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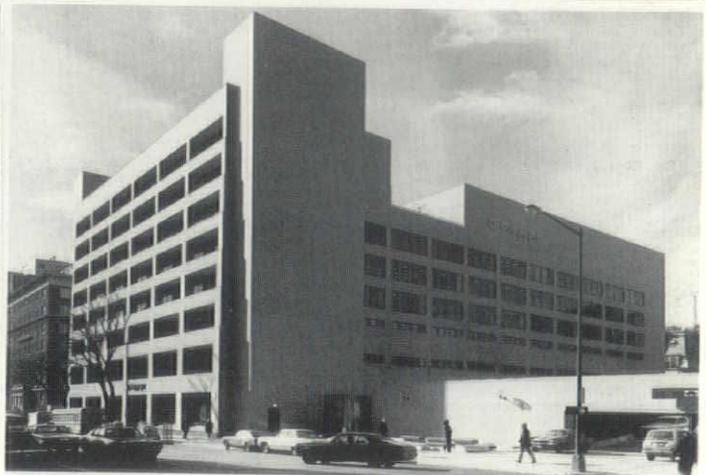
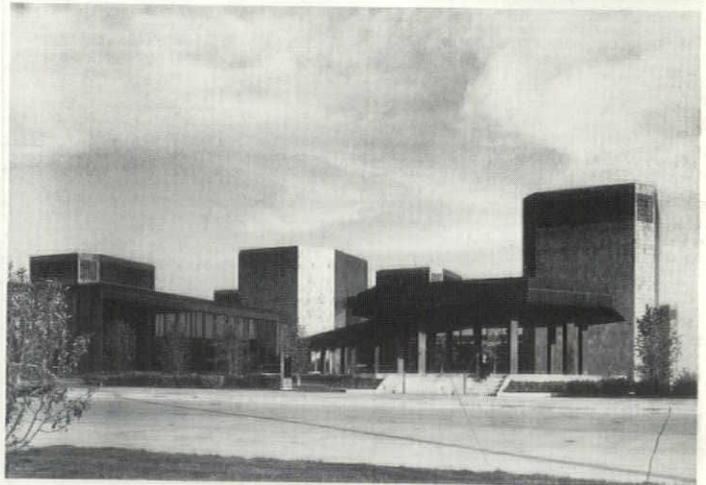
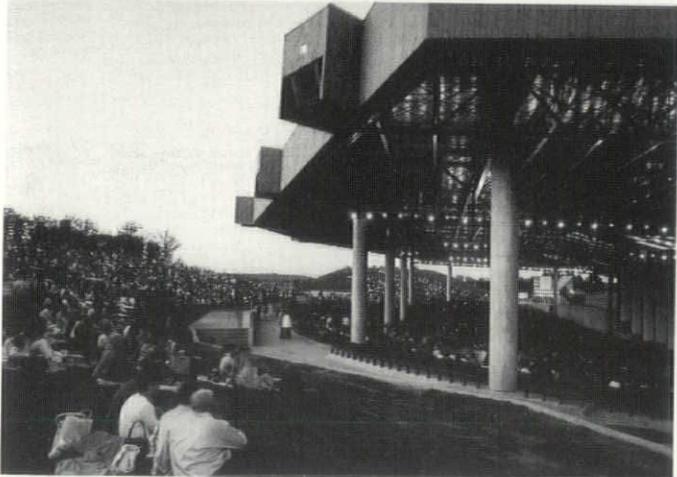
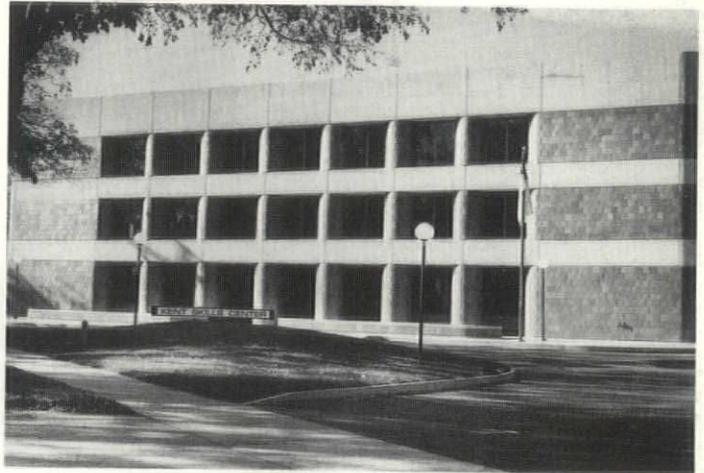
MAY 8 1973

LIBRARY

Monthly
Bulletin

Michigan
Society of
Architects

May 1973
50¢



WE THINK THE WHO JOB, JUST LIKE YOU DO.

Gone are the days when you could think of mechanical contractors and their tradesmen simply as pipeslingers.

You see, the more demands you put on a building for sophisticated environmental systems, the more our 300 member mechanical contractors and their 3500 tradesmen have to prepare themselves.

That's why we not only sponsor educational programs for apprentices and journeymen, but train our management level people in "whole job" concepts. We promote management courses through Wayne State University and marketing surveys through the University of Michigan.

And we participate with the other trades in productivity campaigns like Build America.

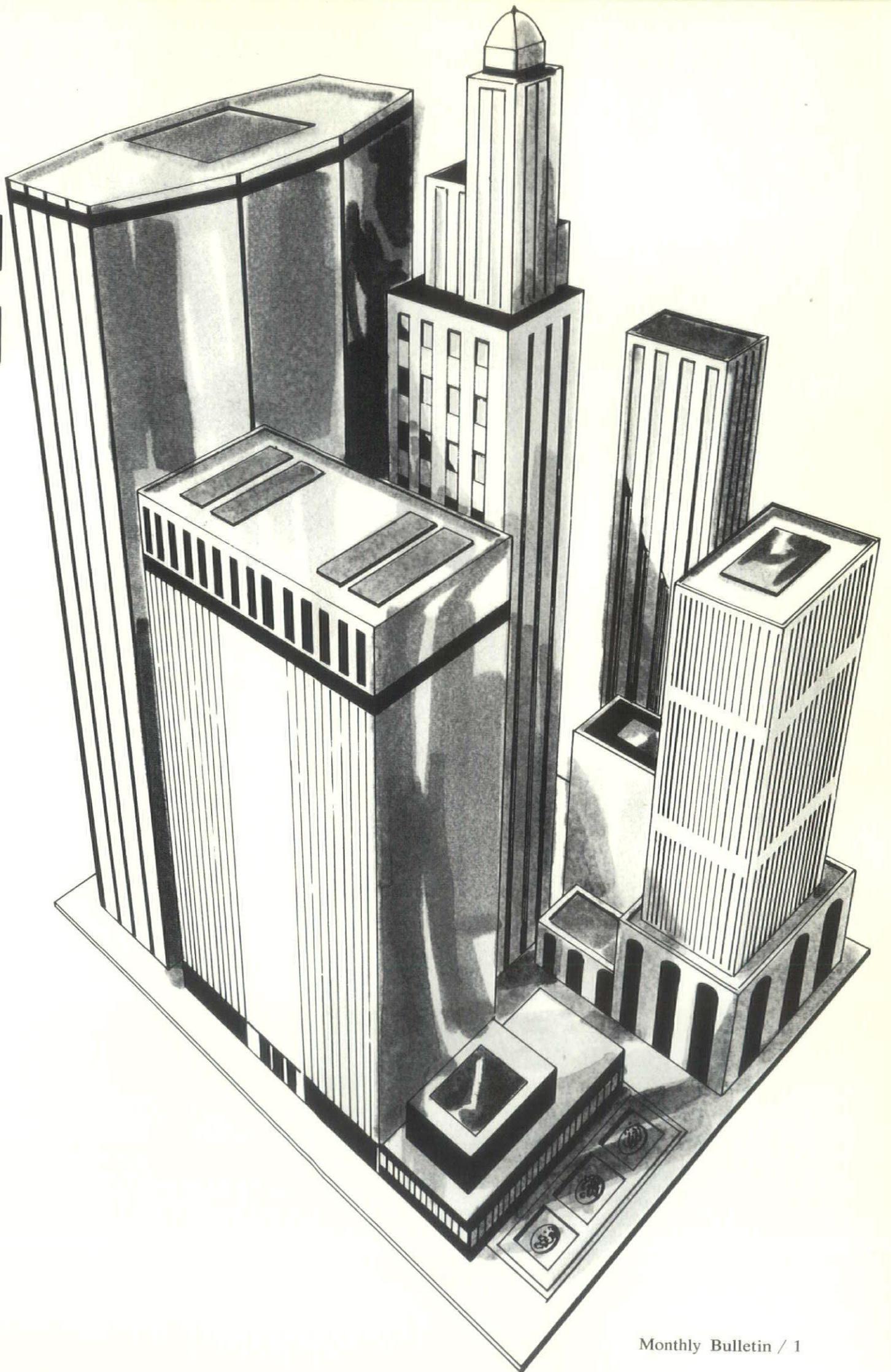
It all adds up to a lot of work, but it only goes to prove the old adage: The more you do, the more you can do.

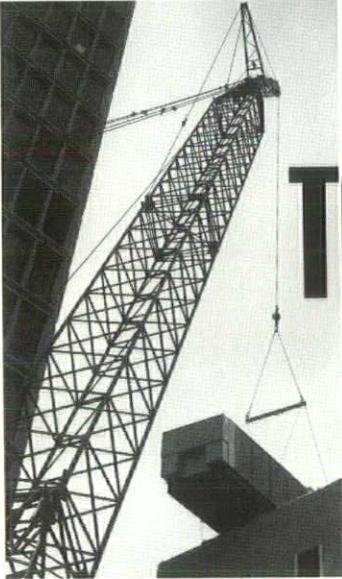
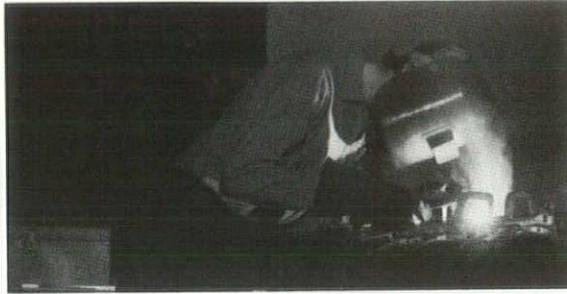


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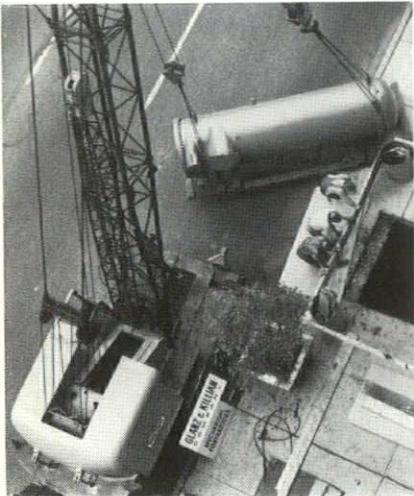
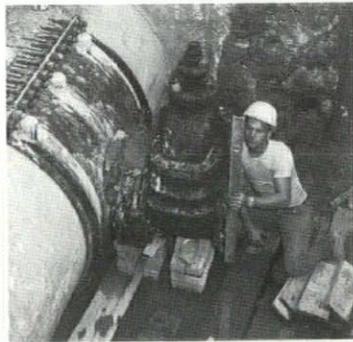
14801 W. Eight Mile Road
Detroit, Michigan 48235
Phone 341-7661

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TOOLS OF THE TRADE



No good mechanical contractor can operate without them. But it's how they're *used* that counts. And often as not, that depends on what's gone on before the work starts.

Is the job being done in the best possible way? Have all options been considered? Is future expansion provided for? Answers to questions like these have to be hammered out first. And we won't touch a tool until they are. This is the way we go at it—standard operating procedure—so that our customers get the best possible value.

Glanz & Killian has what it takes to make the tools of the trade work better. Maybe that explains why, after 50 years, we're still one of the fastest growing mechanical contractors in the Midwest.

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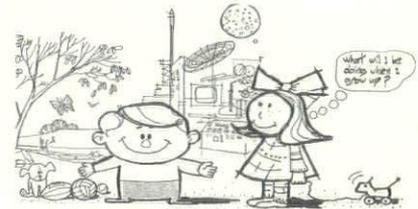


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May, 1973

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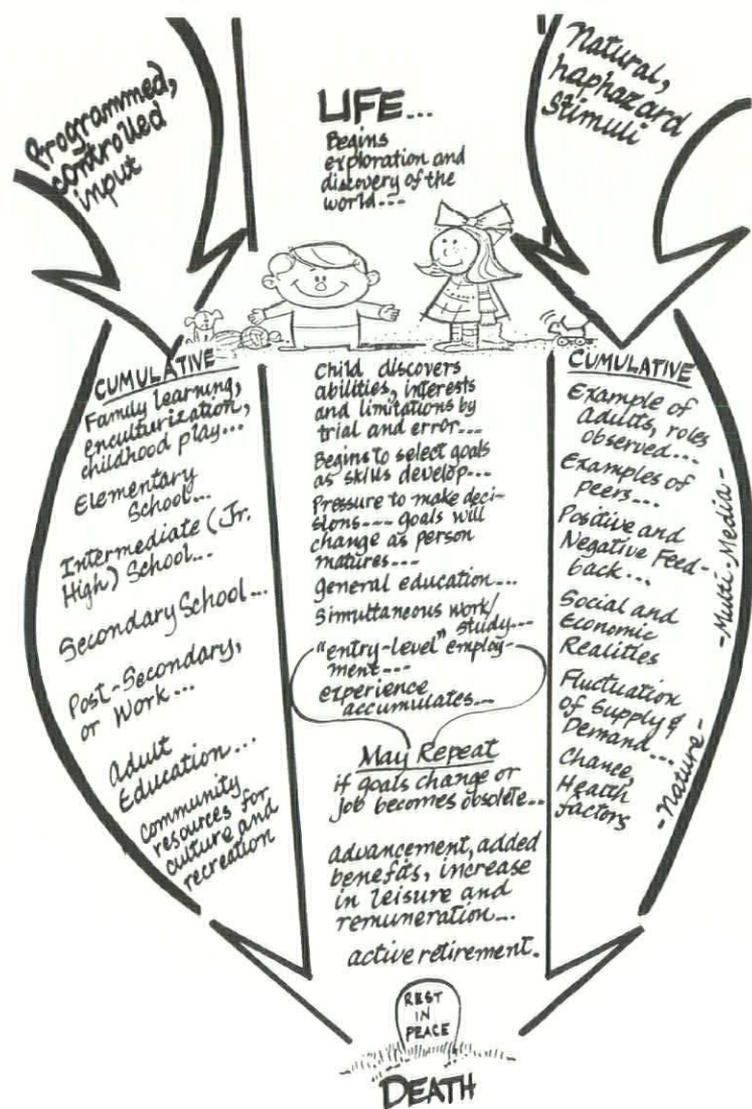
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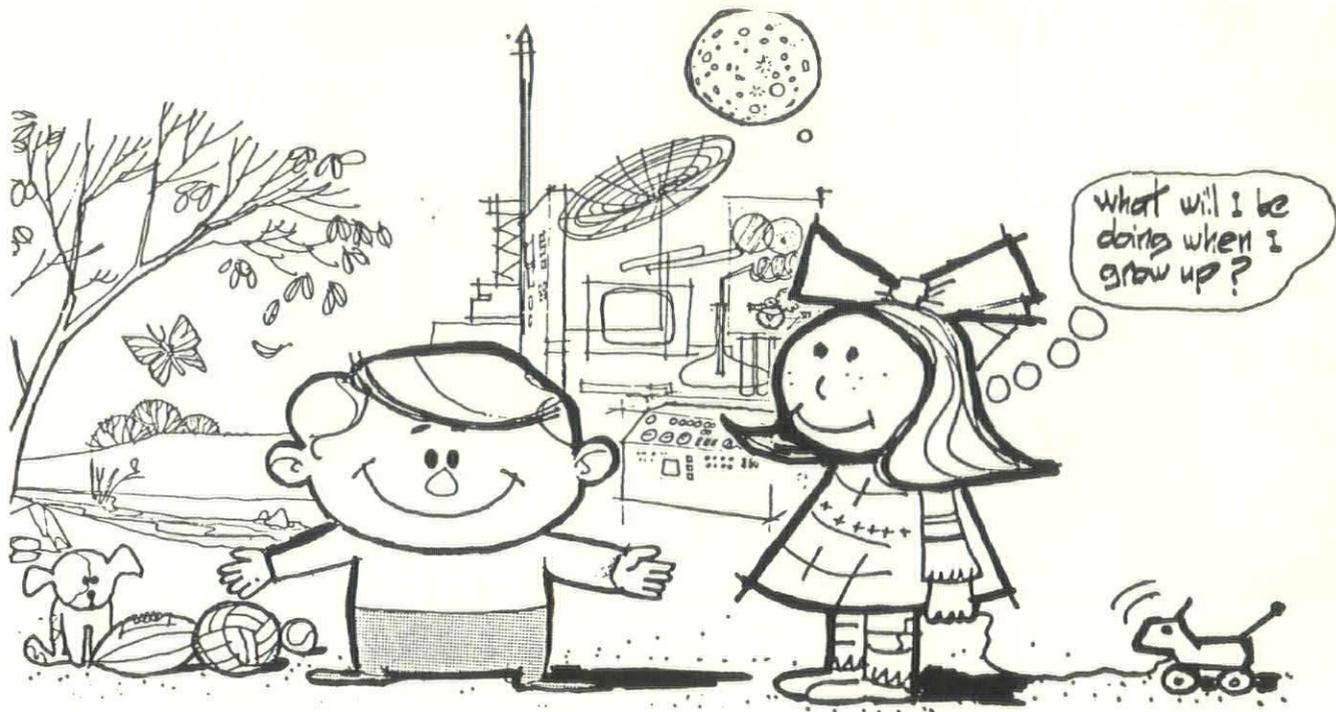


Career Education — The World of Work

MICHIGAN VOCATIONAL — TECHNICAL EDUCATION
FACILITIES PROJECT
MICHIGAN DEPARTMENT OF EDUCATION

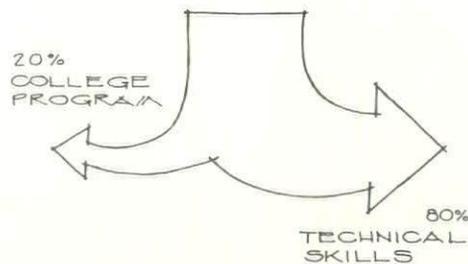
Report by Leslie D. Tincknell, A.I.A.
Committee on Architecture for Education
The American Institute of Architects



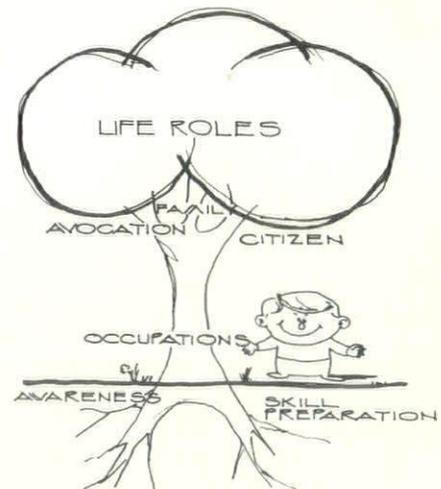


The buzz word today in the education and facilities planning world from the U.S. Office of Education down to the local level is career education. The Michigan Department of Education is exploring the evolving concept and new directions in the educational process regarding life careers. In the past, life careers have been determined by a variety of circumstances rather than preparation. In a changing society, a better method of awareness and preparation is required.

skills are increasing rapidly, but our schools as a rule, do not prepare students for entry into the non-academic careers. Cultivating an awareness in a wide range of career options has not typically been part of the college-oriented educational system.



Today, the Bureau of Labor forecasts that only 20% of all jobs in the country in the 1970's and '80's will require a bachelor's degree. Conventional school systems are geared to first meet the needs of those who plan to continue their education through college. The remaining 80% of our students are not receiving adequate education that is relevant to their needs. Demands for persons with technical



Career education is a concept that has been developed to correct these inequities and inadequacies in the content and structure of our educational system. It is designed to integrate academic and occupational training, to provide learning experiences that are relevant, and meaningful, and to be individually oriented. It becomes obvious that career education is not a simple job

training program that will do away with emphasis on traditional basic skills. Students will be made aware of the entire range of career options, and will be encouraged to turn their talents and interests into ways of earning a living through a more direct process than now exists.

As an analogy to the concept of career education, the growing tree presents a pattern for easier understanding. The two major tap roots of the tree represent career awareness or development, and career preparation or skill preparation.

The roots of the tree are two-fold:

1. Awareness or career development: self-understanding, awareness of the paths to career opportunities, exploration of broad clusters of occupations, gaining of decision-making skills, understanding of the significance of careers, ability to identify and use alternate courses of action.

2. Skill preparation or career preparation: composed of academic and occupational skill-building programs, from those required for entry-level employment to those classified as specialized, professional, and scientific.

As these two taproots are brought

together to feed the tree of life roles, one of the primary areas of emphasis will be placed on occupations. It is a recognized fact that in order to successfully participate in our society, a person must have a sound economic base. This is represented by the trunk. If this trunk is healthy, it will enable the tree to branch, and to allow the individual time for participation with the life roles of family, community and avocations. Whether the individual chooses to pursue an academic profession such as medicine, or law, or obtain an entry level skill and work after graduation from high school, career education should help him by eliminating much of the irrelevance and waste of time now built into the educational process.

In the early '60's, in Michigan and throughout the nation, attention was focused on the post-secondary field (community colleges) as a means to develop the entry level skills. A large portion of the students, however, did not achieve this level and left the educational program prior to the attainment of an area of relevance. Due to this breakdown of program, the concept of

career education was developed and embodies the entire educational process—birth to death. If this change is to be effective, the concepts of career development and career preparation have to evolve and develop a broad range of learning experiences.

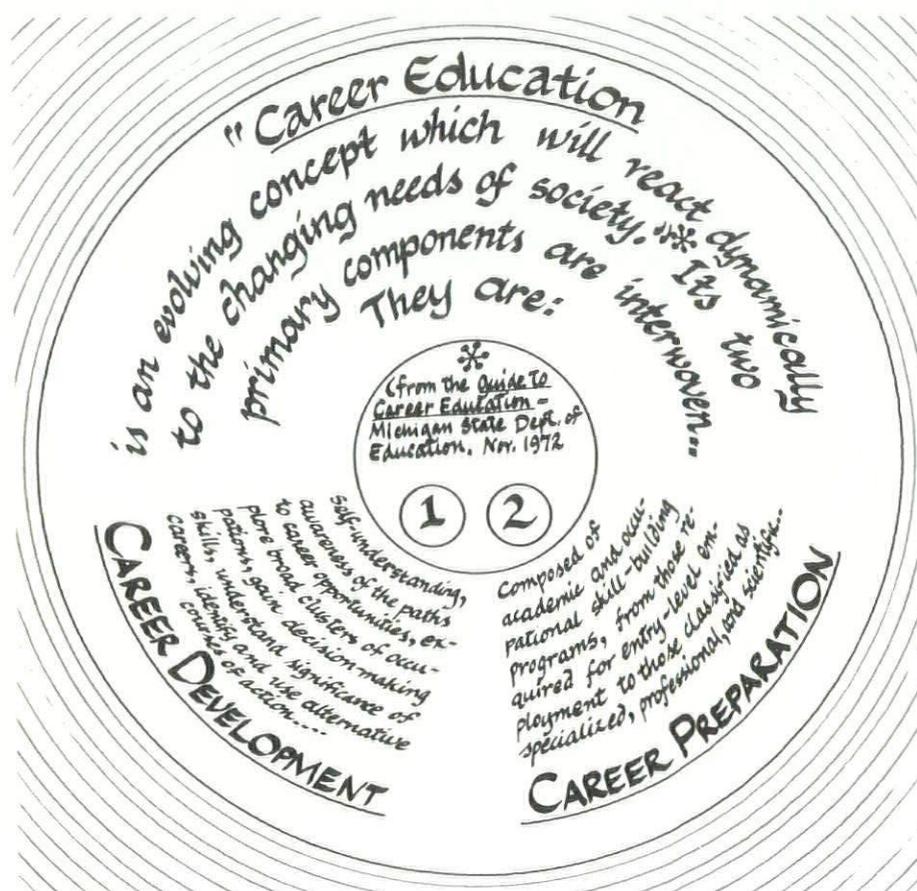
At this point in time, Michigan is developing pilot programs for the career development portion of career education. These programs will be introduced to the elementary levels and totally integrated into the educational process. Because these pilot programs are in the initial phase at this point in time, there is not enough hard data to address this component further at this point in time. However, as we look at the career preparation activities, both academic and occupational skill-building, we find that much is already taking place in a variety of settings.

The breakdown in the formal static approach to secondary education is already under way. This means that we need new attitudes about learning, communication between people, resources of the community—in short, an awareness of the total learning environment.

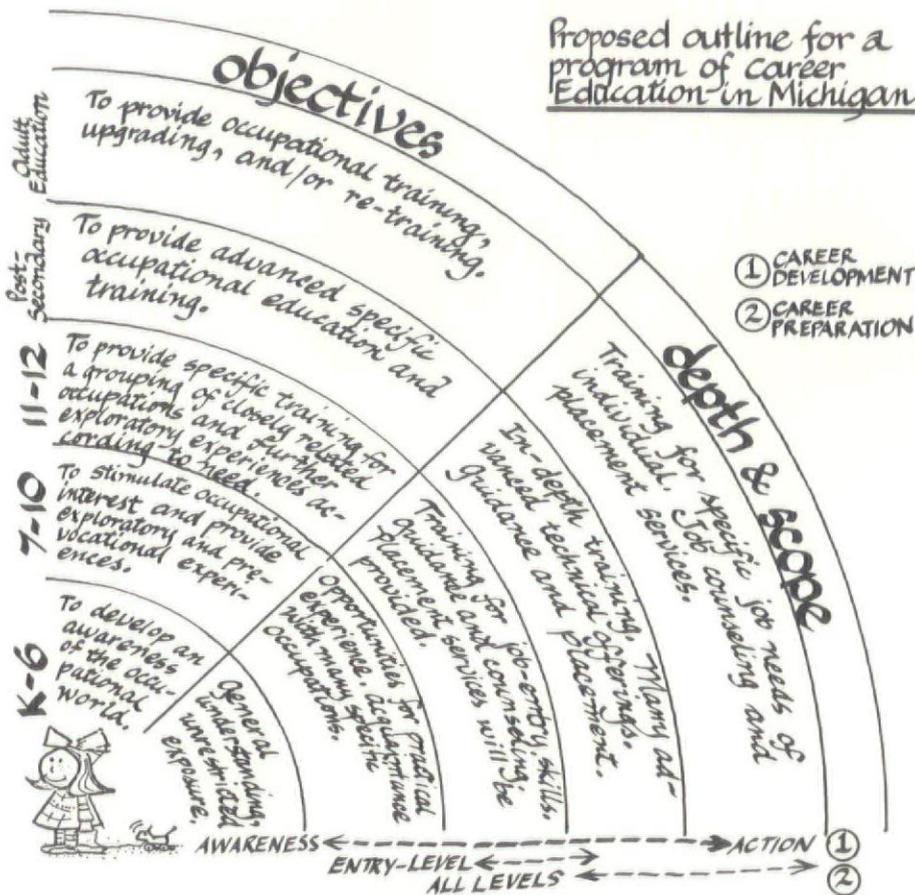
To implement an effective career education program, each community must first try to determine its most pressing need and its priorities.

Stated objectives need not be rigid but should reflect current social realities. Education must be responsible and responsive to the people.

The community should catalogue its resources within and without the school system. All skill preparation programs need not be housed in new facilities. Programs could well be housed throughout the community in both large and small group situations. The existing schools may well offer greater opportunities by virtue of expanding programs, and specialized centers could be developed to supplement the existing high schools.



Proposed outline for a program of Career Education in Michigan



dary centers which was initiated in 1965. Experience has uncovered many inefficiencies in the approach which has been employed thus far. The local units (Intermediate School Districts and Community College Districts) have little or no experience in planning for and constructing career education facilities.

Because of the structure of the Intermediate School Districts, the number of staff members available to participate in the development of educational specifications is extremely limited.

Because of the relative newness of the career education movement in the State of Michigan, the architectural firms who service the area have limited experience to draw upon.

As a result of the above mentioned:

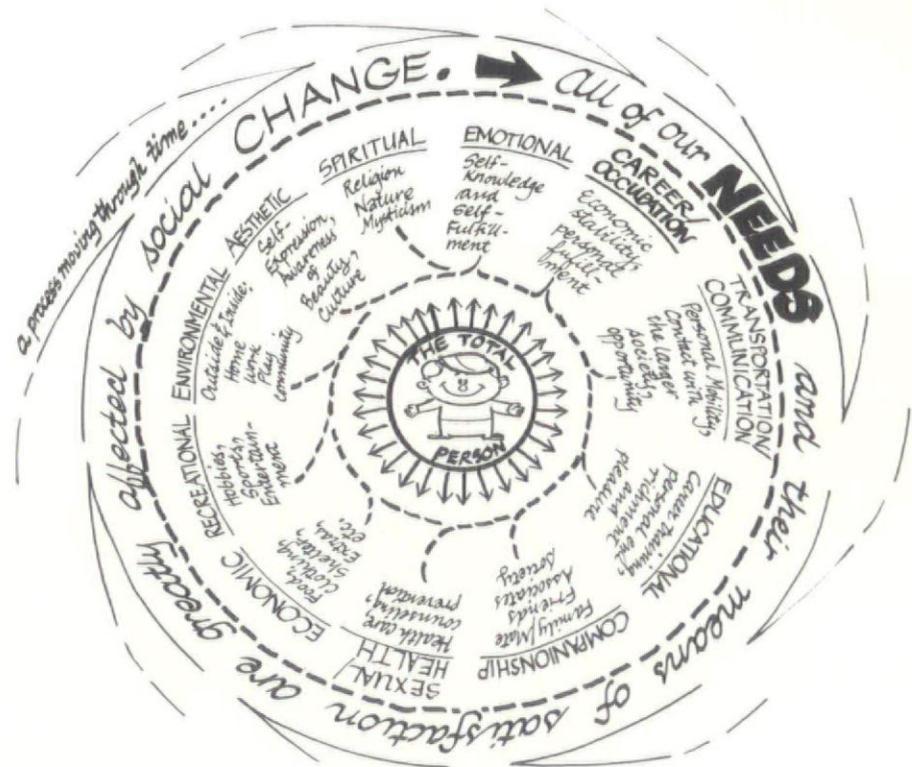
The local units (Intermediate School Districts and Community College Districts) are not aware of the options which exist in the area of facility construction.

The graphic solutions which have been generated thus far have failed to take full advantage of the new processes, products, and materials.

It is the "skill center" or "career center" that has received the focus of the skill preparation program at the secondary level. While we feel that the community should investigate all options, the skill center is able to provide a comprehensive program that is unattainable for most school districts. Through the statewide system of intermediate school districts, the state has a network to deal with special education programs.

During the next eight to ten years, projections will require plans to spend between \$400,000,000 and \$600,000,000 (state, local, and federal) for the constructing and equipping of career or skill facilities. This will complete a state-wide network of 80 secondary and 29 post-second-

NEEDS: A network of inter-relationships affected by CHANGE



CAREER EDUCATION is concerned with a part of the overall picture, but a part that is inter-related in the "total picture".

The cost of facilities has remained relatively high.

Little emphasis has been placed on the learning environment.

Because of the projected time frame to complete this network of facilities, the amount of dollars involved, and the real need to provide the options for career education to all people in the state, there is a great desire to streamline the construction process. In order that this might be accomplished, the following tasks have been identified:

1. Compile a collection of data which exists relative to the planning career education facilities.

2. Review and synthesize the data compiled into a guide for planning career education facilities.

3. Identify and review the system approaches to construction and management which have application in the construction of education facilities.

4. Synthesize the approaches identified into a format which will make the data collected readily available to architectural firms and administrative personnel at both the state and local level.

5. Provide state and regional in-service programs to disseminate the information and demonstrate its use.

At the February 1972 meeting of the American Institute of Architects Committee on Architecture for Education, Robert Paullin from the Michigan Department of Education appeared seeking assistance from the Committee to pursue the tasks identified above.

A liaison was established with the CAE through committee member Leslie Tincknell, and at this same time, the Department funded a study grant through Michigan State University Continuing Education Service under the direction of Floyd Parker. A steering committee composed of Paullin, Parker, and Tincknell met and determined the scope and method of approach for use of the grant in the study of career education.

Because of the fragmented information and evolving development of the concept of career education, a decision was reached to expand the study beyond the state borders by employing a team of five nationally recognized leaders in the field of facilities planning. To assist in their selection, an ad hoc advisory committee was formed. It was com-

posed of:

William Chase, Deputy Director
U.S. Office of Education

Richard Featherstone, Professor
College of Education, Michigan
State University

Dwayne Gardner, Executive Director

Council of Educational Facility
Planners

Ben Graves, Project Director
Educational Facilities Labora-
tories, Inc.

Donald Leu, Dean
School of Education, San Jose
State College

Milton Miller, Director Educa-
tional Facilities Planning
Grand Rapids Board of Educa-
tion

Along with this, CAE also recommended that we identify an educator/architect type to serve as a professional advisor. C. Theodore Larson, Professor of Architecture at the University of Michigan was identified and designated as the professional advisor. Goals and objectives of the project were then presented to this Ad Hoc Selection Committee who went through a quite involved and difficult process to assist in selecting a project team to conduct the study.

The project team selected to develop the study was composed of four architects and one educational consultant:

William F. Blurock, FAIA
William Blurock and Partners
Corona Del Mar, California
C. William Brubaker, FAIA
The Perkins and Will Partnership
Chicago, Illinois
Stanton Leggett
Stanton Leggett and Associates,
Inc.

Chicago, Illinois
Linn Smith, FAIA
Linn Smith, Demiene, Adams,
Inc.

Birmingham, Michigan
Peter Tarapata, FAIA
Tarapata, MacMahaon, Paulsen
Corp.

Bloomfield Hills, Michigan
The team, called by various

names, met and were formed in July 1972 with a time table to be ready by the first of the year.

The greatest problem was to be ready with what? How broad or how narrow a scope should there be to the problem? Methods and procedures to prevent a "standard solution"—How to present this with the broadest pattern of options—options—options—

After several meetings, it became apparent that "Options" would be the name of the game. The team divided the problem into five parts or monographs that are interrelated for a total picture, yet they may be used as individual units. This method allows a variety of procedures with the groups of varying degrees of experience of expertise.

Preface to the report by Bill Blurock:

"This is a *Collection of Ideas*, and not a "How-to-do-it" recipe book on career education. We have not written a document but a loose framework of concepts to stimulate thought and discussion on *your* part about learning, school, the right to work, success. . . ."

"Objectives and Opinions", by William Blurock, gives the overview of career education:

- A. Objectives
- B. Why career education?
- C. The total learning process
- D. Options for implementation
- E. Attitudes: prerequisites for change

"The Process of Planning", by Stanton Leggett, focuses on the strategy for planning, organization of planning, development of career education plans, programs for students, community involvement and the planning team.

"Facilities Options", William Brubaker, starts with the question, "To Build Or Not To Build?", and explores the use of existing facilities, recycling space, new facilities, and new methods of teaching.

"Planning for Change", Peter Tarapata, states, "If You Must Build, Plan For Change". This is accomplished through programming for change and the concept of space management.

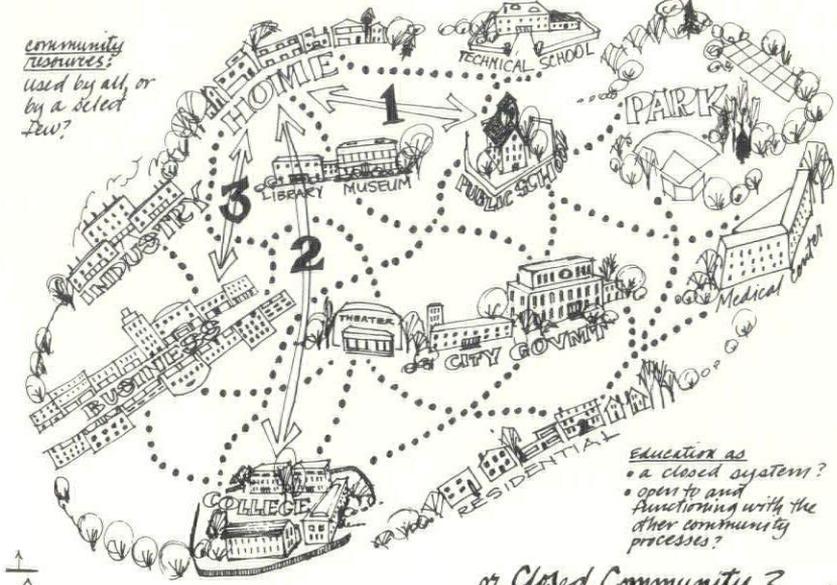
"Construction Options", Linn Smith, investigates the construction process by use of systems, fast track, and construction management.

This is quite a unique package in total, in that it combines and pre-

sents in simplified form many of the concepts and cardinal principles that must go into the planning of housing career education activities. In order that this information be made available to all parties concerned, the Michigan Department of Education, in conjunction with Michigan State University, is undertaking an effort to provide inservice on a statewide basis to insure the dissemination and utilization of this package. If the objectives of this project are successfully accomplished, the result should be a better educated client and architect. If the challenge is met, then facilities should reflect the process and provide a better educated student to meet the demands and opportunities of his generation.



Open Community: The processes of education, business, industry, the trades, public recreational and cultural organizations are known and used by all citizens. The key: an effective communication system.....



or Closed Community?
 Children are submerged in the closed atmosphere of the school, and are made aware of the potentialities of their community in a very limited way...
 An individual may enter COLLEGE, but this too is an exclusive, limited environment which is a closed system within the community.
 A persons life may be most limited when he or she begins a job or career. They may traverse the town on the way to and from work without being aware of its human and cultural resources.

HEALTH SERVICES--- professional medicine, nursing, social welfare, lab technician, licensed volunteer, medical secretary, therapists, x-ray technician, aides, ambulance driver, food handlers, etc.



SCIENCE AND TECHNOLOGICAL SERVICES... graphic arts, research and development, construction, transportation, plastics, horticulture, drafting & design, etc.

CIVIC & RECREATIONAL SERVICES--- civic services, parks and recreation, libraries, museum, child care centers, arena or stadium, zoo,



adult education, public sanitation, police and fire science, civil service, etc.

COMMUNICATIVE ARTS CLUSTER

--- performing arts, graphic arts, printing and publishing, photo processing, journalism, radio, television, design and drafting, support sector.



SOME POSSIBLE CLUSTERS OR CIVIL-SOME POSSIBILITIES IN A CLUSTER



Some possible learning opportunities within a "communicative arts" cluster



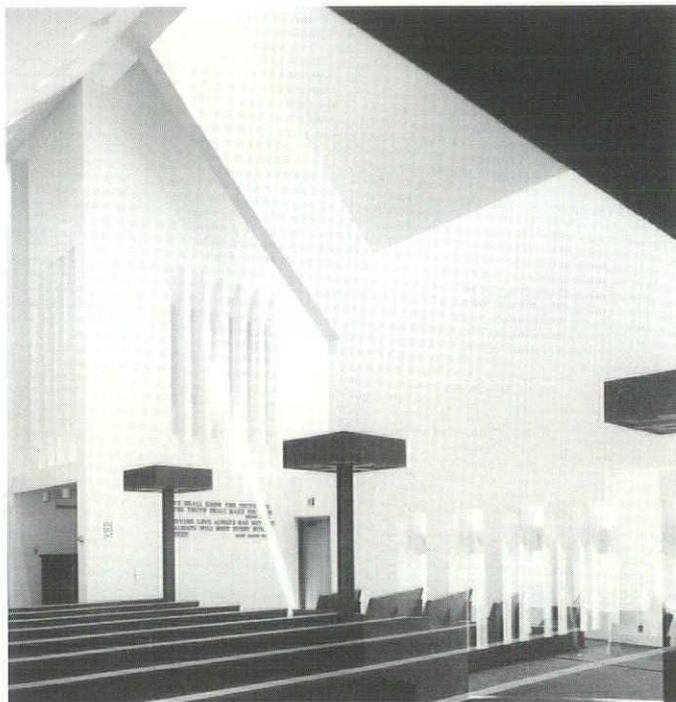
MSA Honor Award

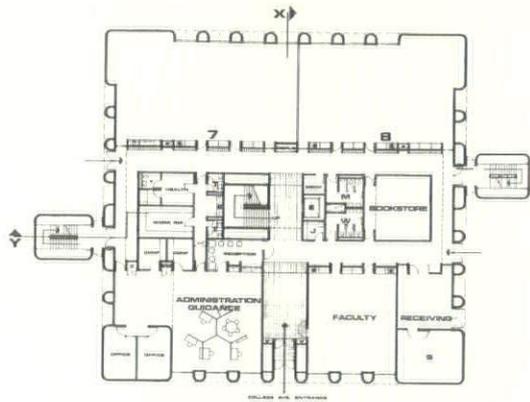
First Church of Christ, Scientist
Port Huron, Michigan

ARCHITECT:
Frederick Stickel Associates
Troy, Michigan

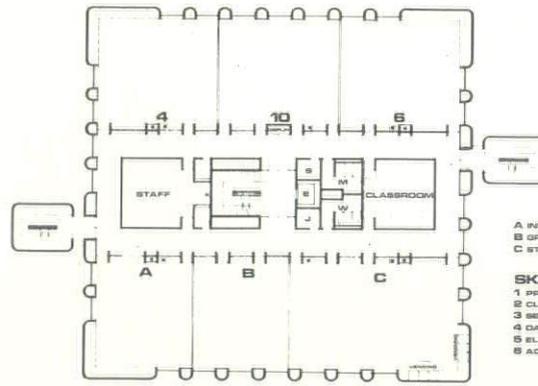
OWNER:
First Church of Christ, Scientist

CONTRACTOR:
Pettibone Construction, Inc.





FLOOR 1



FLOOR 2,3

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 B GROUP INSTRUCTION
 C STUDENT COMMONS

SKILLS:
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 2 CLERICAL
 3 SECRETARIAL
 4 DATA PROCESSING
 5 ELECTRONICS
 6 ACCOUNTING

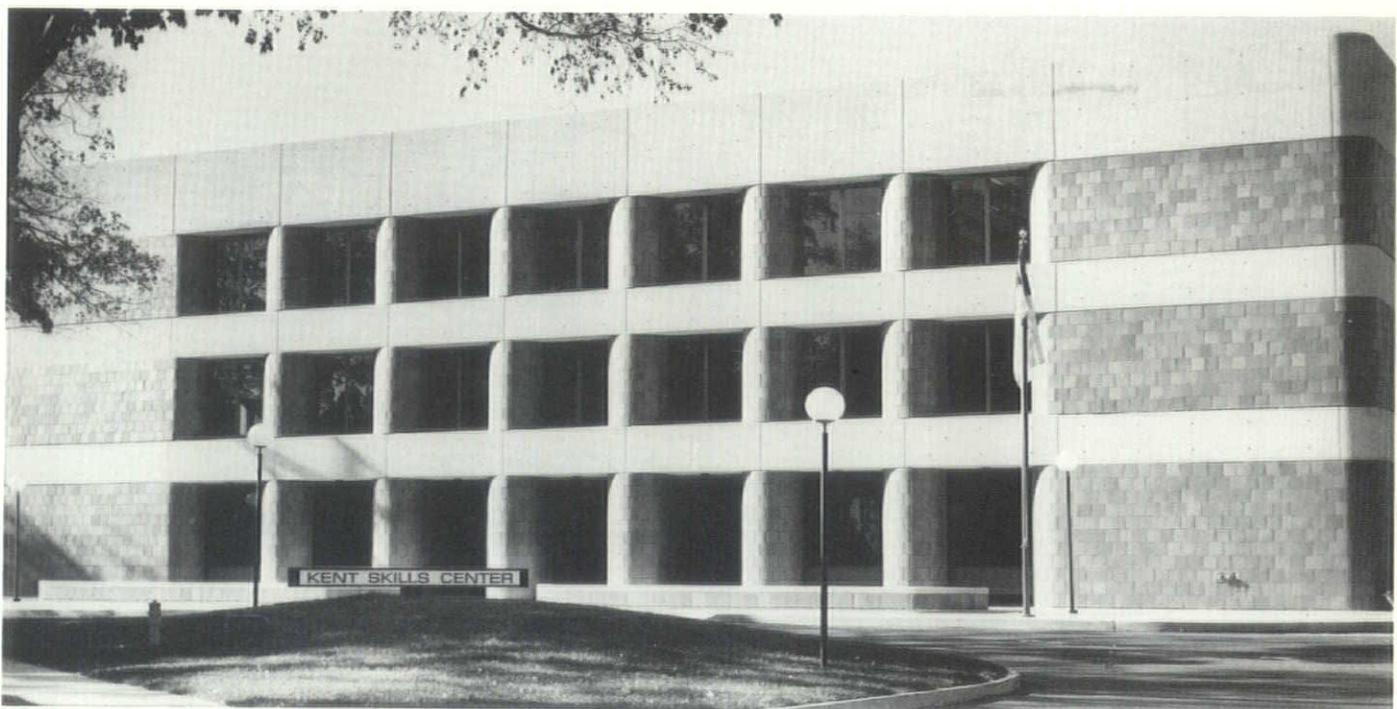


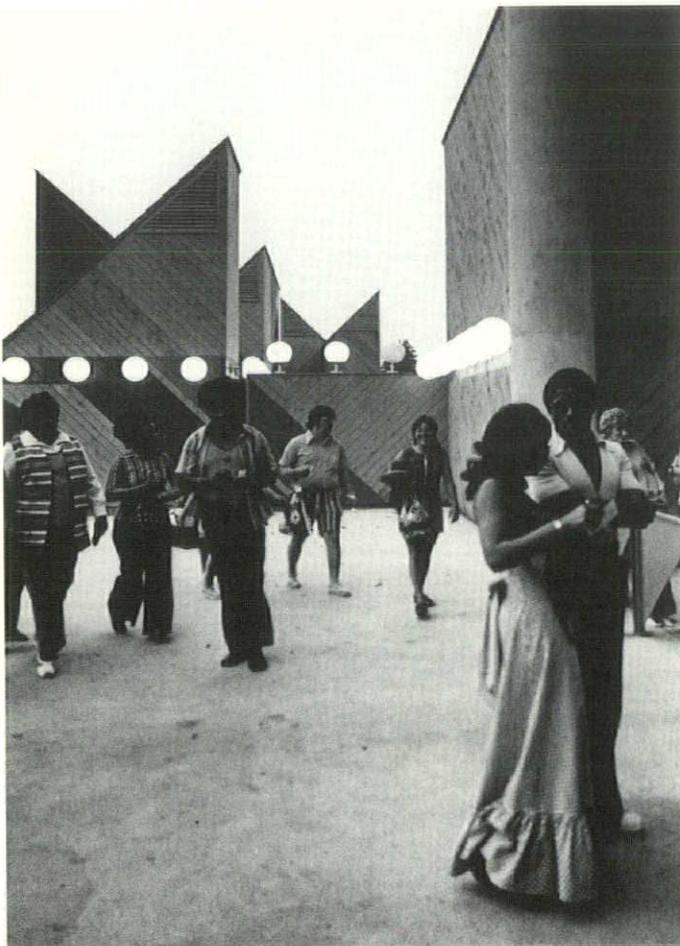
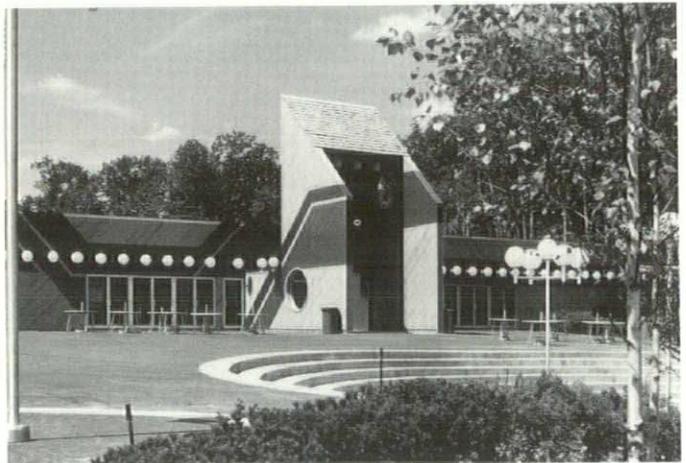
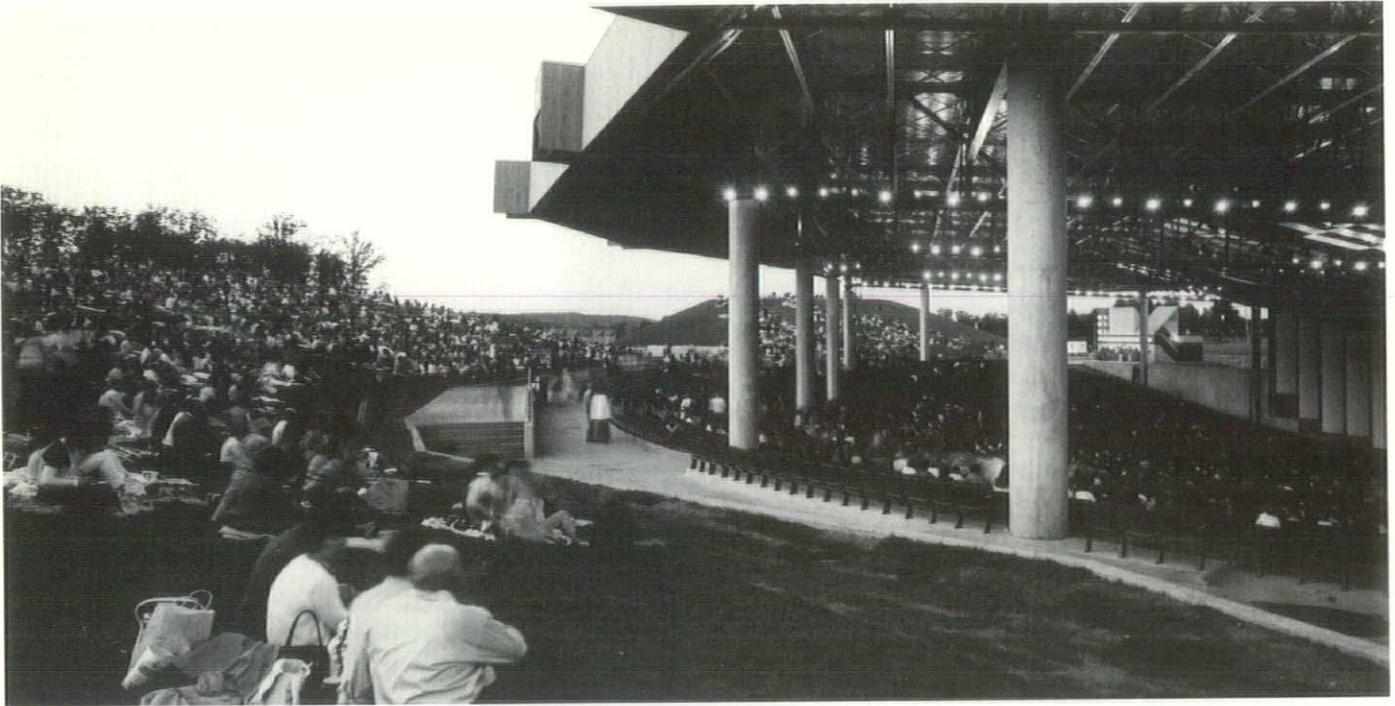
Kent Skills Center —
 College Avenue Building
 Grand Rapids, Michigan

ARCHITECT:
 Daverman Associates, Inc.
 Grand Rapids, Michigan

OWNER:
 Kent Intermediate School District
 Albert L. Deal, Superintendent

GENERAL CONTRACTOR:
 Karsten Construction Company





USA Honor
Award

Pine Knob Music Theatre
Independence Township, Michigan

ARCHITECTS & PLANNERS:

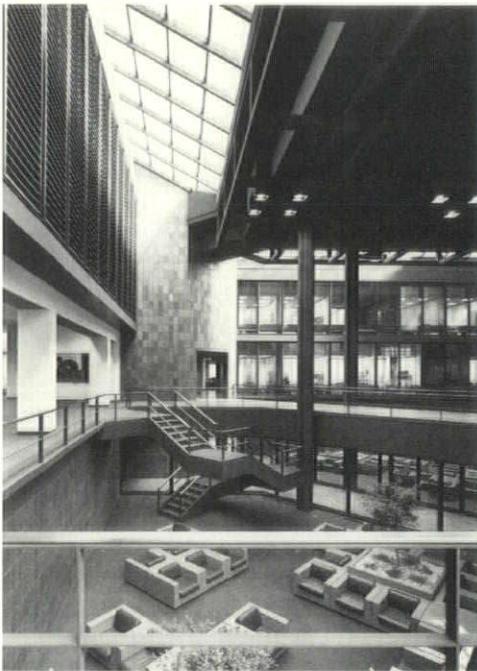
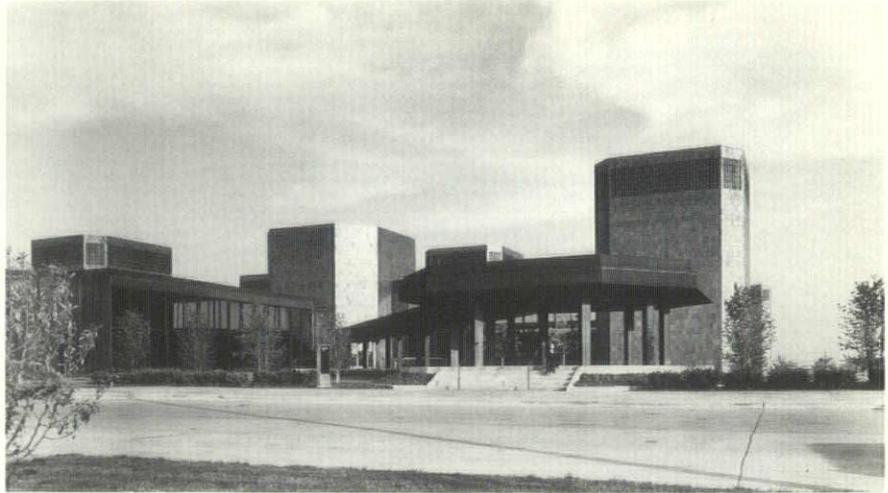
Rossen/Neumann Associates
Southfield, Michigan

OWNER:

Nederlander Theatrical Corporation &
Indusco Corporation

CONTRACTOR:

Indusco Corporation



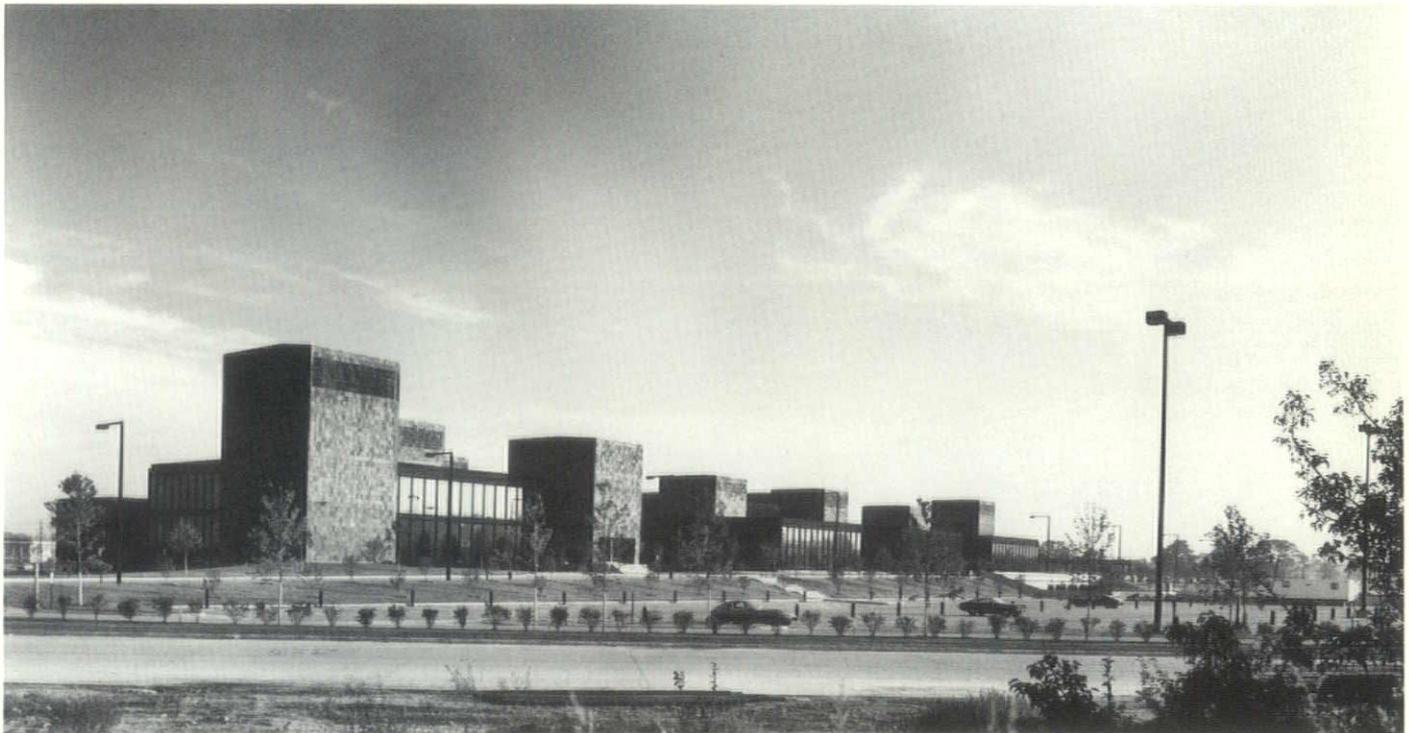
MSA Honor Award

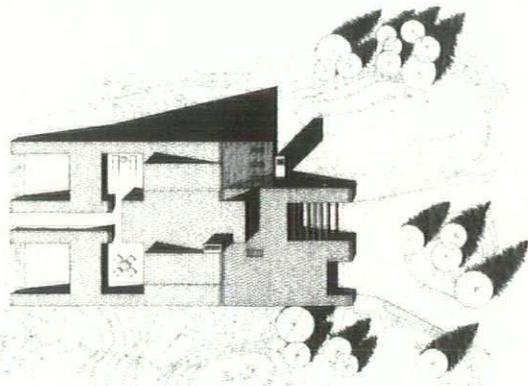
S. S. Kresge Co. International Headquarters
Troy, Michigan

ARCHITECTS/ENGINEERS/PLANNERS:
Smith, Hinchman & Grylls Associates, Inc.
455 West Fort Street
Detroit, Michigan

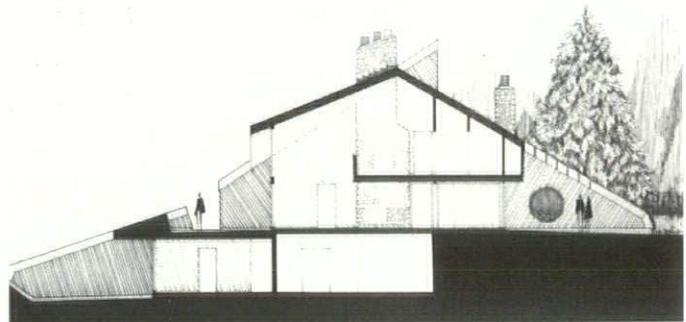
OWNER:
S. S. Kresge Company

CONSTRUCTION MANAGER:
Darin & Armstrong, Inc.
Detroit, Michigan





site plan



section



USA Honor Award

Vacation Home

ARCHITECTS:
William Kessler and Associates, Inc.
Grosse Pointe, Michigan

OWNER:
Mr. & Mrs. Walter Briggs

CONTRACTOR:
Walter H. Desimpel Company
Petoskey, Michigan



Additions and Alterations to
Newspaper Publishing Building
The Washington Post Company
Washington, D.C.

ARCHITECTS AND ENGINEERS:

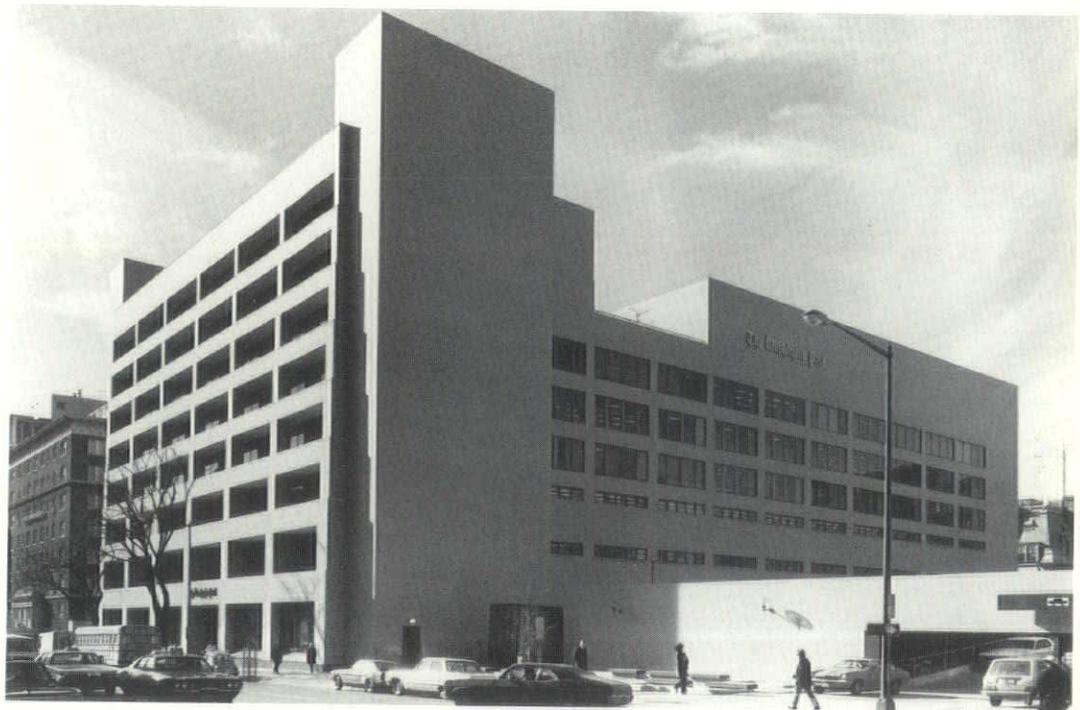
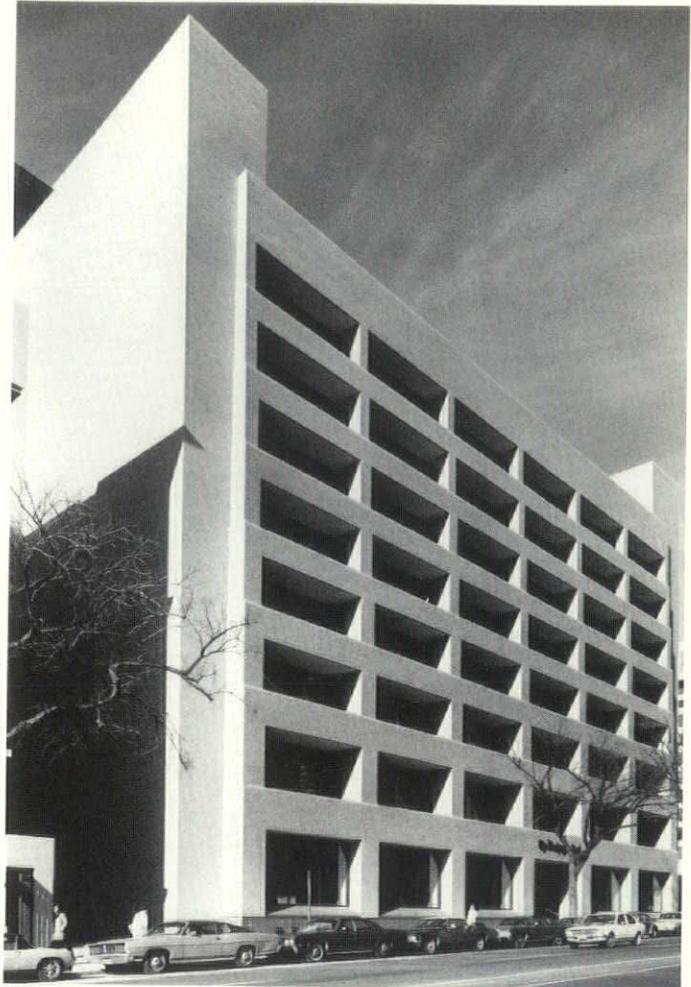
Sol King, F.A.I.A., Architect
Albert Kahn Associates, Inc.
Detroit, Michigan

OWNER:

The Washington Post Company
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GENERAL CONTRACTOR:

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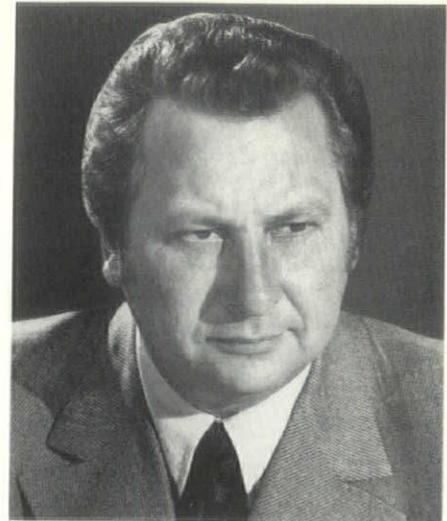
So let your imagination run. Consult this Association or our Members for any help needed in design, fabrication, or erection. We'll let your own unique thumbprint show.



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FABRICATORS & ERECTORS
ASSOCIATION*

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DETROIT, MICHIGAN 48202
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Remarks
By
William N. Hettiger
Executive Secretary To The Governor of Michigan
And
Director Of The Michigan Department of Administration
Before
The
Annual Business Meeting Of The
Michigan Society of Architects
March, 28, 1973
Lansing, Michigan



Good afternoon,

On behalf of Governor Milliken and Mrs. Milliken — both of whom are honorary members of your organization — I welcome to Lansing the 1973 Annual Convention of the Michigan Society of Architects.

There are few endeavors of mankind that have equalled the art of architecture in imprinting indelibly upon the tablets of history the progress, and the periodic decline, of human culture and achievement. Since the first primitive archaeologist unearthed the remains of some architectural creation from an earlier society, we have employed such artifacts to measure and to judge where, as humans, we were yesterday; where we stand at the moment; and, where we may be tomorrow.

In some respects, the permanence of architecture surpasses even the written word in recording our past, for man's compulsion to build far antedates his ability to write.

In the decades and age to come, long after we here have completed our assignments in life, the work that many of you have accomplished, or will accomplish, well may serve as outstanding archaeological milestones on humanity's march into the future.

The State Government of Michigan and the Society of Architects have a powerful mutual interest and bond in the field of building design and construction.

I believe it is reasonable to suggest that on a continuing and long-term basis, our State Government owns more existing buildings, and plans to construct more new facilities, than any other single entity within our boundaries.

With both your interest and that of the State in mind I have, therefore, come here today to discuss several matters with which you are concerned intimately; to dwell briefly upon the latest developments in the State's projected building program; and, to talk about your relationship with the Government of Michigan.

I'm sure that you are aware of a recent reorganization of construction and building management responsibilities within the Department of Administration. We now have consolidated the Building Division and the Property Management Division under a new Bureau of Facilities Management.

This Bureau is administered by Almon J. Durkee, your past Society President. Al Durkee was selected for this important and challenging position after a nation-wide search of several months for the best qualified architect and engineer interested in the assignment.

And, I know that you want to learn more about the current role of another old friend, "Gus" Langius, who has served as head of the building division for more than 32 years and with whom many of you have been associated closely.

Mr. Langius, who is expected to retire later this year, has been appointed Assistant Director of the Department of Administration, a move that relieves him of the daily routine of overseeing Building Division affairs and permits me to have direct and undivided access to his architectural and engineering expertise in charting the overall course of the Bureau of Facilities Management. Mr. Langius' vast knowledge

of the Capital Outlay process will be of incalculable benefit to us.

The new Chief of the Building Division is Ralph K. Seeley, former Deputy to Mr. Langius.

J. William Hawes, who has been Chief of the Property Management Division for several years, retains that position in the new table of organization.

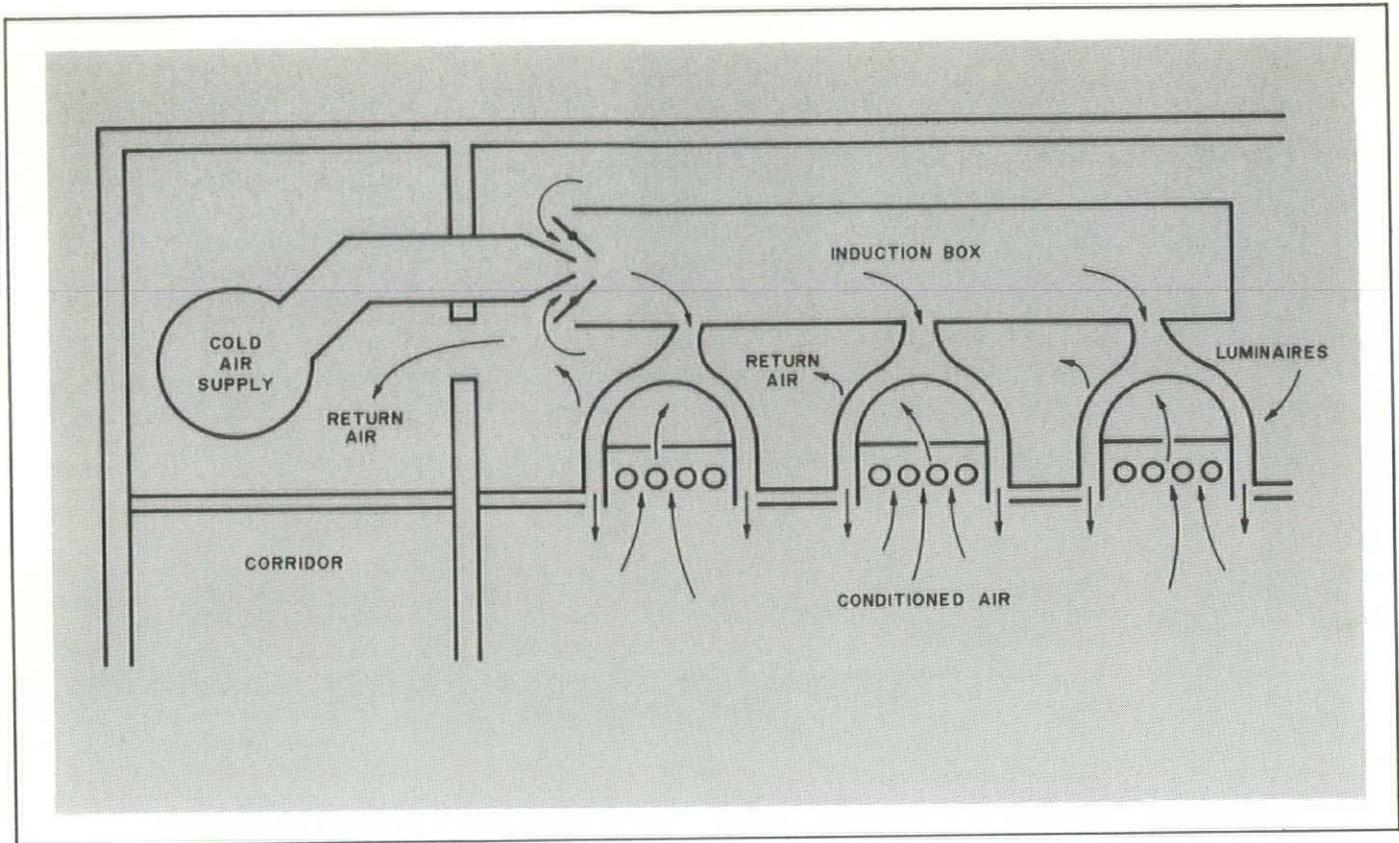
If you are not already acquainted with Mr. Seeley and Mr. Hawes, I suggest that you remedy that situation at your convenience because you will be working closely with them in your future business with the State.

The rationale behind the consolidation of our Building and Property Management Divisions will, I am confident, meet with your enthusiastic approval and support.

For many years, the design and construction of State-owned facilities, and the concept and practice of maintenance for those structures, occasionally did not coincide for the best interest of both areas of operation. This problem was particularly true before the Building Division was established.

This condition did not come about through intent; it was a product of the times in a period when builders and management people had not become so acutely aware of the interlocking relationship between effective building design and building management.

At the same time, the word "Ecology" had not become a popular term in our vocabulary. We continued our construction and our operational practices under the delusion that the wastes cast off from these facilities would once more be



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Today, that myth has been dispelled for all time.

We have created the Bureau of Facilities Management to bring about an even better coordination between our design and construction responsibilities and our management operations to assure maximum value for each dollar spent upon the building and maintenance of our physical plant and, simultaneously, to insure the greatest possible protection of our environment.

Another significant development in your theater of interest is the recent report of the Governor's Commission on Architecture, which was chairmanned by Robert Bell of Traverse City.

I wish to reiterate Governor Milliken's statement of appreciation to every member of the Commission for such an excellent, comprehensive study of the State's building process.

The report embodies many important and valuable recommendations, some of which already have been put into effect and other that will demand lengthy consideration to determine our existing ability to implement them.

I definitely share with the Commission its concern and frustration with the cumbersome, complex and costly pace of our Capital Outlay program. The fault does not reside with those who handle the program; it is an impediment that grew insidiously into the process over the years and which, until recently, was not recognized for the problem it had become.

I am confident that this condition will be rectified in great degree as soon as practicable. Some very positive steps already have been taken by the Department of Administration, including establishment of the Bureau of Facilities Management.

As one of his final and major contributions in his long service to the Building Division, Gus Langius has directed the compilation of a most informative manual of "Site Maps and Statistics on the Physical Plant of the State of Michigan."

The material in this document will be of much interest to all architects and builders in Michigan. A close study reveals a story of our physical plant that never has been unfolded so clearly and forcefully before.

For example: The State owns a total of 6,331 buildings and other physical plant structures, covering a gross area of 90,969,000 square feet. Such an area, if compressed into a standard 24-foot-wide paved one-way superhighway, would provide a road extending from Lansing to the outskirts of New York City.

Any way it's sliced, that is a respectable mass of real estate.

Activities connected with that tremendous physical plant account for approximately 40 per cent of the State's General Fund each year.

To replace these structures and the several thousand acres of land upon which they are built, the hundreds of miles of roads and acres of parking space, plus the equipment and almost endless utility lines required to keep the plant functioning, would cost, at today's prices, just about \$5 billion!

A noteworthy portion of this volume of statistics involves the age of our physical plant. I'm sure all of us realize that the State owns and operates many old buildings, but I think it rather surprising to learn that 30 per cent of our property was designed, constructed or acquired more than 30 years ago.

A little research also discloses that at least 350 of our buildings, many of which are quite large and which must be used until replaced, are more than 50 years of age. A total of 95 structures were built before the arrival of this century and of that number, 15 are in excess of 100 years old. The most venerable building we have is the Official Residence at the Coldwater State Home and Training School, a house that was constructed in 1800.

According to Mr. Langius' study, at least one-half of our physical plant should be modernized or replaced because it is either located poorly, oversized or outmoded for the purpose of which it is being used.

These statistics on the age and condition of our physical plant assume a significant import in our plans for the future for in the main, most of these old, outmoded facilities are being used in three fields of Government responsibility that are demanding a major share of current public concern.

These areas are Education, Mental Health and Corrections. Almost daily, we hear appeals and recom-

mendations for improved and expanded facilities to serve the steadily increasing portions of our population that need or otherwise require such services.

As we delve further into the future, the impact of the building requirements of these three activities on our overall planning will become even more apparent and interesting to you.

Another recently promulgated document of significance to all of you is the Capital Investment section of the 1973-1974 Executive Budget.

The programs and figures contained in this volume reflect not only the Governor's increased awareness of, and desire for, an accelerated Capital Outlay activity in the coming fiscal year; they also indicate a recognition of the requirements of the forthcoming five years.

Before discussing details of the Governor's Capital Outlay projections, I must point out that the various departmental requests and the grand total of the five-year plan should not be construed as a commitment of any nature. The figures do, however, clearly reveal an understanding of the need to modernize and expand the State's physical plant to meet the ever-rising public demand for more effective service from State Government.

Our Capital Outlay program for the current fiscal year carried a price tag of \$27 million.

For the next fiscal year, Governor Milliken has called for an expenditure of almost \$145 million, more than five times that of the preceding year.

A few moments ago, I mentioned the obsolescence of many facilities in the Departments of Education, Mental Health and Corrections. Of the Governor's new Capital Outlay Budget of approximately \$145 million for the coming year, almost \$100 million, more than 65 per cent has been proposed for Higher Education, Mental Health and Corrections.

As we explore the projected five-year Capital Outlay program contained in the Budget supplement, we find that it represents a total proposed expenditure of more than \$1,243,000,000. That figure, like the current replacement value of our entire physical plant, is worth repeating for the emphasis it deserves:

And, that sum does not include a request for almost another one-half billion dollars for State Highway Department projects.

Again, the proposed outlay for Higher Education, Mental Health and Corrections accounts for almost two-thirds of the total five-year projection.

My own Department, Administration, has estimated a requirement for more than \$138 million in Capital Outlay during the next five years.

I'm sure that you can see readily that there is much work to be done and much money to be spent in the years ahead if we are to respond appropriately to the demand for an even more modernized and expanded physical plant than we possess today.

It is only natural that you should be inquisitive about the volume of work projected by the State and since you are so intimately involved with those plans, you should be brought up to date on the contract language and fee schedule applicable to those programs.

We in State Government who are concerned with the building process

recognize that it now is appropriate and proper to direct our most serious consideration to the professional services provided to the State and to an adjustment in the manner and amount of architectural and engineering fees.

We have discussed with a number of your representatives an expanding professional service that represents a broader scope of service and fees that are equitable to all. Such discussions will continue until a reasonable solution is achieved.

Our deliberations are complex and difficult because of:

1. The varying requirements for individual buildings,
2. The many types of services required of professional contractors (such as construction management) and,
3. The desire to devise a single, simple contract applicable to all types of buildings, institutions and services involved in State Government.

Our discussions on these questions have brought about considerable progress toward decisions of maximum benefit to you and to our State Government. We feel that we

are very close to the establishment of a clear, proper description of services and the fixing of professional fees that are acceptable to all.

With this summary, I believe that we have brought you up-to-date on the latest developments in the Department of Administration that exert an impact upon your profession.

I have enjoyed appearing before you today and I am deeply appreciative of the honor you have bestowed upon me.

Once again, on behalf of Governor and Mrs. Milliken and the entire Executive Branch of State Government, I welcome you to our Capitol City with best wishes for a most successful convention.



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Exciting Things Are Happening At AIA

An Address by
S. Scott Ferebee, Jr., FAIA, President, The American Institute of Architects to the Michigan Society of Architects, Lansing, Michigan March 30, 1973

Clarence Rosa in inviting me to speak tonight, suggested that I review with you for a few minutes the goals and happenings at the Institute. Although this sounds like a rather routine assignment, as I thought about it, I found it to be quite provocative and challenging.

We are living and practicing in a time of unparalleled change. New approaches to architectural practice and construction management are being tried and tested throughout our profession and the construction industry. Some of these will prove practical, and some will not. We recognize that neither the AIA nor anyone else can fully predict the future course of the practice of architecture, but we do feel that we can guide and shape its direction, and indeed, have a responsibility to do so.

In his summary of our study of the future of the profession, Gerry McCue had this to say:

"In this age of accelerated social and technological change, we must expect correspondingly rapid changes in the profession. The challenge posed is to understand, anticipate and to use change as an opportunity to further the values and objectives of the profession and to increase its skill and effectiveness."

And therein lies the key to the future of AIA and the profession. We are not threatened by change, we are challenged by it, and meeting this challenge is a principal consideration in developing programs and goals of the Institute.

These are exciting times at AIA, and we have an exciting group of people dealing with them. Our staff is young, energetic and enthusiastic. And what is even more important,

our Board of Directors is the sharpest, most dedicated and most capable of any since I came on board five years ago. They represent all types and sizes of offices and come from all kinds of backgrounds, but they have one thing in common — that is a willingness to look objectively at the architect's role of the future.

We have another thing going for us. Public support for the aims and objectives of the profession is at an all time high. The nation is looking for leadership sensitive to both environmental needs and human values, leadership that can integrate the social, economic and physical aspects of the communities in which we live. The architect's training, his professional knowledge and interest, his unique relationship to both art and science, and his position of respect in the community require that he step forward to provide the leadership that will be required in the building and rebuilding of America.

It is against this background that we have organized AIA's principal activities this year along two general lines — first, to assist the architect in playing a stronger leadership role, and second, to improve his professional competency.

Our efforts to strengthen the architect's leadership role fall into two areas. First, we hope to make his voice heard and respected on the national scene, within his community and in the construction industry. Second, we are trying to further improve his image by increasing the respect in which he is held by the public in general and by those who use his services in particular.

Significant strides are being made in the first of these—that of making the architect's voice heard. The Institute through its National Policy Task Force has been willing to step in where others have feared to tread—to propose a bold new plan for urban growth. The First Report of the Task Force has received a great deal of favorable attention from the press and governmental entities across the country. The fallout from the report, coupled with the Institute's ever increasing influence on Capitol Hill has brought the profession a national prominence that is perhaps greater than at any other time in our history.

The work of the Task Force is continuing and a draft of the

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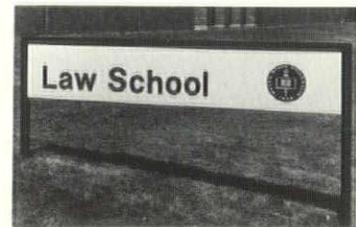
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Second Report is nearing completion. We are continuing to publicize the results and are seeking ways to promote projects that demonstrate its concepts.

And on Capitol Hill we are continuing to build on a vigorous program that took AIA representatives before congressional committees 32 times in the last Congress. Already since the new Congress began in January, we have testified on legislation involving Land Use Planning, the Highway Trust Fund, Extension of the West Front of the Capitol and Adoption of the Metric System of Weights and Measures.

The strength of our voice is best demonstrated by the fact that one Senator has recently approached us requesting our support for legislation that he is sponsoring to achieve balanced national growth and development. And in another case, leaders of the House of Representatives are urging us to call off the dogs in our efforts to block extension of the West Front of the Capitol.

This year we are proposing a number of new efforts as a follow up to our Strategy for Urban Growth. Principal among these will be the development of a recommended Na-

tional Housing Policy. David Todd of New York will chair this Task Force and we hope to have the report ready before the end of the year.

In addition, we have established a Task Force on Creative Economics to look at the whole area of fiscal restraints on housing and urban development, including tax and mortgage considerations. We hope that this study can offer creative proposals for the encouragement of good planning and design and quality construction by offering tax and other incentives to developers who give priority consideration to these conditions.

Another principal effort, entitled "Creative Public Administration," will include a study and publication of the implications on design as a result of public policy and administration and how these can be improved. As I am sure you realize, this is becoming an increasingly important influence on architectural practice.

A related program entitled "Re-Creation of the Inner City" is addressing the problems of how to go about designing and rebuilding the inner city. Hopefully, it will deal with the many factors and restraints that make the design of inner city areas difficult, if not impossible, under present conditions.

We also plan an Architectural Preservation Workshop to foster the development of preservation education on a multidisciplinary scale at the university level. In another preservation effort, we plan to conduct three regional meetings with AIA's 53 state preservation coordinators to strengthen this nationwide network and to increase AIA's effective leadership in the preservation of the country's architectural and historic heritage.

We have established a new Task Force on Energy Conservation. This group is studying the role of the architectural profession in the field of energy conservation and will address the development of design parameters that achieve energy conservation. The Task Force will also look at conditions in the building industry that presently appear to lend themselves to economics in energy utilization.

We are currently putting together a program in design and behavioral research to develop emphasis and



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understanding of people oriented research dealing with the behavioral and human sciences related to architecture and the physical environment.

This will deal with the real gut issue of how we can design a better tomorrow. We have our opinions and intuitions as to what kind of community makes for a better life. But are we right? We believe that the people most capable of dealing with a rapidly changing and fluctuating society are those with stable and dependable backgrounds. Will there be fewer divorces in the communities that we design? Will there be less dope addiction among teenagers? Will there be less neurotics? Will people be healthier? Will the children who grow up in them be better equipped to make an even better world, or will they have grown up so sheltered and protected that the real world will confuse and baffle them?

As you all know, there have been some excellent public housing projects that are warmer, better lighted and better landscaped, yet they have become slums within a few years after their occupancy. Similarly, there are housing projects that are real disasters by architectural design standards, yet police departments report that crime and related problems have reduced in the community since their establishment. Why? Obviously, there are factors involved beyond planning and design, but these have a bearing. We feel that it is important for our profession to research and study the entire subject of design influence on behavioral patterns in order that we can provide real leadership in building a better tomorrow. Our limited budget will only permit us to touch this subject this year, but hopefully the Institute's activities in this area will grow in the years ahead.

I have said that a second effort in our leadership thrust is to improve the architect's image. Our advertising program entitled, "Four Myths About Architects," appears to be most successful, and we are following it this year with a series of tantalizing ads designed to whet the appetite of prospective clients.

Weaving its way through all of our programs is an effort to convince the public of the high level of integrity that exists within the profession. Every statement we make

and every position we take are carefully examined to make sure that we are first acting in the public's interest and only secondarily, in the profession's interest.

Although not as new and glamorous as some of our efforts in establishing the architect's leadership role, our programs to improve professional competency are equally important. Because of the Institute's long interest in helping its member practitioners, especially the beginning and small offices, these programs are evolving ones.

You are all familiar with the work of our Documents Board which is continuing to update our existing documents and write new ones at a steady clip. These documents are recognized as standards within the industry and are serving to strengthen our fight against capricious and unwarranted liability claims.

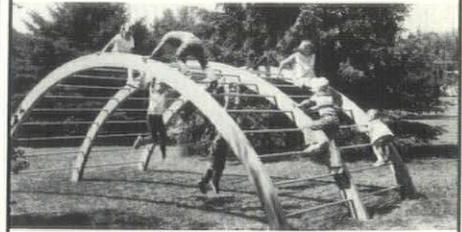
With the recognition by Continental Casualty Company that MASTER-SPEC can play a similar role in establishing standards against which to measure the architect's performance, this program is finally taking off. Subscriptions since the first of January are up about 100 percent over 1973, and the real test of user satisfaction — resubscriptions — are running about 65 percent the first year and almost 90 percent in succeeding years.

We are working hard to bring the cost of our Computerized Financial Management System within the reach of small and medium-sized offices and will shortly announce new ways for firms to use this program at a much reduced rate.

A principal new thrust in the area of professional competency will be the conduct of a detailed survey of the profession. What are the needs of the small office? What are typical personnel practices around the country? What fee methods are being used? What are average fee incomes per employee? Answers to these and many other questions will help us to structure better and more meaningful programs in the area of design, continuing education and professional practice in the future. Each of you will be getting these surveys with the next few months, and I hope you will cooperate by filling them out completely and returning them quickly.

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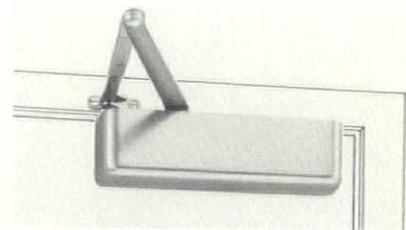
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sion, we are beginning work on three this year. The first, on the subject of Real Estate Financing for the Architect, will be designed as a primer to aid architects to be conversant with realtors and developers in discussing financial aspects of architectural projects. It is scheduled for publication in November of this year. A second entitled The Architect and Regional Planning and the third which will be our third in the series of Emerging Techniques in Architectural Practice will be published some time next year.

Our highly successful Continuing Education Program is being expanded. In addition to developing new subject content for seminars and

new cassettes for the RAP series, we are continuing to examine possible new products and services to aid practitioners in keeping up with the latest developments in the profession.

Because of our increasing interest in employed architects, as well as the principals of firms, we are placing new emphasis on personnel practices. One of our principal efforts will be an analysis of our insurance programs to provide the best possible group benefits for our members and to determine if methods of portability of benefits can be developed.

In 1973 we are continuing and expanding our efforts in minority opportunity and community de-

velopment. As you may know, the architectural profession has been essentially a white one. As best we can determine, minorities of all types make up only 1 percent of our membership, in comparison to 13 percent of society as a whole. There are a number of reasons why we are interested in changing this ratio, some humanitarian and some practical.

First, we believe that we can best deal with the problems of American society if we reflect the makeup of that society. As a result, we are trying to involve minority architects in all of our committee and program activity.

The practical considerations are that a large percent of the work in architectural offices today is for government agencies at various levels. With the increasing concern for equal opportunity and the need for firms doing government work to show that they have positive programs to increase the number of blacks and other minorities in their offices or to associate with them, qualified individuals and firms are just not available.

Our AIA/Ford Foundation Minority/Disadvantaged Scholarship Program has been most successful and the record of the students has been unusually good considering their backgrounds. The Institute feels that it is important that this program be continued for three more years, and as you know, we are conducting a voluntary drive to raise \$600,000 in additional funds for these scholarships.

These are just a few of our planned efforts for 1973, but I hope they are enough to convey to you the idea that the AIA intends to play a vigorous and effective leadership role—a role that will serve the public interest equally as well as the profession's interest. We intend for our members to respond positively and creatively to the opportunities presented by strong public support for the aims and objectives of the profession.

This is where you come in. The Institute can be as busy as beavers in Washington, but if you as individual architects are not enthused with and involved in our efforts they will fail. Let's look for a moment at what the Institute can and cannot do.

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for urban growth, a national housing policy, and new ways for dealing with the constraints of economics, public administration and the politics of the inner city. We *cannot* sell these programs to states and local communities. This must be done by a membership willing to involve itself in public debate.

The Institute *can* testify on federal legislation affecting the national interest, but it *cannot* testify before legislatures in 50 states. This must be done by state societies and chapters.

The Institute *can* fight for the preservation of the west front of the Capitol, but it *does not* have the resources to battle for many equally important historical and architectural landmarks across the nation. This must be done by concerned practitioners within each community.

The Institute *can* develop legally sound contract documents, but it *cannot* guarantee their use. This can only be done by the individual practitioner who recognizes their importance to the success of his practice.

The Institute *can* prepare practice aids such as MASTERSPEC and

the Computerized Financial Management System, but they *cannot* force their acceptance on the profession. Only architectural offices unafraid of change and sincerely interested in upgrading their operations can assure this acceptance.

The Institute *can* write new practical books, but they *cannot* be assured that the profession will make use of them. Only eager and innovative practitioners seeking new knowledge and new expertise can do this.

The Institute *can* promote minority involvement in the profession, but it *cannot* assure equal opportunity in the architectural office. Only conscientious and concerned principals can do this.

The Institute *can* promote ethical standards that attest to the architect's integrity. But *only* the individual architect can practice this integrity.

In summary I would like to quote Theodore Roosevelt whose creed went like this:

"It is not the critic who counts, not the man who points out how the strong man stumbled, or where the doer of deeds could

have done better.

"The credit belong to the man who is actually in the arena; whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again and again; who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause; who, at the best, knows in the end the triumph of high achievement; and who, at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat."

Our profession must not "cop out" in the face of challenge and opportunity. We must be in the arena greatly. In my planning guidance to our commissions and committees I called upon the Institute to "march into this era of environmental awareness with bands playing and flags flying, while others scramble to climb aboard our bandwagon." Our staff and Board have picked up this challenge. Will you do likewise?



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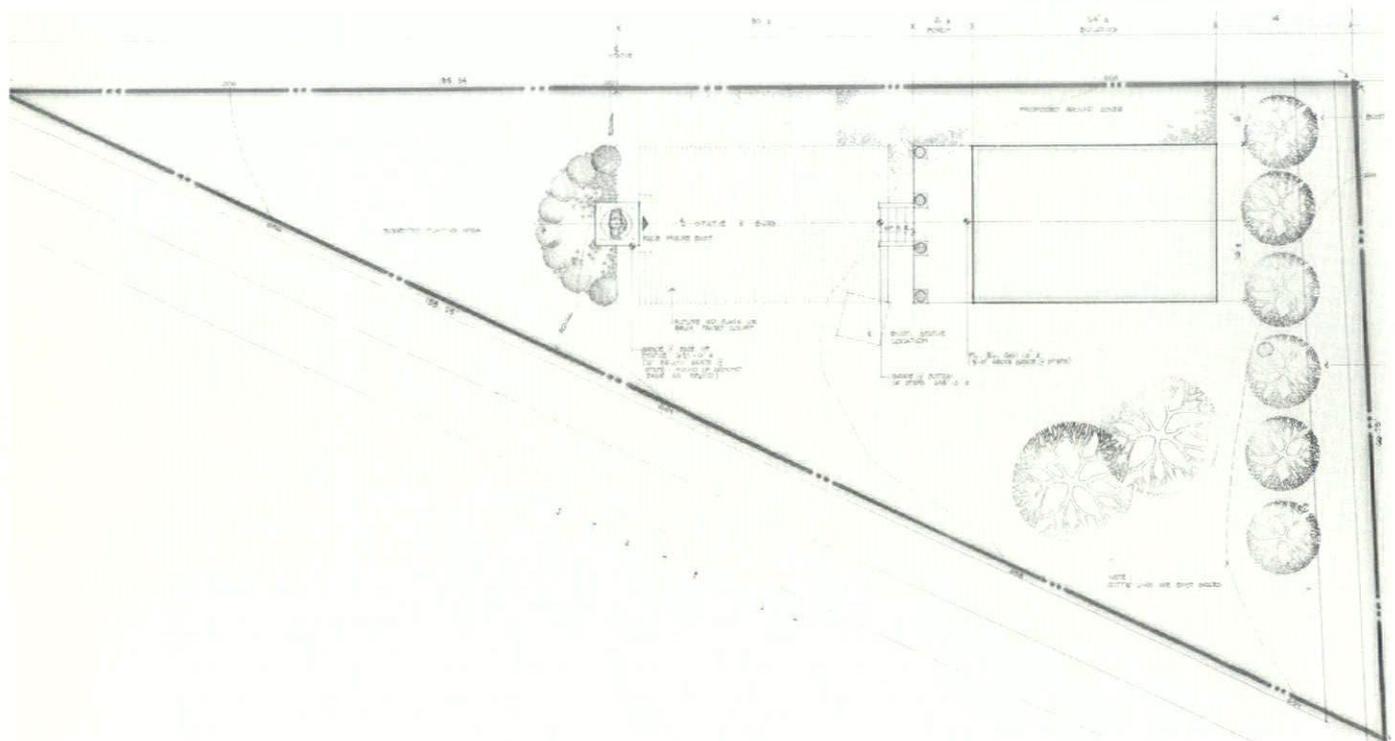
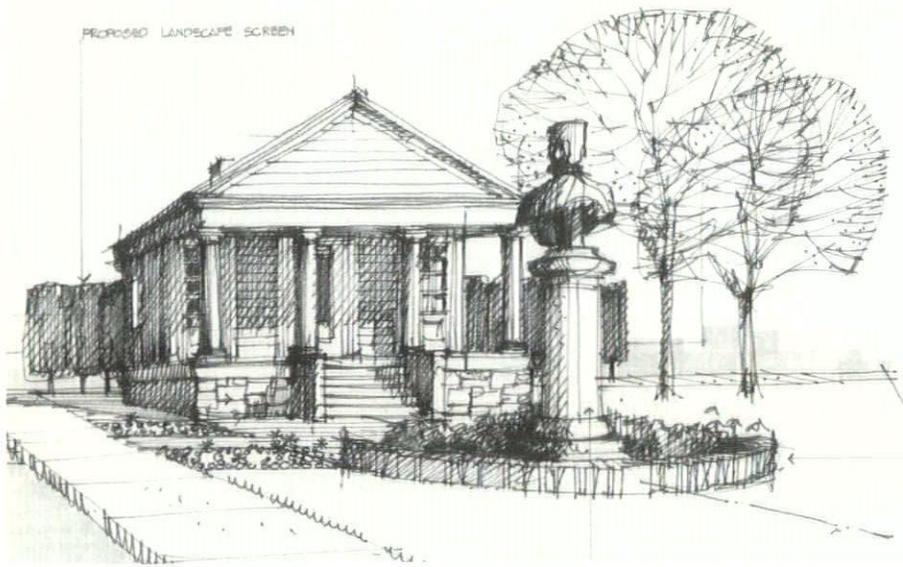
One of thirteen frame buildings to be found in the city in 1836, the small Greek Revival structure was constructed by attorney Charles P. Calkins for use as a law office. In 1890, the building was moved from its original site and used as a residence, falling victim to decades of abuse and neglect.

The Calkins Law Office building was placed under the care of the Grand Rapids Public Museum, and in December, 1971 was moved to a triangular park site known as "Lincoln Place" adjacent to the Museum property.

With the help of Mr. Stiles, the Grand Rapids Bar Association, the Museum Association, and the Kent County Council for Historic Preservation, and several subcontractors and suppliers, a new subfoundation was constructed, siding and porch flooring repaired, new sash and columns fabricated and installed (based upon an early drawing of the building). Much work remains—native Grand River limestone veneer is to be applied to the foundation walls; doors and steps must be installed; and the bust of Lincoln now standing in the park must be relocated and paving and landscaping installed in conformance with a site plan prepared by local architect William Thrall. The interior of the building will require complete restoration and re-furnishing.

To date, around \$4,000.00 of expense has been incurred, for which roughly \$2,000.00 has been donated and collected to date. Although paint, landscaping materials, and other items will be donated by generous suppliers, W. D. Frankforter, Museum Director, indicates that a minimum additional budget of \$5,000.00 will be required to complete the restoration to an authentic law office of the 1850's.

Tax Deductible contributions can be made to the "Calkins Law Office", c/o Grand Rapids Public Museum, 54 Jefferson, S.E., Grand Rapids, Mi. 49502.



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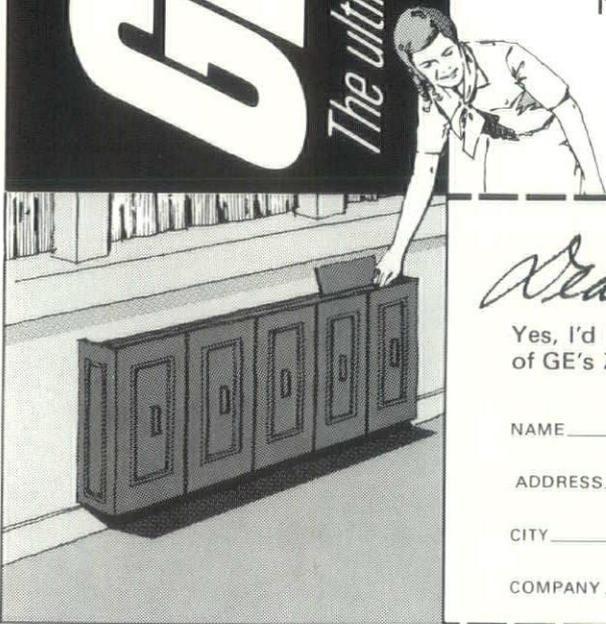
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Hunt to Wiley & Sons

Wm. Dudley Hunt, Jr. FAIA has been named Architecture Editor of the Wiley-Interscience Division of John Wiley & Sons, Inc., international publishers. Hunt will be responsible for Wiley's expanding publishing activities in architecture, planning and related areas.

Hunt has been engaged in publishing activities for a number of years, most recently as publishing director of The American Institute of Architects and publisher of its magazine, *AIA Journal*. He has served as consulting editor for McGraw-Hill Book Co. and as senior editor of *Architectural Record* magazine.



The Shiawassee Hotel, by King & Lewis Architects, Inc., is currently under construction adjacent to Northland Shopping Center in Southfield.

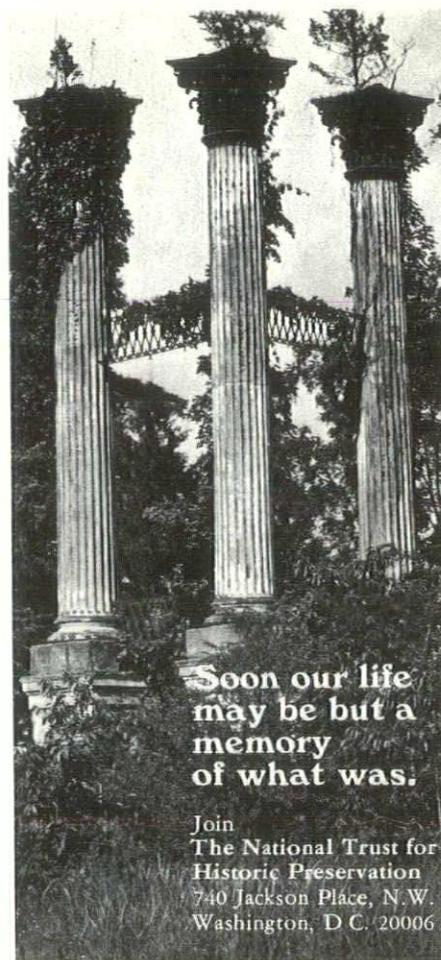
The seventeen-story hotel complex is scheduled for completion in January of 1974. The hotel tower will have 395 luxury guest suites. A two-story functions building connected directly to the tower will provide facilities for international restaurants, including an outdoor cafe, specialty shops and banquet rooms with a total capacity of 600 people.

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Operator and manager of the hotel complex is Motel Management, Inc., who also operate the Pontchartrain Hotel in downtown Detroit. The developer of the new hotel is Etkin-Pic Company. A. J. Etkin Construction Co. is the project contractor.

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