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**Monthly
Bulletin**

Michigan
Society of
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July 1973
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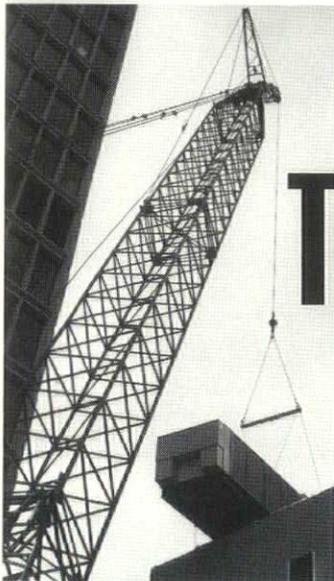
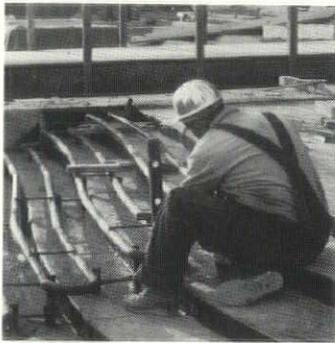
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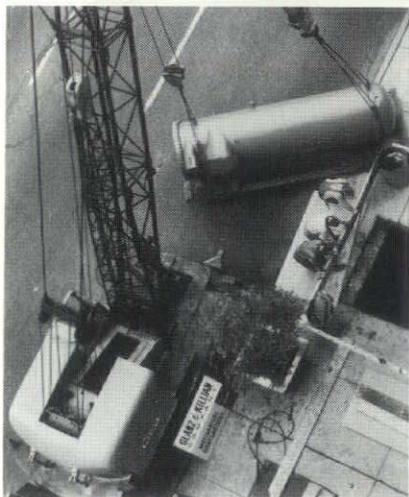
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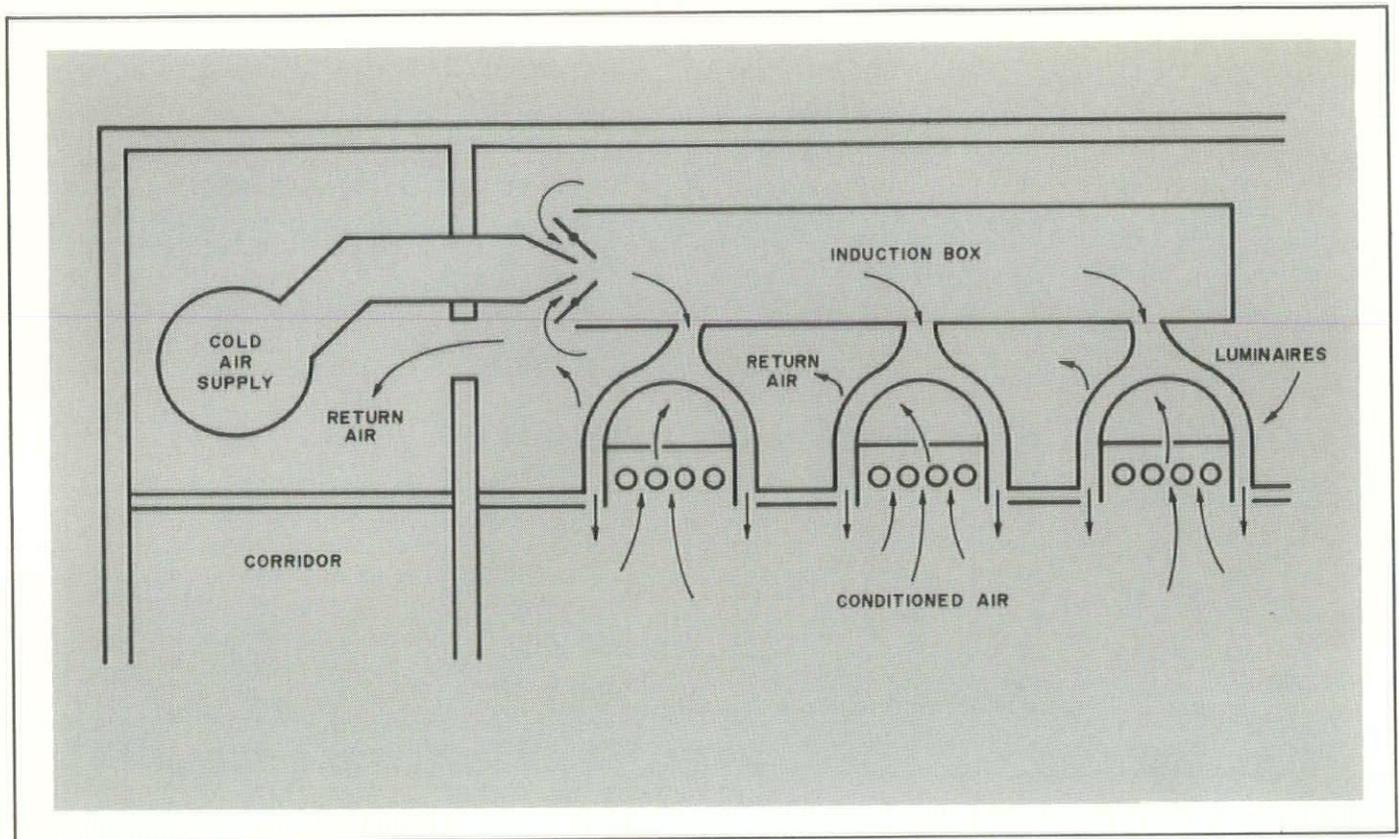
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Monthly Bulletin

Vol. 48, No. 7
July, 1973

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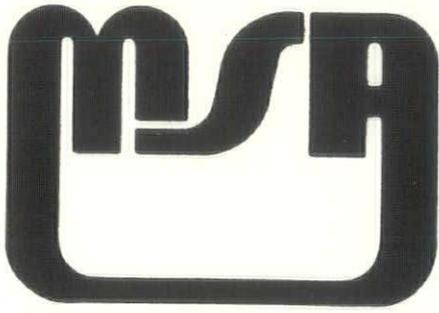
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A Professional Education Program That Brings Classroom and Office Together

by James P. Gallagher

During 1972, the Michigan Society of Architects, the University of Michigan School of Architecture, and the Detroit firm of Smith, Hinchman & Grylls Associates collaborated in an experimental program of educating advanced architectural students. The plan, which has been expanded to include other offices, both large and small, brings these students into architectural firms as an integral part of their education.

When properly organized, the student receives an exposure to his profession he could never get in a classroom, the firm gets a productive employee who can provide an impartial, alternative viewpoint of the firm's operation, and the input of the academic world, and the university gets a valuable feedback on those courses in the curriculum that turn out to be most—and least—relevant in actual practice.

This year, nine other students have joined a second pair at SH&G, and will be spending the school year as employees of the following firms: Swanson Associates and Tarapata-MacMahon-Paulsen, Bloomfield Hills; Ellis-Naeyaert Associates, Warren; Frederick Stickel & Associates, Troy; Rossetti Associates and Blum, Vaporciyan & Mitch of Detroit; Commonwealth Associates of Jackson; Louis Kingscott & Associates of Kalamazoo; and Jickling & Lyman of Birmingham.

The widely varied size, location, and makeup of these outstanding firms now gives the PEP students the widest possible choice of special expertise and the experiences of this year's group should provide model relationships for future students, no matter what their specific professional interests.

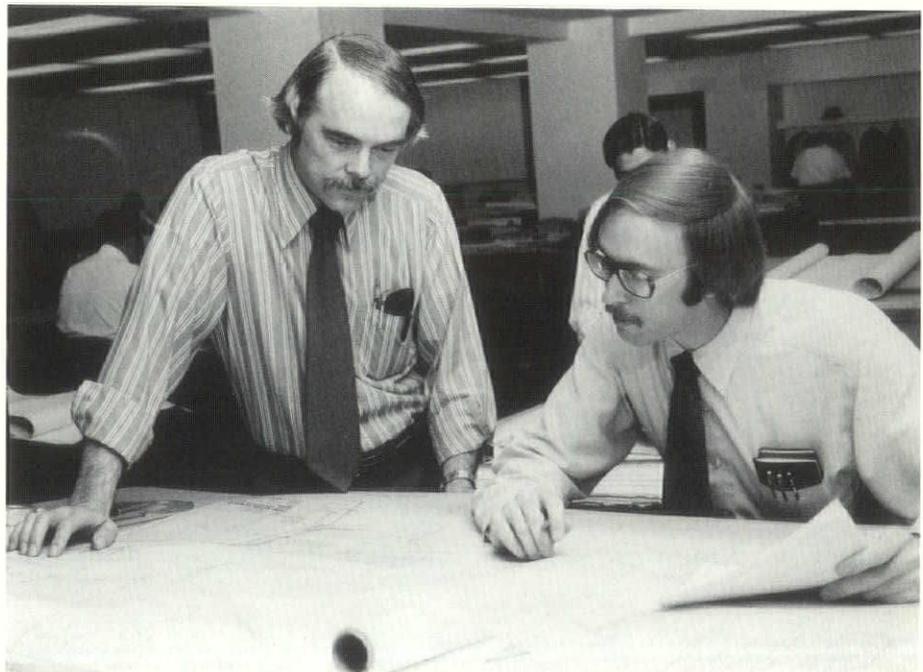
The first two volunteers for the experiment were Douglas Hanna and John Schade, both postgraduates working toward their Masters degree. Schade received his degree in May, and Doug will reach his this fall. In January, a second pair, Kenneth Ventura and Richard LaCombe began work at SH&G.

Although they spent the entire school year at SH&G, both John and Doug were enrolled students at U of M, paid tuition, and both were earning credits toward their degrees (four credits the first semester, and eight in the second). The eight months, which correspond to a full U of M school year, were planned to generally expose the men to parallel the development of construction documents in a typical architectural firm, and the men were given opportunities not only to work

at the various phases, but more importantly, to manage them.

Under Michigan's six-year architectural program, the first two years are taken in liberal arts, the second two in a core curriculum of architectural subjects, and the final two are directed at the specific professional interest that the student has. Schade and Hanna had both decided that they wanted to learn more about the management aspects of an architectural practice, and the program was set up so that their entire year would be spent in working directly with the men who manage the various SH&G operations.

For the university, Department Chairman Robert C. Metcalf and Professor Harold W. Himes monitored the program, received regular reports from the two students, and evaluated possible changes in the



Dick LaCombe (Left) and Ken Ventura (Right) discuss project problem



D. R. (Doc) Roggenbach

curriculum suggested by the work experience. MSA Executive Director Ann Stacy provided liaison with the Society, and SH&G President Philip J. Meathe assured the wholehearted cooperation of the firm.

The SH&G/U of M/MSA program was not like the usual co-op program where a student works so many months, then goes to school for an equal time. This can sometimes be haphazard, with the man floating around the office during his work months, assigned to whatever seems to need to be done. But from the beginning, Hanna and Schade were operating under a highly structured, yet still flexible, schedule. They were under constant supervision of D. R. (Doc) Roggenbach, AIA, who is corporate head of the SH&G architectural discipline, and who made the work assignments and arranged for a series of conferences with SH&G executives and managers, and in general, acted as a "corporate father." William Fleming, SH&G Personnel Director, acted as logistics director and made a number of arrangements in the absence of Roggenbach.

As stated by Schade and Hanna, there were four major objectives of the Professional Exposure Program (PEP):

1. To gain exposure to the technical and managerial functions of a typical architectural firm.
2. To identify educational shortcomings as a guide to selection of future course studies.

3. To evaluate the experience in terms of participant preparedness (educational), and to feed back this evaluation to the U of M faculty to aid in planning future courses.

4. To develop PEP as an educational aid for future students.

The intent of the program, of course, was not to study management for eight months, and automatically become qualified managers, but rather to get a "feel" for the involvement of management and some of the problems that are encountered.

Roggenbach developed a six-part program schedule intended to closely parallel the development of construction documents in a typical firm. In addition to productive activity in document preparation, the men were given opportunities for exposure to, and experience in, project management procedures, architectural firm structure and administration, technical development, and operational analysis.

The six programmed areas were:

1. Orientation and general drafting with project team involvement.
2. Specification research and writing.
3. General drafting—detailing for industrial working drawings.
4. Construction follow-up and field supervision.
5. General drafting — project management orientation.
6. Unscheduled, left open for flexibility of period lengths.

Interspersed throughout the eight months work periods were twenty conferences with key SH&G personnel, skilled in the particular topic (see box for subjects covered). Carefully scheduled to fit in with the work assignments, these conferences were generally conducted informally, although Roggenbach or the Conference Leader often prepared an outline for the general material to be covered by the expert. These conferences were scheduled to parallel and supplement the information and experience gained during the various activity periods.

The success of the conference depends on careful preparation by both parties. The students must be clear in their questions and constructive in their criticism, while the "expert" must have thought through—and hopefully, written out—exactly how his discipline functions.

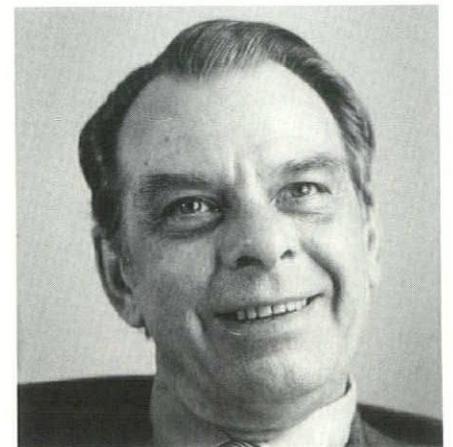
One of the criteria set up by

Meathe was that the men were to spend as much time as possible on productive work, and as little as possible on overhead, so that future participating firms could be assured that they weren't being asked to underwrite "dead wood." The two men were given the category and pay of the "junior draftsman" group, on the following reasoning: they had little experience, they would be productive only about 80% of the time, they were getting school credit, and the program was an unknown.

Says Phil Meathe:

"We thought this was a fair category. We wanted to see how well the students would carry out the assignments they got, and what, if anything, it would cost SH&G. After this first full year, we feel that we got a productivity from these two men that made the program almost completely self-supporting. And the little cost we did bear, was more than compensated for by what we learned."

Professor Himes, enthusiastic about the results of the first year, has expanded the program to include 11 students, in 10 different



Professor Himes

point where Schade and Hanna were scheduled to be detailing on working drawings (the third activity period), an opportunity arose for them to become involved in the organizing and managing of two relatively small industrial projects, perfectly suited to their experience level, but projects that are available at SH&G only on rare occasions. These projects allowed them to carry out the production of construction documents from the very earliest stage to the points of completion. It also gave them a completely unscheduled, but valuable, opportunity to meet with the clients with the project manager, an opportunity they both considered among

the most important and educational lessons.

At the completion of this unscheduled activity, they returned to the original schedule with time still remaining to complete it.

Although Himes feels that the feedback between university and firm is working well, he is still seeking a better communication between the students and the university during the school year.

"We started out with the idea that the students would return every week or two to discuss their experiences and bring up any problems that arose. But it's 50 miles to and from Ann Arbor, our schedules do not always agree, and any such

liaison is a major lengthening of the work day. Perhaps the feedback should be by way of written reports, scheduled into the work activities the same way the conferences are."

This year, the students working in the different offices have come together for one class at Ann Arbor, after which there is a general discussion about experiences, problems, common learnings, etc. Professor Himes chairs these meetings to seek indicated changes in the academic procedures. In addition, both Ventura and LaCombe submitted written reports at the end of the first four months, addressed primarily to areas of weakness that they had discovered in their own education, and suggesting where they could have used more help. For example, as a result of the first team's discovery that they were almost completely ignorant of the role of specifications, the second group had a short introductory course on the subject before they began work.

Schade and Hanna are boosters of having more than one person in the program at the same firm, "since there is a sense of competition, of wanting to do better than the other guy, that is good for both of us."

On the other hand, each knows there is someone else in the same position as himself, with whom he can be sympathetic. Yet most offices will have but one person, and he will have to judge himself against more objective standards.

One great plus that SH&G got out of the PEP program was the realization that, with slight modification, a number of their own employees could be given the opportunity of working across all of the disciplines involved in a project. As a first step, says Personnel Director Fleming, two young employees—a draftsman and an engineer—will take part in the across-the-disciplines conferences, although most of their work week will continue in the specific division (building type) they are assigned to. The professionals too, who were doing the teaching of the students, came to understand the instruction and guidance of the men and women who under them were a part of the managerial function. Counseling students has a direct parallel to the same help given all learning employees.

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offices (and a number of additional offices have expressed an interest in the program). Himes feels that the program is of special value to the students whose interests are primarily related to the production of basic services: design development, contract documents, bidding processes, construction, and project management. In these areas, Professor Himes sees no substitute for experience with real problems, real people, and real organizations, rather than the abstractions of the school studio.

Summing up the accomplishments ("beyond our expectations") from the university viewpoint, Himes says:

"The students reached a high degree of maturity and professional competence in a short time. As a result, they are able to define their goals, both long and short range, with objectivity and definition of purpose.

And we now have a continuous feedback process between the Department of Architecture and the participants, which will enable us to plan our curriculum for the greatest professional benefit of the students."

Said Professor Metcalf:

"It is not only the school that has education resources. These men were trying to find out what they must know to be successful architects. It just happened that they were both primarily interested in the management of an architectural practice, the business side of our profession."

To prepare students for their year in an office, there is a preparatory semester to help them decide the kind and size of firm they would find most valuable. Although SH&G is a complete AEP firm, with all of the disciplines in-house, the university feels that the program can be carried out in any size office that the student's needs or interests dictated, as long as the program was planned and structured. The university will work out the program with the firm and the student, and would do all supervising of the student progress.

Says Doug Hanna:

"In addition to finding a number of areas where we felt our undergraduate schooling could be beefed up, we also found that there were a number of programs, chiefly design

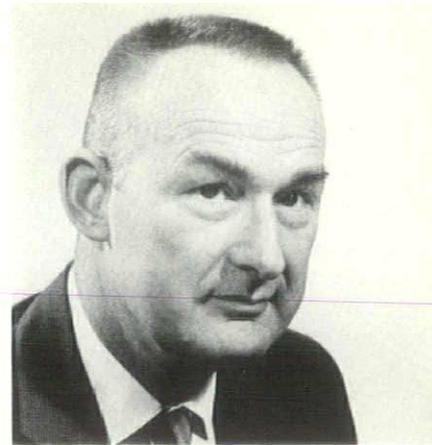
programs, that were not utilized. However, our emphasis was on the management aspects of SH&G, and we never got deeply involved in their design discipline and their activity. It is critical to match the students primary interest to the relevant discipline of the office he is assigned."

One key proviso of the SH&G/U of M agreement was Meathe's insistence that it would be the responsibility of the students to see that the initially stated objectives were being carried out. If at any point, Schade and Hanna felt that the learning process was becoming static, it was up to them to say so, and to see that the necessary adjustments were made. They were not to be allowed the excuse that other people's shortcomings were weakening the program.

Said Meathe:

"If there is anything about this program that you feel should be either added or dropped, it's your responsibility to say so. If you find yourself in a make-work situation, yell. If you don't come to me when you don't think something is going right, so I can put it back on the track, it's your own fault."

So far, the biggest obstacle in getting additional participating offices lies in the fear that the men will not be productive, and will be a cost to the office (especially a small one) that cannot be borne. With the evidence accumulated during the test year that the men are an economic asset rather than a liability, Himes was able to get a wide range of offices to which the students could apply. In addition, he hopes that grants will become available



Professor Metcalf

that could be used to underwrite the program if a particular situation called for this.

Schade and Hanna had one unique advantage in that they were both unmarried, and were able to share an apartment near Detroit. Since they were together so much of their non-working time, they were able to compare experiences, learn from each other, and multiply the learning experience. The second pair of students, Ventura and LaCombe, do not have this advantage since LaCombe is married and has a family. At the end of this year, the university will be able to compare the results of the two dissimilar situations.

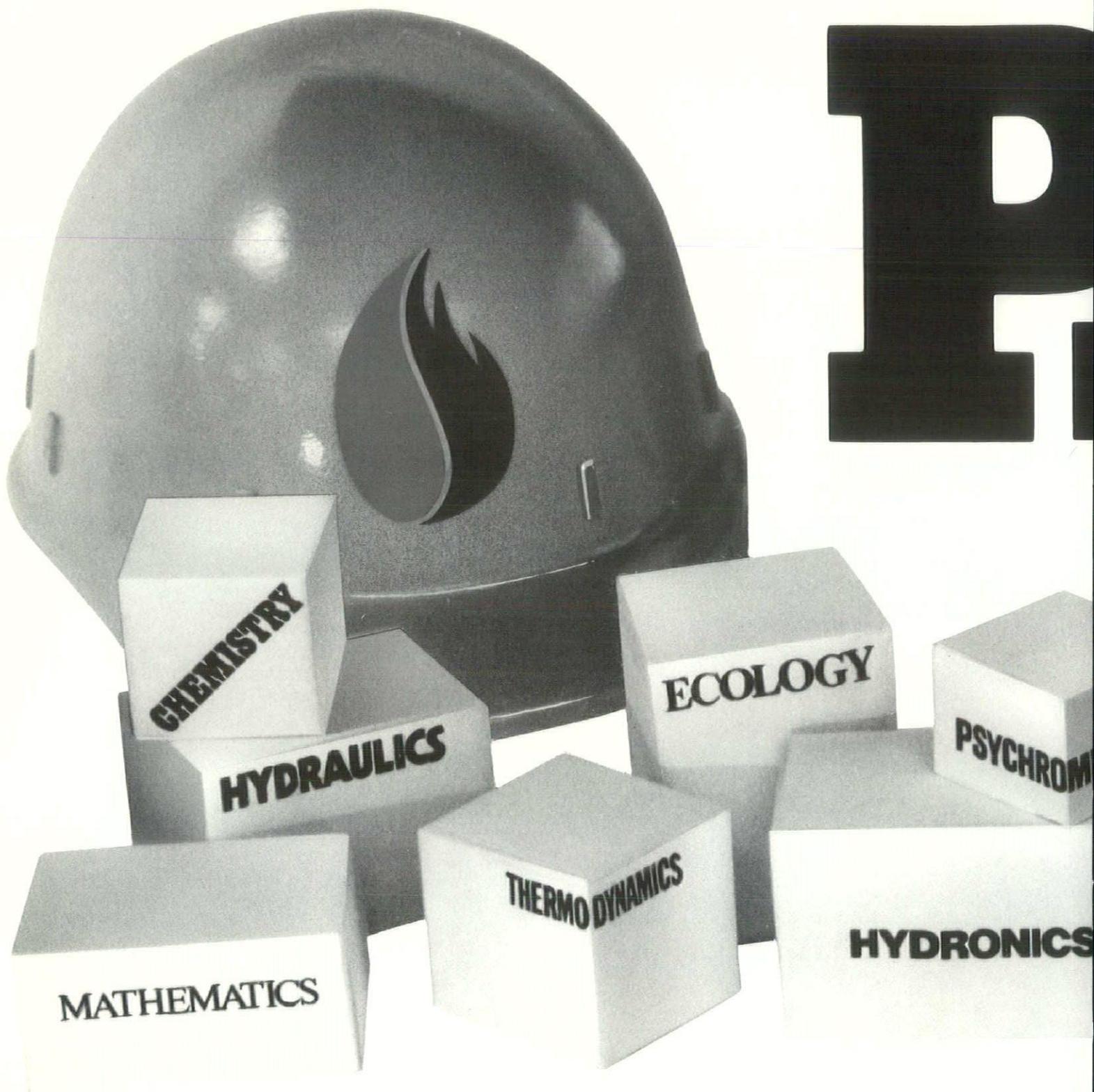
How big could this program become? Himes feels that of the 150 students in the final two years at U of M, only about 20% would be interested, or could fulfill, this kind of a program. Many do not yet realize the importance of knowing and experiencing all of the processes that make up the practice of architecture.

The value of the unassigned period as an aid to flexibility was proven early in the program. At the

CONFERENCE SUBJECTS

Meetings were held between Schade and Hanna and SH&G specialists on the following subjects over the eight months of the PEP program:

Technical and Product Information; Storage and Retrieval Document Production Techniques	General storage and retrieval methods used by SH&G including the library function and specifications system. Office standards for drafting documents, organization of project documents, standard detail systems, correlation checking and reproduction methods.
Code Conference and Research	Various influences of codes, where to find them, how they are determined, different variations, and general responsibility and concern of the code specialist at SH&G.
Materials, Research, Evaluation and Application	How to find and use publications, references, manufacturer's information concerning building technology, including the use of application standards and acceptability guidelines. Also the performance spec. approach vs. the conventional approach.
Specification Research and Writing	Specification content and format (CSI), specification research and determination, computerized storage and manipulation of the master spec system at SH&G. Also future possibilities of computer correlation between master specs, cost estimating and information retrieval.
Specification Production and Control	Specification and reproduction procedures including priority determination, scheduling and mechanics.
Project Cost Estimating Procedures	Estimating sources, references and responsibility. General function of SH&G estimating department, and future computer-aided cost estimating program.
Graphics Division Responsibility Construction Management Principles	Function and production methods of the Graphics Division. Organization and responsibilities of construction management at SH&G. Contract types and awarding procedures.
Document Correlation and Quality Control	General procedures and problems in checking quality and correlation of documents.
Project Time Allocation and Budgeting	Project budgeting and discipline production time allocating including procedures, determination, and performance.
Professional Service Contracts— Operational Budgets	Contract fee structures, operational budgets, and service contracts, including content, responsibility and enforceability.
Financial Responsibility in Professional Practice	Profession liability and insurance, financial management including principles, procedures and limitations, and profit-loss determination.
Computer Applications	Uses of the computer in professional architecture firms such as, accounting systems, structural, mechanical and electrical engineering uses, production reporting systems, specification uses and other support functions.
Accounting Procedures	General procedures of the accounting department concerning production and miscellaneous expenses monitoring, time expenditure data and control and contract accounting.
Personnel Management	History of personnel management at SH&G, present personnel functions, recruiting programs, benefit programs, information storage and general analysis of SH&G's personnel operations.
Discipline Management	Principles and responsibility of discipline management, personnel evaluations, manpower allocation, monitoring systems, present and future document production procedures and techniques.
Division Concept—Organization and Function	Division-discipline structure vs. Department system. Divisional functions including capabilities and limitations.
Sales Procedures and Programs	Professional ethics as related to sales in architectural firms, general sales procedures at SH&G including competitive aspects of securing commissions.
A/E Firm Principles, Management and Direction	General discussion of the management function in the professional A/E service firm.



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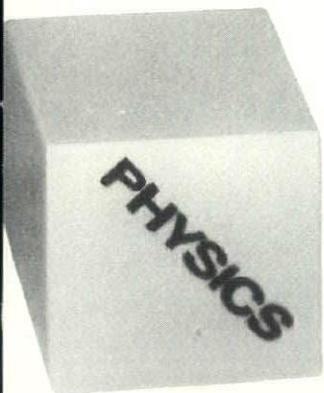
required by today's owners, engineers and architects.

And because these systems also require so much more today, PHI sponsors educational programs for members and tradesmen—everything from hydronics through psychrometrics. As well as basic management programs and programs designed to train apprentices for both today's and tomorrow's needs.

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Public Relations and the Standards of Ethical Practice

In answer to the many requests from members and non-members we publish in its entirety the standards of ethical practice pertaining to the "Public Relations of the Architects."
Editor.

The Institute's Standards of Ethical Practice (AIA document J330) were revised in 1970 to clarify the AIA's position on ethical matters, for the guidance of its members and the public.

Several of the standards—portions of numbers three and four in particular—apply specifically to ethical conduct in the areas of public relations, advertising, and business development.

To help chapter officers and executives who may be asked for interpretations and applications of the standards in individual situations, the Secretary of the Institute has prepared the following guidelines.

STANDARD THREE — AN ARCHITECT MAY NOT USE PAID ADVERTISING. The Key words here are "An Architect." While individual architects are forbidden to buy advertising space or time to aid in securing commissions or self promotion, AIA components are permitted to advertise provided that their ads carry the names of *all* component members, or *none*. (This requirement may be waived at the discretion of the Secretary if a component member requests that his name not be used.)

The Rules of the Board of Directors say that paid advertising includes not only any form of paid announcement or printed material in the public press, but any similar materials widely circulated by an architect to the public or a portion of the public intended to aid directly or indirectly in securing actual commissions for that architect. An architect may publish and distribute brochures containing factual information concerning his work. The Rules of the Board also state that an architect may distribute these brochures as well as reprints of articles, announcements, reports, analyses, descriptive data relating to his work, as long as the distribution by the architect's office is limited to people *with whom the architect has had previous professional or personal contact.*

Brochures. The Rules of the Board of Directors interpreting the Standards of Ethical Practice state that architects' brochures must be truthful and accurate, and that presentations should be simple, straightforward, and direct.

In the interest of truthfulness and accuracy, the Rules of the Board recommend that dates of a project should be given; costs where listed should be actual, complete costs and should differentiate between *complete project costs* and *construction costs*; that when the project was the result of an association with another firm, the exact nature of the relationship between the firms should be clearly defined. The same goes for the relationship between the firm and other individuals or firm listed as consultants or associates.

Telephone Directory Listings. Architects' names, and/or their firm names, may be listed in the alphabetical section (white pages) of telephone directories in bold-face type, but they cannot be listed in bold-face type in the yellow pages.

An architect may be listed in the pages of *any* telephone directory where he is licensed to practice, provided that the listing is in regular type, (i.e., not bold-face type), and does not contain any additional information (for example, addition of the words "call collect.")

AN ARCHITECT SHALL NOT SOLICIT, OR PERMIT OTHERS TO SOLICIT IN HIS NAME, ADVERTISEMENTS FOR ANY

PUBLICATION PRESENTING HIS WORK. Clients frequently publish brochures, commemorative programs, or similar material to be distributed in connection with the opening of a new building; newspapers sometimes print special sections to mark the occasion. When that happens, the architect may be asked to buy advertising space in the publication. He then has to explain why he cannot ethically do this.

He may also be asked to suggest to contractors, materials suppliers, or other members of the building team that they buy such advertising, or to allow his name to be used in approaching them for the purpose. That is not permissible either.

STANDARD FOUR — AN ARCHITECT SHALL NOT PUBLICLY ENDORSE A PRODUCT, SYSTEM, OR SERVICE, OR PERMIT THE USE OF HIS PHOTOGRAPH TO IMPLY SUCH ENDORSEMENT. This standard is one which is frequently misinterpreted; therefore, if any confusion exists in the mind of an individual architect about whether use of his name or his project constitutes violation of the standard, he should write in detail to the Secretary of the Institute, requesting an interpretation in the specific case.

Briefly, it is not the intention of this standard to deprive the architect of *identification* with a project which he has designed. The important point to remember is that the architect must not allow his project to be depicted, or his name to be used in such a way, as to imply his endorsement of the product. Therefore, such statements as "I chose to use this roofing material in my work because . . ." are forbidden.





GRAND VALLEY CHAPTER HONOR AWARDS

Project:

Lake Hills Elementary School
Grand Haven, Michigan

Owner:

Grand Haven Public Schools

Architect:

Daverman Associates, AIA

Program:

A K-6 elementary school for 400 students with ultimate expansion to 600. Facilities to include 16 classrooms,

a media center and a multipurpose room. Classrooms to be designed and oriented to permit various sizes of classes and combinations of classrooms.

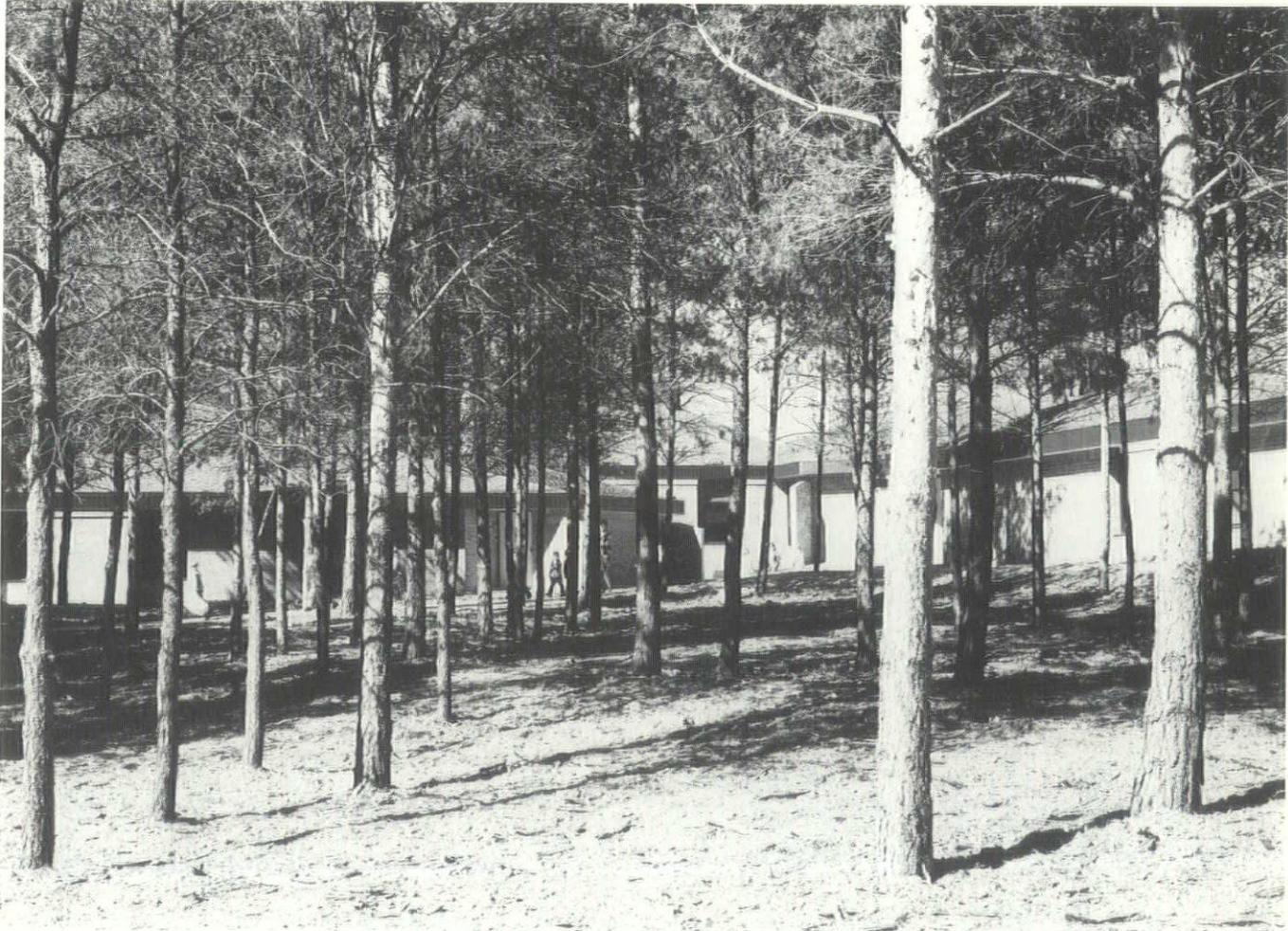
Solution:

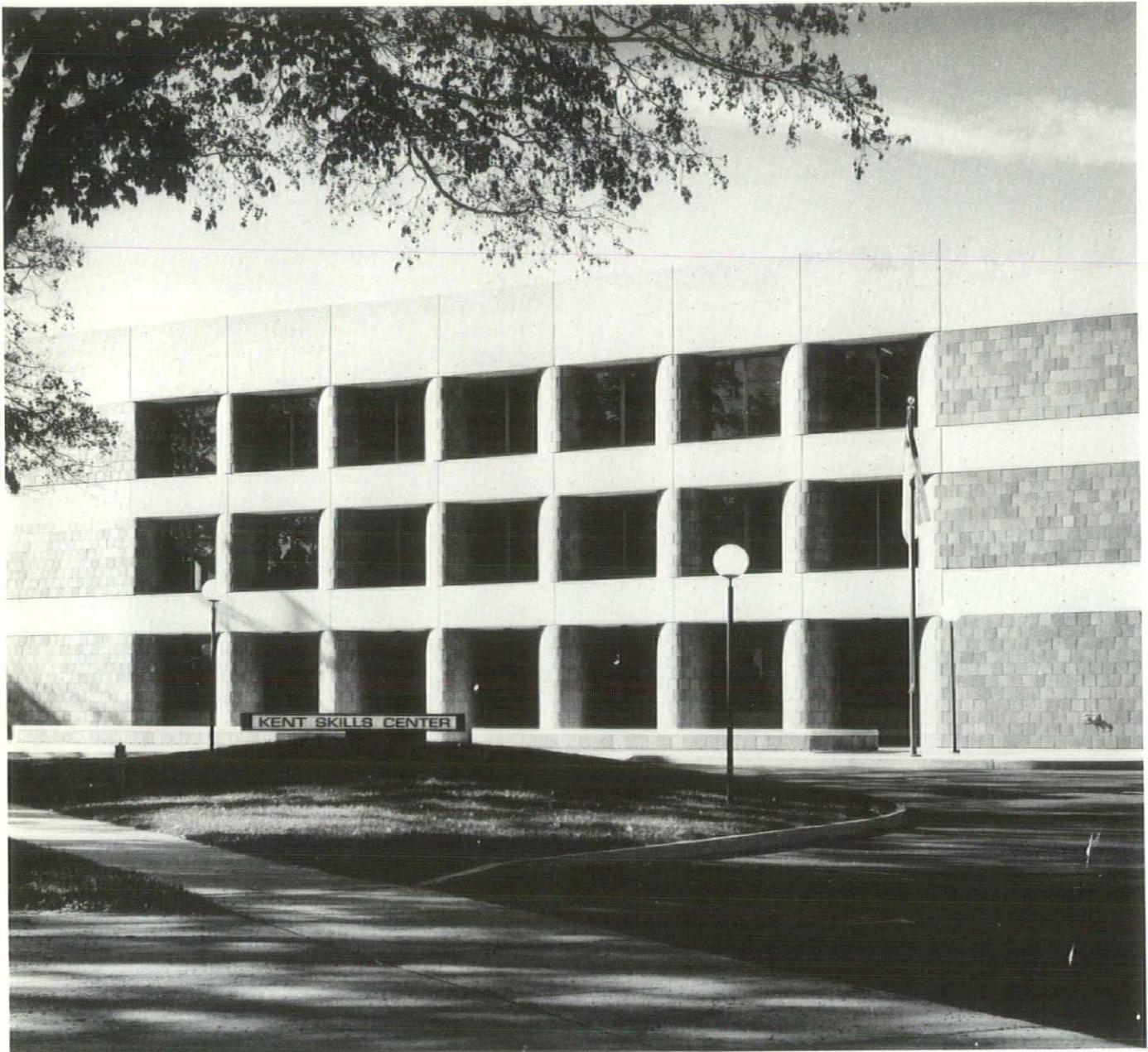
The Owner provided a beautiful, 40-acre site of pine-studded, rolling dunes near Lake Michigan on which was carefully situated a cluster of four linked structures; two of these structures or pods contain eight self-contained classrooms surrounding a common centrum area. Folding walls permit combining groups of classrooms for team teaching purposes.

The Classroom pods flank the media center pod, centrally located to the academic facilities, with the multipurpose pod flanking that grouping of three structures.

While each is well-executed in its own right, all three jurors commented, expressing concern that the materials selection and bright, exciting colors used internally do not relate as well as they might to the inviting warmth of the naturally finished exterior.

The exterior design of the four pods communes beautifully with nature and is totally in harmony with the setting. Building scale, too, is not only in keeping with the elementary child but also keyed to avoid overpowering the existing natural site features. While it could have become complex due to its multiple structure design, the total plan was kept direct and simple, with obvious care and concern directed toward maintaining the same diminutive scale in plan layout and pod-to-pod relation as was developed in the building elevations.





Project:

Kent Skills Center
Grand Rapids, Michigan

Owner:

Kent County Intermediate School District

Architect:

Daverman Associates, AIA

Program:

A vocational school located on a 2-acre urban site. To provide teaching facilities for various vocational skill areas plus staff areas, administration and ancillary facilities.

Solution:

A 2-story, rectangular building oriented at 45 degrees to the site to avoid a "corridor" effect between itself and an existing high school and to visually open the southeast corner of the site.

Linear skills areas in the compact building, subdivided with demountable partitions, flank classroom

and staff areas in the central core.

Jury Comments:

An extremely well-executed, comprehensively designed building in all respects.

The strong, direct design can best be described as a "bold" solution.

The building is well sited in relation to adjoining buildings and to best present itself. The plan is beautifully simple and well organized to maintain a desirable degree of flexibility for future changes in teaching methods and subject material. Use of materials—primarily 12" x 12" radial brick and sandblasted concrete—is excellent, avoiding over-refinement and tricky details.

While no cost figures were presented, the building presents the aura of a direct, economical solution.

Most noteworthy is an atmosphere throughout the facility of "real" situations. Instructional areas for business courses look like offices, shop areas look like shops.

The jury was unanimous in its praise of this project.

Project:

Prein and Newhof Office Building
Grand Rapids, Michigan

Owner:

Prein and Newhof

Architect:

McMillan, Palmer & Fritz, AIA

Program:

An office building for a young, expanding civil and sanitary engineering firm compatible with the firm's image of engineering integrity and structural solidarity and which would preserve and enhance the natural environment of the site.

Solution:

The building was located on a 50-acre lakeside site of rolling hills and pine woods, close to a major traffic artery. It is the first building of what will eventually be an office park of 12 units.

The building was oriented to provide north light for the drafting and engineering areas, provide a view of the lake, and to minimize exposure to the main highway.

Reception, administrative offices and conference room and the drafting and engineering areas are all contained on the second level of the split level facility. Future drafting room and operational areas are located below, opening out to grade level.

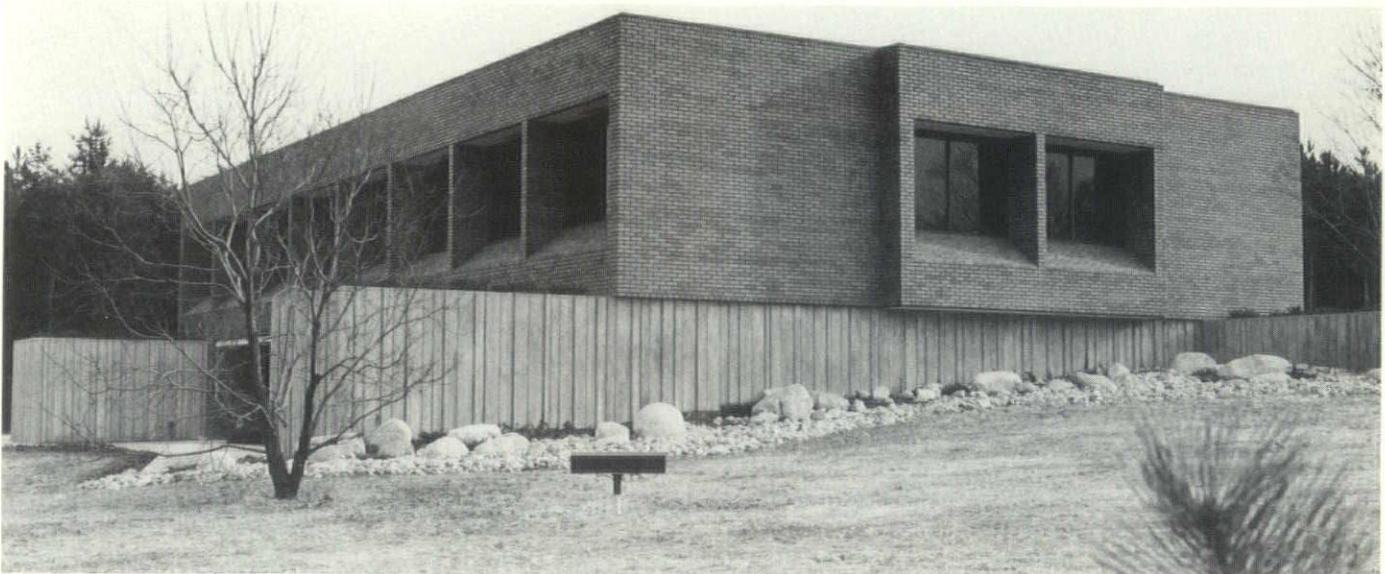
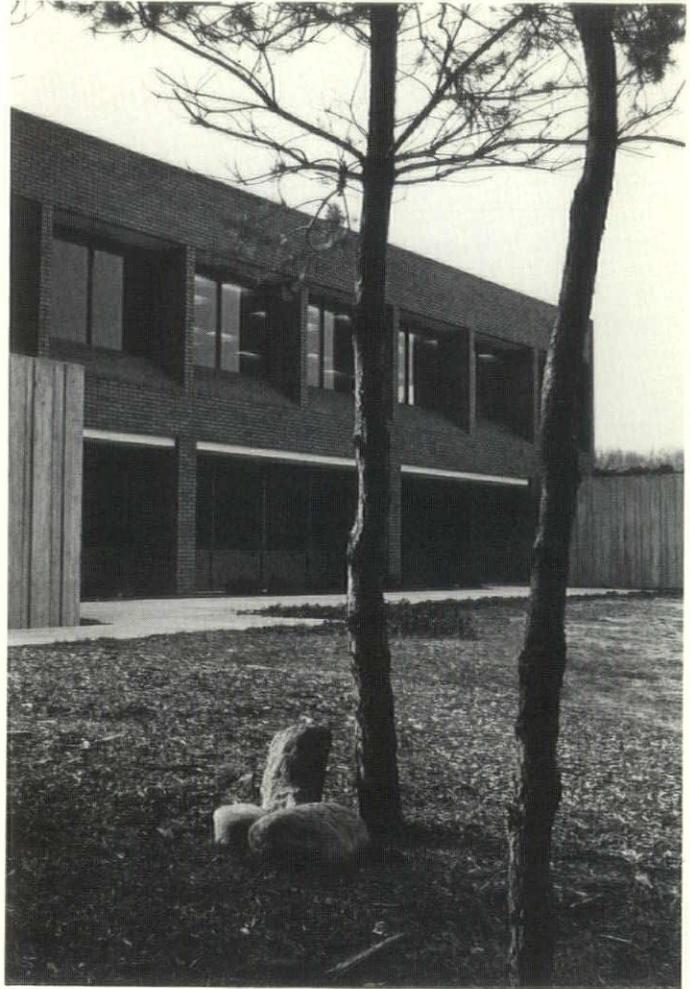
Jury Comments:

The solution is well-suited to its natural surroundings. The exterior use of dark brick and exposed concrete together with the "bulk" of the building caused some comment as to a "heavy" feeling but, on the positive side, aided in preserving a low key effect, compatible with the natural beauty of the site.

The extremely simple plan received much attention with but one reservation expressed concerning the necessity for visitors to pass through the drafting room to enter the offices.

Interior material selection was praised as was the excellent use of graphics.

A strong feeling of a totally coordinated design approach is to be commended.



Project:

Rogers Residence
Kalamazoo, Michigan

Owner:

Mr. and Mrs. Gordon Rogers

Architect:

Gordon P. Rogers, AIA
The Office of Rogers, Hammarskjold, Surlock, AIA

Program:

A house for a young couple with two children located on a narrow, steep, wooded site. The Owners desired a unique and exciting home, taking maximum advantage of a beautiful view, natural light and privacy from close neighbors. The house must integrate the interior and exterior, express warmth and be as comfortable for one as for many. A modest budget and concern for low maintenance were prime requisites.

Solution:

To describe the solution is to repeat the program. The established criteria were met by careful siting among existing trees, each space with its own unique view but shielded from the neighbors.

Exterior elevations and interior spaces purposely and beautifully reflect the same "organized naturalness" of the plan.

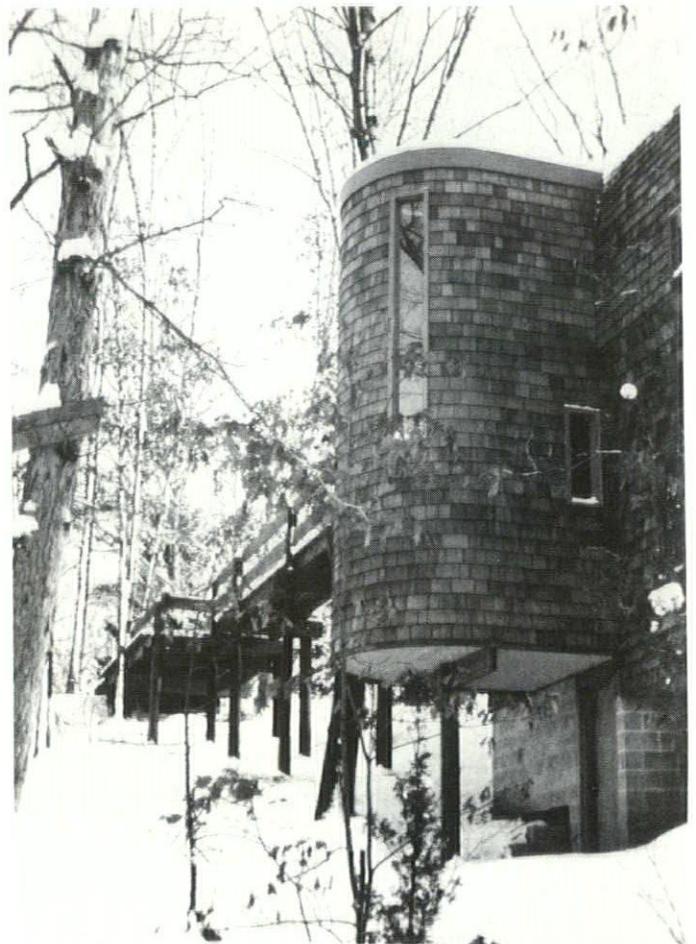
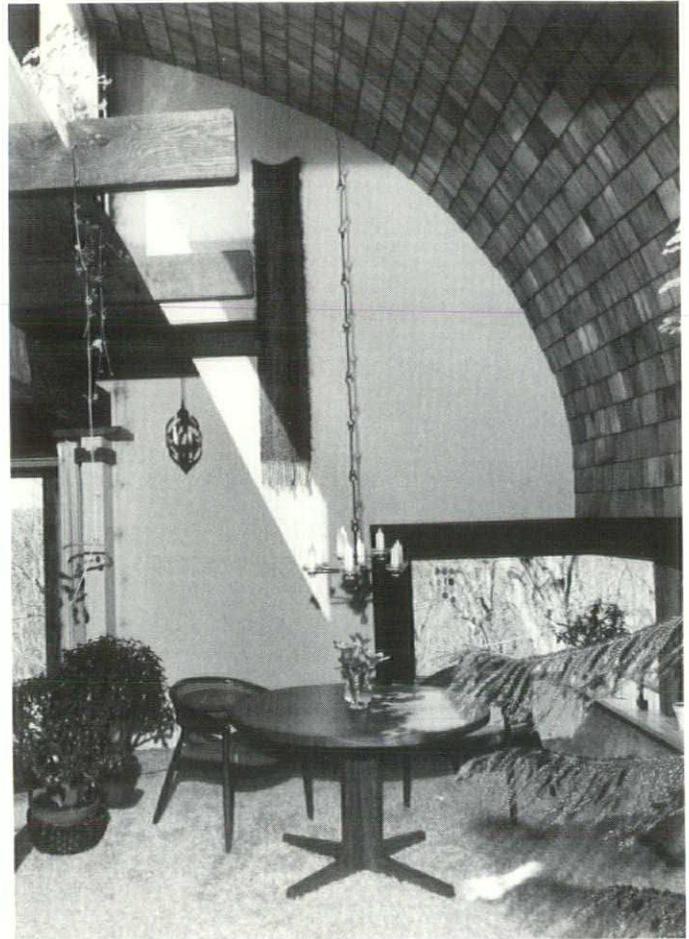
Natural materials—particularly natural finished woods and cedar shingles marry the building to the wooded site.

Jury Comments:

The terms expressed by the jury were "whimsical," "exciting," "natural" and "imaginative." This is not the kind of project that is critiqued for its logical approach to design. The solution is purely personal and had to be to meet the program.

While the spaces seem to flow easily into one another, there is at the same time a well-handled separation of children and adults. Similarly—operational and living/entertaining areas are open to each other but visually separated by changes in level. A good example is the kitchen—open to the living room to permit communication but raised sufficiently to hide the clutter of food preparation from direct view of guests.

The marriage of this building to the site was handled with rare skill. The strong architectural forms blend into the trees by careful selection of shapes and are of natural wood treatments, all of which carry neatly on into the building interior.



NEWS

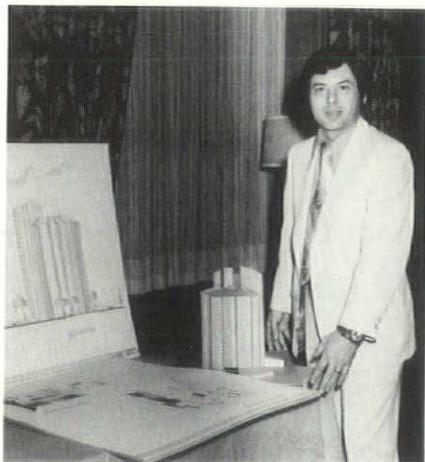
LIT Architectural Students Win in Masonry Design Competition

Eleven Lawrence Institute of Technology architectural students divided \$1,025 in cash awards as the winners of the first masonry design competition sponsored by the Masonry Institute of Michigan.

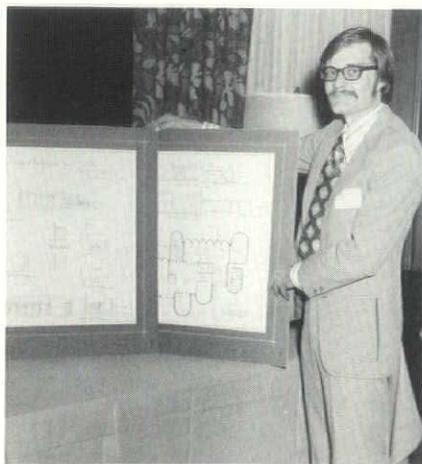
The details of the competition were set up by Dr. Earl W. Pellerin, FAIA, Director of LIT's School of Architecture. Dr. Pellerin outlined the design problems: an apartment project for his senior class, and an office building for the juniors.

Entries were judged by a distinguished jury that included nine Detroit-area architects. The winners were: Senior Competition, First Place: Kenneth D. Claes; Second Place: Gary J. Cornillaud; Third Place: Joseph C. Monroe; Honorable Mention: Larry J. Nichols and Thomas E. Van Dyke. Finalists were Dennis A. Calcaterra, William Christo, Brent R. Fleury, Scott W. Johnson and Stacey E. Peterson.

Junior Competition awards were: First Place: Richard A. Zischke; Second Place: Daniel W. Winey; Third Place: Donald M. Rochon; and Honorable Mention: David W. Perkins, Jr., William A. Sawczuk and Jeffrey R. Zokas. Finalists were Charles W. Kummer, Chris E. LeBlanc, John P. Scott and Gerald A. Wargo.



Kenneth D. Claes, School of Architecture, LIT, displays the apartment project design that earned him first place in the masonry design competition.



Richard A. Zischke, LIT, displays the office building design that earned him first place in the masonry design competition.

Shopping Centers Explored

Comprehensive information on all phases in the creation of a shopping center, from the original decision to build to the ultimate maintenance problems, is provided by a practical resource work: *New Dimensions in Shopping Centers and Stores* by Louis G. Redstone, FAIA (McGraw-Hill, \$18.95).

Profusely illustrated, this volume contains more than 30 representative examples of shopping centers in the United States, Canada, and other countries. It takes into account the vital new social, ecological, and economic factors affecting today's concepts, and shows how they will influence developments in the future.

Including a short history of shopping centers, this dependable guide discusses unusual concepts relating to store layouts and uses of materials, fixtures, graphics, and lighting—all illustrated and often accompanied by comments from leading architects and designers.

The book examines in detail such essential considerations as bids, contracts, the critical path method in scheduling construction, fire and burglar protection, and ways of handling public demonstrations. It also explores the gradual emergence

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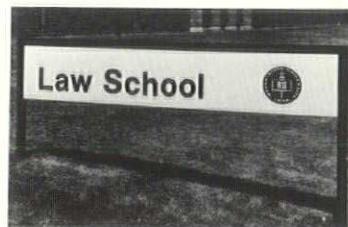
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of the shopping center as a nucleus for a new town. The preservation of historical buildings such as Faneuil Hall in Boston and Canal Square in Washington, D.C., is investigated in this work.

Detroit Ceramic Tile Contractor's Name Officers

New officers and directors have been elected by the Detroit Ceramic Tile Contractor's Association. Named for second terms are the current officers: President—Roy Bianchini, Empire Tile Company; Vice-President—Robert Michielutti, Michielutti Brothers, Inc.;

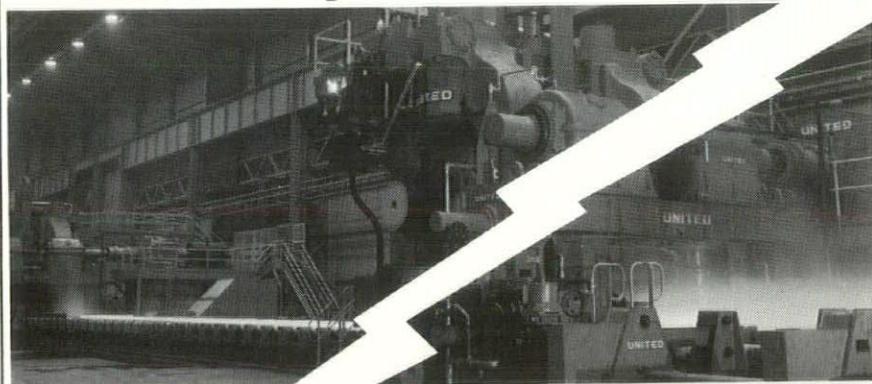


Secretary—E. C. Mularoni, Boston Tile and Terrazzo Company, Inc.; and Roland Toffolo, R & B. Tile Company.

New Directors are Jerry Mularoni, Dearborn Tile Company; Victor Barbieri, Spearhead Tile Company; and Ed Servitto, Ed's Tile Company.

The Detroit Ceramic Tile Contractors Association sponsors industry education, promotional and social programs, and is the bargaining agent for tile contractors working in southeastern Michigan. Current membership of the Association is 99 contractors.

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Korb to Receive LIT Alumni Award

Jack L. Korb, vice president of the A. J. Etkin Construction Company, Oak Park, will receive an Alumni Achievement Award from Lawrence Institute of Technology at the College's forty-first annual Commencement.

He is a member of the Board of Directors of the Engineering Society of Detroit, past president and pres-

ently a member of the City Plan Commission of Detroit. He is a member of the American Concrete Institute and is chairman of the membership committee for the Associate General Contractors of America, Detroit Chapter.



New Promotion

Promotion of J. Gardner Martin, P.E. to the position of executive vice president has been announced by the Great Lakes Fabricators and Erectors Association. Martin has been executive secretary and executive director of the organization

since 1964.

In his post as executive vice president he will continue to act as principal administrative officer for the Association which represents nearly 75 construction industry firms in providing technical, consultive and informational assistance to engineers, architects, and builders.

Prior to his affiliation with GLF &E, Martin served 12 years as structural engineer and 16 years as Michigan District Engineer for the Portland Cement Association. He earlier was employed three years as a bridge design engineer for the Michigan Department of State Highways and five years as structural engineer with the Detroit Department of Water Supply.

Martin is a charter member of the Michigan Society of Professional Engineers, the Detroit Engineering Society, and the Michigan Association of the Professions.

In addition he is a fellow in the American Society of Civil Engineers, an honorary member of the Michigan Society of Architects, and a member of the Advisory Board to the University of Detroit College of Engineering.

The Association's new executive vice president previously was president of the Michigan Good Roads Federation and was appointed by the governor to the state Traffic Safety Commission and to the Highway Safety Advisory Committee. He is past president of the Capitol Club, an organization of Lansing area association executives.

Letters

Dear Ann:

Walt Beardslee and myself were very pleased with the article in the April issue of the A.I.A. Journal on our Fine Arts Building. The article has given us a great deal of publicity. Already we are interviewing students from, not only the State of Michigan, but also out of state who are interested in coming to Northwestern Michigan College.

Again, thank you for your time and effort. Someday perhaps another article can be done on stained glass or on "what is going on in art in northern Michigan."

Sincerely yours,
Paul Welch
Art Department Director

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Dear Ann:

I read the article last nite about Belle Isle in this month's Bulletin and want to congratulate the staff for the great piece of work.

I hope the Chapter notes the thousand ideas generated in the article and takes positive steps to implement some of them. We are looking for ways to make the architect a more vibrant member of society and if we as professionals get behind the salvation of Belle Isle, I think history will record we intend to exert ourselves as key members of social structures of this country. Sincerely,
Philip J. Meathe

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Calendar

August 9-11

Mid-Summer Conference, Mackinac Island.

September 8

Detroit Chapter Allied Arts Festival

September 18

Grand Valley Chapter Meeting, Robert Fearon, AIA, Michigan Bell Telephone, Guest speaker.

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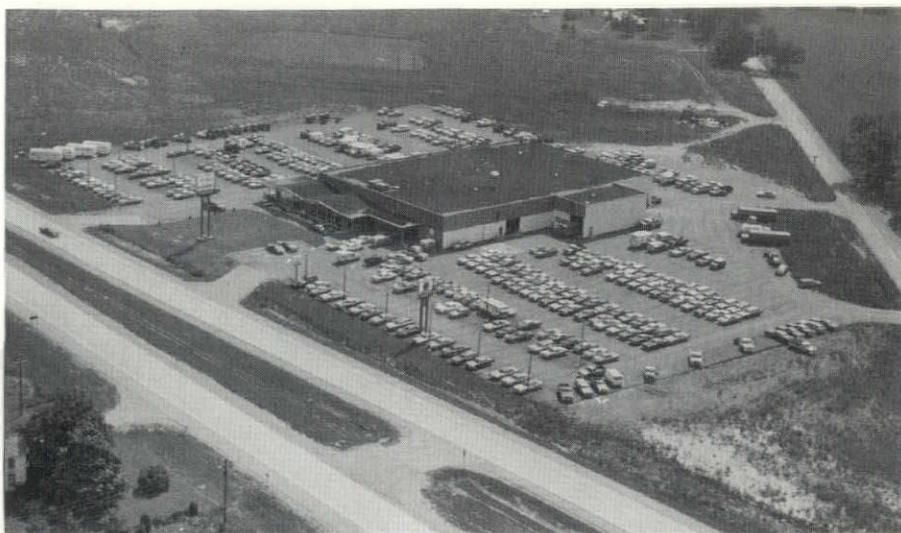
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