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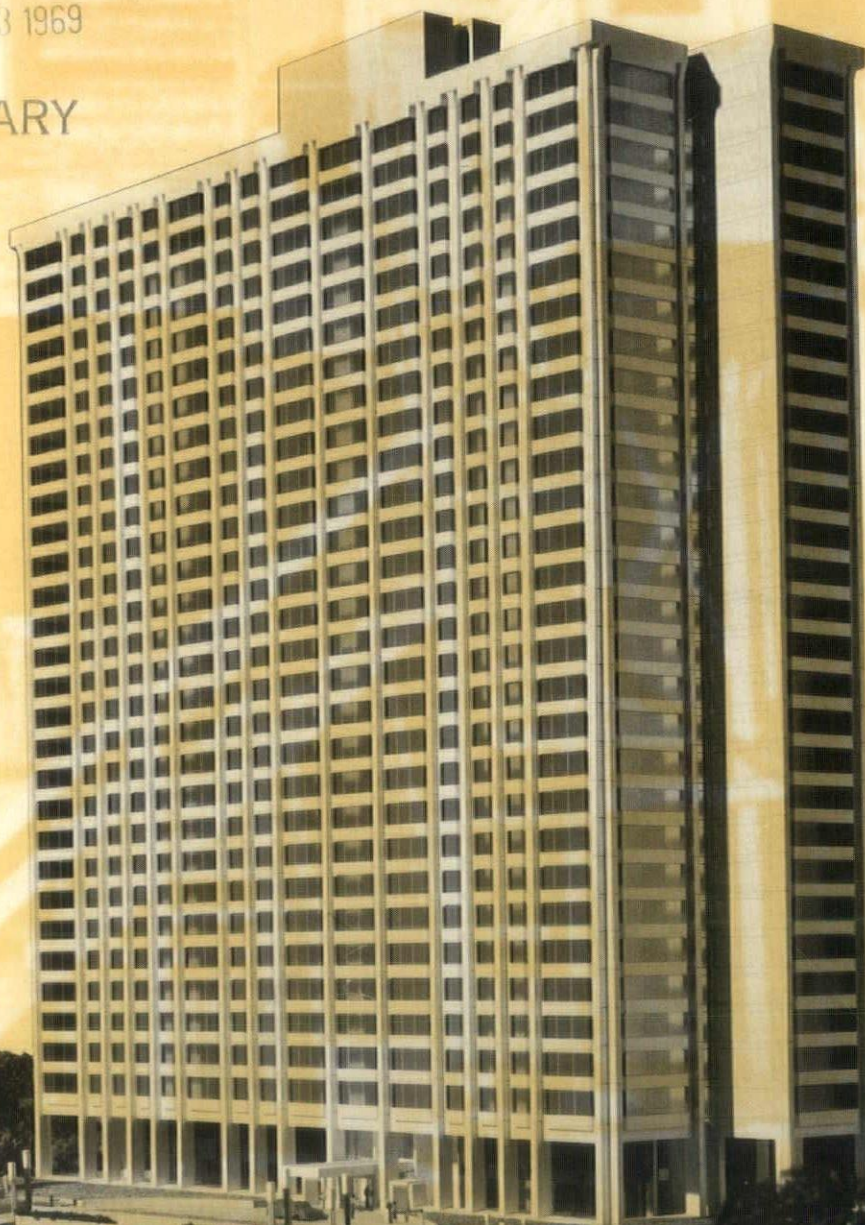
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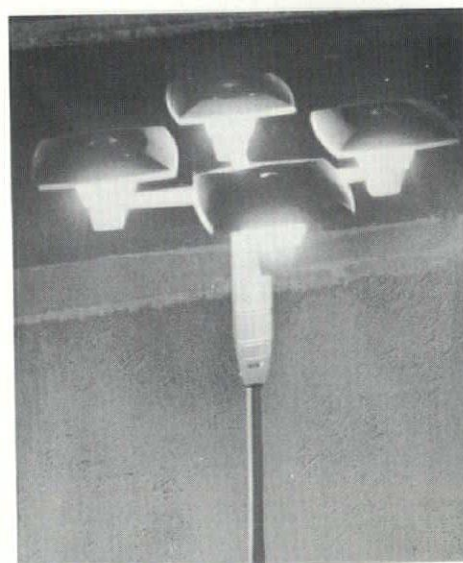
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EDITORIAL

The Role of Private Industry in Housing

By Joseph F. Savin, AIA
Chairman, Committee on Housing
Detroit Chapter, 1970

In discussing the role of Private Industry in Housing, it is fair to state that the only significant role in housing to date has been played by private industry. Historically, the U.S. has always built under private auspices. Government has occasionally stepped in as a client as it does for Public Housing or for housing its own, but never in a way that represents a large part of the housing market, more importantly, Government has tended to modify or regulate the housing market in an indirect manner. By controlling fiscal policy, it can, at will, open or close the flow of money into the housing market. It can control design and standards through its agencies by determining which mortgages will be insured by the full financial strength of the U.S. Also, it determines which and what kind of housing will receive the limited amount of subsidy for housing that congress in its munificence is prepared to appropriate. Nonetheless, all the foregoing is peripheral to the construction industry. The real work in housing has been and will continue to be primarily the

role of private industry endowed with a profit motive.

This situation in the past has sometimes worked extremely well, and it has also had its serious flaws. Private industry in and of itself is a neutral force in solving housing problems. When given an inducement, it has been capable of marvelously designed projects which are landmark achievements of our times. Also, when properly cajoled, it has been capable of turning out vast amounts of moderate income housing efficiently and at low cost.

We need merely to harken back to the old 608 F.H.A. program after World War II. Private industry literally extruded apartment buildings to fill a critical housing need. Though an important social need was met, it was only done at the price of heavily rewarding builders. Thus we remember the 608 scandals where mortgages were given for 110% of the cost of construction and builders were able to walk away with huge returns. It can be argued, however, the end of new housing was well worth the means of possibly excessive profits. In any case, like it or not, as a practical matter, we are faced with looking to private industry for future housing. Private Industry is neither good or bad. The constraints and directions society places on the industry will determine the character, quantity, and quality of future housing.

If private industry is to dominate

the housing field, it is important to note who are today's housing developers and what trends we can see as to who the future developers will be. Traditionally, the housing industry, though the largest of industries, is terribly fragmented. Even today there is no single developer who has more than a few percent of the total market. Contrast this to autos, steel or oil, where we have a prevalence of single giants who control sometimes as much as half of the total market. Until recently almost all developers were small individual or family type operations, where a single strong willed promoter was able to juggle his way through completion of projects. Characteristically, he was under-financed, over-extended, and only moderately knowledgeable of technical matters. A sudden downturn in the market was an instant disaster. Looking at the large number of business failures in the building industry, we realize how little staying power the average small builder had. Recently we have seen the market being increasingly dominated by larger building companies at an ever accelerating rate. The reasons for this are fairly apparent. Projects today, for efficiency, are being built on an ever larger scale. This requires larger firms who are able to finance the bigger tab of front money and have the organization and capital to handle the larger scale. Thus we see the advent of the super builders such as Kaufman & Broad, Del Webb,

and locally, the Smokler Company. In the future, this tendency will become even more aggravated. Studies today indicate that minimum numbers of 2500 housing units are necessary to amortize out the cost of industrializing housing.

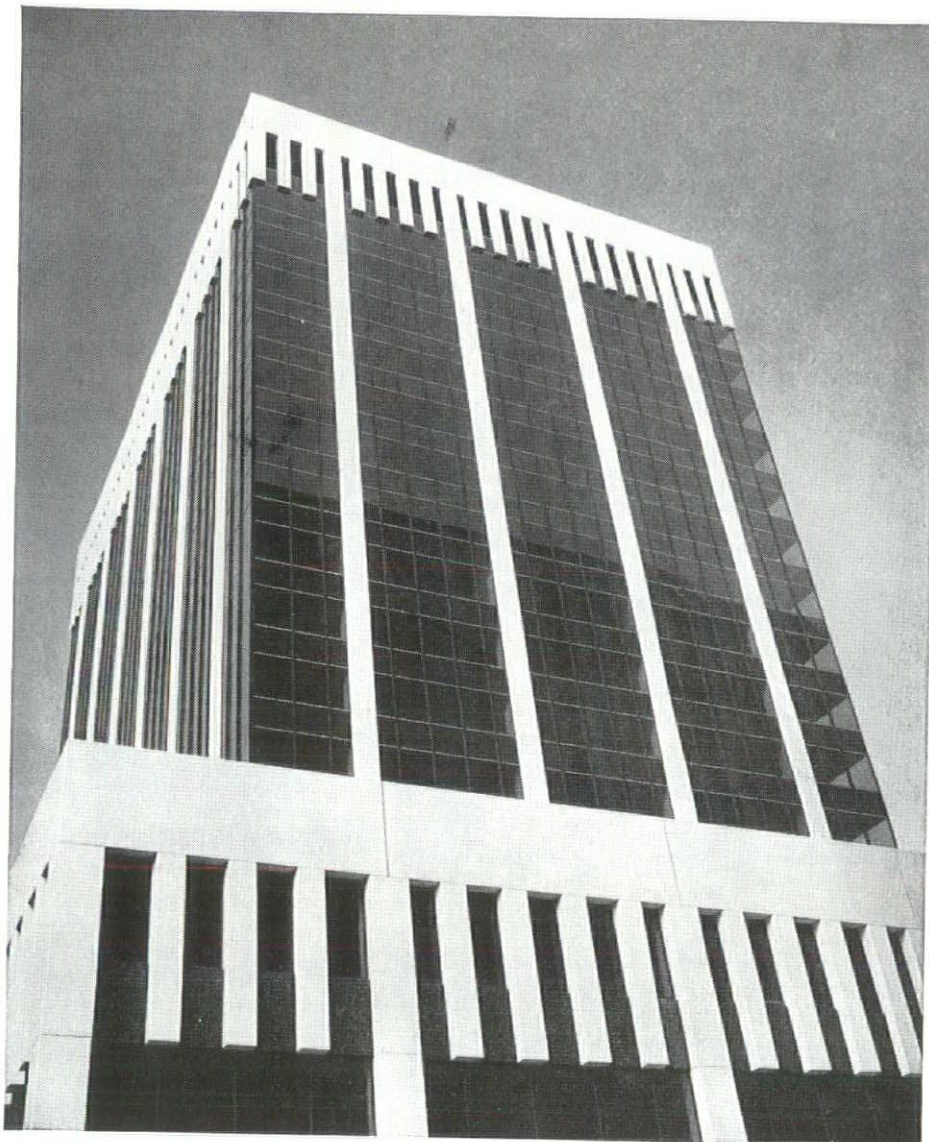
Another important change, however, has taken place that is even more significant. For the first time, large corporations, which were never involved in housing are entering the field. The reason for this is that the housing market is consistently becoming a seller's market. The housing shortage being what it is today means that a reasonably efficient and properly financed building company is almost assured of success. Insurance companies, industrial complexes and public utilities will increasingly become part of the scene. These companies see an opportunity to capitalize on this seller's market. They can do so by taking advantage of their enormous financing abilities. This, of course, is a possibility that is closed to the old housing entrepreneur who only had sheer nerve to offer as a contribution.

One of the most interesting advents into the housing market has been the Michigan Consolidated Gas Company. Partly for social reasons and partly for profit, they have entered into the moderate and low cost rental market. It might be that public utilities are suited to the maintenance and service of rental housing units over long periods of time. This maintenance and

service closely parallels the kind of work the public utility performs in their primary business.

One aspect of housing that will continue to prevail is government involvement. Private industry will continue to take the lead from government. This will be seen in two ways. Firstly, by controlling the degree of subsidy to low cost housing and by adjusting interest rates. Secondly, and more important, through its agencies such as the F.H.A., it will set the standards of quality and determine the character of most housing. This, like private industry's involvement in housing, is neither a force for good or evil. Some of the finest housing projects in the Detroit area such as Lafayette Park, Regency Square, 1300 Lafayette and Elmwood have been done under F.H.A. auspices. At the same time, some of the bleakest single family residential neighborhoods have also come about under F.H.A. insured mortgages. What we will see then is a continuous reinforcement of this relationship between government and private industry. Whether our physical environment will be the better for this is yet to be seen. Ultimately, it is the commitment of the American people as a whole as to whether or not the pressing social problems of inadequate housing will be relieved by greater subsidy. As to the quality of design and construction, much will depend upon the involvement of the architectural profession.

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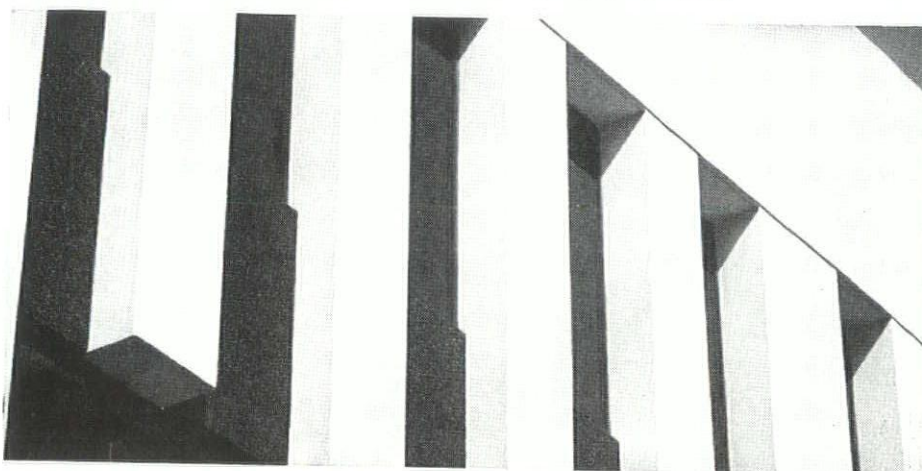


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Response! Not Defense

By William F. Bunting
Community Advocate Planner

Poor people, particularly poor black people, are being displaced and pushed around by urban renewal and "public improvements". Open housing policies are a legislative myth. Services to all poor communities are inadequate and frequently non-existent. Housing occupied by the poor is nearly always substandard often under numerous sets of criteria. Low-cost housing is virtually non-existent now and in the foreseeable future. Thousands of inner-city residents die annually as a result of social conditions over which they have little or no control. Equal opportunity is being verbalized by nearly every segment and aspect of society but being implemented by none. Yet, we claim to be the richest, most advanced nation in the world.

The architectural profession is supposedly concerned with the human environment. The profession has also, in the words of Robert Yokom in a letter dated April 10, 1969 to all members of the Detroit Chapter AIA of which he is president, "long Proclaimed . . . the leadership" in the area of the development of a new urban environment. Functioning in a capitalistic system, the architectural profession has responded to those who can afford its services. In order to survive this is necessary, but, in doing so, the profession has indirectly contributed to the conditions which have been previously mentioned. Given the benefit of the doubt and being realistic, much of this has probably been unintentional. In order to redirect this tendency and assist in the creation of a better human environment for all people however, the profession, notwithstanding technical competency, must become more socially conscious and committed. In order to effect social and economic conditions which will make an improved physical environment also possible, the architectural profession must become a strong political lobbying influence on the decisions which direct the condition of the human environment.

Young graduates of all professional institutions are more frequently, but not frequently enough, looking for new vehicles through which our skills can be applied and for doing what "we feel has to be done". While professional organizations are defending their "Professionalism" and telling each other how important and valuable they are, the problems are getting worse and a small number of individuals are trying to work toward solu-

tions of the problems. Solutions are seemingly unobtainable since too many are not even willing to admit to the dynamics of the problems or that they even exist.

Poor people, through grass roots organizations, have been fighting for survival much longer than those who label it as "fashionable" are aware. Grass roots organizations have become highly sophisticated in their ability to understand and deal with the problems facing their communities. Technical assistance to such groups has been rare and unobtainable. That which has become available has often been through contributions frequently involving young graduates seeking new vehicles of involvement. Such assistance has often been viewed by grass roots organizations with distrust and skepticism. This attitude has been justified by the frequently present paternalistic tendencies of those offering services. Community control, which is the implementation of the platitudes of democracy, is the only condition under which most grass roots organizations want technical assistance. This does not imply by any means subjugation of the role of resource persons, but rather an application of these technical services to the needs and desires of the organizations as they define them. To be successful, such a working relationship involves three requirements of technical resources: (1) technical competency, (2) social understanding and consciousness, and (3) commitment to social equality in a just, unbiased manner.

The Detroit Chapter AIA like those chapters in some other large cities has expressed some concern about the urban environment through a stated intention of setting up Community Design Centers. Such centers would be staffed with people with design, landscape, etc. backgrounds and would work on projects initiated by community groups. Guidelines for such centers were written in March of 1969 and indicated absolutely no community participation in establishing or administering them. Community participation was limited to project initiation.

The opportunity for the Detroit Chapter, AIA to get involved in a similar endeavor also occurred in early March of 1969. Woodward East Project, Inc., a self-determined people's organization, fighting for survival in the inner-city Detroit area bounded by Mack, Chrysler, Gratiot, and Woodward, had just purchased a house with

a vacant store-front attached on a corner (Alfred and John R) in the center of the community. The AIA was approached and asked to assist in making the store-front operational as a sort of design center. Although there were no financial resources involved the AIA had the chance to work as a partner in the establishment of such a center. The Executive Board and the Housing Committee of the Detroit Chapter AIA decided to take advantage of this opportunity and made a commitment to assist in this effort.

The completion of this effort has been the result of the efforts of numerous people, three or four of which are members of the Detroit Chapter AIA. It has become obvious to many of those involved that the commitments to make this effort succeed are totally personal and do not represent the Detroit Chapter AIA or even that chapter's Housing Committee. The personal commitments, however, of those individual members of the Detroit Chapter AIA have been strong and have resulted in much labor and donations of nearly all the materials needed in repairing the store-front.

Hopefully, this center will succeed. It is just a part of the many efforts that must be undertaken in the inner-city, other areas of the city, suburban communities, and even the rural areas if the kind of institutional changes that are needed will ever occur. If this or other efforts do succeed it will probably be the result of individuals who are sincerely concerned with improving the human environment. If this specific effort does not succeed as originally conceptualized the Woodward East community and many others like it will continue to fight for survival and institutional change. Those who want to join in such active efforts will be allies not saviors, and those that do not will fall further behind continuing to discuss what they should be doing and getting further from the opportunity and ability to do anything. The problems exist and the challenge to eliminate them is overwhelming. If the architectural profession and other professions are to become participants, rather than observers, in an active progressive society the challenge must be accepted.

Editor's Note:

The preceding article expresses the opinions of the author and not necessarily those of the Monthly Bulletin or the MSA.

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Community Involvement

By Jack Brown, AIA
Chairman, Committee on Housing
Detroit Chapter, 1969



Never before have such a deluge of articles, statements and exhortations appeared concerning the problems of adequate housing, particularly as they apply to lower income groups, and more particularly as they relate to those groups within the inner city; and therefore, bear on the survival of cities themselves as a place to live. The architectural profession is intrigued by the scope of the problem, the social-environmental implication and the technical innovations on the horizon that could be instrumental in the solutions. This interest is shared by a good many of our fellow citizens who are dismayed with the foulness of much of the poor's housing and the resultant problems and are conscience driven to support decent housing for those who cannot afford it.

We perhaps accept a simple statement of the problem—to provide a living environment for all placing the highest values on civilization, health, comfort, convenience and enjoyment. But achievement of these ends runs into a multitude of incredible complications. Facets of the problem are social, economic, vested interest, municipal interest, entrenched labor, legal and procedural steps at all levels of government to name a few. The most obvious of these is economic, the problem of financing new housing. The popular panacea of vast funding from the Federal government has proved a false one. Available Federal funds are found at present to be either entirely depleted or woefully inadequate. Private funds which must show a profit on their use are rarely available for projects whose rent structure

or sale price must be absolute minimum. And so the problem of money persists.

Old style Urban Renewal, which was largely Federally funded, became a dreaded thing for the inhabitants living in the path of the bulldozer swath who could find no substitute housing at rents they could afford and could not, several years later, afford the rents of new construction. These people have to fit into the already short supply of lowest rent slum rooms and in effect slip downward on the economic ladder.

Because of these and other encroachments and in an effort to solve their own problem, old neighborhoods in the inner city, have formed themselves into extremely cohesive communities represented by committees of devoted people with a keen knowledge of legal and municipal matters and of Federal programs. These groups stand on the principal of self determination for their community and fully intend to control its planning and development as well as protect it from further encroachments. Suburban areas seldom, if ever, have this "back to the wall" cohesiveness of inner city communities.

Perhaps these community organizations are our best hope for they engender individual citizen involvement and insure that planning and development will be carried out at a human level and in the light of the residence citizen's experience and aspirations. Hud's Model City Program takes this into account, providing as it does for community participation in the dispersal of funds.

Looking backward it would seem that practically all urban environmental problems such as water, sewage, etc. are solved on the municipal level. Perhaps the vast housing prob-

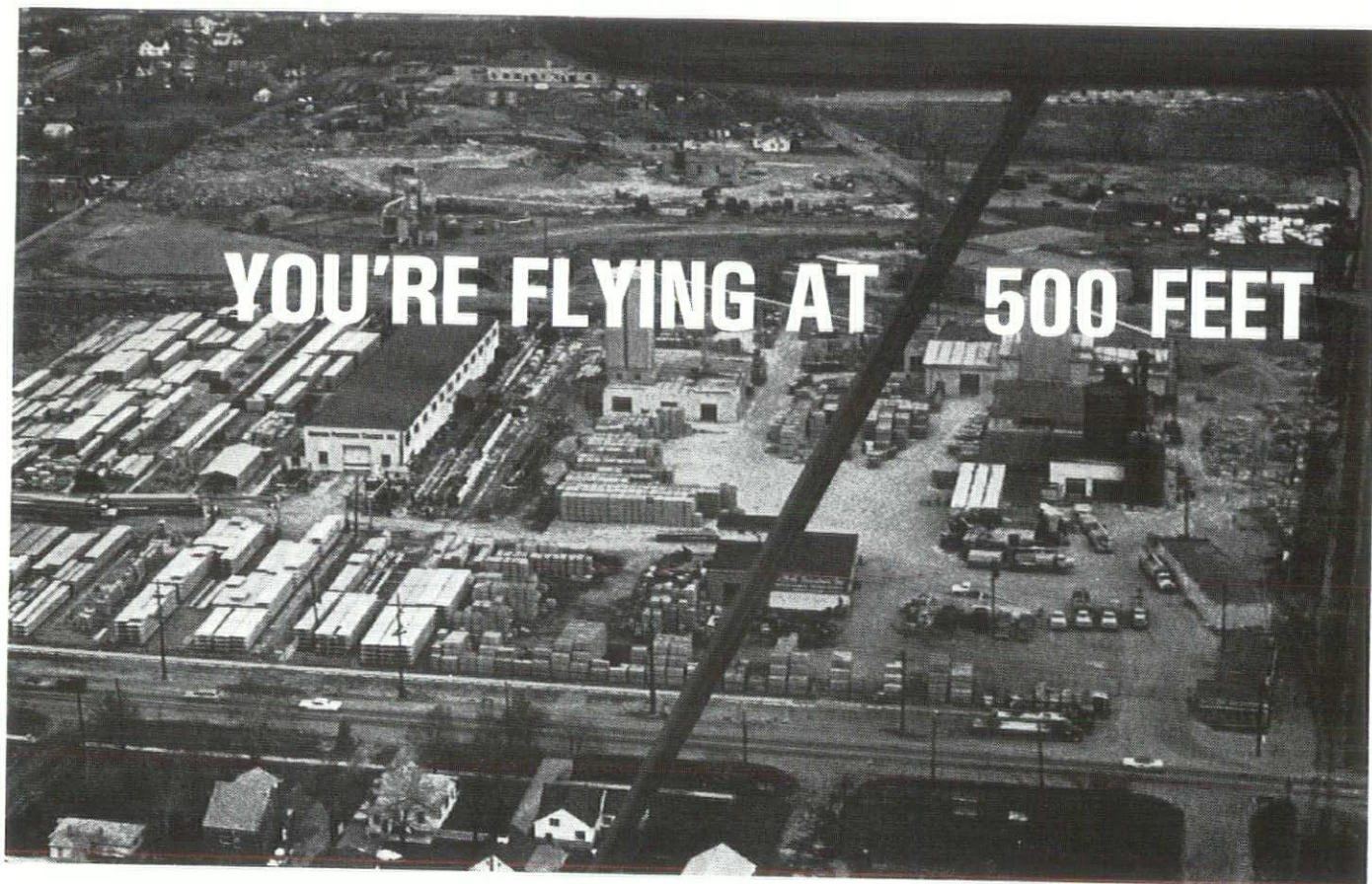
lem will also be solved on the local level but with the aid of the Federal Government, technology and other areas of our economy.

The individual architect concerned about low income housing faces many frustrations in attempting to help. First of all, he does not know enough about his potential client, the person or family who is denied any choice in where to live and must live in one of the limited number of minimum rent units. The AIA, through local chapters, is setting up urban design centers to help communities and individuals solve planning and building problems. These should provide excellent training grounds for the architect.

The architect, to be effective, must have a working knowledge of Federal, State and Local programs and of potential lenders and their requirements.

Bearing in mind that there is no really low-cost new housing, many low income people will probably be forced to live in ancient decaying structures. How to make these more livable and sanitary is an architectural problem. Many of us who would like to participate in broad sweeping programs may have to be content with solving local specific problems even with the knowledge that the resultant housing is temporary.

Optimistically, our efforts will produce some concrete results in better living in the depressed neighborhoods of our urban centers and further, spur a renaissance in urban living. Other forces at work are beginning to cope with other aspects of the broad problem with such tools as pre-school education, better education, youth counseling, job opportunities, etc. so that hopefully, a new generation will not have to bear living in squalor but will have incomes permitting them to live in housing of their choice.



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Slayton to Head National AIA

William L. Slayton, 52, President of Urban America, Inc., has been appointed Executive Vice President of the American Institute of Architects by the AIA Board of Directors. He will move to the AIA position by the end of the year. The announcement was made by Rex W. Allen, FAIA, President of the AIA.



William L. Slayton

Slayton was recently named President of Urban America after having served for three and one half years as executive Vice President. The top AIA staff post has been held by William H. Scheick, FAIA, 64, who, since January 1961, has been executive Director. He will remain with AIA on a special assignment basis.

In announcing the appointment, Allen said, "Bill Slayton will bring to his new job extensive experience and involvement in the nation's urban problems. He will use this background to organize and direct the growing number of Institute activities related to the urban scene. On the local, state, and national levels, AIA has become increasingly involved in public and social issues. As Executive Vice President, "Bill Slayton will give added impetus and direction to AIA programs directed toward broader concepts and a higher level of environmental design, as well as expansion of professional development." Urban America, Inc., is a private, non-profit, national organization committed to improving the social and physical environment of the nation's cities. Slayton will be the first non-architect since 1949 to serve as executive staff director of AIA, which symbolizes a broadening of Institute programs, that in the past have been primarily directed toward improvement of the professional performance of architects.

Before joining Urban America, Slayton served for five years as commissioner of the Urban Renewal Ad-

ministration of the Housing and Home Finance Agency. Earlier, he had served as a field representative while the urban redevelopment program, authorized by the Housing Act of 1949, was in its development stage.

Between "tours of duty" with the HHFA, Slayton was redevelopment director of the National Association of Housing and Redevelopment Officials, and vice president for planning and redevelopment for Webb and Knapp, Inc. He was also the planning partner of the architectural firm of I.M. Pei & Partners. A graduate of the University of Chicago with an A.B. in municipal government (1940) and an M.A. in public administration (1942), Slayton began his career as a planning analyst for the Milwaukee Planning Commission. Later he was special assistant to the Mayor and City Council of Milwaukee. After military service in the Navy during World War II, he became assistant director under Professor Coleman Woodbury of the first comprehensive research into the problems of urban growth and deterioration.

Slayton has written extensively in the field of urban renewal. He has been honored with the Gold Medal Medallion of the British Royal Institution of Chartered Surveyors. He is chairman of the Board of Directors of the National Housing Research Council and a member of the board of the Washington Planning and Housing Association, the Potomac Institute, the National Housing Conference, and Arena Stage. He is a member of the American Institute of Planners, American Society of Planning Officials, and the National Association of Housing and Redevelopment Officials.

Hastings to Advise New Construction Foundation

Three architects have been named to help advise the first permanent, funded effort to solve construction industry problems.

Rex Whitaker Allen, FAIA, of San Francisco, President of the AIA has appointed AIA President-elect Robert F. Hastings, FAIA, Detroit; Jack D. Train, FAIA, Chicago; and Robert W. Cutler, FAIA, of New York City to the Architects Advisory Committee to the Construction Industry Foundation.

Additional architects from other parts of the national will be added later to the group which is sponsored by AIA.

The foundation, with offices now in Philadelphia's Fidelity Building, ex-



Robert F. Hastings

pects to have an annual operating budget of around \$500,000.

Incorporated in the District of Columbia last May, the non-profit foundation seeks financial order and reform in the sometimes chaotic building industry. It will suggest methods and solutions to problems and abuses that help hike building costs and reduce quality of construction, according to Robert G. Cerny, FAIA, Minneapolis, President of the foundation.

The new educational organization also will examine bidding abuses, soil exploration and survey hazards, professional responsibilities of architects and engineers and other subjects.

Membership is open to labor unions, home builders, bankers, suppliers, building product manufacturers, insurance companies, government officials, "everybody in construction as well as architects and engineers," said Cerny.

Tile Council Hosts Architect Luncheons

An effort to inform architects on the advantages of using professionally-installed ceramic tile has been undertaken by the Great Lakes Ceramic Tile Council, headquartered in Southfield.

Architects in the metropolitan Detroit area are being invited to a series of architect luncheons hosted by the Council and local distributors and representatives. They will use the occasion to talk about the advantages of ceramic tile, its lasting values and to offer technical information about proper installation techniques.

As part of the luncheon programs, local representatives will display ceramic materials, and the award-winning film, "More Than Meets the Eye" prepared by the Tile Contractor's Association of America, will be shown.

Guests will also receive the 1969 Installation Handbook of the Tile

Council of America, a list of Detroit-area ceramic tile contractors and other pertinent information.

Seven area meetings will be held, Downtown, New Center Area, North Woodward Area, Northeast Area, Northwest Area, the West Side and Downriver. The first meeting was held in the downtown area. Others will follow at six-week intervals.

PC Election in Western Michigan

The Western Michigan Chapter of the Producers' Council, Inc. has elected John Morris, Jr. of Dow Chemical Company president for 1969-70. Morris previously had served as chapter treasurer.

Supporting officers for the coming year are: Harold Child, Michigan Builders Supply Company, first vice-president; Em Williams, Owens-Corning Fiberglas Corp., second vice-president; Charles Raabe, Associated Material and Supply Company, Treasurer; and John Koorndyk, Haven-Busch Company, Secretary.

The Producers' Council is a marketing oriented organization of manufacturers of quality construction materials and equipment. It has been serving the construction industry for over 45 years through 52 chapters located in major marketing areas of the United States. The Western Michi-

gan Chapter was chartered in 1967.

The Chapter conducts seminars, exhibits, and other events for and in conjunction with the Outstate Michigan AIA chapters and other construction-related organizations.

Carne Appointment Announced

Ralls-Hamill-Becker Associates, Architects of Livonia, Michigan, announce the appointment of Fred H. Carne, AIA, as a principal architect.

Carne will join F. Gene Ralls, Desmond P. Hamill and Ernest N. Becker, founders of the firm, as a member of the Board of Directors with the prime responsibility of coordination of construction documents. He has served as staff architect and as vice-president for architectural firms in Dearborn and Ann Arbor before joining Ralls-Hamill-Becker Associates, Inc.

Ralls-Hamill-Becker Associates, Architects, established in Livonia in 1959, are currently planning projects for Northville Public Schools and Schoolcraft Community College and fire safety facilities for the City of Livonia.

Rossetti Addresses Illinois Convention

Louis A. Rossetti, President of Rossetti/Associates, Inc., was a featured speaker at the 8th Annual Regional

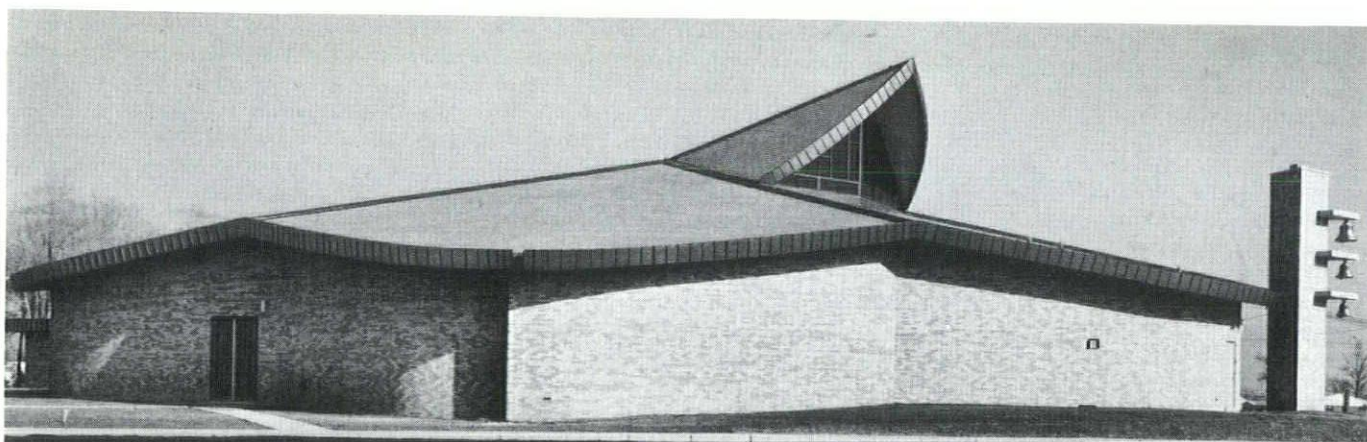
Conference of the Illinois Council of the American Institute of Architects in October. Rossetti presented the Institute's new Guide to Comprehensive Services recently prepared by the Committee on Architecture for Commerce and Industry of the AIA. This was the first time that the Guide was presented to architects, as it has not yet been officially published. The guide is a result of years of study on expanded services for the profession. The Prologue To The Guide, (states:

"Once upon a time, J. P. Morgan decided to build a bank on Fifth Avenue. Mr. Morgan had no financing problems and he owned the site. So he hired famous architect Stanford White to design a prestigious, classic building.

"Today, the client is probably a corporate body. The project is big, complex, and full of technical problems. The optimum site is yet to be determined. Financing is part of a business or investment venture.

"An array of other environmental considerations is present: human needs, functional requirements, community relationship, public image, value judgments, time, zoning, and regulations. The corporate client can be dismayed by the talents to be mar-

(continued Page 26)



PICTURED: Dormitory Complex #2
Eastern Michigan University, Ypsilanti,
Michigan, Architect: Z. T. Gerganoff
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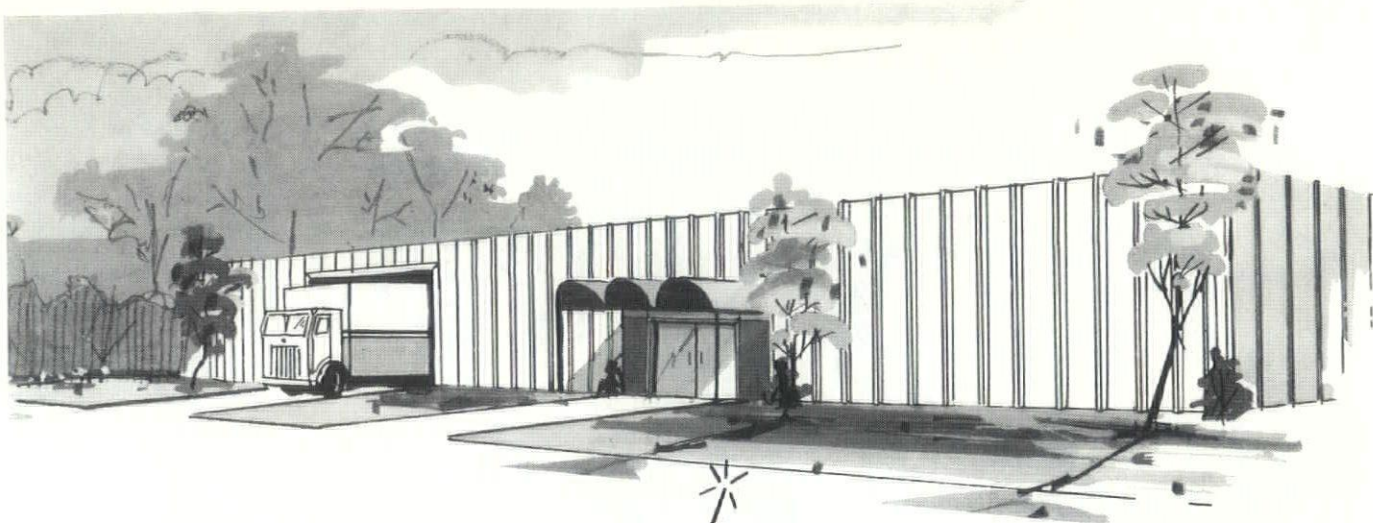


when an architect plans for the future ...

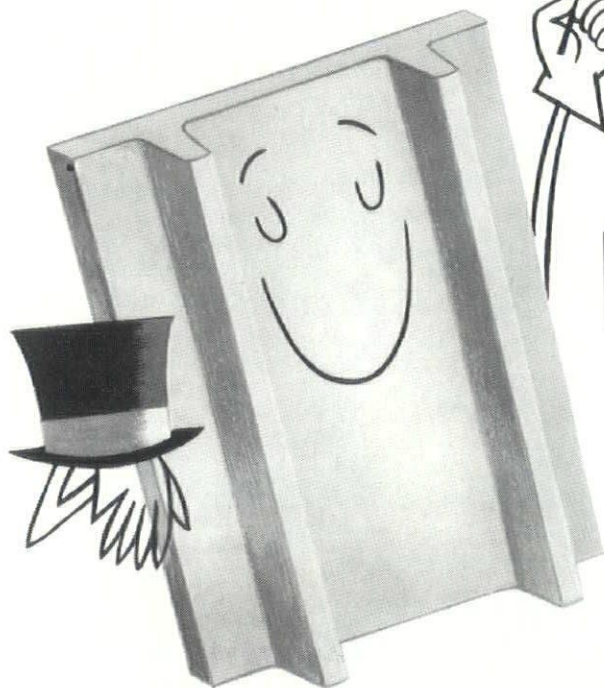
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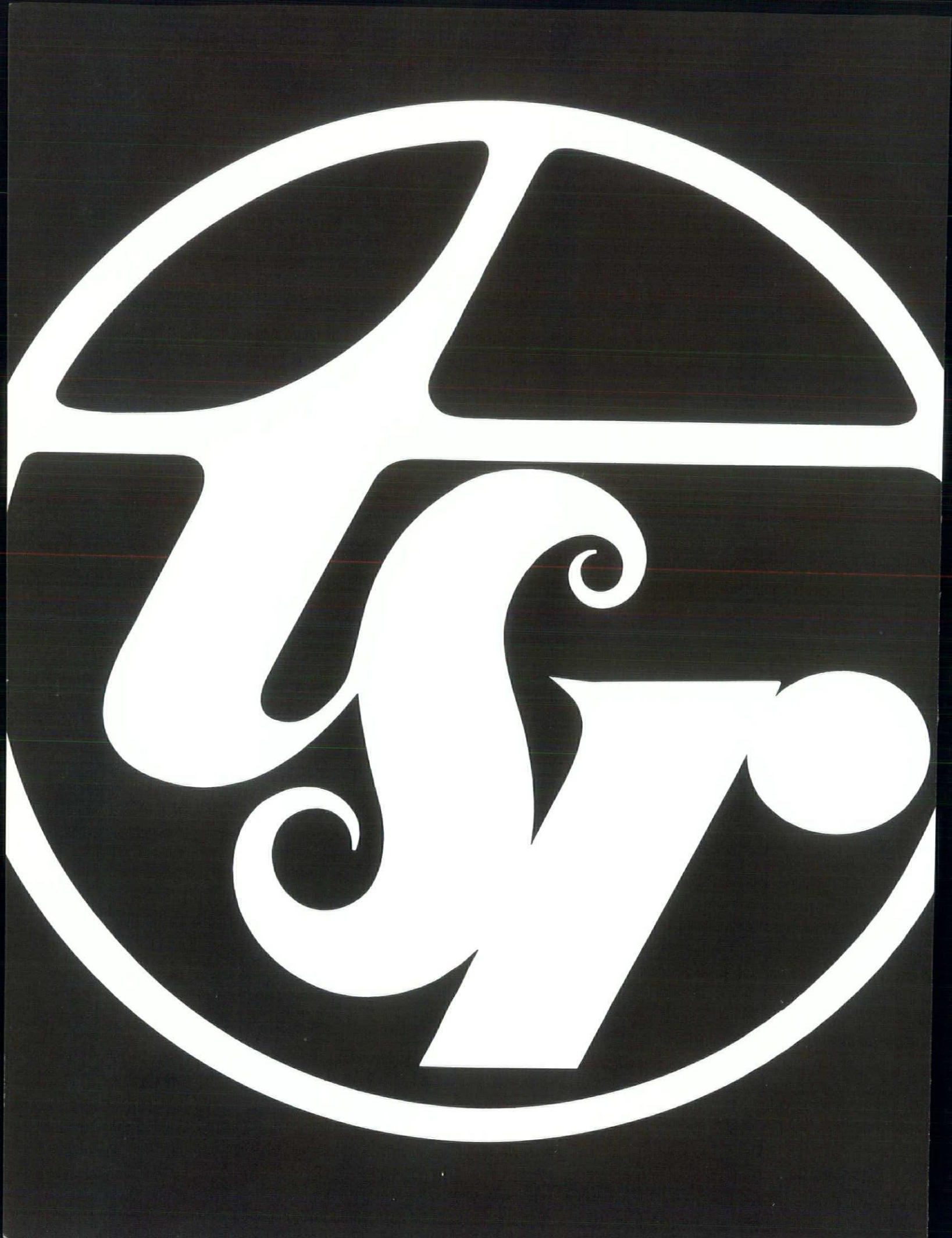


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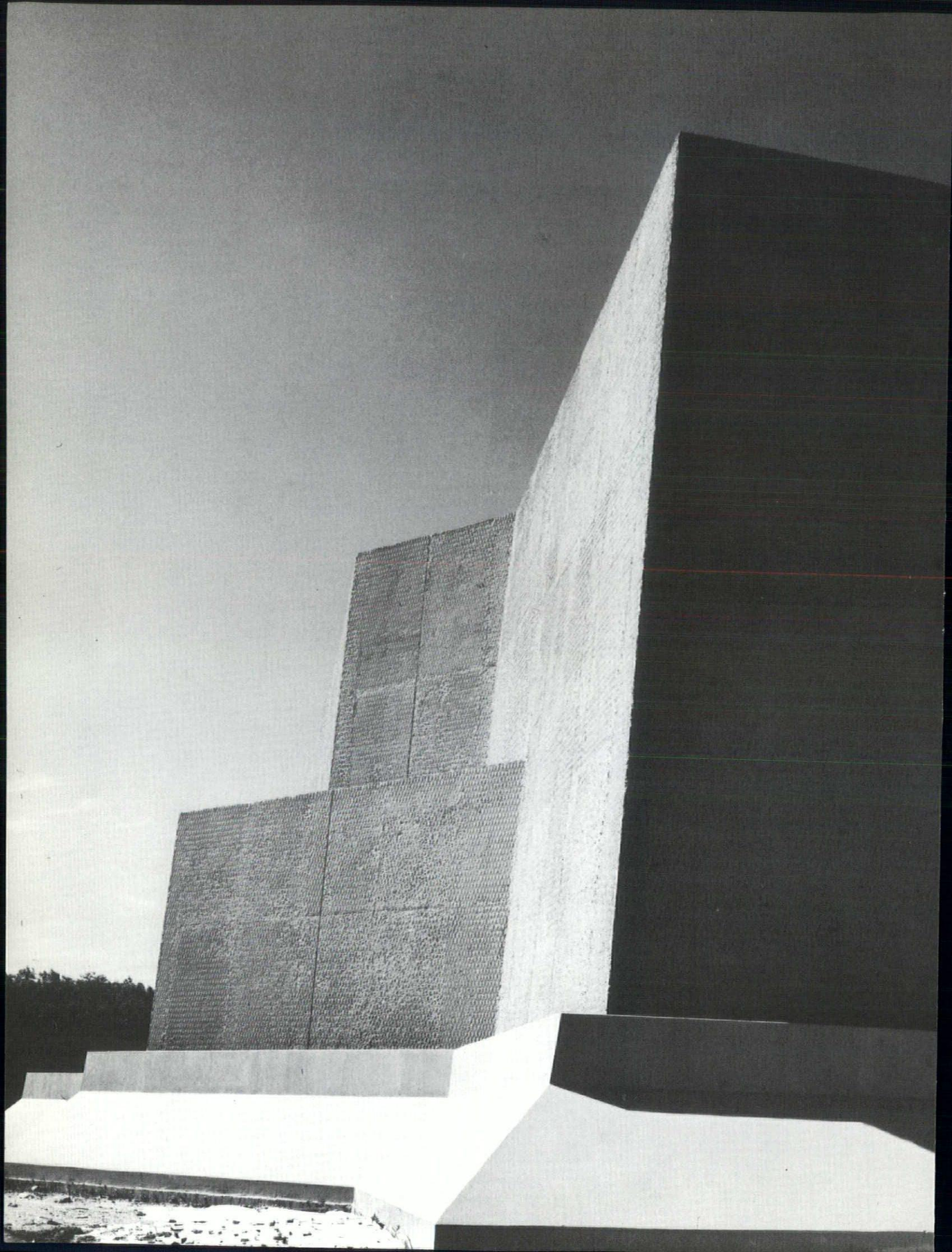
TSR, today is newer and more meaningful than ever—to the foxy architect-engineer!



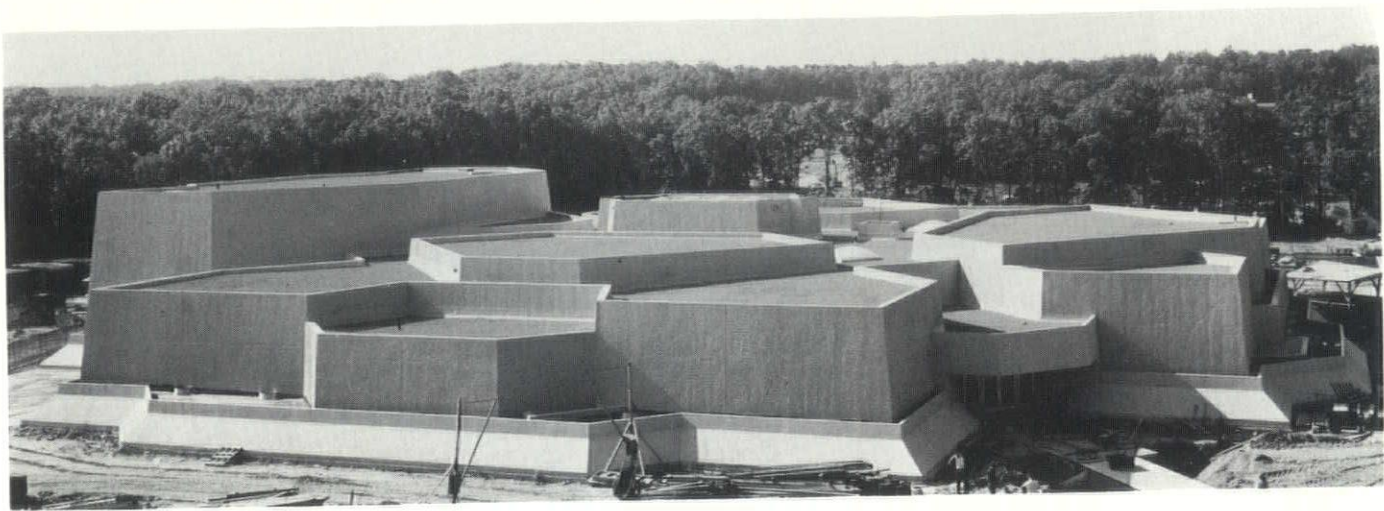
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Detroit Chapter Honor Awards — 1969

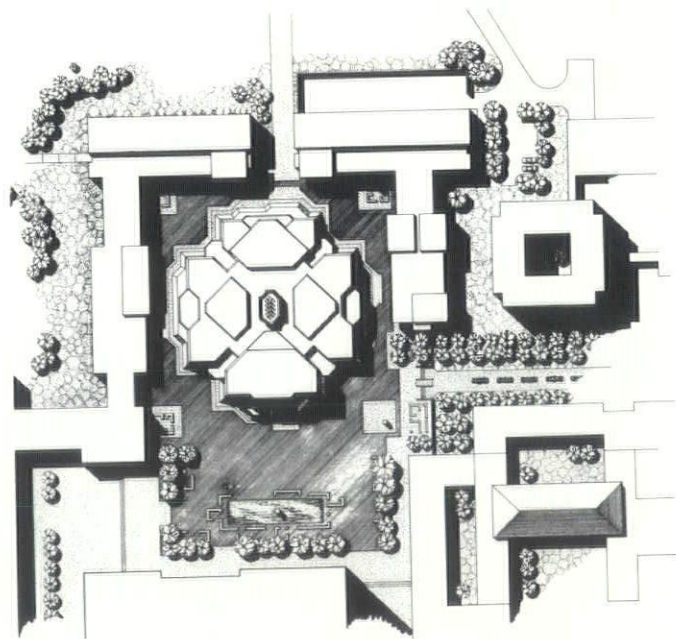


Communications-Lecture Hall Center

State University of New York

Stony Brook, Long Island, New York

This Communications-Lecture Hall Center, designed to accommodate approximately 2,000 students of all disciplines, comprises ten lecture halls ranging in capacity from 60 to 600 seats. The plan is based upon the need for ease of student circulation, not only within the structure itself, but also with respect to approaches from various parts of the campus. Located within a plaza, and central to the expanding campus, the building is a concrete monolithic structure and an integral part of the plaza rather than an object contained in a plaza. The design of the center reflects the function of its interior as expressed through ten lecture halls of different sizes and shapes, varying in plan and elevation in accordance with visual and acoustical considerations. All lecture halls are on the main floor. The mezzanine floor houses student lounges and integrated facilities for the technical operation of the audiovisual system. Two groups of three lecture halls each are serviced by one projection room, thus facilitating efficient and economical operation. Technicians may circulate between projection rooms independently of student circulation. At the center of the building there is a large hall with a high skylighted ceiling. Here exhibits and informal gatherings may be held.



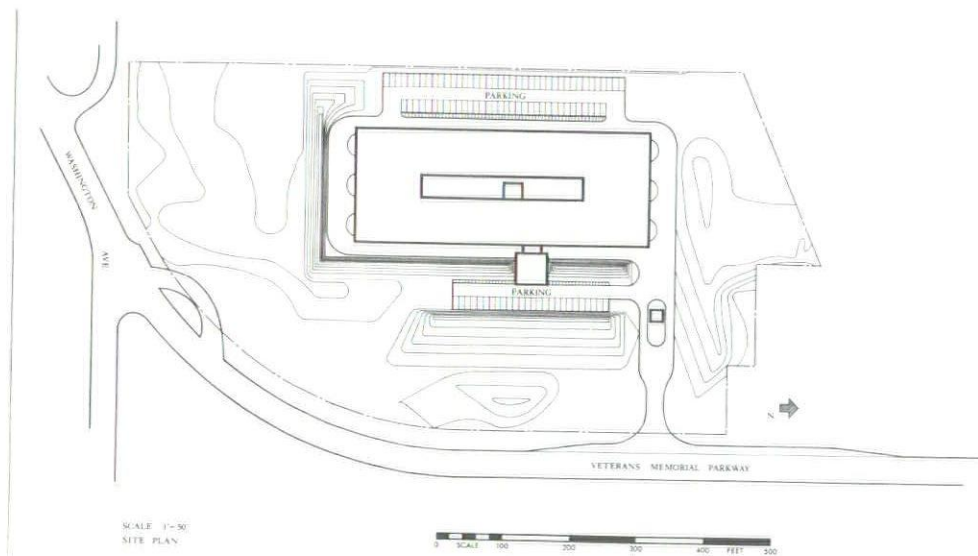
Architect:

*William Kessler & Associates, Inc.
(formerly Meathe, Kessler & Associates, Inc.)
Grosse Pointe, Michigan*

Owner:

State University of New York

Detroit Chapter Honor Awards — 1969



Administrative Office Building Chevrolet - Saginaw Foundries *General Motors Corporation* *Saginaw, Michigan*

Architects & Engineers:
Albert Kahn Associates, Inc.
Architects & Engineers
Detroit, Michigan

Owner:
Chevrolet Saginaw Foundries
General Motors Corporation
Saginaw, Michigan

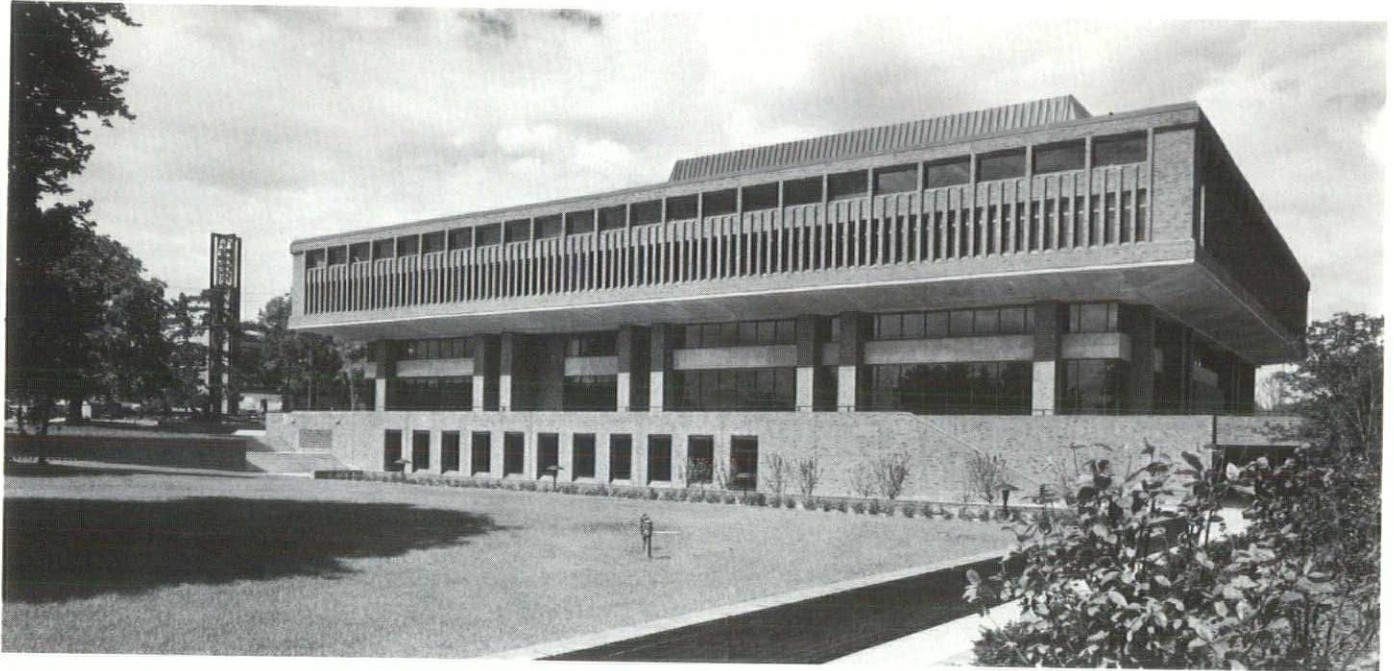
Exterior materials were chosen for ease of maintenance and durability. All exposed structural members are of weathering steel, sandblasted to assure relative uniformity of weathering. Curtain wall is of glass, structural neoprene gaskets, and aluminum anodized and sandblasted to match the weathering steel. Detailing minimizes undesirable streaking. Pre-cast column guards filled with stone collect initial column runoff rust to avoid pavement stain.



The building houses management, engineering, personnel, accounting and purchasing functions for an adjacent manufacturing complex. One story 420' x 150' enclosing 60,000 sq. ft. is elevated 9' above grade to provide covered parking for 216 employee-owned cars and space for a company car service garage. Elevating the building also improves the view for occupants and affords it a more dramatic setting on a difficult site below the main highway. The canopied main entrance on the east is served by a separate visitor parking area while employment and receiving entrances at grade on the west are opposite an open parking area serving them. Earth banks on the south and east screen all parking areas from view. A 10' roof overhang provides sun control and minimizes dirt accumulation on glass. Exterior columns are separated from the building to allow uninterrupted expanses of glass and to make fire-proofing unnecessary.

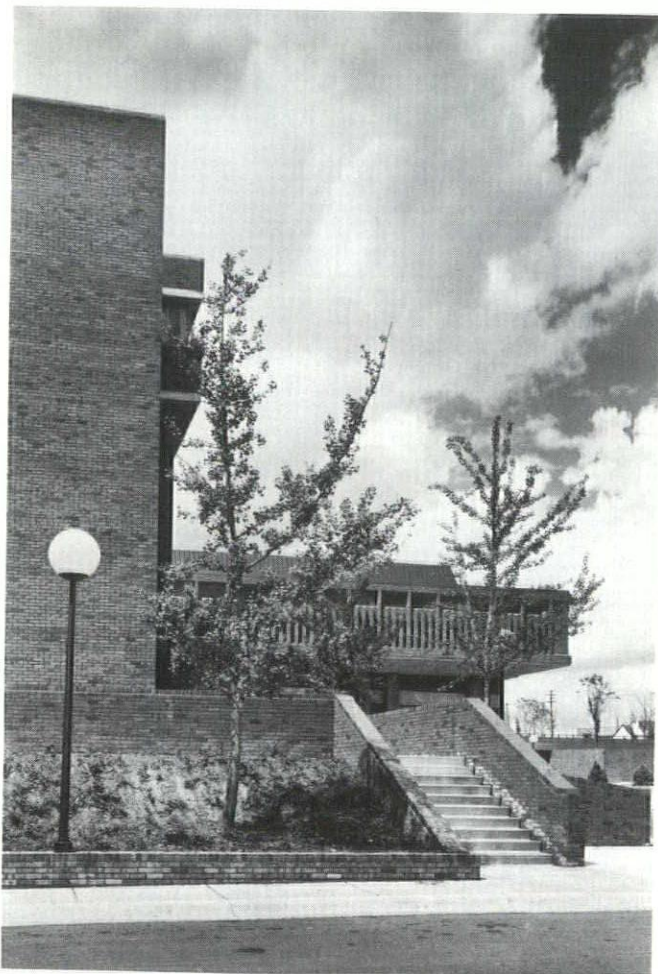


Detroit Chapter Honor Awards — 1969



Campus Development Program Phase I

Campus Center Building Residence Halls



Deep red, sand mold brick is the principal finish for exterior and interior walls, sand finish plaster, bronze-colored metal, oak paneling and oak doors provide accent. Exterior glass is heat-absorbing bronze plate mounted in dark bronze-colored frames. Floors in main public areas are grey-green slate. Corridors, dining areas, lounges, recreation areas, conference rooms, many offices and dormitory rooms are carpeted. Multipurpose room floor is oak parquet. Ceilings in office and conference areas are low brightness aluminum louver; in other areas acoustic tile and plaster except in dining spaces where a 5' x 5' molded fiberglass acoustic shell was developed and in the Multipurpose room where a special baffle ceiling to house lights, speakers, etc., was designed.

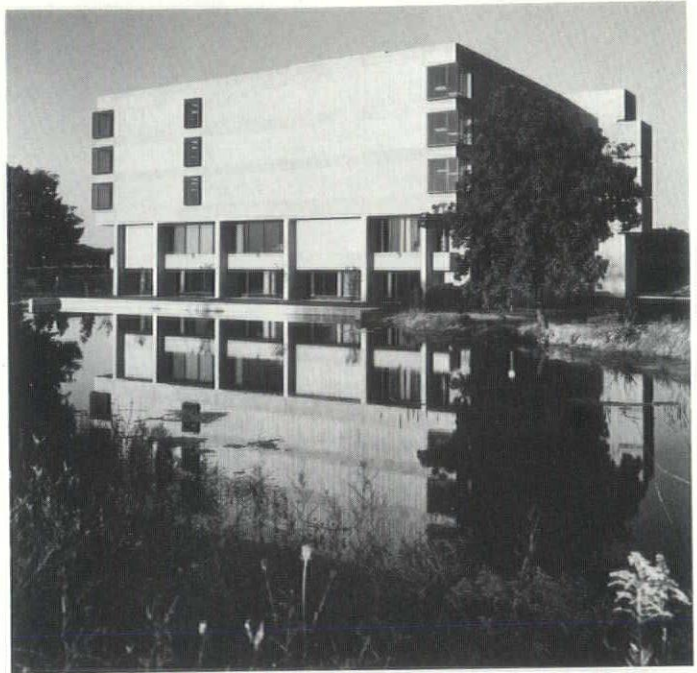
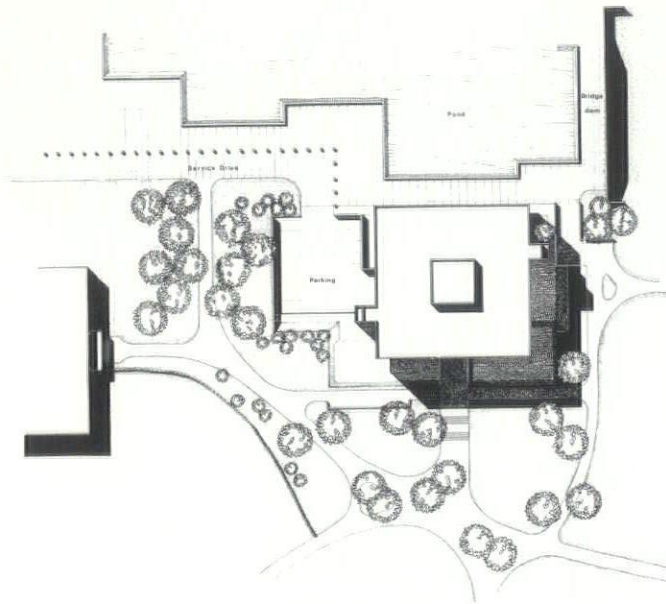
Architect:
Tarapata-MacMahon-Paulsen Associates, Inc.
Bloomfield Hills, Michigan

Owner:
General Motors Institute
Flint, Michigan





Detroit Chapter Honor Awards — 1969



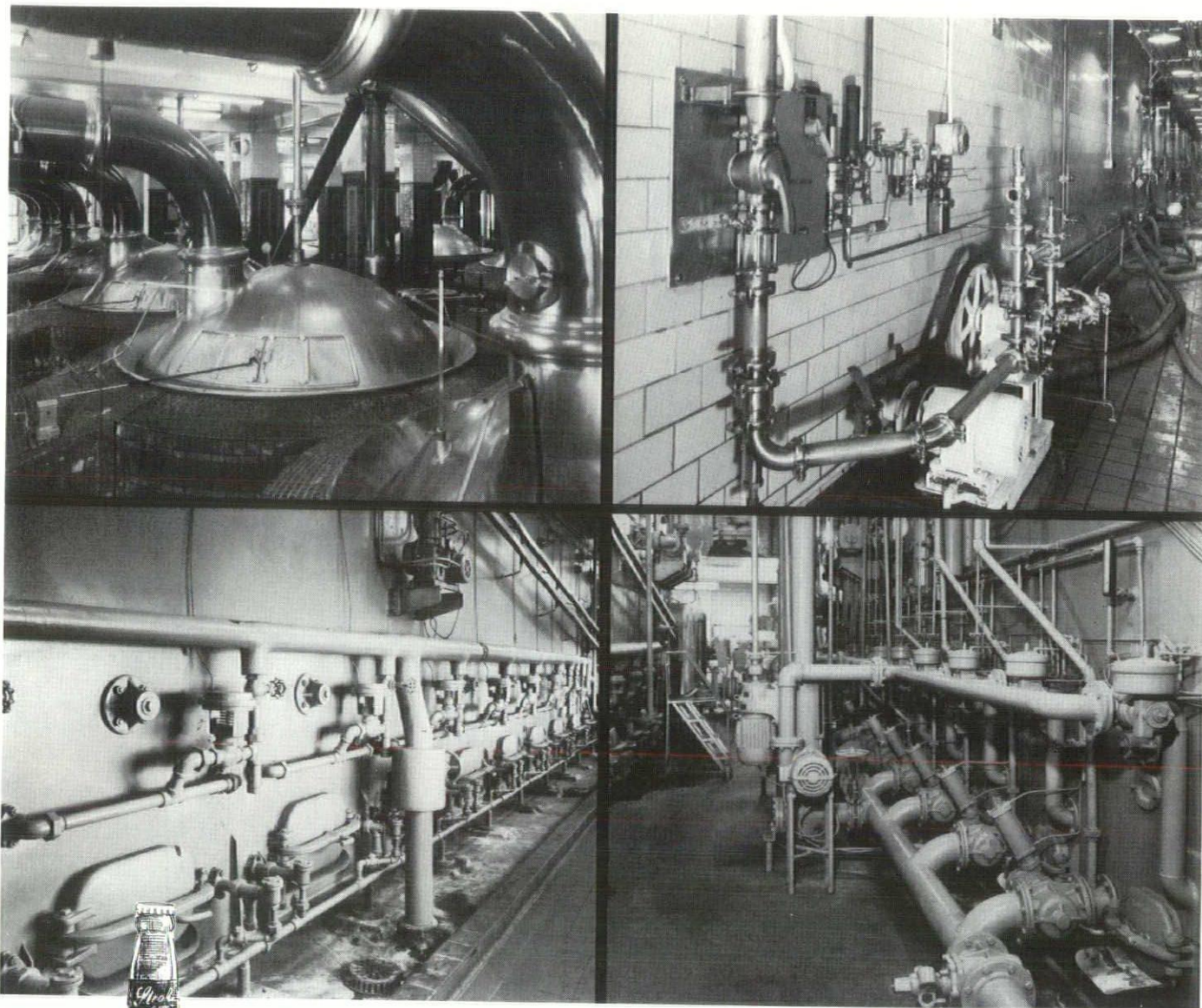
Zumberge Library Grand Valley State College Allendale, Michigan

This library was designed for a capacity of 825 student stations. As a major campus building it also houses temporarily, on the ground floor, the college central administration offices. The first floor contains all general services for library functions and the top three floors house reading and stack areas in a ratio established by the program. Ease of circulation is maintained by a central core containing a major stairway and two elevators. Informal reading areas are located at the corners of the upper floors, opposite the bay windows which provide a fine view of the surrounding countryside. Glass was used profusely on the lower two floors in order to interest the passing student in library activities. The upper reading floors are without much glass in favor of better book storage systems and a better study environment. A reflecting pond, created by damming the tip of an existing ravine, is to finally serve as a unifying element for the future central core of the campus.

Architect:
William Kessler & Associates, Inc.
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Grosse Pointe, Michigan

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Board of Control
Grand Valley State College
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Interiors Continued

In line with our October issue on the changing role of the Interior Designer in the field of architecture, the Bulletin is pleased to present these thoughts by Ruth Adler Schnee, known to many architects in Michigan and throughout the country, for her fine work in both commercial and residential interiors.

Ruth was born in Germany and came to Detroit with her family. She graduated from Cass Tech and attended Brown University on a Scholarship. Following this was a Fellowship to the Harvard Graduate School of Architecture and Design under Gropius; a BFA from Rhode Island School of Design, and a year working as assistant to the chief architectural designer at Raymond Lowey Assocs. in New

York. Her MFA in Architectural Design was taken at Cranbrook under Eliel Saarinen.

Ruth opened her own studio devoted to the design and printing of contemporary textiles and interior planning.

Her work is included in the permanent collections of the Museum of American Crafts, New York; Victoria and Albert Museum, London; Detroit Institute of Art, Detroit Children's Museum, Detroit International House, Walker Art Center, Milwaukee; and the Los Angeles Art Institute.

Ruth, and her husband Ed Schnee, may be found at the lively shop on Harmonie Park bearing their names. This is a treasure house of goodies from the hands of craftsmen the world over and is well worth a visit.

What about the space you've enclosed?



Ruth Adler Schnee

It was conceived, worried over, planned. It needs few additions, except for providing workable accents to delineate specific areas and lift the spirits.

Textures are furnished by the basic construction materials making up the inner and outer spaces. Colors are created by the quality of light on these surfaces as it flows in and around the structure. This is where careful planning creates superb "singing" space.

The process begins with the architect as master planner and team captain. He gives form to the entire project. The landscape planning is carefully detailed as to the environment and the feeling of the structure in relation to this environment, externally and internally. Lighting is planned to properly complement the form and structure of the sculptural qualities and indicate subtly the various functional uses of specific areas. Furnishings covering the entire range of esthetics and utility must be care-

fully selected to be harmonious to the whole and provide for maximum comfort and usefulness. In view of the complexity of the project and the proper utilization of the multitudinous elements now available, it seems obvious that a team approach is needed utilizing the talents and skills of the interior, craftsman and landscape specialists, and supervised and controlled by the architect. Great architects of the past have been those who assembled the most creative teams and who most effectively combined skills and talents to enrich the master plan.

The harmonious collaboration of such a group emphasizes the "soul" of the structure; reaches to the people who use the building and gives them dignity and pleasure. In the final analysis, this is the purpose of building.

My major efforts affording years of satisfaction and pleasure have been spent as a member of such creative teams. The job is exacting and requires knowledge, sensitivity and tact

from all members. In my own area, I find it necessary to fractionate the large problem into its smallest individual components, solve each such small element to the best of my ability, and then to assemble the many small solutions into the total answer, modifying and adjusting the elements to conform to the unity. The result of all this painstaking effort should be the final and right solution. No other will do as well. Vibrations and intuitive guesses may lead to the solution, but they are not enough in themselves. They must be weighed and tested for validity in all contexts before they can be justified. The goal of the group effort should be the most economical and effective delineation of space.

It is only when one is convinced of the logical correctness of the solution of all problems, arrived at through careful planning and selection of the minute details, individually and in relation to the whole, that the design validity can be effectively demonstrated to the client.

(continued from Page 12)

shalled and coordinated to create the facility it wants; seeks a responsible party to integrate the process of decision, design, and delivery which create the building project.

"The architectural profession had changed too, in response to the changing times. While the basic foundation of the professional architect's talent — design, value, judgments, use of space, and creation of total environmental concepts — is still as strong and valid as ever, many architectural firms had added to this foundation by developing interdisciplinary teams which can meet and satisfy the most strenuous demands within the most stringent requirements of quality, time and budget.

"We call this concept Comprehensive Architectural Services."

Rossetti is past chairman of the Committee on Architecture for Commerce and Industry. During the past two years, the Committee has been working on the Guide to provide a framework of professional services for architects. The guide will give both the client and the architect a complete analysis of comprehensive architectural services as they serve today's needs. This guide has been the cause of much controversy in the architectural pro-

fession and, in fact, many architects are at opposite poles in their opinion of the guide. However, Rossetti and his colleagues believe it will fill a widened gap between client and architect in our fast-moving, changing world.

Jury Named For AIA Chapter Slide Show Competition

An educator, architectural photographer, and graphics artist have been named jurors of the second Chapter Slide Show Competition, sponsored by The American Institute of Architects. They are: James Marston Fitch, Professor of Architecture at Columbia University, New York; Julius Shulman, architectural photographer, recipient of the 1969 AIA Architectural Photography Medal, Hollywood, Calif., and Ivan Chermayeff, graphics artist, whose firm Chermayeff and Geismar received the 1967 AIA Industrial Arts Medal, New York.

They will meet at AIA Headquarters in Washington, D.C., in May to judge slide shows produced by Institute chapters and state organizations which depict those facets of the urban environment of their cities which are objectionable and indicate possible solutions. The purpose of the shows is not to emphasize superficial "beautification," but rather to expose the viewer

to the entire range of urban problems, including, but not limited to, urban design, housing, transportation, traffic, public parks and buildings, historic preservation, street furniture, graphics, and non-design.

One show will be named winner and merit awards will be given as selected by the jurors. They will be presented in Boston at the 1970 AIA Convention, June 21-25. Details of the competition are available from the public Relations Office at AIA Headquarters.

Architects Seek to Save West Front of the Capitol

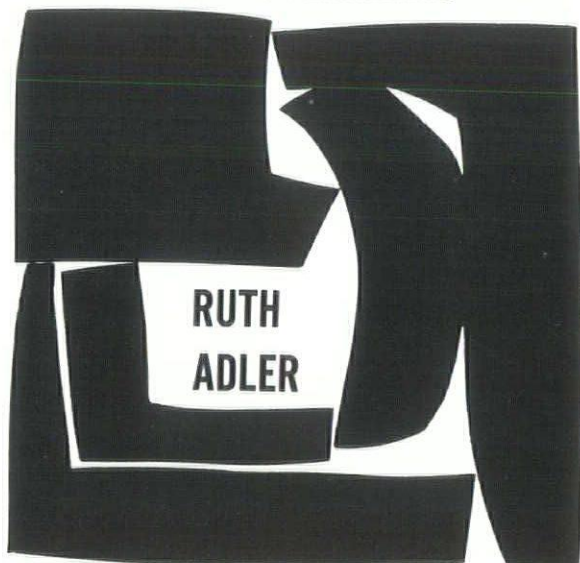
Congress should restore but not expand or change the historic West Front of the U.S. Capitol, The AIA urged.

In letters to all members of Congress and testimony already given to House Appropriations Committee subcommittee, AIA said corrective measures can be taken to insure the safe and structural integrity of the West Front which faces the Washington Monument.

AIA has asked Congress to order a master plan for Capitol Hill to safeguard the Capitol, its grounds, and other famed buildings.

An extension to cover some 4.5 acres with a possible cost of more than \$45 million would "bury forever the last

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remaining walls of the Capitol that date back to the founding of the Republic," testified Francis D. Lethbridge, FAIA, AIA vice president.

The proposed West Front addition would "erase" work of those "great pioneers of Federal architecture, William Thornton, Benjamin Latrobe, and Charles Bulfinch," noted Lethbridge who is also chairman of the Joint Committee on Landmarks of the National Capitol Planning Commission.

The massive new facade would also alter "the noble terraces" planned by Frederick Law Olmstead, pioneering American landscape architect, Lethbridge said.

Since 1955, the AIA has opposed major changes to the Capitol which is widely recognized as a text book of architectural history. The proposed West Front extension is being advocated without an adequate study of future space needs of Congress. It might be better to include more room for Congress in other building rather than adding to the Capitol, AIA officers have said.

The West Front extension would cover walls erected in the first part of the Capitol which burned in the War of 1812 but was rebuilt.

Sandstone from the same Virginia quarry used in the 1700's is available to replace parts of the old wall, AIA has been assured.

Architectural and engineering studies directed to restoration of the West Front could be completed in about six months, AIA told Congress.

The proposed extension would house offices, restaurants, a visitors' center, and committee rooms. The House is expected to consider next week an appropriation of \$2 million to develop detailed architectural drawings for the extension.

The following resolution was passed by the Board of Directors of the Michigan Society of Architects on October 15, 1969, and sent to Senators Griffen and Hart.

RESOLUTION OCTOBER 15, 1969
WHEREAS, Congress has declared the Preservation of our National Landmarks as a National Policy in the Historic Site Act of 1935 and the National Historic Preservation Act of 1966, and,

WHEREAS, our Nation's Capitol is among this Nation's most important landmarks, and,

WHEREAS, the West Front of the Nation's Capitol is the sole original surviving wall of the building, and,

WHEREAS, the architectural designs of the West Front by Thornton, Latrobe and Bulfinch as well as its

great landscape terrace by Frederick Law Olmstead are significant parts of the National Heritage of Architecture and Landscape Architecture, and,

WHEREAS, a Task Force appointed by the American Institute of Architects has arrived at a preliminary conclusion that restoration is prudent structurally and economically a feasible alternative to the 4 1/2 acre extension to the West Front proposed by the architect of the Capitol, and,

WHEREAS, that such alternative is in the best interests of the public; therefore, BE IT RESOLVED, that the Michigan Society of Architects upon action of its Board of Directors in a regular meeting on the 15th of October, 1969, do hereby request Senator Griffin and Senator Hart as Representatives of the State of Michigan to direct the Congress to authorize and fund an independent study to factually determine the feasibility of the restoration of the Western Front of the Capitol to allow Congress a clear and unbiased choice in their final judgment between extension and restoration.

Letters

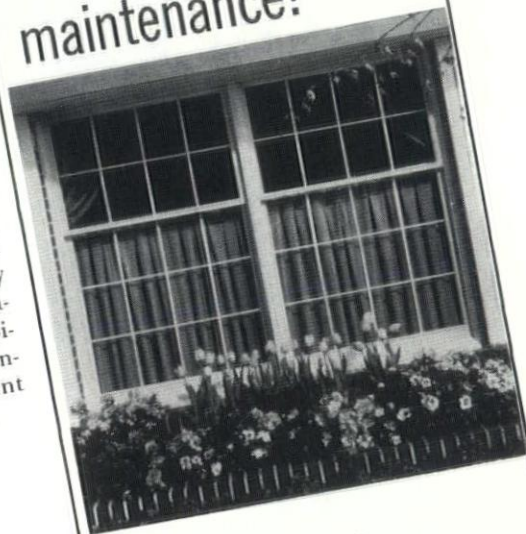
September 22, 1969
Miss Ann Stacy
Executive Director
Michigan Society of Architects
Dear Miss Stacy:

The Division of Architecture of Hampton Institute will seek national accreditation next spring. Our five year undergraduate program has an enrollment of almost 100 students, young Negro men and women whom we feel will make a major contribution to the design professions. They need architectural books and periodicals in order to support their studies. I am asking your assistance in helping to build a meaningful library that will contribute to the program and will meet the standards for accreditation.

The staff of the Division and the administration at the College know that a qualitative program in architectural education is needed at Hampton and that it can serve the nation as a whole. Because of limited resources, the curriculum cannot be continued unless some form of participation in its development comes from the profession. Our library numbers fewer than 1,000 books and a few thousand slides. As I am sure you know, this does not begin to meet the needs of the students. We must add material to this collection.

Perhaps you would be willing to present this request to your chapter. Donations of money, books, 35MM slides or back periodicals would help us reach our goal of 5,000 books and

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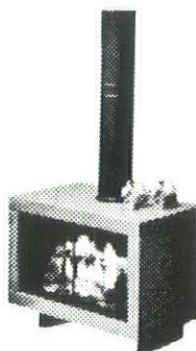
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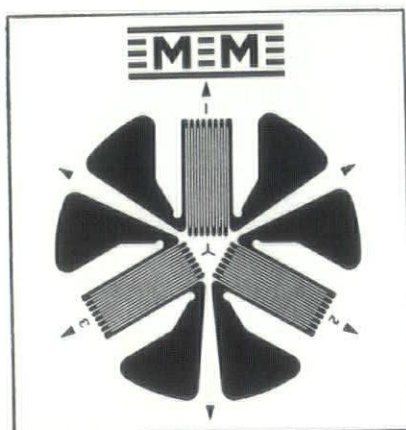
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No doubt you are besieged with requests for assistance. I hope you will give this one every consideration and let me send you more information about the school, its students and our program, should you wish it. Your response will be greatly appreciated.

Sincerely yours,
Bertram Berenson, AIA, Director
Division of Architecture
Hampton, Institute
Hampton, Virginia 23368

Mr. Robert Yokom, President

The National Council of Architectural Registration Boards is seeking a Registered Architect, who is interested in the administrative phase of the practice of Architecture to fill the position of Director of Professional Services in the Council Office in Washington, D.C.

This letter is directed to you in the hope that you might know of someone who would be qualified for and interested in this type of work and/or might be able to help us locate someone through your Chapter newsletters, etc. Should you know of someone that you would recommend, would you have them communicate direct with Mr. Hayden P. Mims, Executive Director, NCARB, 521 - 18th Street, N.W. Washington, D.C. 20006.

The salary is open and negotiable.

The letter should list briefly the qualifications, age, home state of Registration, minimum starting salary expected, etc. along with personal and professional references.

The Council Board will appreciate your effort in helping us find a qualified man to fill this position. The position needs to be filled at the earliest possible date.

Sincerely,
Howard T. Blanchard, AIA
Immediate Past President, NCARB

Dear Ann:

Thanks for sending to us the tear-sheet of the ad placed in the Detroit News by the MSA. Our compliments to the Society for backing up the national program at the state level with their own dues.

Cordially yours,
William H. Scheick
Executive Director
American Institute of Architects

Errors and Omissions

In the October issue of the Monthly Bulletin Rosalyn B. Muskovitz was not properly identified as a member of the N.S.I.D. We sincerely regret this omission.

Classified

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March 4, 5, 6

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Grand Rapids, Michigan

June 21-25

National AIA Convention,
Boston, Mass.

August 6, 7, 8

MSA Mid-Summer Conference
Mackinac Island

1971

June 20-24

National AIA Convention
Detroit, Michigan

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