jr.

Carter Named Ford Associate

William T. Carter, Jr., AIA, has been elected an associate by W. B. Ford Design Associates, Detroit industrial design firm. A senior interior designer and architect, Carter has been a member of the Ford Design staff for four years. He is also responsible for the firm's CPM Program which establishes work schedules, manpower requirements and projects costs.

Carter received his degree in architecture from the University of Michigan in 1952 and became a registered architect in Michigan in 1956. Before joining W. B. Ford Design Associates, he was employed by Suren Pilafian, Victor Gruen and the Stran-Steel Corporation. He was also in independent practice with Isaac Green.

He is a member of the American Institute of Architects and serves on the Chapter Affairs and Program committees of the Detroit Chapter.

Sibyl Moholy-Nagy Speaks On "Art In Architecture"

As the culmination of its ambitious Festival program on November 16, 1963, the Allied Arts Committee of the Detroit Chapter of AIA presented Professor Sibyl Moholy-Nagy as guest speaker. The Festival events, which commenced with two gallery visits in mid-afternoon, continued on with a tour of the new Michigan Consolidated Gas Company Building, and concluded with a reception, dinner, and lecture in the building's fourteenth floor dining room. The capacity assemblage of 250 persons included a sizable group of artists and craftsmen, as well as a number of architects from Michigan cities outside the province of the De-

troit chapter. The crowd obviously enjoyed the profusion of slides, and enthusiastically applauded the speaker's forthright, rapid-fire commentary.

Mrs. Moholy-Nagy, who was introduced by the Chairman of the AIA Committee on Allied Arts, Mr. Louis Redstone, is Professor of Architecture at Pratt Institute in Brooklyn, New York. She is widely-known as a writer, lecturer, critic, and architectural historian. Her latest book, *Architecture in Venezuela*, will be published in early spring of 1964 by Praeger Publishers.

As she discussed the relationship of art to architecture and art to people, Mrs. Moholy-Nagy made it clear that her remarks pertained only to art in public places. Private art in homes or in other reserved environments is, she feels, quite a different topic; it is futile and inappropriate to subject it to this sort of critical comment.

Mrs. Moholy-Nagy indicated that she shared the frequently-expressed regret that contemporary architecture generally has failed to integrate the arts. Rather than presenting a nostalgic pictorial review of how this integration was achieved in earlier centuries, she dismissed the concepts that guided these "craft cultures" as difficult to transpose to our times. Instead, she quickly jumped to the impact of art on life in our industrial society; and she summarized some of the more recent forces astir in the art world.

In outlining the public responses to art in the Twentieth Century, Mrs. Moholy-Nagy touched on the eclectic art of the early 1900's, which is now considered inappropriate, but much of which was gracefully executed and satisfying in its dignity. She discussed the abandonment of the heroic statue as a common adornment of architecture. In our society, hero worship has been replaced by more complex attitudes. Reviewing the subsequent symbolist phase, she explained that literary connotations in art were abandoned as "dictatorship of the mind." The symbolist trend was overrefined and short-lived.

The 1923 Bauhaus movement, of which Mrs. Moholy-Nagy's late husband was a progenitor, tended to pull the artist from his pedestal and turn art into a purely geometric statement, often with utilitarian aspects. The constructivist revolt, which soon followed, promoted art of no other meaning than visual harmony. Mrs. Moholy-Nagy's argument with its contemporary examples is that it fails to establish an identity in the minds of the public for whom it is presumably intended. In many of its earlier forms, it was unfeelingly conspicuous; in some recent

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buildings, as at Yale, it is so bland as to be almost unidentifiable.

As an aside, Mrs. Moholy-Nagy noted that it has become standard fare for architectural critics reverently to recall the Gothic cathedral as the ideal example of how to integrate art with architecture, but she pointed out that this can only be accomplished in a new idiom. Certainly, she noted, one cannot create a Gothic feeling with pre-cast tracery. Preserving a traditional form does not establish a meaningful environment.

For some years the constructivist attitude has continued, but simultaneously the expressionist movement has developed. As described by Mrs. Moholy-Nagy, expressionist art projects the artist's personality. If it is successful, it achieves a very personal response in the viewer. In close relationship to architecture, a personalized response to public art is inappropriate. Expressionist art, stated Mrs. Moholy-Nagy, destroys architecture or architecture destroys it. If, as we believe it should be, architecture is a three dimensional, dynamic experience, an emotional response to art based on motionless contemplation is out of context with the environment. The only expressionist art praised by Mrs. Moholy-Nagy seemed to be those examples in serene naturalistic settings where contemplation is possible. Her concern with environment extended to example of constructivist art. Mrs. Moholy-Nagy pointed out that such truly beautiful works as the Lippold sculptures at the Pan Am Building and the new New York Philharmonic Hall are seriously marred by the distracting environmental factors.

Contemporary life is confronted with de-personalized experiences remote from psyche and perceptions. Even a building such as the Gas Company Building, the speaker commented, despite its handsome aspects, is essentially de-humanized. To meet the unconscious needs, technology is not enough. The average person instinctively searches for something else; and so he gravitates to the familiar, the identifiable, or to the gaudy excitement of Miami Beach modern. Architects fail to understand their responsibilities as "environment makers."

Implicit in illustrations Mrs. Moholy-Nagy chose to praise was the feeling that setting and environment . . . could be echoed and enhanced by art if that art is conceived not as a "fig-leaf" applique, but as foil and counterpoint to architecture. The examples she rated highly (the Miro wall and Calder mobile at the UNESCO Building in Paris, a terrace sculpture in Caracas, a mural and a sculptured horse at Wonderland Shopping Center,

the nude of the Barcelona Pavilion, the Noguchi stone "family" at Connecticut General, et cetera) were all relatively restrained in scale and dominance. All enjoyed neutral space to give them undisturbed settings.

Exceptions to this seeming preference for exterior embellishment were the sculptured screens for the GM Technical Center and the MIT Chapel by Harry Bertola (who happened to be a special guest at the banquet and lecture). Mrs. Moholy-Nagy praised the screens, and commented that they were almost unique as interior art in that the sculpture did not intrude on the architecture, and the architecture did not intrude on the sculpture.

In conclusion, Mrs. Moholy-Nagy stated that we cannot recapture the primitive purity of early cultures where, instinctively and spontaneously, art was used to enhance architecture. We can however ignore the world art market, which tends to intimidate us into perpetuating cliches. For answers, we can look only to ourselves and to the future. Only by attempting to work directly and intuitively, can we enjoy what Mrs. Moholy-Nagy terms the "intimate, solemn relationship" with art which can enrich architecture.

Wallace B. Cleland

Letters

Dear Jim:

On behalf of Producers' Council, I certainly want to thank you for the fine coverage you gave us in your recent MSA Bulletin concerning our upcoming Christmas Party. Certainly it is of great importance to the Council to know that the journal does feel that the Producers' Council and the MSA as well as the A.I.A. can jointly do things which will be of mutual benefit not only to both organizations but also to the industry as well.

Very truly yours,
J. J. Panella
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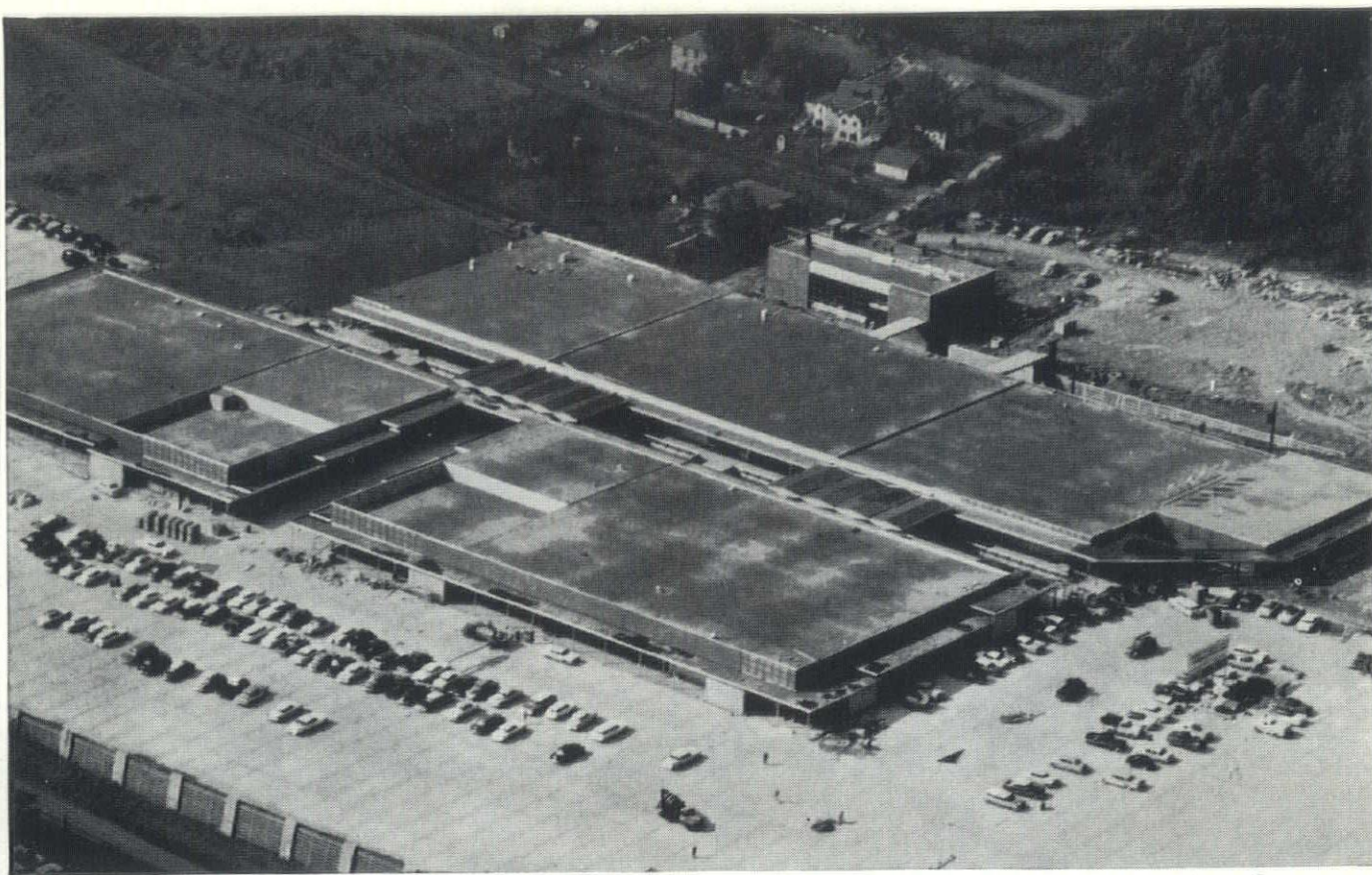
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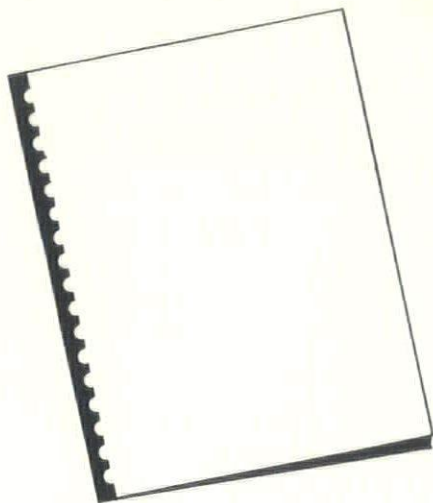
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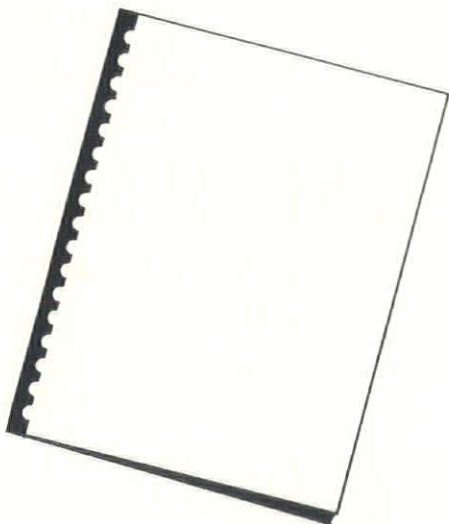
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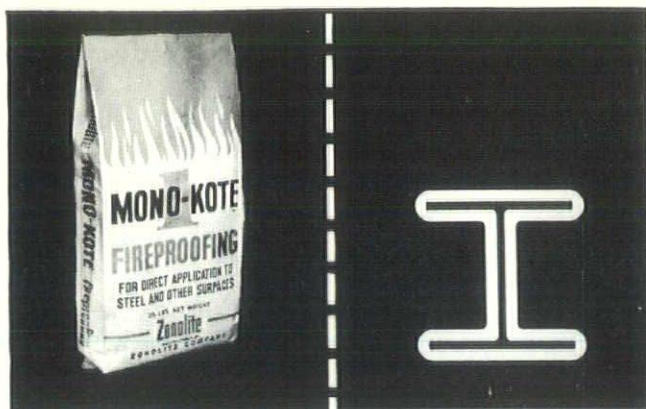
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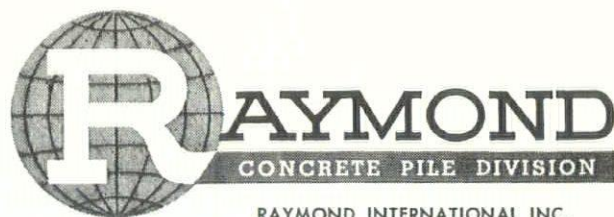
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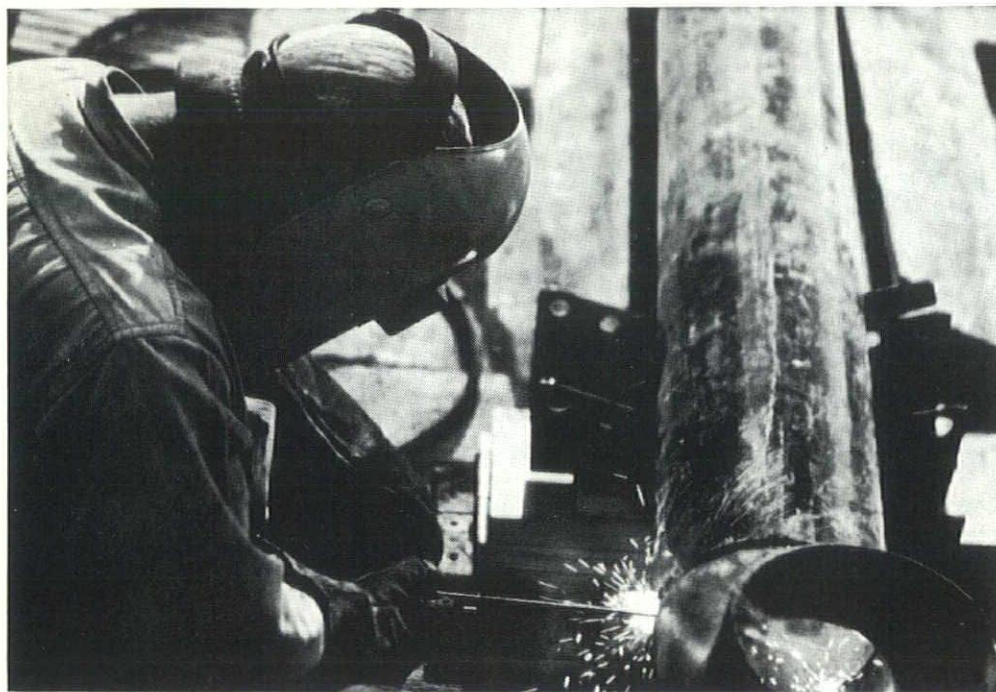
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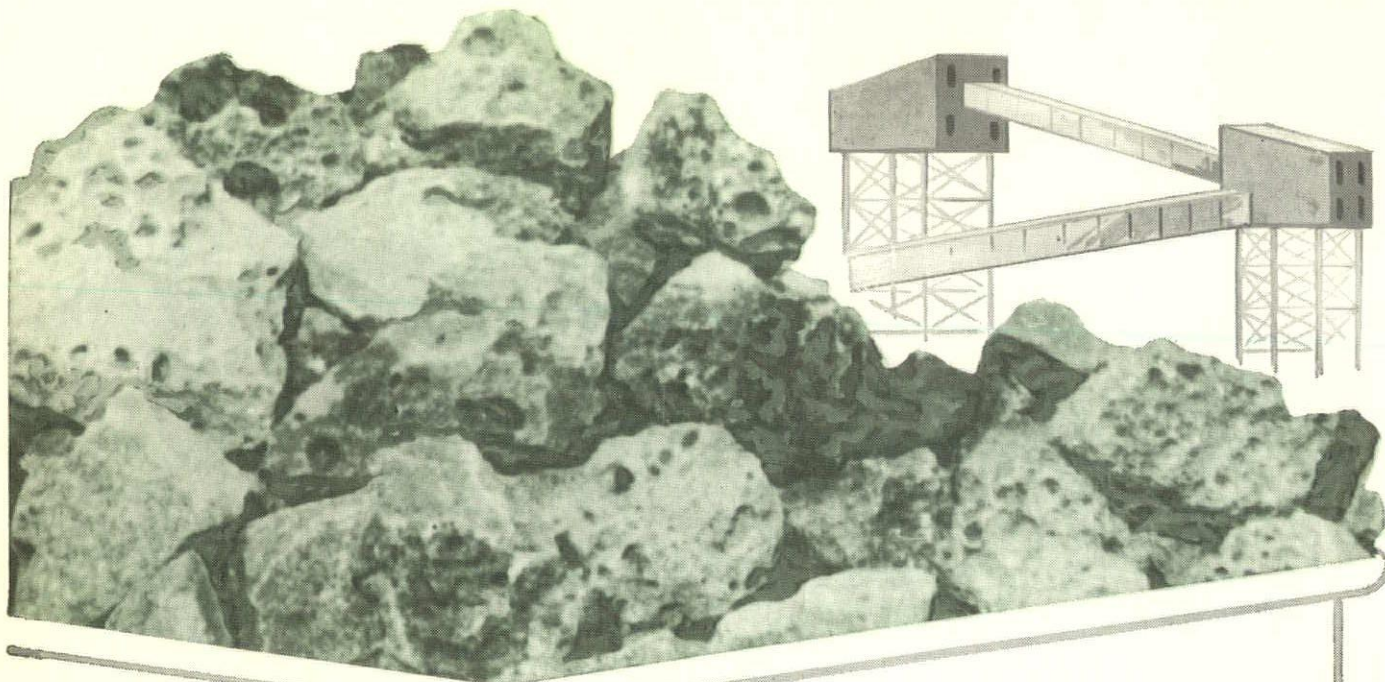
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