

OCULUS

NEW YORK CHAPTER

115 EAST 40TH STREET, NEW YORK 16, N. Y.

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APRIL 1958

MEMBERSHIP COCKTAIL PARTY

A third cocktail-buffet supper party is scheduled for the evening of April 16th at 5:30 p.m. in Gallery A of the Architectural League to interest employees in joining the Institute. Participating offices include Emery Roth and Sons; Pereira and Luckman; Ketchum and Sharp; Ferrenz and Taylor; and Carson and Lundin. José Louis Sert will be principal speaker and Peter Van Bloem will discuss Chapter and Institute affairs. The master-of-ceremonies for the evening will be Richard Roth, Jr. The second membership party on March 19th was attended by 97 potential new members representing 7 New York Architectural firms.

HOSPITAL AND HEALTH DISCUSSION GROUP

The second in the current series of discussion meetings arranged by the Hospital & Health Committee is scheduled for Tuesday, April 22nd from 5:15 to 6:15 P.M. in Gallery A at the League. Mr. Emile de Armas of the Staff of Rogers and Butler and a member of the faculty of Columbia's School of Public Health & Administrative Medicine will discuss the planning of the out-patient department and emergency service for a general hospital.

TECHNICAL DINNER

On Wednesday, April 30th at 7:00 p.m. in the dining room of the League, Dr. George Cline Smith will speak on the "Building Outlook for 1958 and Beyond". Dr. Smith is Vice-President and Economist of the F. W. Dodge Corporation.

SPECIAL CHAPTER MEETING

On Tuesday, May 6th at 12:30 p.m. in Gallery A of the League, a special meeting of the chapter will convene to discuss the controversial topic regarding the proposed alterations to the East front of the Capitol. Spokesmen will be heard for each side of the question. No action will be taken at this meeting.

ANNIVERSARY DINNER DANCE

On February 28th two hundred and sixty-eight members, their wives and guests, attended the 91st Anniversary dance at the Metropolitan Club. The Chapter's thanks are due to the Arrangement Committee headed by Mrs. Robert W. Cutler, Mrs. Max O. Urbahn and Miss Julia C. Scott. Max Urbahn, Chairman of the Meetings Committee, announced that this year the proceeds of the dance were to benefit the American Architectural Foundation, Inc. which is administered by the Institute and provides scholarships for architectural students. A sum of \$95 has subsequently been sent as the N. Y. Chapter's contribution to the Foundation.

GRACIE MANSION ON VIEW

The annual meeting of the Fine Arts Federation is scheduled for April 25th from 4:00 to 6:00 P.M. at Gracie Mansion. All members of the N. Y. Chapter are welcomed to attend the meeting and to take this opportunity to view Gracie Mansion. Entry fee is \$2.00 per person.

COMING EVENTS

April 16, Wednesday

Membership Drive
Buffet Supper

April 22, Tuesday

Hospital and Health
Discussion Group

April 22, Tuesday

World Housing Forum
N. Y. Coliseum, 1:45 p.m.

April 30, Wednesday

Technical Dinner

April 30, Wednesday

Public Relations
Discussion Group

May 6, Tuesday

Special Luncheon
Meeting

May 15, Thursday

Public Relations
Discussion Group

May 20, Tuesday

Pre-Convention
Luncheon Meeting

Editor's Note: Recent research in the Chapter office has uncovered the fact that "Oculus" is this year celebrating its 20th Anniversary. The first issue appeared in October, 1938 without benefit of a title. An informal competition was held and the second issue appeared with the name "Oculus". Further investigation has revealed that this title was not truly a result of the competition but was actually given to our publication by its first editor, Ward W. Fenner. "Oculus", the Latin word for eye, also refers in Botany to "the buds of a plant just putting forth". We salute Mr. Fenner for nurturing his charge of 1938 which has continued to blossom these past 20 years. We hereby dedicate this and future issues of 1958 to Ward W. Fenner for his foresight.

HONORS AND AWARDS

Among this year's winners of the Institute's 5th Annual Journalism Awards is Philip Seikman of Fortune. Seikman's first award, in the magazine category, is for an article on the Connecticut General Life Insurance Company's new building published in Fortune, September, 1957, under the title "A Dramatic New Office Building". John E. Buchard collaborated with Albert Bush-Brown for second prize on a piece published by Harper Magazine in May, 1957, titled "The Architect, More Needed Than Pitied".

On February 8th, the Alumnae Association of Cooper Union conferred the Gana Dunn Award upon Matthew W. Del Gaudio, for significant contribution to the good of our profession.

The first Architectural Sales Representatives Institute, sponsored by the Producer's Council to improve the effectiveness of architectural selling, was attended by 37 salesmen representing 30 different firms. Guest lecturers included architects Benjamin Lane Smith of Voorhees Walker Smith & Smith; Morris Ketchum of Ketchum and Sharp; and Walter A Taylor, A.I.A. Director of Education and Research.

N. Y. CHAPTER FELLOWS

The Jury of Fellows of the American Institute of Architects has elected the following N. Y. Chapter members for their notable contribution in Design:

MARCEL LAJOS BREUER
GORDON BUNSHAFT

ROBERT CARSON
EDWARD STONE

The N. Y. Chapter extends its congratulations to these members upon their election in the College of Fellows.

WORLD HOUSING SYMPOSIUM

A World Housing Symposium will be held in the New York Coliseum, United Nations Room, April 22nd at 1:45 p.m. to discuss problems of planning, financing, construction, community improvement and other aspects of the housing field. Giorgio Cavaglieri and Seymour Joseph of the N. Y. Chapter and Herman York of the Long Island Society Chapter will participate in the Symposium. All members of the Chapter are invited to attend. Robert W. Cutler, President, has expressed the hope that "this will be the beginning of a yearly meeting which will gather personalities interested in building from all over the world and keep us abreast of all new developments in housing needs and in solutions of housing problems".

WORLDS FAIR - 1958

The Brussels Fair, the first since the well-remembered New York World Fair of 1939, opens this month in Belgium. Thousands of visitors will be able to see the displays of architecture, the arts and a myriad of other types of exhibits chosen by the entrant countries to best illustrate their culture to the world. Of prime interest will be the United States Pavilion, the work of Edward D. Stone. Mr. Stone's preliminary drawings were chosen by an architectural guidance committee of A.I.A. members appointed by the Department of State and its Commissioner General, Howard S. Cullman. The members of the committee were: Claire Ditchey, Earl T. Heitschmidt, Richard Koch, Roy Larson and Edgar I. Williams. Inspection of the site — located in a park on the outskirts of Brussels — took place two years ago. The preliminary drawings were submitted approximately eighteen months ago with construction starting in February, 1957 — the last entry to begin and, significantly, the third in completion.

The site consists of a triangular shaped plot on which three pavilions are located. An elliptical 200' long reflecting pool in a plaza with an apple orchard of 130 trees surrounds the structures. The main pavilion is a 350' diameter free span structure — the largest free span in the world. The ceiling is of translucent plastic aluminum-core panels beneath which hangs a layer of gold anodized aluminum disks. The exterior sides consist of a diagonal mesh of metal bars and translucent plastic. This encloses a two level area for the exhibits, pools, fountains, and along with the remaining landscaping, eleven existing giant willow trees. (The Belgian government's insistence that the park be returned to its natural state as nearly as possible was an inspiration for the latter.) A second circular pavilion, the 65' diameter "Circurama", contains a 360 degree screen above the head level of the standing audience and features a Walt Disney documentary. A 1,100 seat legitimate theatre composes the third pavilion, one that might possibly be retained as a permanent building. All in all an impressive display and one that most of us would give a great deal to see.

PICASO EXHIBIT

The largest exhibit of Pablo Picasso's ceramics ever shown in the United States can be seen free at The Cooper Union Museum, Seventh Street and Fourth Avenue, Manhattan. The hours of the show are 10 to 5 Monday through Saturday, and until 9 P.M. on Tuesday and Thursday. The exhibit closes on May 10th.

NEW MUSEUM HOURS

The Museum of Modern Art, 11 West 53rd Street, will remain open Thursday evenings until 10 P.M. starting April 3rd. The purpose of this schedule is to enable people, whose working hours conflict with regular Museum hours, to visit and enjoy their Permanent Collection, special exhibitions, film showings and other facilities. The first major showing in New York of paintings and drawings by Georges Seurat is on exhibit through May 11th.

YOUR PUBLIC RELATIONS

The second meeting on public relations for architects was held on Wednesday, March 26th. Al Frantz, account executive for the Chapter's public relations counsel, Edward Gottlieb and Associates, Ltd., introduced the principal speaker, Glenn Fowler, real estate editor of the New York Times. Mr. Fowler reported that the newspapers are interested in that which is different, out-of-the-ordinary, something that expresses a new layout, a new material, or an unusual combination of elements. In making submissions, Mr. Fowler stressed that they need not be literary masterpieces but can be in outline form similar to a specification, giving only the essential information. Mr. Frantz suggested that the architect discover what the newspapers want in the way of a story by studying the published accounts in the real estate sections and magazine sections of all the local newspapers.

The third such meeting was scheduled for April 10th at which time Hubbard Cobb, building editor of the American Home Magazine, discussed how the individual architect can place material with the major consumer and shelter magazines. Gordon Graham of Edward Gottlieb and Associates also spoke.

The Chapter acknowledges with thanks the contribution by *Richard Boring Snow* to the public relations program.

PUBLIC RELATIONS THROUGH MOVIES

The first two in a series of semi-animated movie shorts on architectural subjects have been completed by The American Institute of Architects as public relations aids for chapters and state societies.

"What's a House?", the first of these 15-minute cartoon films, traces the evolution of the American house from the "carpenter classic" to the residence of the future. By acquainting the audience with some of the problems of site planning, orientation and building technology the film indirectly points up the essential role of the architect in residential design.

"A School for Johnny" addresses itself to the problem of filling the increasing need for schools without overstraining community resources. The film relates some of the primary factors the school architect must consider in designing for today's education and attempts to clarify some misconception about comparative costs and economy in school design.

Both films are done in simple Disney-like cartoons and charts on a minimum budget. Both include color photographs by outstanding architectural photographers. The films may be either purchased or rented from A.I.A. The purchase price is \$65 per film.

ATTENTION ASSOCIATE AND STUDENT MEMBERS

The Institute has announced that the Journal of the A.I.A. is now available to all associate members at the rate of two dollars per year, and to all students at the rate of one and a half dollars per year. Subscription applications should be made direct to The American Institute of Architects, 1735 New York Avenue, N.W., Washington 6, D.C.

NEW YORK CHAPTER IN THE NEWS

The Associated Press has just released to its hundreds of members newspapers throughout the United States a long article on the role of the architect in home building. John O. B. Wallace, writer of the widely read "On the House", devotes his whole column to this subject. The Chapter, through *Giorgio Cavaglieri*, Mrs. Ida B. Webster and our public relations counsel, provided background material for the article, which raises such questions as, "When should an architect be consulted? What service does he give? What does it cost to employ an architect?" Well-prepared, informative stories of this type should benefit not only the New York Chapter but members of the profession throughout the nation.

A story prepared by the Chapter public relation counsel on the House Consulting Service of the Chapter recently received space in many of the local newspapers.

The Times reported, "When the caller wants an architect to design a home or a commercial building, he is invited to come to the Chapter's offices to review a set of files, showing samples of work done by members of the Chapter. Other information available helps prospective clients to narrow their choice down to two or three."

The World-Telegram and Sun article quoted *Giorgio Cavaglieri*, chairman of the House Consulting Committee, extensively and ended its story with the comment, "None of the service committee get rich on these calls." Then it pointed out that the Chapter feels such help is a public service. "It comes back in good will."

The New York Chapter, through its public relations counsel, recently helped the International Council of Shopping Centers secure a panel of outstanding architects for its convention. About 200 developers and owners of such centers took part in the two-day meeting. Possible participants on the panel were suggested by a Chapter member with a reputation in the shopping center field (who refused to have his own name suggested!) and on the basis of the list compiled, the planners of the convention made their selection. Lathrop Douglass, Herbert Tannenbaum, William T. Snaith and Eliot Robinson, director of development for Victor Gruen Associates, were architect members of the panel, with Abe H. Feder, lighting designer and consultant, as speaker on lighting concepts.

SCHOOL ROOM PROGRESS, USA

The exhibition train, Schoolroom Progress U.S.A., will be in Grand Central Station from April 8th to April 21st, open daily from 9:00 A.M. to 7:00 P.M. and from 1:00 P.M. to 7:00 P.M. on Sundays. This special train is being co-sponsored by the Henry Ford Museum and the Encyclopedia Americana.

The first portion of Schoolroom Progress U.S.A. represents three reconstructed nineteenth century classrooms. The second portion of special interest exhibits five schoolrooms of today: kindergarten, elementary, home economics, industrial arts and office practice. These rooms have been designed by five architects who were multiple award winners in the school division of the Honor Awards Competition of the American Institute of Architects: John Lyon Reid; Smith, Powell & Morgridge; Curtis & Davis; John Carl Warnecke; and Perkins & Will.

STUDENT COMPETITION

To help celebrate the 20th Anniversary of "Oculus" (*See Ed. Note, Page 2*) your Publications Committee is sponsoring a student competition for the design of a new title page of the N. Y. Chapter's monthly publication. The competition closes on Monday, May 5th and is open to all students in the Art & Architectural departments of Columbia University and Cooper Union. The Executive Committee of the N. Y. Chapter has granted a first prize of \$50 and a second prize of \$25. The Jury of Awards follows:

GORDON C. AYMAR — Past President of the Art Directors Club of New York, Charter President of the National Society of Art Directors; recipient of the Art Director of the Year Award for "distinction in his profession", 1951.

L. BANCEL LAFARGE — Architect, member of the Executive Committee and Secretary of the New York Chapter, A.I.A.

LEOPOLD ARNAUD — Dean of the School of Architecture, Columbia University.

ESMOND SHAW — Assistant Dean of the Department of Architecture, Cooper Union.

Representatives of the Publications Committee of the New York Chapter, A.I.A.

Programs for the competition may be obtained from the Dean's office of the Schools of Architecture at Columbia and Cooper Union.

PRECAST WALL PANELS

On March 6th the Chapter had the pleasure of hearing a talk by Mr. Philip M. Grennan, Professor of Engineering re. the design and uses of precast concrete sandwich panels. The presence of 105 members and guests attested to the interest in this subject sponsored by the Chapter's Technical Committee.

The advantages claimed were the lower cost due to the reduction in labor time, the speed of erection due to the largeness of the unit, and the flexibility of design inherent in concrete. Slides and moving pictures were shown of various buildings in which different requirement were met. Methods of construction, details of panels and surface treatments were explained and illustrated.

Basically the panel consists of two reinforced concrete slabs separated by an insulating material of foam glass. The bread is secured to both sides of the ham by reinforcing steel passing through the ham. A variety of surface treatments were shown such as broom brushing, the moulding of various designs by the introduction of patterned surfaces into the forms, the use of retardants to bare aggregate and many of the standard methods used in concrete form work. The variety of treatment is limited only by the designers invention. Our thanks to Mr. Grennan for his stimulating talk.

CANDIDATES

Information regarding the qualifications of the following candidates for membership will be considered confidential by the Admissions Committee.

Corporate Membership

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| JOHN MacL. JOHANSEN | JOHN JAMES TUDDA |

Associate Membership

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| ANDREW ZASO | Sponsors: Bernard Guenther George D. Brown, Jr. |
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NEW MEMBERS

The New York Chapter extends its welcome to the following new members.

Corporate

ANGEL AVILES

PIER L. CHERICI

HORACIO DIAZ

VIRGILIO M. DIAZ

HECTOR LENZA

ORLANDO LENZA

Associate

EGIDIO ALUFFI

DOUGLAS B. BARKER

ANTHONY F. BELL

EMIL JOSEPH CHECCHI

GREEN BELT FOR THE SUBURBS

At a recent monthly meeting of the Westchester Chapter of the A.I.A., Ralph Walker of Voorhees Walker Smith & Smith proposed that the County buy all or most of the Country Clubs then lease these back to the Clubs thereby retaining control so that they could be converted to public use in the future. Mr. Walker claimed that the Country Club golf courses are the last large green areas left outside of the present parks.