

# OCULUS

NEW YORK CHAPTER AMERICAN INSTITUTE OF ARCHITECTS



NOVEMBER 1960

## WHAT KIND OF NEW YORK WORLD'S FAIR?



NEW YORK WORLD'S FAIR 1964-1965

by E. O. TANNER

A growing concern with the 1964-65 New York World's Fair and AIA's role in it led the Executive Committee last month to appoint a special World's Fair Committee composed of **Morris Ketchum, Jr.**, chairman, **Max O. Urbahn**, liaison, and **Arvin B. Shaw, III**. Its first meeting is scheduled for late November.

As background, and to encourage members to make their own suggestions, **Oculus** offers the following areas of exploration, based on a study of the Fair program and conversations with the Chairman of its Design Board, **Wallace K. Harrison**, and executives of the Fair Corporation:

(1) **Ways in which AIA might be of service in the development of the Fair.** After studying some 20 overall schemes (including a giant "doughnut" plan for a single, unifying composition around a central lake), the Fair Corporation adopted essentially the same classical layout as the 1939 Fair on the Flushing Meadows site, in order to make use of existing utilities and patterns (see cut). While many regret that expediency has prevailed over fresh planning techniques, there remain many opportunities for outstanding efforts by individual architects and exhibitors (who will have to use their own restraint and cooperation to avoid an architectural jumble, since virtually no controls other

than height and coverage will be imposed). There also remain opportunities for the Fair Corporation to handle its own work with imagination and taste. As of November 1, however, the Fair's Design Board (Harrison, Stone, Bunschaft, Dreyfus, and Praeger) has officially disbanded. Harrison, who continues with the Fair as the single architect on its 100-man board of directors, has expressed hope that "new committees" might be formed to advise the Corporation on its landscaping, sculpture, and fountains, on a possible theme structure or structures, and on those important but usually undesignated elements of signs, light fixtures, bench, trash cans, tele-

(continued on page 3)

## AIA REGIONAL OFFICER REQUESTS CHAPTER RECOMMENDATIONS

**George Bain Cummings**, Regional Officer of the New York Region of the AIA, has requested members of the New York Chapter to send in suggestions and ideas concerning the committee structure of the Institute.

The following letter was submitted to **President Woodbridge**:  
*Dear Mr. President:*

At the 92nd Convention of the American Institute of Architects, held in San Francisco in April 1960, the following resolution was adopted:

"RESOLVED, That the Committee on Structure of the Institute be expanded to include representation from each region and charged with the responsibility of:

- (1) Studying the Board's and other proposals on structure;
- (2) Consulting with the membership, and
- (3) Reporting to the Board of Directors in time for action by the convention in 1961."

President Will expanded the Committee to include the members listed on the letterhead. You are, therefore, apprised of the fact that I have been designated to represent the New York Region on this expanded committee.

The Committee is being convened to meet for a full day in Washington on Friday, December 2. Will you please send to me, as many days in advance of that time as possible, any comments or suggestions or recommendations you and/or your Chapter wish to make to guide me in discharging my responsibility in this matter.

The import of this matter is large and I rely upon your wholehearted cooperation.

Sincerely,  
*George Bain Cummings*

Any member wishing to offer his suggestions regarding this request may submit them to the Chapter Office before December 1.

AMERICAN INSTITUTE OF ARCHITECTS  
NEW YORK CHAPTER

MARGOT A. HENKEL, *Executive Secretary*  
115 East 40th Street  
New York 16, N. Y.  
MUrray Hill 9-7969

FREDERICK J. WOODBRIDGE ..... *President*  
DAVID L. EGGERS ..... *Vice President*  
PETER S. VAN BLOEM ..... *Secretary*  
MICHAEL M. HARRIS ..... *Treasurer*

PAUL JOHN GRAYSON, *Editor*

## Report of the 1960 New York State Convention

The New York State Association of Architects' 1960 Annual Convention was held at the White Face Inn during mid-October of this year in the midst of Autumn's color and upper New York's famous lakes. The Regional Meeting was highlighted by an outstanding presentation on the practice, forms and spaces of architecture by Herbert Swinburne, AIA, of Philadelphia who used two tremendous screens and a beautiful collection of colored photographs.

The main speaker, Admiral William F. Rayborn, who commands the Navy's "Polaris Task Force," provided a well-illustrated presentation on the development of this ICBM. This was a roundly applauded performance that provided a sober variation from the architectural matters that otherwise dominated this convention.

Syracuse was the host chapter. Their preparations and execution made the convention professionally worthwhile and personally very pleasant.

The New York Chapter was represented by twenty-three members, although it has 50 per cent of the association membership. This poor representation implying lack of interest in State affairs is regretted by all who notice it. Next year's convention to be held at Saranac Lake offers an opportunity that each Chapter member should carefully assess.

Roger G. Spross

## PRESIDENT'S MESSAGE

All Corporate members of the Chapter have by now received applications for the new Sustaining Firm Membership which was explained in the letter accompanying the application. It is of great importance to the Chapter that this plan for additional income be supported by all eligible members who can possibly do so.

Last month it was pointed out how many and various are the activities carried on by the Chapter and its Committees. Many of these Committees require substantial sums for specific projects. The excellent publication of the new Fee Schedule is an example. The critical analysis of the new proposed Zoning Resolution was another. If the new Zoning Resolution becomes law it will be important to prepare digests and instructions to aid architects in its use. This will require money. One could continue at length listing similar projects, not to mention the perennial problem of that much abused matter, public relations now euphuistically entitled Public Affairs.

All these are matters of concern and of benefit to all of you and deserve your support. It is enlightened self interest to do as much as you can for the Chapter.

In October the Chapter was well represented at the Convention of the New York State Association of Architects at Lake Placid. It is a pleasure to report that there was, in general, an atmosphere of cordiality and cooperation which looks well for the future. There are significant fields of activity in New York State where hard working committees of the N. Y. S. A. A. are doing a splendid job. They merit our attention and interest. The New York Chapter is by far the largest constituent member of the Association and our members should concern themselves with those activities within the State which are the proper field of the Association.

### Special Note to Our Younger Members 70 Years and Below . . .

"NEW YORK CHAPTER member, Wells Bosworth, Fellow Emeritus, Dean of the American colony in France, was honored on his 91st birthday by the American Club in Paris. Our active nonagenarian member delivered an hour-long talk at the party, which received a standing ovation . . ."

*Should we switch to wine instead of water?*

## IMPROVING NEW YORK

Among those who have profited by designing and building in New York, Douglas Leigh, specialist in spectacular Broadway signs, is not one ungrateful to his adopted city. Last month Park Commissioner Newbold Morris announced that Leigh, a native of Alabama, had given \$70,000 to build a 60-foot-diameter pool with 36 jets around the base of the Columbus statue in Columbus Circle. Leigh said the design would be inspired by the Neptune Fountain at the Villa D'Este and the Trevi Fountain in Rome—"a touch of old Europe for the people of New York."

Acting Manhattan Borough President Louis A. Cioffi ordered a new crackdown last month on builders whose cranes, trucks, building materials and other equipment alongside job sites create automotive frustration and pedestrian nightmares on the city's already choked streets. Regulations limit storage to 80 per cent of project frontage, leaving the rest for truck parking. Some builders, however, litter all the curb, then double park their trucks. Cioffi said builders would be given 24 hours to comply, then permits for use of street space would be revoked and fines imposed. The City Council is expected to take action soon to make penalties still stiffer.

## LETTERS TO THE EDITOR

*To the Editor:*

Congratulations on your new format for the **Oculus** which I find readable and interesting.

It is a great boon for us "bifocals" who use our eyes constantly.

Your column "Improving New York" should provide a fine springboard for suggestions and ideas and trust many of these suggestions will stimulate discussion and controversy of a constructive nature.

Keep up the good work.

Sincerely yours,  
Joseph F. Addonizio  
Executive Director  
N. Y. S. Association of  
Architects

*To the Editor:*

Reference the remark on English Architecture under books, page 3, October issue. Having visited housing in some fifteen Western countries I would say that the United States has the stodgiest and most banal.

George Beiers

## WORLD'S FAIR?

(Continued from page 1)

phone booths, etc. An advisory committee might well include representatives of the Chapter as well as of other landscape, art, and professional societies. On the specific item of a theme structure, a Fair spokesman told *Oculus*: "We definitely will not hold a design competition for this or for anything else at the Fair—they don't work."

Among suggestions offered to clarify problems and approach are: (a) a meeting sponsored by the Chapter at which representatives of the Fair could outline progress; (b) more public discussion, stimulated by the Chapter, as the concern of all New Yorkers; (c) an open letter to Fair President Robert Moses expressing the Chapter's interest and offering its services in whatever way might prove useful.

(2) **AIA's own participation in the Fair's exhibits.** It has been suggested that the Chapter act as the National Institute's arm in exploring how best AIA might be represented at the Fair. Among the possibilities: (a) An AIA sponsored reception lounge particularly aimed at visting architects, planners, designers and engineers, furnished with exhibits, a guest register, an information desk, a small guide-pamphlet to New York architecture and a place for the foot-weary to relax; (b) the Chapter supplement this gesture by helping to arrange the inevitable tours of outstanding New York buildings; (c) the Chapter consider organizing an international symposium on planning and design as a special World's Fair attraction; (d) AIA sponsor an exhibit of outstanding U. S. planning and architecture in space at the Fair; (e) the Chapter seek to combine with other professional societies and/or building manufacturers associations to create a larger, unified, and dramatic exhibit of planning and architecture based on the major 20th Century problem, "The City."

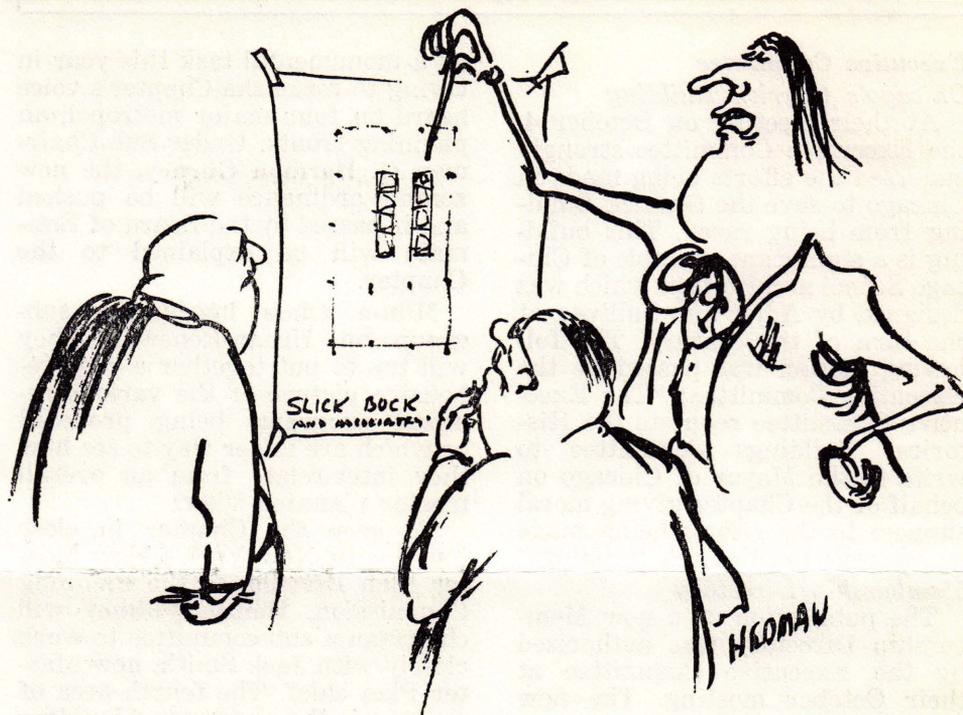
*Oculus* and the N. Y. Chapter's World's Fair Committee welcome your ideas.

## VISIONARY ARCHITECTURE

Do you feel stifled by stringent building codes, tight sites, penny-pinching clients? The Museum of Modern Art's new show, "Visionary Architecture," may be just what you need.

The exhibit continues to December 4.

## NEW YORK SCENE



Now that we have created this space how are we going to give it some architectural character???

## PRaised FOR PUBLIC AFFAIRS ROLE

In a letter to Edwin B. Morris, Jr., Co-Chairman of the Public Affairs Committee, President Frederick J. Woodbridge extended the Chapter's appreciation for his "enthusiasm, interest, and tireless effort," in arranging press conferences, releases and generally in bringing the Chapter before the public eye.

These activities are usually handled by a professional public relations counselor. The Chapter has been preparing a sustaining Public Affairs program which it is anticipated will be put into effect when the sustaining membership program is fully subscribed.

## HAROLD R. SLEEPER

It is with sorrow that we report the passing on November 10th of **Harold R. Sleeper**, FAIA, a former president of the Chapter and of the Architectural League. In 1958 he was appointed by Mayor Wagner a Commissioner of the Board of Standards and Appeals. He was an active Architect, Author and Lecturer, and will be well remembered for his books, "Architectural Graphics Standards," and "Architectural Specifications."

Our deepest sympathies are extended to his wife, Mrs. Hildegard Halstead Sleeper, at 50 Sutton Place South, and to his sister, Mrs. A. B. Shattuck.

## BOOKS

*The Dymaxion World of Buckminster Fuller* by Robert W. Marks (Reinhold Publishing Corporation \$12.00)

Bucky Fuller certainly needs no introduction, and this is a complete book that is all about him and his work. This reviewer has heard Mr. Fuller discuss his concepts and must admit that he didn't quite understand everything he said. However, the author has done an excellent job introducing Mr. Fuller to us in such a way that after reading the book, we can appreciate the author's belief that "there is no man in America today who makes as much sense in such a fundamental way."

## AIA-NAHB AWARD

The American Institute of Architects and the National Association of Home Builders announce the second annual Award of Honor to encourage the design and construction of the best communities and homes by promoting the collaboration between architects and builders. Any architect-builder team which has cooperated on a project completed within the last five years will be eligible. Entries must be submitted by the builder concerned, the architect concerned, or by the local AIA or NAHB chapters or by the national associations of either AIA or NAHB.

## COMMITTEE ACTIVITIES

by F. MARSHALL SMITH

### Executive Committee

#### Chicago's Garrick Building

At their meeting on October 4, the Executive Committee strongly endorsed the efforts being made in Chicago to save the Garrick Building from being razed. This building is a significant example of Chicago School architecture which was designed by Adler and Sullivan at the turn of the century. The following motion was passed by the Executive Committee: "The Executive Committee requests the Historical Buildings Committee to write to the Mayor of Chicago on behalf of the Chapter giving moral support to the efforts being made to preserve the Garrick Building."

#### Membership Directory

The publication of a new Membership Directory was authorized by the Executive Committee at their October meeting. The new Directory will include a new section listing the sustaining firm members of the New York Chapter.

#### Historic Buildings Committee

The Historic Buildings Committee with **W. Knight Sturges** as its Chairman is working hard for the adoption of an amendment to the new zoning ordinance which will protect and help make possible the preservation of historically and architecturally significant buildings and districts in metropolitan New York.

This facet of an Architect's responsibility to his community is often neglected. If you are interested in the preservation of any historical building in our city, please get in touch with Mr. Sturges.

#### Civic Design

Civic Design Committeemen take

on a monumental task this year in trying to make the Chapter's voice heard on four major metropolitan planning fronts. Under Sub-Chairman **G. Harmon Gurney**, the new zoning ordinance will be pushed and if passed by the Board of Estimate will be explained to the Chapter.

**Milton Glass** heads the subgroup on Urban-Renewal. They will try to put together a comprehensive picture of the various renewal programs being proposed or which are under way to see how they inter-relate from an overall master planning view.

To keep the Chapter in close touch with New York's New Master Plan Division of the Planning Commission, **Henry Whitney** will chair a sub-committee to work closely with Jack Smith, new Master Plan chief. The fourth area of concern is the program of building 15 mid-town garages which is already under way. Many feel these will only serve to encourage more drivers to come into midtown adding to the present congestion. **George Bielich** and his sub-committee plan to study this piecemeal solution to the parking problem and hope to use the Chapter's influence to see that these garages are more closely tied to master planning and the use of public transportation facilities.

This is a challenging program and the Civic Design Committee will welcome the participation of any additional members of the Chapter who have an interest in or a concern about the four broad planning fields outlined above. If you would help guide your city to a better tomorrow—now is the time.

## MEMBERSHIP

### NEW MEMBERS

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

#### Corporate

Dean Charles R. Colbert (Transferred from the New Orleans Chapter, A.I.A.)  
John A. Pruyn (Readmission)  
William E. Baltz  
Edward N. Bloomstein  
James S. Cairns  
Arthur C. Giorchino  
William A. Hoffberg  
John B. Maccreery  
Albert P. Moore  
Clayton P. Morey  
Stephen Shilowitz  
Jan Svoboda

#### Associate

John Milton Arms  
Louis Barberis  
Jeanne Marguerite Davern  
Donald Alexander Fischer  
Arnold Herbert Goldberg  
Robert H. Levine  
Bernard Segal  
Willard Scolnik  
George Todorovich

### CANDIDATES

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

#### Corporate

Joan deRis Allen  
William C. Andersen  
Nestor E. Acevedo Coll  
Leonard Feldman  
John S. Fountain  
Miguel Angel Franca  
Rudolph Horowitz  
Herbert B. Oppenheimer  
Paul Palmieri  
Robert Press  
Bernard Rudofsky  
Norbert N. Turkel  
Gordon Lockwood Schenck  
Herbert David Warrington

#### Associate

Dr. Sigmund L. Friedman	Sponsors: {J. Armand Burgun {Isadore Rosenfield
Dennis Jurov	
Ernest P. Piesco	{C. Gates Beckwith {Allen R. Congdon
Charles A. Platt	{William Platt {Geoffrey Platt
David Anthony Brignati	{Anton J. Egner {Salvatore Grillo

#### Student Chapter—

#### Columbia University

New members as of Oct. 1, 1960..... 51  
Members carried over from 1959 ..... 68

Total student membership 119

### ADDITIONAL COMMITTEE APPOINTMENTS

#### 1964 World's Fair Committee

Morris Ketchum, Jr., Chairman	Max O. Urbahn, Liaison
Arvin B. Shaw, III	Raphael H. Courland
Civic Design Committee.....	J. Russell Colean, Vice Chairman
Education Committee.....	Dorothy C. Scott
Education Scholarship Committee.....	Curtis R. Fremond
Fees and Contracts Committee.....	Eleanor Pepper
Hospital & Health Committee.....	Thomas M. A. Payne
House Consulting Committee.....	Joseph Fuller
School Committee.....	Eleanor Pepper
Visiting Architects.....	Curtis R. Fremond
Younger Architects Committee.....	Norval C. White, Chairman
	Joseph Fuller
Membership Committee	Allen R. Congdon, Chairman
Programs Committee	Gerald K. Geerlings, Co-Chairman
	Gillet Lefferts, Jr., Co-Chairman



## WOMEN'S ARCHITECTURAL AUXILIARY

### Second Annual

#### Doric Debutante Cotillion

Don't forget our Second Annual Doric Debutante Cotillion to be held at the Metropolitan Club, Saturday, November 26, 1960.

For further information and invitations write:

Women's Architectural Auxiliary, 24 West 55th Street, New York 19, N. Y., or telephone Circle 7-4436.

### Auxiliary Membership

Please note that we mailed to you an application for membership in the Women's Architectural Auxiliary. Those eligible are: wives, widows, sisters, mothers, or daughters (over 18 years), of members of the New York Chapter.

We urge you to join us—as a female architect member of the Chapter, or why not fill in an application form for your wife?