

monthly

BULLETIN



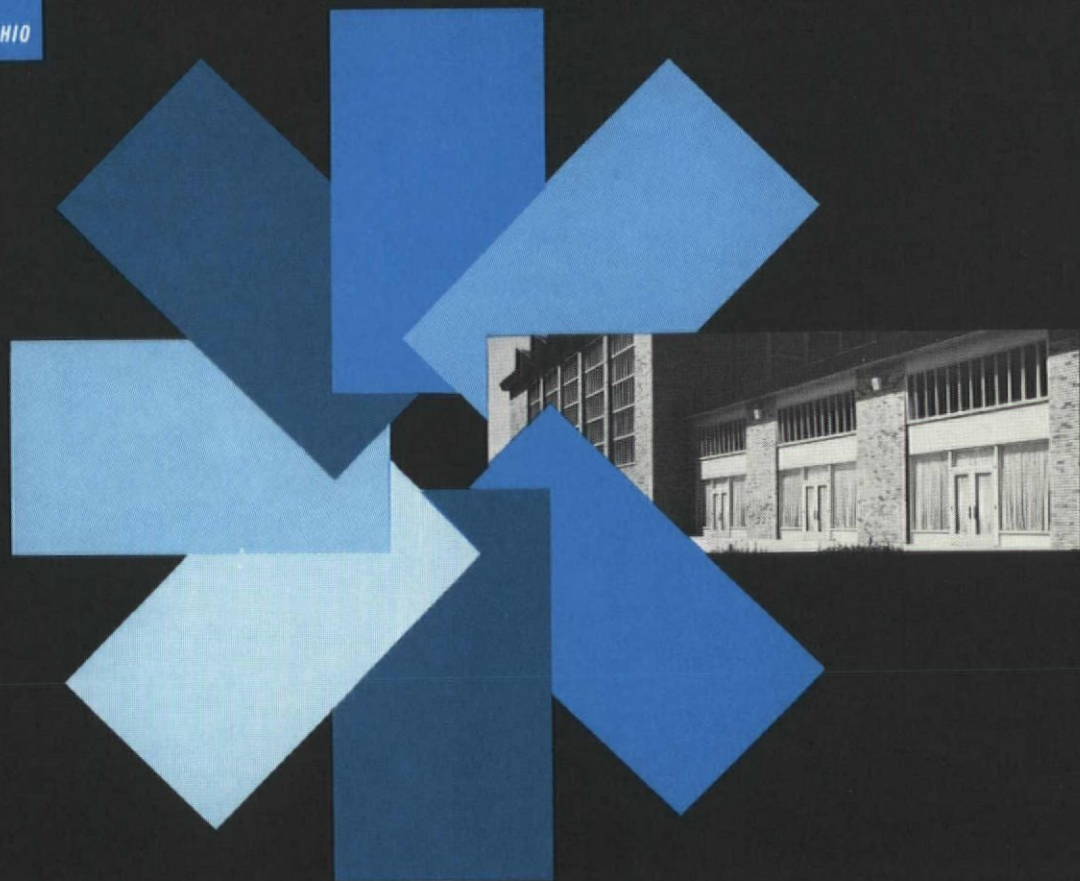
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michigan society of architects january 1969 \$2.00

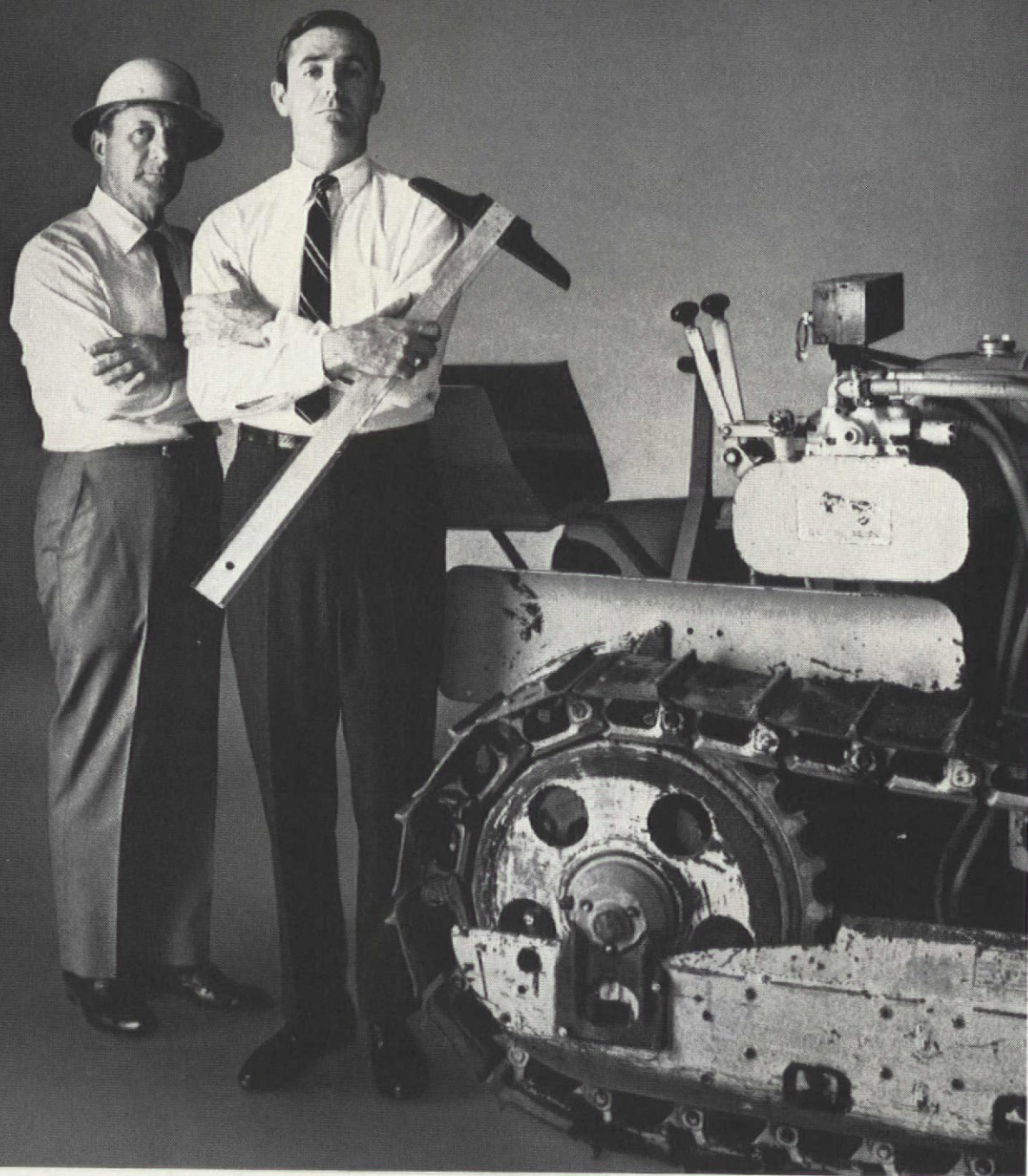
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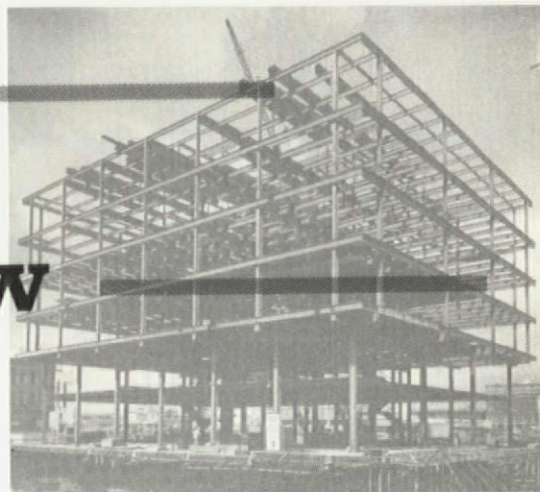
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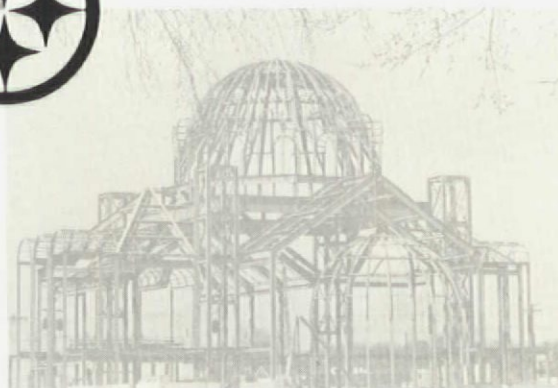
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January 21

WALD 10 A.M. Meeting at Detroit Institute of Art, Holley Memorial Lecture Room—11 A.M. Gallery Lecture, "Michigan Artists Exhibition". Lunch in the Kresge Court.

January 22

Detroit Chapter Meeting—ESD.

February 12

"Feed Forward Seminar"—ESD.

February 21

WALD Evening Wine Testing Party.

March 19, 20, 21

55th Annual MSA Convention

Statler Hilton Hotel, Detroit.

March 19, 20

AIA-CEC Legislative Conference, Mayflower Hotel in Washington, D.C.

March 21

WALD MSA Convention.

Michelle's Boutique of Grosse Pointe Fashion Show.

April 5

Tri-School AIA Detroit Chapter Dinner Meeting held at Lawrence Institute of Technology.

April 15

WALD 10 A.M. Meeting at Detroit Institute of Art, Holley Memorial Lecture Room—11 A.M. Gallery Lecture "The Fisher Family Gifts: — Lunch in the Kresge Court.

May 20

WALD 10 A.M. Meeting at Detroit Institute of Art, Holley Memorial Lecture Room—11 A.M. Gallery Lecture—"Graphic Arts of Winslow Homer"—Lunch in the Kresge Court.

May 25

WALD Meadow Brook Theatre.

"Saint Joan" by George Bernard Shaw.

June 22-26

National AIA Convention—Chicago.

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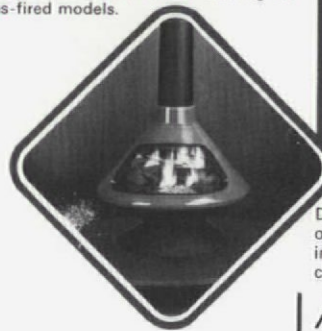
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North Terminal, Detroit Metropolitan Wayne County Airport; Romulus, Michigan. Architect-engineer: Smith, Hinchman & Grylls Associates. Consulting engineer: T. Y. Lin & Associates.

Architectural Firm Changes Name

Architect William Kessler, AIA, co-founder of the firm of Meathe, Kessler and Associates, Inc. Architects, announced today that as of January 1, 1969, Philip J. Meathe, AIA, will resign from the firm and the name will be changed to William Kessler and Associates, Inc. Architects. Mr. Kessler emphasized that the firm will continue its dedication and commitment to creative architecture for which it has received twenty-four national, state and local design awards for excellence during the past decade. Eugene DiLaura, AIA; Edward Francis, AIA; and James Kinville, AIA; who have been associates of the firm for many years and all other employees will remain with Mr. Kessler in their efforts to "bring form and order to man's visual and physical environment through the process of total design and inventiveness."

Kessler, a graduate and past instructor of the Graduate School of Design of Harvard University, has been the principal responsible for the firm's design efforts.

He has served as a design consultant

to the Public Housing Administration, lectured extensively on low cost housing, and has been a member of the National AIA Committee for Housing. Kessler's esthetics concern placed him on many educational facilities led him to serve on panels and seminars dealing with campus planning and development in the United States. He serves as professional advisor to the Architectural School of Washington University in St. Louis.

Significant works in process include a teaching-learning building for the Harvard University School of Public Health in Boston, Massachusetts; a laboratory-office building and an instructional resources center for the State University of New York at Stony Brook, Long Island; a central library for Grand Valley State College at Allendale, Michigan; a central administration building for Bundy Tubing Corporation in Warren, Michigan; the Butzel Family Center for Detroit; and the Carlyle Stewart Elementary School for the Detroit Board of Education.

Mr. Kessler stated that the firm's architectural offices will remain at 18000 Mack Avenue, Grosse Pointe, Michigan 48224.

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PEP Questionnaire

The MSA/AIA Professional Employment Questionnaire is now available from MSA Headquarters. The Questionnaire will be sent only to Corporate members with a written request. Price per copy is \$2.00.

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Profile of a Packager

Carl Konzelman

Detroit News Home Section Editor

Does He Have Meaning for Architects?

Stores are filled with "convenience" packaging and "instant" foods. "Instant" financing is available to the auto buyer as close as the telephone on the salesman's desk. Electronically cooked lunches emerge at the drop of a coin for the stand-up snack-bar diner . . .

You can, today, be in Miami for lunch if you catch your jet by 10 a.m. at Detroit's Metro, in New York in an hour and a half, in Chicago in an airborne 30 minutes. Diapers are "instant" and disposable—and better than ever.

Newspapers "digest" the news for those who cannot take time to leaf through the daily, weekly and monthly bulk of reading matter. Mass production techniques disgorge everything from furniture to vitamin pills, and packaged piggyback shipping moves it all across the country and around the world.

The pace is fast and growing faster because the need for speed is great.

Because the demand for speed is even greater than the need, old barriers fall before those who are daring enough to ignore them or find a way around them. The day of the innovator is here and, whether we like it or not, his influence on the way things are done has a bearing on a thousand fields of endeavor including architecture.

In terms of architecture and building, the recent Detroit-area labor contracts represent a milestone of deep significance. Immediately afterward, clues to heightened activity in prefabrication and pre-building began to come to my desk. Largely this pertained to housing, but promotion in other areas also came to public notice.

One such area involved packaging of site, building and financing for the corporate executive who no longer has time to handle the details of the manufacturing space he may need. Who is the industrial packager and how does he work? From bits and pieces of information generally available, it is possible to construct a profile of this type of innovator.

He is more than likely to be a real estate developer or a builder than anything else. He is likely to be well financed and to have sources of financing for his customers, along with creative ideas on a variety of methods of financing in relation to tax laws, trade-ins etc.

Usually, he has suitable land in industrial parks or is closely allied with

others who have such land. In his organization he has experts who can deal with all phases of the production of site, building and financing, either directly or indirectly. Above all, he is a businessman who has recognized a need and has learned to spell it o-p-p-o-r-t-u-n-i-t-y.

Armed with this background, he can sit down with a potential client and, within a limited time, can come up with a timetable for providing the needed space, a method of easing the finance aspects, and a site that meets the requirements of shipping for a specific manufacturing problem. He may even have a "spec" plant that needs little more than finishing to a client's requirements.

Largely he deals with standardized components and space rather than architecture. He builds production facilities, not monuments, and the results often are as esthetically pleasing as they are efficient.

In effect, he represents a team effort and might be considered the broker for all the elements of the team. In a sense, too, he is serving in the light of both economics and efficiency in the same way architects served clients when they want to the curtain wall and clean, simple design in recognition of cost factors.

Does he appear to be a threat to architects and the quality of design they seem to represent? He may, but he may also represent an opportunity, for there is no suggestion that he does not or would not use architects in his growing service to industrial and commercial clients.

More than anything, he is a fact of life today, a symbol of the times and a symptom of deep and rapid changes that must be assessed if the building challenges of the future are to be met.

The above article was written expressly for the Bulletin by Mr. Konzelman. The Bulletin encourages your comments by letter.

Wayne County Airport Terminal Wins Award for Architectural Excellence!

The new North Terminal, Detroit Metropolitan Wayne County Airport in Romulus, Michigan won an award for architectural excellence in the 1968 annual awards program sponsored by the Prestressed Concrete Institute. Precast prestressed concrete used in many areas of this major airport complex was provided by Precast/Schokkabeton, Kalamazoo. The awards jury called the building a "direct, unique solution of a very complex problem" and commended the architects on the interior

Report of Regional Director to Michigan Society of Architects

Walter B. Sanders, FAIA

Indoctrination: The time between nomination at the MSA Convention last March and election to the Board at the AIA Annual Convention last June was spent fruitfully in indoctrination to the responsibilities of becoming Regional Director. The concept of indoctrination is an excellent one and should be fostered and developed even further. It is very much in the interest of providing continuity to the responsibilities of the Directorship as well as maintaining the momentum already generated. The efforts of Phil Meathe in this respect were exemplary.

Our region is among those fortunate to consist of a single state and of an encompassable size. It is also fortunate that as a member ex-officio of the MSA Board of Directors and Executive Committee, the opportunity exists for the Director to meet with them as they visit each Chapter throughout the region. Of the total of eighteen regions comprising the institute, nine consist of single states, and of these only two are more compact: New Jersey and Pennsylvania. The input-output occurring at these meetings permits the Director to represent the members' interests with conviction and confidence at the national level as well as present matters of national interest to the Society and Chapters.

1969 Budget: Final allocation of funds will not occur until after this is written but already several general commitments have been made and can be reported. The increase in corporate dues is earmarked for expanding continuing activities and programs such as 1) the filling of both new and previously vacant staff positions such as in housing, education, etc.; and 2) the programs for institutional advertising and public relations which is just being launched via radio, TV and newspaper media, and which is the result of several years efforts by Phil Meathe as Chairman of the AIA Public Relations Committee. Other uses of these funds is still to be determined at this writing (November 15), but a full report to the membership will be made early in the new year through the MEMO and Grassroots meetings.

Projects: Supplementary dues will continue to support projects of a "one-shot" nature, which cannot be performed in the course of regular operations. In this sense, these projects represent "extras" above continuing program operations. The establishment of the Urban Affairs Center will draw on these funds through 1969 and 1970, after which its continuing operations will be supported from corporate dues. Because of this initial funding the amount available from supplementary dues for projects throughout both 1969 and 1970 has been significantly reduced. Last year, because of the increase from 1% to 2% of FICA payments, virtually all requests for supplementary dues supported projects were undertaken. This year, requests by the commissions for projects exceed the funds available on the order of 3 to 1. Many worthwhile projects will accordingly be either curtailed or delayed during this period of adjustment.

Special projects, usually rather large ones, have been undertaken from time to time and received their support on the basis of being either self-supporting or from funds available from year-end surpluses. Such funding is, of course, unpredictable; the history of "special projects" is a spotty one reflecting this risk. The "Building Products Register"

special project was a big loser; the program of the Committee on the Future of the Profession promises to be a winner.

Concerns: Primary subjects that have concerned the AIA Board, as they also concern our membership, have been in the realm of the status of the design of the new headquarters building, document distribution, and liability insurance. Taken in order, the design of the new headquarters will probably undergo a cooling-off period providing the committee charged with this responsibility the opportunity to let the ashes settle and eventually recommend proposals for architectural services to be rendered and by whom. Document preparation and distribution pleases some and offends others. Those who need and read find these worthwhile; those who don't find them extravagant. It will take a response from the membership to resolve this concern. The third subject, liability insurance, affects some members of MSA but should be of interest to all who have professional aspirations and will eventually encounter the problem. Underwriters have found this an unprofitable enterprise the payment of claims has far exceeded premiums. Independent actuarial studies are under way, mutually supported by the carrier company and the institute, to gain more facts on the nature of the problem. Related to this is an effort, partially supported by the AIA, to enlist the support of the entire building industry in establishing a Construction Industry Foundation to seek out the answers to this vexing problem that affects them all.

Other subjects with which the Board has been concerned include honor awards and the 1969 Convention in Chicago. In the area of awards, the Citations for Excellence in Community Architecture instituted in 1965, of which more than twenty were awarded in the first two years, have now dwindled to one. Each Chapter should review the procedures and criteria for award and study seriously their qualifications for one of these community-oriented recognitions of professional service. Relative to the 1969 Convention, a proposal was made at a recent meeting of the members of the various AIA Commissions that a period of time such as that devoted to caucussing to be set aside for the purpose of holding national committee meetings which all at the convention would be free to attend. This proposal has received enthusiastic endorsement and depending upon commitments already made will receive further study by the host chapter. The opportunity to bring the members into closer contact with activities at the national level is looked upon as experimental but one that might set a precedent for many conventions to come.

State of the Institute: The health of the Institute at national level appears husky, despite setbacks such as the delay in acquiring a new headquarters building. Bids on renovation of the Octagon House came in under estimates and work is in process there. Procedural agreements with the U.S. Office of Education have eliminated special contract conditions previously required for Federally assisted construction projects, amounting to over \$2 billion a year, and substituted a special Federal Edition of AIA Document A201, "General Conditions of the Contract for Construction." Annual reports of the Commissions and Committees being submitted attest to the progress made the past year in such areas as preservation, construction management, computerized accounting systems and specifications, continuing education, licensing, etc. The *Journal*, *Memo*, and *Government Affairs*, as well as the Grassroots meetings in January, will convey the substance of these reports. When they have been studied, I think you will agree that the Institute is moving ahead on several fronts of significance to the profession.

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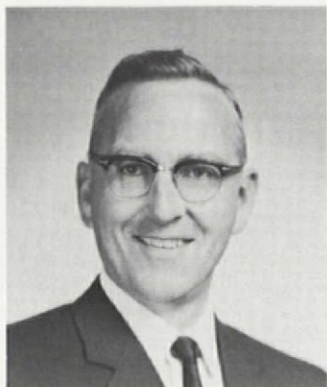
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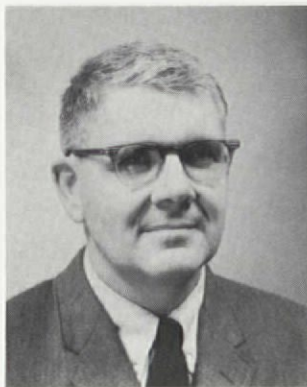
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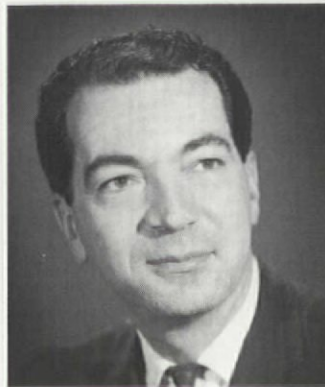
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Saginaw Valley Chapter 1968

Francis E. Warner, AIA, President

The executive board of the Saginaw Valley Chapter this year began its work for the Chapter with the intention of developing a program of area public relations that would bring the architectural profession into better focus for the community at large, and would enhance the value of membership in the AIA for the individual architect. Our officers, in attending the various meetings held in Washington, Portland and Mackinac Island, have reported that this has appeared to be a major aim throughout the profession.

Although some steps were taken by our group, I am afraid I must report only limited progress in this direction. One of my first suggestions as president of the Chapter was that we procure the services of a public relations firm to aid in our efforts, and I still feel that this would be most beneficial.

The services rendered by the architect are important enough to the community to be given a much better understanding than they receive. This ignorance of the profession is apparent when one talks with high school students who have received counseling towards entering architecture, and who are not at all aware of what either their educational or professional commitments will be.

With this in mind, the Saginaw Valley Chapter, through its Education Committee under the direction of Daniel Toschach, has been working on the development of an architectural curriculum for high school and community college programs. In conjunction with this, a \$300.00 scholarship has been given to an outstanding student in the architectural drafting program at Delta College for the past two years. It is hoped that eventually the College and the area high schools can be persuaded to call on members of the Chapter to assist in programs and counseling when the need is felt.

The spring Architectural Exhibition held at the Dow Memorial Library in Midland was well attended and drew many favorable comments. Leslie Tincknell of Saginaw was chairman of the Exhibition committee. The project exhibits featured candid photos of the various exhibitors at work that helped to make the view of the architect that was offered more well rounded.

Saginaw Valley College is interested in starting an architectural and engineering program and chapter members participated in the first meeting with Dr. Marble, President, and his staff. It was the feeling of the group that this would lead to continuing education for architects and might prove to be one of its best features.

In other Chapter affairs during the year, the Executive Committee met with the State Highway Department, Township and Regional Planning Commissions and area college officials concerning the alignment of federal highway loop I-675. Our associates, under the direction of corporate member Joseph Sobczak, assembled a slide program for the AIA competition. Although we considered the program to be excellent, our Chapter was not fortunate enough to be among the winners. We are also happy to report a slight increase in individual membership and very good participation in firm membership through the MSA. Financially, we carried a 1967 deficit of approximately \$660.00 in our operating budget, primarily due to extra legal fees in opposing, as a Chapter, the proposed location of the Saginaw County Courthouse-Jail complex. Although we were unsuccessful in our efforts to find a better location for the project, we have the satisfaction of publicly standing up to be counted in the interest of better architectural and community planning.

Additionally, Vice President Nelson and Secretary Spence have attended several meetings throughout the year with members of the Building Trades Inter-Industry Committee for the purpose of assembling recommendations for all trades, architects and engineers in the area of procedure and format for bidding documents, specifications and contract procedures. They also met with contractor and owner representatives during the summer construction trades strike to support the efforts of these two groups. The Executive Committee subsequently recommended to all offices a stoppage of all projects wherever possible for; 1) lack of adequate on-site contractor supervision and 2) fragmented work efforts which might be detrimental to qualify workmanship. Finally, the Executive Committee recommended the proposed bylaws change for professional affiliates and action by the Chapter membership is presently pending.

There are still many avenues of public relations to be explored. Due to the time limitations of the principals in their firms, many of them are bypassed. I would hope that each year progress could be made in educating the public concerning the role of the architect in the development of the community.

Western Michigan Chapter 1968

Charles Scurlock, AIA, President

Several steps were taken in 1968 to put the Chapter on a more organized and orderly basis.

Chapter records were sorted out, membership records were organized and separate files established for each member.

A Chapter office and telephone was established in the office of the Secretary with listings in each community in the Chapter area to facilitate communications and to help the Chapter to better serve the membership.

Architects in Western Michigan were able to make their presence known through the Chapter by speaking out on several local issues, including the question of appointing an Architect to the Jackson Electrical Board; a dispute involving the Mayor and Planning Department in Kalamazoo; and the Clean Water and Recreation proposals in the November election.

Chapter meetings and programs included a Joint Meeting in Big Rapids with Northern Michigan and Grand Valley Chapters and with students from Ferris State College, addressed by Jim Shane of Ferris.

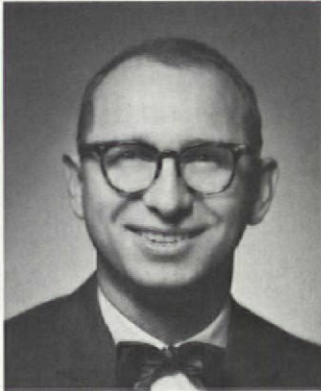
A sizable delegation from Western Michigan attended both the MSA and AIA Conventions.

A report from Showcase, Inc., of Detroit opened our fall program and stimulated a considerable interest in information systems for Architects.

Our Committee on Education organized the October meeting around a talk by Wally Sanders and one by Jim Shane of Ferris followed by responses from a number of representatives from Community and Junior Colleges in our area. The subjects discussed were continuing education for architects and technician training. The discussion opened up numerous avenues for further study and investigation which we hope to continue in 1969.

Our Committee on Design has taken steps to organize a Design Awards Program to be implemented in early 1969. Other programs anticipated for the coming year include development of a program of assistance for registration applicants and one or more community design centers.

Saginaw Valley Chapter



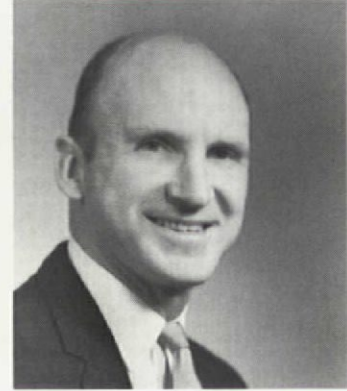
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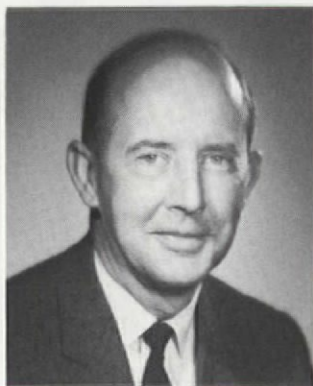
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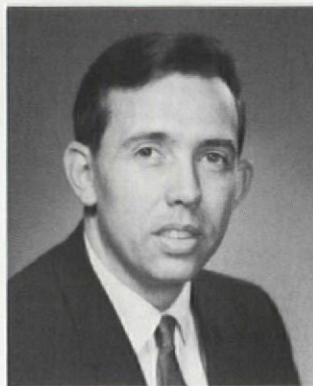
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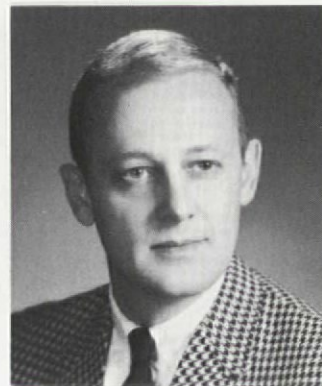
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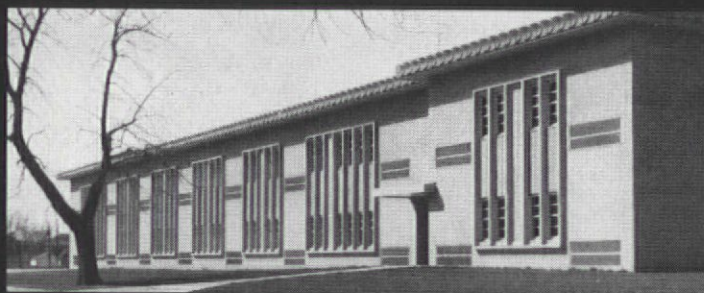
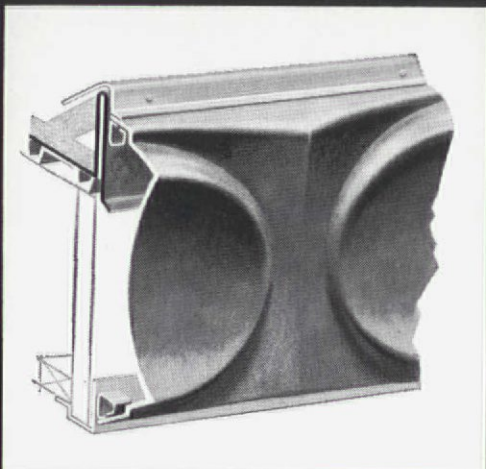
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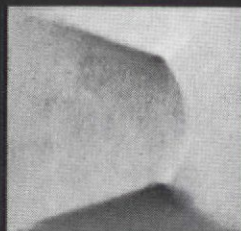
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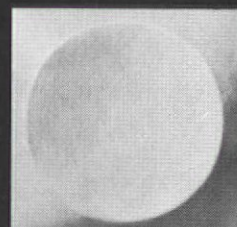
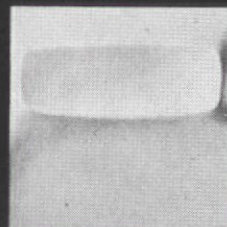
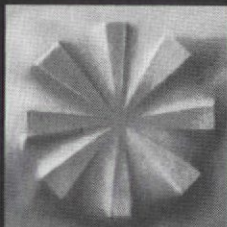
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Mid-Michigan Chapter 1968

Melvin Reiter, AIA, President

R. Eugene Frazier and the public relations committee have been cooperating with the city of Mason in arranging for an AIA urban design task force term to make a study of the town.

This team moves in for several days and analyzes assets, liabilities, needed improvements, etc., then makes recommendations. This procedure has not been tried yet in very many cities anywhere, and in none in this area.

The public relations committee has surveyed key personnel to be affected by the planning and compiled the results into a comprehensive report on the city of Mason.

On the basis of the comprehensive report the team for Mason is now being selected by Robert S. Sturgis of Boston and its working schedule arranged with William L. Bopf, Mason's city administrator.

A competition for a bus stop shelter, under the direction of Elmer J. Manson and the civic and governmental affairs committee, turned out most successfully.

The exciting and excellently detailed and presented entry of Howard E. DeWolf was winner of the \$100 prize. (He generously gives much credit to Robert P. McAllen, Charles Haddad, and Rick Newman.) Other entries that were hard to choose from were from Walter Cesarz, Elmer J. Manson, George Moutsatson, Charles V. Opdyke, Edward Shelby, Robert L. Seifert, F. Jon Walter, and Dixon Wilson. Judges were Clarence H. Rosa, chairman, Leo H. Frazier, Raymond C. Guernsey, Allen T. Hayes, E. C. Vlisides, and Melvin Reiter.

There were many benefits from this project. Among them were: (1) stimulating chapter and individual involvement, (2) excellent press coverage, (3) a closer relationship with city administration, and (4) a big boost to public acceptance of mass transportation. (Maybe a better word instead of "mass" would be helpful too. How about "group" transportation?)

While both the MSA's and the State Bureau of the Budget's fee schedules are being studied, Charles V. Opdyke and the practice of architecture committee are studying the fee schedule of the Lansing Public Schools. Work on this fee schedule is expected to carry over into the next year. The practice of architecture committee is also expected next year to continue studying the general conditions to the construction contract used by the Lansing Public schools. It is hoped by local contractors and architects that the school district will discontinue use of its own general conditions and substitute those of the AIA.

Elmer J. Manson is chairman of a month-long architectural exhibition planned for early 1969 in the gallery of the Lansing Public Library.

Suggestions include (1) a display of national honor awards or similar amounts to give a broader aspect than only local projects, (2) a series of local projects representing each local office, with possibly photo enlargements so that all mounting would be similar, (3) an informative display of architectural studies to show the public some of the intricacies of architectural design, the correlation of engineering, structures, etc., (4) film presentations on certain evenings and announcements of film showings to assist the publicity, and (5) an opening reception with refreshments etc. on the first Sunday afternoon, to which special invitations would be mailed to several hundred selected guests.

All local offices are being invited to provide exhibits and share in the cost of the exhibition.

The office procedures committee under Herbert J. Iverson's direction is working with the Builders Exchange of Greater Lansing to bring about some uniformity in bid deposits required by local architectural offices, in order to hold down construction costs. Work on the project also is expected to continue into the next year.

Mid-Michigan Chapter



Melvin Reiter



John E. Crouse



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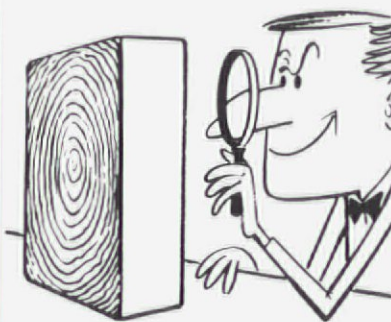
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Huron Valley Chapter 1968

Tivadar Balogh, AIA, President

An Ad Hoc School Board Advisory Committee met with the superintendent of schools of Ann Arbor in January. The purpose of the meeting was to discuss the school board's proposed plans to use the services of Mildon and Nishiyama. This firm purports to act as "owner's representatives," to "work under the direction of the owner in managing and planning the building of new facilities. In this capacity, Mildon and Nishiyama perform a vital role in helping the owner to secure a defined result." It should be pointed out that such an arrangement would allow such a party to "fly-speak" and change without having to bear any of the legal or professional responsibilities borne by the architect or engineer.

Based on previous experiences of some Chapter members and on examining the structure of services offered by this firm, the Chapter felt duty bound to convince the School Administration to seek other means of controlling school construction programs and costs, perhaps by employing a staff architect to coordinate building needs in a way similar to that as used by the Detroit Board of Education.

The end result was that the meeting helped reinforce rapport. Mildon and Nishiyama were *not* hired. However, the School Administration would, in the future, consider having school contracts changed so that architects will be required to employ the services of a professional cost consultant.

As members of the Education and Research Committee, Walter B. Sanders and Sun Chien Hsiao submitted a proposal for a Summer Training Scholarship Program. The Program was designed to provide an opportunity for architectural students at the University of Michigan to gain practical experience in an architectural office. Officers were asked to pledge a minimum of four weeks at a time per student. The number of students able to be assigned was determined by the total number of four week units that could be assembled into 16 week tours.

Four students were able to be placed for the full summer period. Participating firms were: Tivadar Balogh, Daniels and Zermack, William Hobbs, Jickling and Lyman, Robert Metcalf, Tanner and Kowalewski, Unistrut Corporation, University of Michigan Plant Dept. and James Wong.

An Ad Hoc Committee was appointed to begin work on a Huron Valley Chapter Architecture Guide. The Committee consists of Gerhard Olving, Robert M. Beckley, Kingsbury Marzolf with Herbert W. Johe acting as chairman. It was decided that the Guide should include examples of significant architecture of both contemporary and historical nature. The four counties included in the Chapter area are to be if appropriate examples are available. It was agreed that the Guide should be completed and be available to visitors at the 1971 National AIA Convention to be held in Detroit, but that the Guide should continue to be published in the future to serve the needs of students, visitors and residents.

The construction trades strikes prompted President Balogh to write the following public letter on behalf of the Huron Valley Chapter to the Washtenaw County General Contractors Inc. and Homebuilders Association of Ann Arbor: "The Huron Valley Chapter of the American Institute of Architects suggests that it would be in the best interest of the *entire* community if it were made more aware of the probable effects of rising construction costs. This should be done in terms that the layman may easily understand and appreciate. For example, what will an average

residence cost over and above its previous cost; how much more will a typical elementary school cost to construct and Builders in *The Flint Journal* on 18 May 1968 attempted to do this, but additional elaboration on the full wage packages including vacation pay, unemployment compensation, etc. including a charting of the decrease in productivity would have been helpful.

The Economy cannot withstand the inflationary pressures of rising construction costs for too much longer without drastic results. The community is continuing to grow and its building needs must be met somehow. The construction industry is fast approaching the point where it will not be able to meet these needs efficiently or realistically. Rather, other systems or techniques that are more competitive in assembling enclosures and controlling environment will undoubtedly come to the fore. And these will bear little resemblance to the traditional building construction techniques.

As Architects we are aware that the building that we design are but drawings and specifications until someone builds them. The construction industry employers, the construction trades and the architects and engineers make a team. None of these groups can exist or produce without the others. In that sense, we are all affected by the building climate. We share a responsibility to keep it a healthy climate, one in which we can all help to make our community grow properly.

The Huron Valley Chapter supports every effort to negotiate an equitable contract which will contribute to the growth and expansion of the industry. Its members have been urged to discourage owners from using interim agreements or to press for hasty settlements."

In September, William Hobbs and Ted Smith reported on a meeting called by Ann Arbor Mayor Hulcher to discuss the developer of low-income housing by private enterprise. The Chapter decided to speak to the issue and did accordingly in the following letter which was addressed to the Mayor: "The Huron Valley Chapter of the American Institute of Architects appreciates the opportunity to contribute to the discussion of proposed housing to be constructed by the private sector. We are well aware of the housing need for low-income families. The Chapter believes every effort should be made to create the best possible environment for the individual as well as the entire community.

"A program based solely on lower cost, speed and quantity ignores the need for quality so essential to the housing product if it is to contribute to better living and the restoration of human dignity. Reducing initial costs by lowering the quality of materials will inevitably increase operation and maintenance expense. It is essential to consider ultimate cost of ownership. Families with low income cannot afford to properly maintain units built with lowest initial cost as their prime consideration.

"We urge the City to carefully examine its approach to this serious need. Adequate attention must be devoted to all factors affecting cost: land acquisition and site development, economy of land use, calibre of design, simplicity of construction, operation and maintenance, and financing methods.

"The membership of the Huron Valley Chapter offers to donate its services to assist in achieving a solution to the problem based on such an approach."

The letter was well received; however, no new significant developments have occurred since.

Meanwhile, among other projects, we have assigned members to attend meetings of the Ann Arbor City Council and of the Planning Commission with the aim of improving liaison between these bodies and the Huron Valley Chapter. Among future projects being considered is that of establishing a "neighborhood office" in low income areas.

Huron Valley Chapter



Henry Kowalewski



Denis Schmiedeke



William Werner

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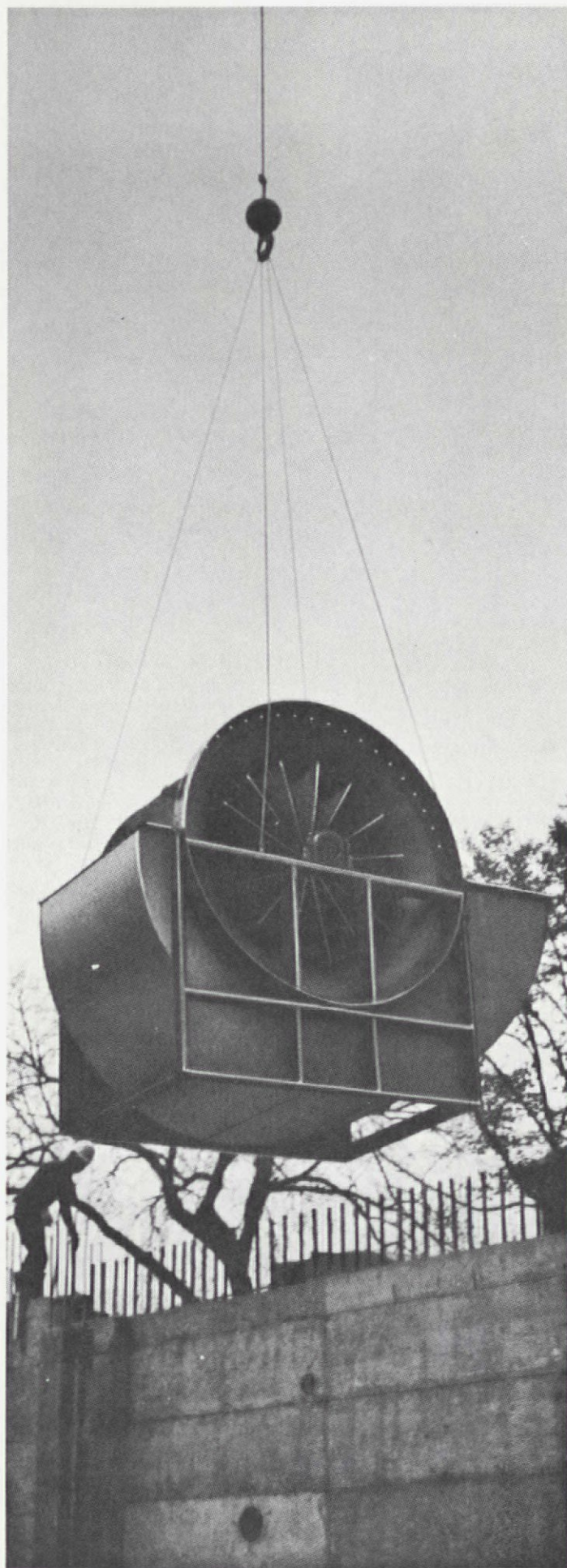
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The rebirth of our cities is the responsibility of all of us. Your concern rests on your attendance.

Sincerely,

Hideo Fujii

Hideo Fujii
Chairman

HF:jmc

Grand Valley Chapter 1968

H. Rodger Stroop, AIA, President

The following community affairs and activities of public interest have occurred in the Grand Valley Chapter Area during 1968. Suggestions for future efforts are outlined within the various items listed.

The Chapter participated in the Holland Home Show, displaying posters and models of Residences, Dormitories, Nursing Homes, Homes for the Aged, and Summer Camp Buildings located in our areas.

This project should be expanded to include the Grand Rapids and Muskegon Home Shows as a means of Public Relations with the Public and Building Industry. Comments were very favorable.

The President attended both the Grass Roots Meeting in Washington and the National Convention in Portland. This is a 'must' for Public Relations in our Chapter Area.

The Historical Preservation Committee has established report with the Heritage Hill Association of Grand Rapids, and has been actively engaged in preservation of the Grand Rapids City Hall Clock Tower, a historical landmark.

The Educational Committee is studying the possibility of affiliation with the Drafting Fraternity, Ferris State College, and an Annual Meeting with these drafting students is now established.

This committee has also organized sixteen (16) two-hour lectures on Architecture and related professions at Grand Rapids Junior College. Chapter Architects are volunteering their time to this program, and it is recommended that this be an annual project.

No awards of merit were presented this year; however, an award is forthcoming to Dr. Donald Bruggink, author of "Christ and Architecture," for his contribution to the profession.

The Urban Design and Residential Architecture Committees have combined to solve problems on Low Income Housing in the Greater Grand Rapids Area. They are working with: Francis A. Fallon, Jr.—Urban League President of Greater Grand Rapids Housing Corporation. Jerome Sorrells President—N.A.A.C.P. Executive Director—Freedom Homes.

This work should continue as a gratuitous assistance program; as it is reported very successful.

The President appointed a special committee of three Architects, who have been studying the Fire section of Michigan School Code 412 for recommendation to the Fire Safety Board.

During April the Chapter hosted ten (10) Mexican Architectural students and their Professor, Dr. Edwards Langagne, who were on a lecture and sightseeing tour of Area Architecture.

The Committee on Governmental Relations has been remotely active at the state level; however, work has been concentrated at the local level primarily with Building and Fire Inspectors in the area. At our October meeting we will host Local Area Building and Fire Inspectors with a panel discussion and open forum type meeting.

We are attempting to make this an annual event and the President concurs in this suggestion.

In general 1968 has been a very busy and relatively successful year for the Grand Valley Chapter.

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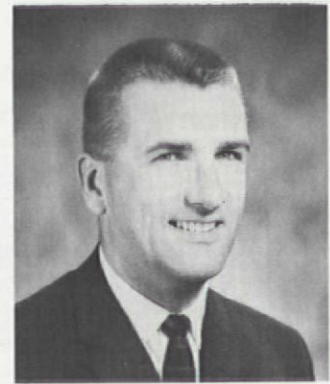
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Flint Area Chapter 1968

Auldin H. Nelson, AIA, President

In addition to its more routine professional activities, The Flint Area Chapter undertook a number of projects in the realm of community affairs during 1968.

Last May in cooperation with the Flint Art Institute, a special sub-committee of the Flint Area Chapter provided the overall design layout for Flint's first Arts Fair; although inclement weather initially postponed this well attended event, and finally necessitated its relocation to more congested indoor quarters, the Chapter's efforts were well conceived and gratefully acknowledged. Chapter members Robert Giesey and Dale Henney deserve special praise for their particular contributions of time, skill, and effort in behalf of the Flint Arts Fair.

Another area of community, as well as professional concern, in which the Flint Area Chapter has been involved, is a feasibility study for an Architectural Technicians Curriculum at the Flint Community Junior College. A committee of Chapter members and educational personnel has conducted a preliminary investigation which has resulted in the formation of an advisory board to develop a program for possible implementation in the 1969-70 academic year.

Five members of the Flint Area Chapter have tentatively been appointed to this advisory board, and a search has begun for a trained Architect-instructor to direct the program.

The most recent and perhaps most meaningful community participation activity undertaken by the Flint Area Chapter, has been its involvement with the Flint and Genesee County Model Cities program. On October 19, 1968, following several months of preparation and communication, including a personal meeting with the National Urban Design Committee, AIA, at the Portland Convention, an AIA Urban Design Assistance Team visited Flint, and conducted a three-day study of the Model Cities area. Although the team members, including one engineer and four architects, contributed their valuable services, expenses were shared by the AIA headquarters and the Flint Area Chapter. All team members were uniquely qualified in areas of sociology, transportation, or planning, as well as being architects. At a wrap-up meeting, attended by city and county officials, Model Cities participants, and chapter members, the assistance team members made observations and recommendations regarding implementation of Model Cities planning procedures and indicated possible areas of involvement by various local organizations.

In this latter regard, it is hoped that Flint Area Chapters members working through the Model Cities Agency, will be able to make some positive contributions to the program in the months to come. Gene Terrill, co-chairman of the chapter's Urban Design Committee, and committee member Dennis Haugen were particularly active in organizing and making arrangements for this program, and Chapter Secretary Tom Sedgewick arranged meetings between the Assistance Team and several important local bodies not originally scheduled.

In more routine, nevertheless highly regarded activities, the chapter awarded its fourth full tuition scholarship in Architecture to Warren G. Stockter, Jr., who has entered the University of Detroit. Herman Klein is currently chairman of the Scholarship Committee, whose worthwhile efforts are financed almost exclusively from contributions of the Flint Architectural Golf League. The golf league has just completed its second very successful year under the Chairmanship of Clifford Gibbs.

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Conglomerate organizations of realtors, attorneys, accountants, economists, sociologists, developer, contractors and not to mention architects and engineers have emerged to allegedly perform complete services for construction projects. The Professional Practice Committee has begun a program to keep the membership abreast of such activities and to supplement institute committee work on expanded services at the local level.

Currently, the Chapter is involved in a nation wide implementation of an Institute Task Force Program on Architectural Technician education. Four community colleges throughout the nation will experiment with a proposed curriculum for a two year period. The President and two corporate members, David Lee, AIA, and Fritz Homann, AIA, will serve as the Board's Committee on Schoolcraft College Advisory. The committee has been appointed to the Advisory Committee of Schoolcraft by the Dean and activity is expected to begin this fall.

The President is also serving on the Ferris State College Architectural Drafting Advisory Committee representing his firm in that capacity as well as serving as a member of the MSA Committee on Technician Training. In connection with the latter, the President was a panelist at a conference with state-wide community college faculty earlier in the year.

Much work must be done at the local level with elementary and secondary schools, with emphasis on the inner-city school. At an early age children should be exposed to architecture and what an architect is. At the secondary level, careers in architecture should be widely exposed to counselors, faculty and students alike. The President in-

tends to personally pursue this program with immediate emphasis on an organization for Career Days at all high schools in the Chapter area.

The welfare of the architectural graduate should be of immediate concern to all firms and practitioners. Education for architects is extending to five, six and even eight years. Yet many of us place these young architects as draftsmen where they remain until receiving their registration. These young men are already architects. They lack only registration. An intern program carried out in the architect's office may help to prepare them to take better hold as they reach registration. Such a program may involve the intern in a position of responsibility through each phase and activity of our practice guided by an experienced architect and evaluated throughout his internship. The practitioner as well as the intern will benefit, and the profession will benefit also. The duties of draftsmen will be accomplished by undergraduates and technicians.

The Education Committee this year completed its highly successful competition among high school students. Our appreciation is extended to the Detroit Edison Company for their active participation in the program.

All members are urged to support the Chapter programs each in his own way. Architects are busy people. The nature of the profession leaves little time for extra-curricular activities. If we are concerned with the manner in which the profession relates to the challenges of accelerating social changes, we must work together for survival. The individual efforts of many properly channeled through Chapter organization will strengthen the Architect's position as a vital participant in shaping the future.

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Detroit Chapter 1968

William R. Jarrett, AIA, President

The challenge before the profession as we faced 1968 was awesome. The Chapter found itself at the center of an Urban Crisis brought into focus by the 1967 civil disturbance. It braced itself for a construction strike in May that would seriously delay many projects, upset budgets and send labor wages rocketing above professional employee wages. Threats to our professional status still grew—"Turn-key," "Package Deal," "Developer," etc., were heard with greater frequency. The Union Advance of 1967 simmered in the background. Education of the Architect and the Technician relative to the Professional Employer needed attention. The Architect wanted to be heard. He wanted to play a greater role in the shaping of his environment. He desired to overcome his deficiency in numbers by meeting public issues head on and with conviction.

The Urban Crisis demanded attention. Everyone but the Architects seemed to be doing something or at least were expressing concern. A new committee was formed and given the title "Urban Affairs." It was charged with determining how best the Chapter could play a meaningful role in this highly complex problem. It quickly became apparent that two modes of action were necessary. The Chapter must first become educated as to what the crisis really is, and second involve all committees of the Chapter remotely associated with the problem in joint discussion sessions to resolve a plan of action. Several such meetings were held, attended by the Directors and Chairmen of Committees on Urban Affairs, Housing, Civic Design, Metropolitan Environment and Building Regulations. All members of the former Government Affairs Committee were transferred to the Urban Affairs Committee and also a member of each of the committees involved were assigned to the Urban

Affairs Committee. The education of the Chapter and the important work of this committee will continue for next year and thereafter.

Just prior to the building strike deadline, your President together with a client's representative traveled to Washington, D.C. with Presidents of the Detroit AGC, Outstate AGC, Mechanical and Electrical Contractor Organizations, Home Building Industry and the Toledo AGC for a meeting with the President's Committee of Economic Advisors. The purpose was to express concern over the extremely high wage demands of the Building Trades Unions and their possible impact on the economy of the nation. Public statements soon appeared from the nation's capital indicating a measure of success. The Chapter supported the AGC by advising its members to discourage interim work agreements on their projects for the duration of the strike.

When the strike ended and high wage settlements announced, the Chapter Board aided by Bruno Leon's expert writing prepared a position statement taking sharp issue in the matter. The statement received wide publication on WJBK Radio, Engineering News Record, Port Huron Times Herald, and The Detroit News and an Institute Publication. Such success is extremely encouraging. Strong, well written positions on public issues expressed immediately as they happen must become an important continuing activity of the Chapter.

The Chapter through its Director, C. T. McCafferty, presented a statement in support of the "Proposed Ordinance for the Preservation of Historic Landmarks and Historical Districts" before the Detroit Common Council. Again, this kind of activity is extremely important in establishing the Architect as an influential member of the community.

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Back Row: Charles Scurlock, Bernard DeVries, James Tomblinson, Almon Durkee; Center: Glen Paulsen, Chase Black, Norman Kline, Ann Stacy, Robert Siefert; Front: Howard Hakken, David Osler, Jackson Hallett, 1969 MSA President, William Lyman and Walter Sanders.

President of the Cranbrook Academy of Art will continue in that post on a nearly full-time basis until he can devote more time to the new merged firm bearing his name. His associates in his present firm will become part of the enlarged organization.

Although for ease of identification only three names will be used in the merged firm's name Peter Tarapata, FAIA; Charles H. MacMahon, Jr., FAIA; Glen Paulsen, AIA; William J. Hayes, P. E.; Mark T. Jarosewicz, AIA; Maurice B. Allen, Jr., AIA and Richard K. Albyn, AIA will be principals in the firm.

Associates in the new firm are: Samuel V. Tavernit, P. E.; Stanley E. Beebe; Willard M. Harju, P. E.; Gerald E. Cullimore; Christopher Z. Wzacny, AIA, AIP; Fritz Homann, AIA; (Mrs.) Marion Yuhn, AIA; R. Jerome Chamberland, AIA; Dorrance McCullen, AIA; Ralph C. Steele, P. E.; Thomas J. Lucas, Jr., AIA; and Kent D. Johnson, AIA.

Tarapata and MacMahon have earned many citations and awards for superior design during the last 10 years. Among them are the Bloomfield Hills Junior High School (1958), Wylie E. Groves High School, Birmingham (1959), overall development of a 280-acre site for 3 campuses; community

college for 12,000 students; high school for 2,500 students; and a junior high school for 2,000 students (1960). Also, Southfield High School (1963) and Central Plaza Development, Canton, Ohio (1962-64).

The firm recently has designed a School of Music structure at College of Wooster (Ohio), a classroom building for the Department of Education and Social Science at Oakland University and the new Bloomfield Township Public Library.

Glen Paulsen and Associates has won awards for its design of Shapero Hall of Pharmacy, Wayne State University (1965), Our Shepherd Lutheran Church, Birmingham (1963-64-66), and Ford Life Sciences Complex, University of Detroit (1965).

Other projects include Medical Center Master Plan, University of Michigan, Oakland University Master Plan, domed classrooms at Roeper City and Country School, Bloomfield Hills and the schematic phase of a proposed \$8,000,000 motel-hotel complex in metropolitan Detroit.

New Officers of Bloomfield Firm

Begrow & Brown, Inc. of Bloomfield Hills announce the new officers of the Corporation as of September 3,

1968: Jack W. Brown, AIA—President & Treasurer; Samuel M. Deyo, CSI—Vice President & Secretary; and Charles E. Johnson, P. E.,—Vice President & Director.

Consulting Engineers Add To Firm

A new member and a new firm name are announced by the Troy-based consulting engineering firm of Holforty Widrig O'Neill & Associates, Inc.



The new member is Bruce A. King, Jr., Professional Engineer with registrations in both mechanical and electrical engineering.

The new firm name is Holforty Widrig O'Neill King & Associates, Inc.



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A. Arnold Agree Elected President of Agree Architectural Firm



A. Arnold Agree, AIA, has been elected president of the architectural firm of Charles N. Agree, Inc.

Charles N. Agree, AIA, former president and founder in 1919 of the firm, was elected chairman of the board. He will continue in an active advisory capacity.

The other newly elected officers are Alfred S. Farber, AIA, executive vice president; James F. Chamberlin, AIA, vice president and secretary; and Robert C. Lebeck, vice president.

Recently the firm has specialized in the planning and designing of regional shopping centers, office buildings, nursing homes and retail stores. Although they have nearly 50 years of experience in all phases of commercial design, Arnold Agree discovered his greatest challenge when he planned and designed the Holden Reptile Museum at the Detroit Zoo.

Besides Agree's involvement in community and civic affairs he is a member of the Engineering Society of Detroit. In 1958 he was appointed to the National Panel of the American Arbitration Association and recently to their Construction Industry Advisory Committee. He also is vice-chairman of the board of governors of the Construction Industry Bid Registry.

Bruce H. Smith, FAIA Named to National Committee

The appointment of Bruce H. Smith, FAIA, of Royal Oak, as a member of the School & College Architecture Committee of The American Institute of Architects was announced today by Institute President George E. Kassabaum, FAIA, of St. Louis.

Smith, president of Smith & Smith/Associates, has served as a Director and Treasurer of the Detroit Chapter of The American Institute of Architects and two terms as President of the Michigan Society of Architects.

A graduate of Albion College and

the University of Colorado his recent project responsibilities include the Michigan International Speedway, in the Irish Hills; Day School for the Deaf, for the Detroit Board of Education; Detroit Country Day School; the Birmingham Board of Education Administration; and school projects in Wayne, Plymouth, Utica, Armada and Manistique.

WKA Announces Associates

Wakely Kushner Associates, Inc., Architects, of St. Clair Shores, announces H. Warren Goth, AIA, John P. Jensen, AIA and William J. Manes have been appointed to the positions of Associates of the firm, and that Joan S. Lineman has been appointed Business Administrator for the firm. Goth was designated Associate in Charge of Production, Manes Associate in Charge of Field Coordination, and Jensen Associate in Charge of Design.

Manes has been associated with Wakely Kushner Associates since 1959 as Chief Construction Superintendent. Prior to that time, he was a Senior Construction Supervisor for the Argonaut Realty Division of the General Motors Corporation, with assignments at the Cadillac and Buick Motor Divisions and the General Motors Technical Center.

Jensen joined the staff of Wakely Kushner Associates, Inc., in 1961 as a Senior Designer and became Chief Designer in 1965. He is a 1958 graduate of Iowa State University and received his Master of Architecture degree from Cranbrook Academy in 1959. He is a member of the Detroit Chapter, AIA.

Goth graduated from the University of Detroit in 1952, joined Wakely Kushner Associates, Inc., in 1963 as Chief Draftsman from a position with the Detroit Board of Education as a Coordinator in the School Housing Division. He was appointed Chief Architect and Office Manager in 1967. He is a member of the Detroit Chapter, AIA.

Architectural Firms to Merge

Two of Michigan's architectural firms will merge as of the first of January. Glen Paulsen and Associates, Inc. and Tarapata-MacMahon Associates, Inc. will join forces to become Tarapata-MacMahon-Paulsen Associates, Inc., architects, engineers and planners.

The firm will occupy the recently expanded Tarapata-MacMahon offices at 1191 West Square Lake Road, Bloomfield Hills, Michigan.

Glen Paulsen who last year became

the highest forms of the humanities rather than a profession in the narrow sense so often adopted. It is more important to understand psychology, social behavior, and philosophy than it is to understand material structures or the like. But, lest I am misunderstood, I wish to say that these should not be interpreted as being mutually exclusive. My point is that the latter are quite often the sole orientation of architectural education. This, despite the fact that "design" is continually maintained as the essential center of architectural curriculum.

It would seem to me that architects should be fundamentally educated in the areas of industrialization, systems analysis, economics, behavior psychology, political science and sociology. But it is critical that he be educated in humanity. My observations over a period of years has been that the attitudes in practice and education are in direct contradiction to these premises. Rather than creativity we stimulate conformity; rather than encouraging the revolution inherent in a new idea we stimulate adherence to stereotypes and rather than open the world of architecture to the full implications of the twentieth century we tend to fight the rear guard action of protecting the

nineteenth. We do this at our peril. The architect of the last one hundred years is dead. It is inertia, rather than validity, which preserves his tenuous position.

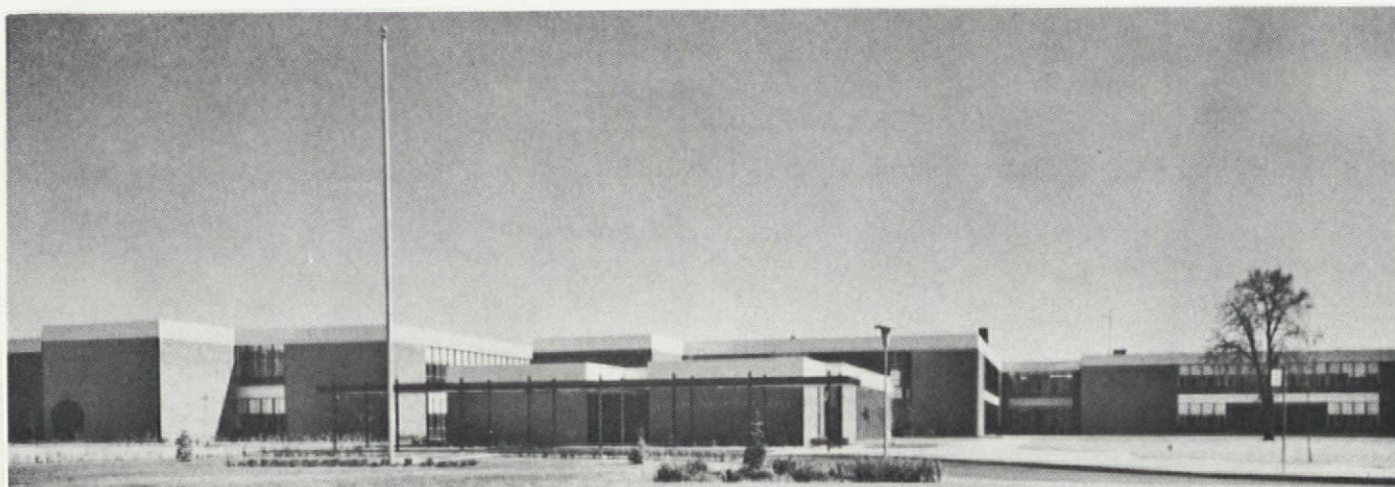
In this age where subtleties have been muted, our senses bombarded beyond the point of endurance and where population growth, greed and exploitation are staples of our time, we are faced with a crisis of the human spirit. It is in this crisis that environment becomes more critical than ever before and where an understanding of human behavior is essential for survival. It has been here that the creative spirit in man has been most stifled, where the sham of artificial neatness and snobbish conformity have been most destructive. In this crisis it becomes the architect's responsibility to deal intelligently with all the tools that are available which become weapons of war against the dehumanization of our civilization. If we do not have empathy with the human condition we will have committed symbolic suicide and it shall be a death well deserved.

The point I am trying to make is that the conditions we have seen and are seeing today relative to architecture are the result of mental processes more

appropriate to the pre-relativistic era of men. That our teaching practices, which result in these attitudes, are fossilized remains of the past, seem to me to be without doubt. Architecture, concerned with its own survival, in an era which requires more than it has given, must now re-assess itself. Romantic myths will no longer suffice to answer the questions posed by society. Indeed, it has not truly sufficed for sometime past.

Glorious and esoteric statements of a generalized nature glorifying past accomplishments but without active involvement and understanding of the *now* can only be looked upon as myopic.

In summary, it is my opinion that architecture must abandon stylism for the sake of understanding, it must understand all of the tools and methods of the physical and life sciences without abandonment of a value structure based upon the aspirations of men and finally architects must be continuously educated not in the precepts of narrow professionalism but in the higher atmosphere of human responsibility. In the battle for humanity we must become the essential soldiers or we shall become unessential parasites.



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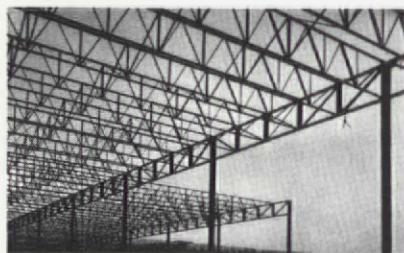
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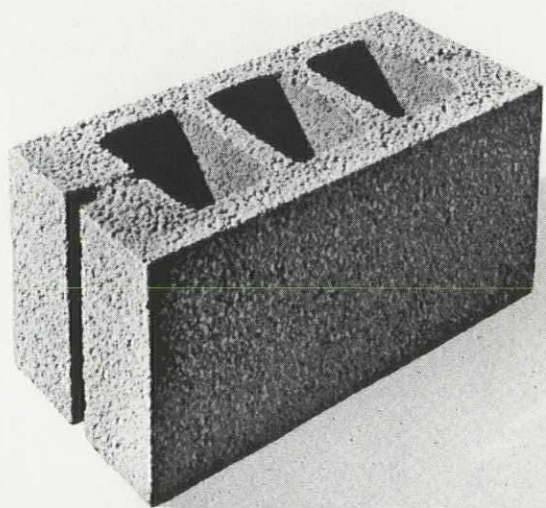
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understand the nature of man and to use the tools of architecture—materials, form, structure, space and the like to express this nature. This has implications for an appropriate aesthetic. No aesthetic concept has validity unless it derives from the state of man and if it does not allow him freedom for involvement and participation in his environment.

Although architecture deals with "things" they are not the meaning that places value upon architecture and it is this basic fact that has been obscured. We have always expressed this in our verbage but hardly at all in our works. We have tended to create a system of "mysteries" and to place ourselves in the position of high priests. And now, in this century, we find ourselves talking only to each other as the "faithful" have looked elsewhere for the solution to their problems. Can we blame them when we contribute nothing essentially different than those who provide "things" more efficiently and economically? This leads us inevitably to the question of why this state of affairs exists. Aside from the failure of spirit that is so obvious there exists the question of education. This is the last aspect I would consider here.

Is architectural education relevant to the real? It is with a great deal of sadness that I must confess that, by and large, it is not. Indeed, most of this activity is not education at all but merely training. This stems from the conditions mentioned above as well as a confusion concerning the basic task of architecture. It stems further from a permeating fear that all new technologies, forms of knowledge and the like are threats to creativity. Rather than recognizing these as new and significant tools to more gracefully carry out the values of men through architecture we prefer to maintain that creativity is a mysterious force that only an esoteric few may understand. We seem to forget that this immediately relegates the acts of this esoteric few to a position of insignificance for the many who constitute mankind.

It would seem to me that if architecture is to have grandeur it must recognize that among all men these are some common denominators. Further, these common denominators must be recognized as stemming from the basic psychological and intellectual states of man. The architect has value in the sense that he possesses the ability to express these common ideals of man through the poetics of architecture. This requires that the architect must basically understand human nature and that, in terms of education, architecture must be considered one of



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14th Annual Student Forum

The following article is the work of Bruno Leon, Dean of the School of Architecture, University of Detroit. Dean Leon participated in the 14th Annual Student Forum held in Ann Arbor under the direction of the AIA.

It requires no omnipotence to realize that, by and large, architecture is conceived in the minds of most architects in such a manner that it can be termed a nineteenth century profession. What I mean by this is that too many architects, whatever their verbal expressions, still consider themselves taste-makers for aristocrats. It matters little that these aristocrats are now corporate clients or the affluent. They see themselves in a unique position in terms of aesthetics among the populace and generally this aesthetic is of the nineteenth century variety. By this I mean an aesthetic based upon intellectual theories basically unrelated and irrelevant to the human condition. Out of this base we have arrived at an age of eclecticism and stylism, whether of the personal variety or derived from some "school of thought." The basic superficiality of this attitude has not been lost upon the society with the result that architects, except in sentimental terms, receive small respect and less consideration than the valid concerns of architecture should have in the plans of men.

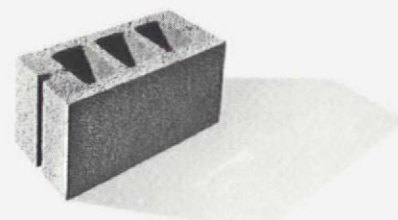
I could continue to comment upon many of the attitudes which impinge upon architecture or which emanate from it, but it would seem to me that this is unnecessary for anyone who faces squarely the issues without sentimentality. Therefore, I would prefer to look for the sources of the disenchantment on the part of architects. To pursue this I would address myself to the issues of a materialistic—technological society, education, and mythology.

The mythology I refer to is that commonly held among most architects. This cult is imbued with the idea of hero-worship, whether of the past personalities in the pantheon or architecture of self-directed. The distortion inherent in such a process leads to the substitution of slogans or concern with the problem, for cosmetic



whim in place of organic expression and for imposition in place of poetic elevation relative to humane needs. It is not unlike the medieval conceptions of the role of the priesthood and the faithful. It is as equally irrelevant in this place and time. It would therefore seem imperative to me that such an attitude must be abandoned or the result will be the abandonment of the profession. This general attitude was best expressed by Nietzsche in the "Twilight of the Idols" when he said, "... here it is the great act of will, the will that moves mountains, the frenzy of the great will which aspires to art. The most powerful human beings have always inspired architects; the architect has always been under the spell of power. His buildings are supposed to render pride visible and the victory over gravity, the will to power. Architecture is a kind of eloquence of power in forms—now persuading, even flattering, now only commanding. The highest feeling of power and sureness finds expression in a grand style. The power which no longer needs any proof, which spurns pleasing, which does not answer lightly, which feels no witness near, which lives oblivious to all opposition to it, which reposes within itself, fatalistically, a law among laws—that speaks of itself as a grand style." We are all aware that we live in a materialistic-technological society and it behooves us little to expound endlessly about the deficits of such a condition. It exists! The tendencies towards dehumanization which exist are not to be used as screens for our own fears but is in essence the challenge which we must accept. When only "things" seem to be the measure of such a society it is our own betrayal, to either only make "things" or to decry the making of "things."

It is rather our responsibility to raise "things" to the level of poetry. This does not mean cosmetics or personal taste. In our time it means to



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EDITORIAL

Just what does the MSA represent? Such a question of course has a pretty obvious answer based on statistics, studies, business indices and so on. A comparison question might be just how good is the product—the architecture—produced by MSA's members, and this of course gets into the never-never land of that great establishing standards of good and not so good in it? (We can't really say "good" or "bad"). But there are measurements by which we can assess the reception and effectiveness of the product, as well as the participation in and support of related intra-professional relationships. There is, as well, a broad latitude of the judgment of these things dependent on who it is making a judgment, and perhaps the divergence of opinion is most striking when this division occurs on the geographical plane, the extrospective versus the introspective appearance of things; the outsiders' view versus our own look at ourselves.

For the moment let us assume that the parameters we set to define "architecture" are understood to include not only the artistic and aesthetic quality of a building, but all the other ramifications that we encounter in dealing with the human environment, including the rather inward question of the individual architect's own private economic world. On such a basis it would appear that the efforts of Michigan's architects are cleaner and generally on the acceptable side of the scale when viewed from outside of the state and outside of the business meetings of the MSA Board of Directors.

A whale of a lot of the product of Michigan's architects is produced for clients and/or locations outside of Michigan, and generally on a pretty regular and continuing basis. There are such examples as the new School of Medicine and the new School of Dentistry for the University of Colorado, to be located in Denver, and the \$200 million airport development for Atlanta, done, along with Michigan's very long range and very high priced Capitol Complex Development in Lansing, by Smith, Hinchman and Grylls. There is the continuing list of major projects (about 20% of an annual gross of around \$25 million) done in Wisconsin by the Warren Holmes Co. of Lansing, and as another comment on Wisconsin as a market place, the mammoth job files of the Daverman Associates of Grand Rapids on work in that state, where higher education physical facilities will bear a heavy Daverman influence. Then there are the records of Giffels and Rossetti in Detroit, Kingscott in Kalamazoo and Commonwealth Associates of Jackson. This is only a sampling of the firms and projects making up this

category. It could go on and on—to the conclusion that there is little doubt as to the extent of Michigan's architectural exporting. And this is only the beginning. The addition of the fast talking, hard-headed salesmanship of Phil Meathe to the solidity, capability, and high quality standard of Smith, Hinchman and Grylls gives perhaps some indication of future intentions at one of the really BIG houses.

Getting along within and among ourselves is perhaps another question. There are innumerable examples of MSA members appearing to go out of their way to oppose, nullify and even destroy the efforts of the MSA. While this is a matter akin in some ways to normal human behavior, the prophet in his own home town and all that, it still reaches an almost sickening lack of faith and support—rather frequently too, and in many differing ways. Entreaties from the Bulletin to various chapters to report what is going on seem to fall on ears that are to put it kindly, unresponsive. What is happening in the Saginaw area for example? And where is this long heralded documentation on the reorganization for more effective action of the committee structure of the Detroit chapter? There have been all sorts of beefs about fees being asked for the separate classification of firm memberships in the MSA—("why didn't my firm appear in the roster of firms in the October Bulletin?") and yet when these fees were used to sponsor, together with the U of M, a continuing education seminar conference on the economics of practicing architecture in Ann Arbor on Dec. 7, attendance was a pretty minute and sad percentage of MSA membership—and certainly the average architect doesn't know nearly as much about this subject as he thinks he does. There are such failures by the membership to exploit what it has here.

Viewed from nearly anywhere else in the country, the architects of Michigan have a pretty sweet situation going for them. The organization and activity of the MSA is the envy of state societies and of other regional organizations all across the country. It is blessed with an executive director and staff whose savvy and resource background is without peer, and generally is directed by an executive board which rarely fails to be on top of matters which have real significance and meaning to the profession. "Support your local blah-blah-blah" is a slogan that is ignored and ridiculed more often than not. But like so many moss covered slogans and ideals it inevitably has tremendous impact for those who heed it and live it.

David Williams, AIA



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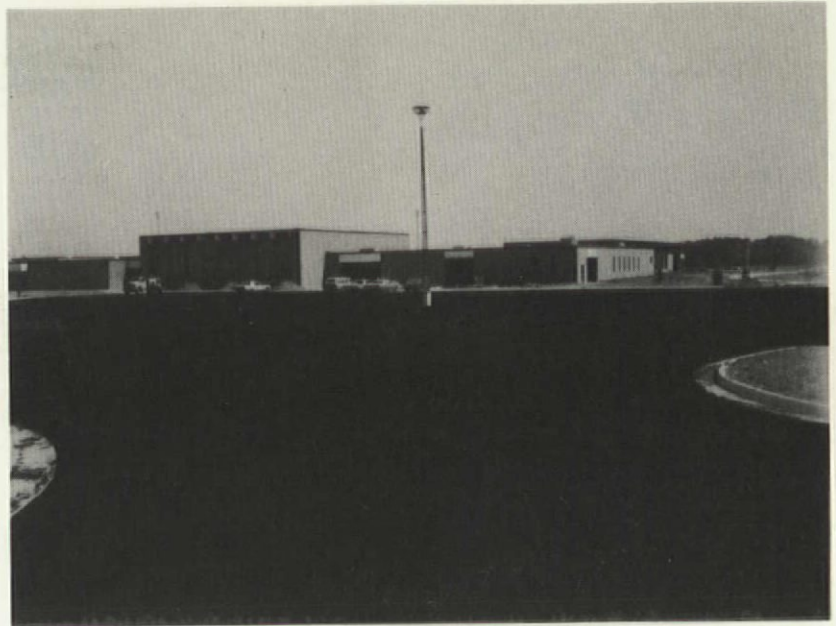
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