

OCULUS

on current new york architecture

The New York Chapter of the American Institute of Architects

Volume 46, Number 1, September 1984



The recently completed AT&T Building now offers a new kind of city park—outside but sheltered. Photo: Stan Ries/ESTO

OCULUS

ANNUAL MEETING JUNE 1984

Volume 46, Number 1, September 1984

Oculus

Editor: C. Ray Smith
 Managing Editor: Marian Page
 Art Director: Abigail Sturges
 Typesetting: Susan Schechter

The New York Chapter of
 the American Institute of Architects
 457 Madison Avenue,
 New York, New York 10022
 212-838-9670

George S. Lewis, *Executive Director*
 Cathanne Piesla, *Executive Secretary*

Executive Committee 1984-85:

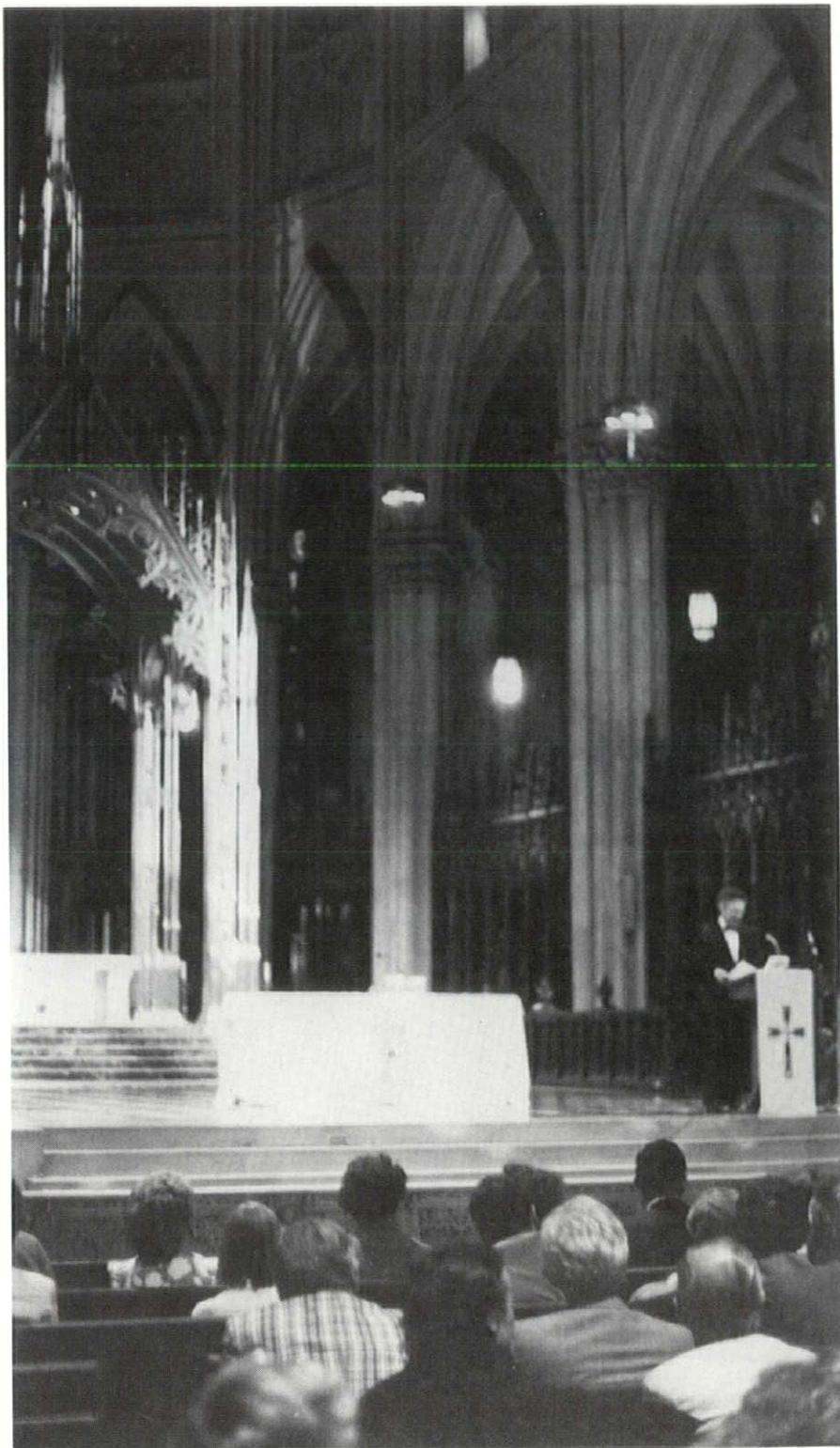
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 the American Institute of Architects.

by George Lewis



Right: Outgoing Chapter President, Ted Liebman addresses the June Annual Meeting which was held in St. Patrick's Cathedral.

Early arrivals at St. Patrick's weren't quite ready to believe that the Chapter's Annual Meeting was actually going to take place in the sanctuary, but soon hundreds of members and friends were gathered beneath the soaring arches and stained glass. It was remarkable how friendly and welcoming an effect the great building had on everybody.

It was the occasion for Theodore Liebman to be succeeded by Terrance Williams as president, but first there were awards to be given.

Following remarks by new president Williams, everyone repaired to a reception at the Urban Center, where some saw the new Chapter Headquarters for the first time.



Robert A.M. Stern received the Medal of Honor, "For his wide influence on architectural design, and his provocative, thoroughly considered contributions to history and theory."



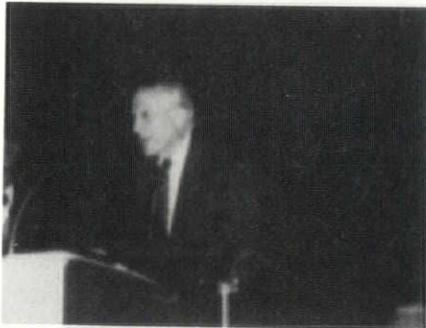
Elliot Willensky won the Rutkins Award for Service to the Profession, "For sharing in print and public forums his extraordinary knowledge of the New York one can see."



Gene Norman, Landmarks Preservation Commission



Edward J. Logue



Brendan Gill
The Award of Merit went to Brendan Gill, "For so brilliantly illuminating the path toward a city richly balanced between the old and the new."



Bronson Binger
A new Public Architect Award was conferred on Bronson Binger, "For demonstrating how a public official can establish an enlightened and constructive relationship with the private sector."



Arthur Drexler, The Museum of Modern Art



Carter Wiseman



Mario Salvadori became an Honorary Member, "For making the mysterious force of the radius of gyration intelligible to student and architect alike."



Mrs. Ralph Menapace
Ralph Menapace, who died this past year and is so greatly missed, was specially cited, "For devoting to the public interest his unmatched understanding of landmarks laws."

Other Special Citations went to the Landmarks Preservation Commission as "The pioneer public landmarks agency, its policies as developed over the years have set national standards for landmarks laws and their administration"; to Edward J. Logue, "One of the greatest builders in all history, for leaving his mark throughout New York State"; The Museum of Modern Art, "For enhancing its friendly scale as it expanded; for enlarging without becoming larger"; and Carter Wiseman, "For his courageous, carefully researched contributions to public discussion of urban design issues."

Annual Meeting

Installation Speech

by Terrance R. Williams



I would like to thank Ted Liebman for his excellent leadership this past year. Ted, Paul Segal, and I would like to assure you that your interest in the City Planning Commission and the Landmarks Preservation Commission, and how the Chapter might assist them to guide the future of our city, will remain a high priority next year. I would also like to thank Archbishop O'Connor and the clergy of St. Patrick's Cathedral for permitting us the honor of holding our annual meeting in such a magnificent and sacred space. After spending so many years on the Chapter's Executive Committee, I feel a bit like the bridesmaid who finally made it to the altar . . . and what an altar!

When I survey the rich heritage that architects such as Renwick, Burnham, Gilbert, and White have left us, I wonder if such thoughtfully planned and detailed buildings could be produced in today's world of shrinking architectural fees. I think not. For today, the architect is all too often selected less on whether his talent and

expertise best qualify him to do the job, and more on whether he is willing to cut his fees. Quite likely, he will gamble in the end, and accept the commission for a fee that will not even cover his costs. As a result, he is forced to pay his young architects, with their seven-year professional Masters Degrees, approximately half of what a four-year Bachelor of Science graduate can expect as a starting salary. As for the firm itself, according to *The Wall Street Journal*, with luck, it may have earned a meager 4 percent profit last year; and the principals most likely are taking home less than they were in 1980.

No, this is not an economic profile that will support the creation of exquisite architecture, such as we see here today, nor even sound building practices. It is time, my friends, that we face the reality of our future. And it is bleak indeed. If we continue not only to permit, but actually participate in the consistent reduction of compensation for architectural services, then this profession may not

survive until the end of this century. In case you think I'm being melodramatic, let me remind you that in less than twelve years, the architect's share of the dollars spent for design services has fallen from 31 percent to a meager 21 percent. Our engineering colleagues, on the other hand, have increased their share from 64 percent to 74 percent in the same time period.

If we are to survive, then both the producers and the users of architectural services must begin to recognize that when architectural fees are reduced, what is being cut is the most valuable and important expenditure in construction—the thinking dollars. I find it ironic that institutions and individuals, who wouldn't dream of trusting a 20-million dollar investment to a broker who earns less than six figures per year, think nothing of expending such sums on buildings designed by architects earning less than a third of that amount. While the constantly accelerating spiral—reduced

compensation leading to reduced services, leading in turn to further fee reductions — may be seriously reducing our livelihood, it is *not* diminishing either our responsibility or our liability. I would caution any of you about to accept a commission considerably below that which you know in your heart to be adequate to do the job, or have agreed to perform only partial services on a project, that you may find yourself holding an uninsurable contract. For while we architects, in our desperate desire to land the next commission, may agree to less than satisfactory contractual arrangements, our insurance carriers do not.

How, then, does the architecture profession in general, and this Chapter in particular, re-establish a rate of compensation commensurate with the education, responsibility, and liability demanded of us? The need to educate our clients about the true nature and complexity of what we do and the need to modify architectural school curricula come immediately to mind as areas where the Chapter can be helpful. However, I don't think anyone is going to take us seriously until we put our own house in order. Therefore, I propose that we enter a period of enlightened self-interest, a period in which we teach ourselves the business of architecture so that we may better practice the art of it.

Three years ago, Joe Wasserman, then Chapter President, called our attention to the vast disparity between architectural services rendered and architectural fees received. Under his leadership, the Chapter created the Compensation Committee. On June 28, the Committee will present its second economic survey. It will provide us with a strong, if depressing, up-to-date data base. Over the past two years, the Chapter's efforts have led to the formation of a National Compensation Task Force, and culminated in the introduction of a resolution to the AIA Convention calling for the economic improvement of the profession as the primary goal of the Institute in this decade. It was passed unanimously.

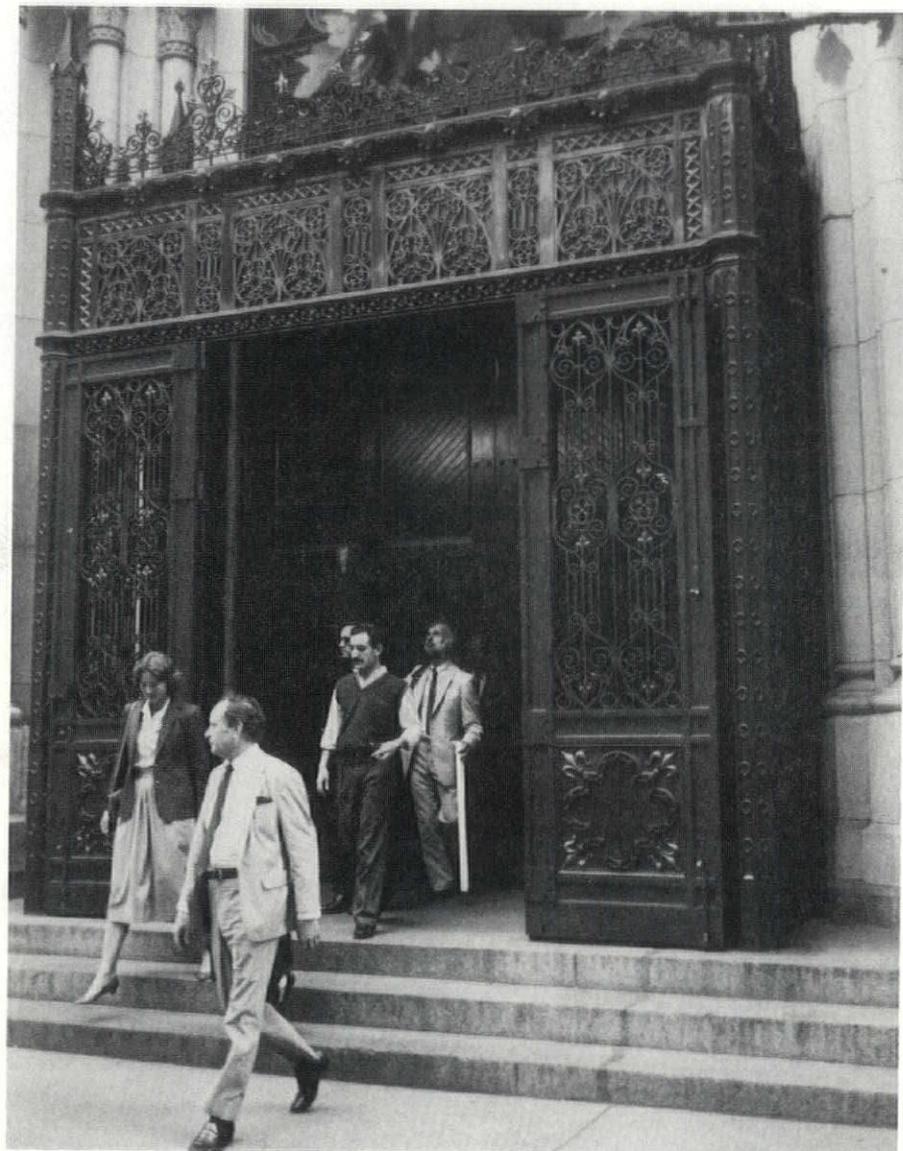


Photo: Stan Ries/ESTO

Now that the Institute has entered the lists, we can't simply relax. The Chapter must once again take the lead in formulating a plan of future action. It is our responsibility to arm ourselves with the management tools required to demonstrate definitively the true value of architectural services and to insure that we are compensated accordingly. Obviously, the Chapter cannot carry this burden alone. However, as we all know, where the Chapter leads, the Institute is soon to follow. Therefore, this year I propose that, working through the appropriate committees, the Chapter's first step be to research and prepare an outline for new compensation guidelines. These guidelines must make it clear to both public and private sectors just how many man hours are really required to perform a given task, or produce a particular building type.

Secondly, with the cooperation of our insurance carriers, parameters of insurability must be established in a language easily understood by both

architect and client. Once these parameters are in hand, an analysis of standard public and private sector consultant contracts should be undertaken by the appropriate committees to confirm their insurability.

Thirdly, in order that future generations of architects may be better prepared to claim their fair share of the American dream, I invite the deans of our local schools of architecture to work with the Chapter in creating a new program of study — one that is responsive to the very real and complex challenges these young people must face.

The list of what we must accomplish is long. It will involve most of our committees, and therefore most of you. I hope Paul Segal and I can call on you and your firms to contribute time and expertise toward our mutual goal of finally winning, as my union-organizing grandfather used to say, "A fair day's pay for a fair day's work." Thank you.

The Coming Year 84-85

Committees Open to Membership

Compensation Committee
Carmi Bee, *Liaison*

Computer Applications
Sy Fish, *Chair*
Paul Segal, *Liaison*

Corporate Architects
Peter el Gindi, *Chair*
Lenore Lucey, *Liaison*

Distinguished Architecture Awards Program
James McCullar, *Chair*
Barbara Neski, *Liaison*

Education/Recreational/Cultural Facilities
Rachelle Bennett, *Chair*
Michael Adlerstein, *Liaison*

Energy & Environment
Cliff Custer, *Chair*
Thomas K. Fridstein, *Liaison*

Health Facilities
Carl Kaiserman, *Chair*
Abraham W. Geller, *Liaison*

Historic Buildings
Stephen Gottlieb, *Chair*
Lenore Lucey, *Liaison*

Housing
Michael Kwartler, *co-Chair*
C. Richard Hatch, *co-Chair*
Stuart Pertz, *Liaison*

Interiors
Michael McAneny, *Chair*
Paul Segal, *Liaison*

Practice
Randolph Croxton, *Chair*
L. Bradford Perkins, Jr., *Liaison*

Public Architects
Adrienne Bresnan, *co-Chair*
Sarelle Weisberg, *co-Chair*
Michael Adlerstein, *Liaison*

Women's Caucus
Lenore Lucey, *Liaison*

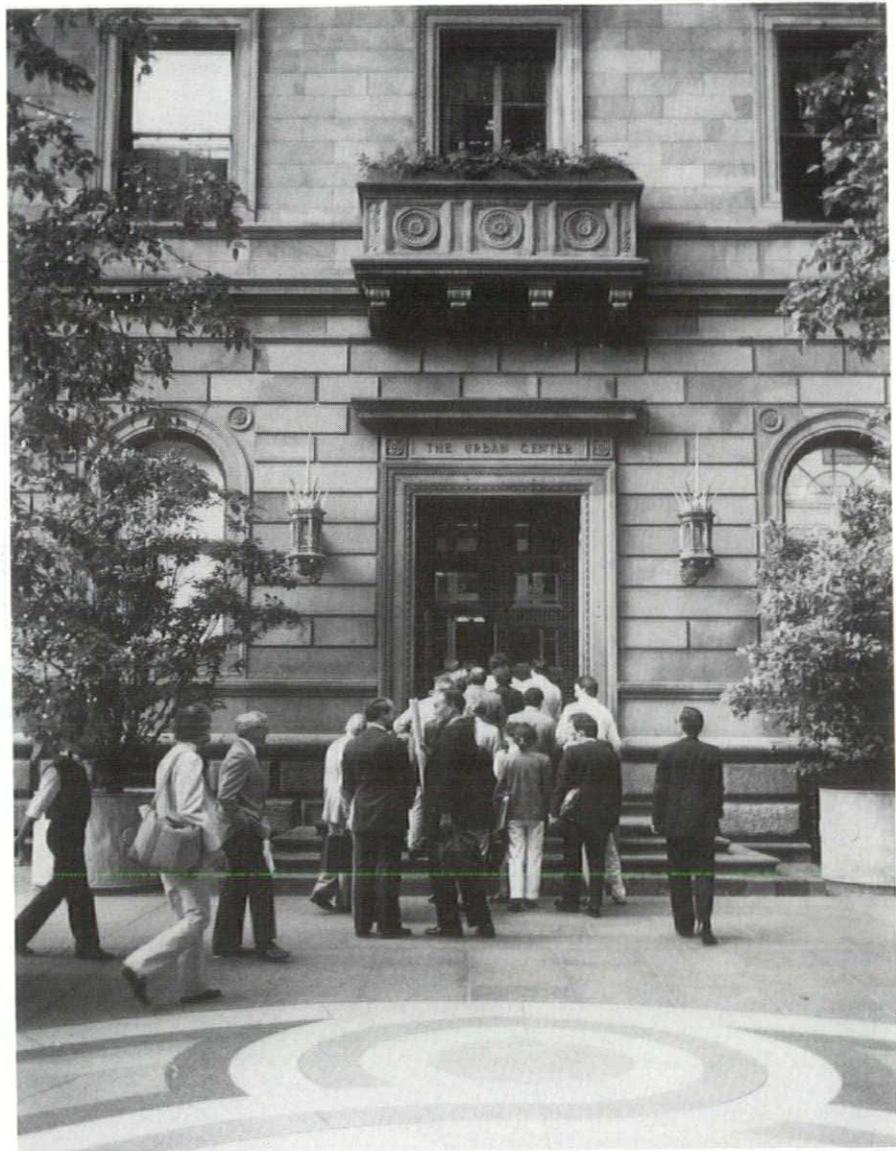


Photo: Stan Ries/ESTO

Appointed Committees

Brunner Grant
William C. Ellis, *Chair*
Abraham W. Geller, *Liaison*

Committee on the Landmarks Commission
Bernard Rothzeid, *Chair*
Terrance R. Williams, *Liaison*

Oculus
C. Ray Smith, Editor, *Chair*
Stuart K. Pertz, *Liaison*

Scholarship
John Hagmann, *Chair*
Barbara Neski, *Liaison*

Transportation
Edward Cohen, *co-Chair*
Claude Samton, *co-Chair*
Rolf Ohlhausen, *Liaison*

Zoning
Michael Parley, *Chair*
Stuart K. Pertz, *Liaison*

Elected Committees 1984-85

Finance
Treasurer, *Liaison*

Medal of Honor/Award of Merit
President, *Liaison*

Fellows

Chapter Reports

by George Lewis

- The 1984 Compensation Survey was published. See article this issue.
- The Chapter reaffirmed its support of Westway at the Corps of Engineers hearing June 26, comparing its potential with Central and Riverside Parks and describing the project as being "in that grand tradition."
- The Transportation Committee—Edward Cohen and Claude Samton, co-chairmen—plans a meeting with high MTA and TA officials to set forth the extreme difficulties experienced by architects with TA station modernization contracts.
- Blair Kamin, an '84 M. Arch candidate at Yale, received this year's Douglas Haskell Award for Student Journalism for a piece titled "One Commercial Plaza: Decisions and Deficits."
- On Exhibit over the summer in the Members Gallery, (closes Sep. 6) "American Architects Abroad: Travel Sketches, 1875-1925," from Avery Library. Most of the drawings depict European buildings and monuments, and "they are pieces of art in and of themselves," said Janet Parks, Curator of the drawings collection at Avery. There is a drawing of York Minster by William Adams Delano.
- Contributions toward the restoration of York Minster can be sent c/o Mr. Frederick Sater, The Morgan Bank, 23 Wall Street, NY 10015.

New York Foundation for the Arts Announces Program for Architecture

On July 1st, 1984, the New York Foundation for the Arts announced a new division—the Artists Fellowship Program. Funding for the program will begin with an award of \$1.1 million from the New York State Council on the Arts. Fellowships to individual creative artists will be made in fourteen categories: architecture, choreography, crafts,

fiction, film, graphics, inter-arts, music composition, painting, playwriting/screenwriting, photography, poetry, sculpture and video. Applications will be available in August, and the deadlines will be staggered by discipline between October 15th and November 12th of this year. The deadline for Architecture and Graphics is November 12, 1984.

Letters

Dear Editor:

I was shocked and saddened by the cover of the June issue of *Oculus*. The idea of giving free advertising to Knoll for producing chairs that are totally lacking in beauty and basic design innovation is inexcusable. They are decoration only without comfort or meaning as art. They are backward and show an elitist disregard for any human feeling except whimsy. The whole promotion is a cruel hoax, nearly as bad as the huge in the middle of Philadelphia, posing as sculpture.

Why are we such suckers for the 'good old days'? Why are the twenties copied so lovingly? Where is the new and creative work of the future that is a part of the exciting space age and communication revolution blossoming all around us? Where are the reflections of the inspiring new scientific discoveries being made daily? Where is the attitude that originality of thought in art is a sign of greatness? Where is the real avant-garde?

The one example of a search for this is the Vietnam memorial in Washington. It is simple and strong and the most powerful anti-war statement made in this century. It does not glorify war, so it aroused controversy and a flag pole and sculpture of three soldiers was forced upon it. Some people missed the familiar symbolism of the past, the echo of 'big lie' propaganda. This is the meaning of post-modernism. This is the meaning of the chairs.

Richard W. Snibbe

Names and News

Romaldo Giurgola was awarded an honorary Doctor of Humane Letters degree by Long Island University . . . John Morris Dixon was a member of the jury for the Interior Architecture Awards 1984 presented by the Chicago Chapter/AIA . . . Robert A.M. Stern has been named the first director of Columbia University's Temple Hoyne Buell Center for the Study of American Architecture . . . Carter Wiseman has been appointed a Loeb Fellow at Harvard for 1984-85 . . . The Preservation League of New York has received a \$75,000 grant from the J.M. Kaplan Fund to coordinate a year-long educational celebration: "Architectural Heritage Year 1986—Three Centuries of Building in New York State." . . . James Stewart Polshek gave the commencement address at the seventh graduation of the Restore/Restoration Skills Training Program in July . . . The Second International Symposium on Design for Disabled Persons will be held in Tel-Aviv, November 18-23, announced the official organizer for the conference: Kenness International, 1 Park Avenue, New York (684-2010) . . . The firm of Moore Grover Harper of Essex, Connecticut, has changed its name to Centerbrook . . . Stanley Abercrombie is the author of *Architecture as Art*, just published by Van Nostrand Reinhold . . . At its annual awards ceremony in the spring, the American Academy and Institute of Arts and Letters bestowed two awards in architecture—the Gold Medal, awarded every six years, to Gordon Bunshaft; and the Arnold W. Brunner Memorial Prize to Peter Eisenmann . . . Frank W. Munzer retired in June as president and treasurer of The Eggers Group after 32 years with the firm; he was succeeded by Peter B. Halfon . . . The New York firm of Wank Adams Slavin Associates (WASA) and the San Francisco firm of Marquis Associates have been selected to design the \$27 million Aaron Copeland School of Music building at Queens College . . . The City of New York is developing financing mechanisms for the production of newly constructed and substantially rehabilitated multi-family rental

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OCCULUS NYC/AIA SEP 84

Send *Oculus* Calendar information to:
New York Chapter/AIA, 457 Madison
Avenue, N.Y. 10022.

Oculus welcomes information for the
calendar pertaining to public events about
architecture and the other design
professions. It is due by the 7th of the
month for the following month's issue.

Because of the time lag between
information received and printed, final
details of events are likely to change. It is
recommended, therefore, that events be
checked with the sponsoring institutions
before attending.

MONDAY 3

1856: Louis H. Sullivan born

MONDAY 10

EXHIBITION

"Building Suburbia: Scarsdale,
1890-1940" sponsored by the
Scarsdale Historical Society, 1828
Quaker Meeting House Museum, 937
White Plains Rd. (corner Boulevard),
Scarsdale, N.Y. 014-723-1744. Closes
Jan. 6.

CONTINUING EVENTS

EXHIBITION

Photographs of the Statue of Liberty
restoration. The Municipal Art
Society, 457 Madison Ave. 935-3960.
Closes Sep. 15.

MANHATTAN SKYSCRAPERS

BETWEEN THE WARS
Exhibition. Cooper-Hewitt Museum,
2 E. 91 St. 860-6868. Closes Sep. 23.

ASPECTS OF THE CITY

Exhibition of eleven 20th-century
paintings ranging in date from
Samuel Halpert's *Flatiron Building*
(1919) to Red Groom's *Chance*
Encounter at 3 A.M. (1984).
Metropolitan Museum of Art.
879-5500.

DESIGNS FOR TEA

Exhibition of objects from Europe
and the West, with reference to the
geographic and social origin of tea
culture in the Far East. Cooper-
Hewitt Museum, 2 E. 91 St. 860-6868.
Closes Oct. 28.

VISIONS OF LIBERTY

Exhibition of photographs relating to
the Statue of Liberty celebrating the
centennial of its official presentation.
The New-York Historical Society, 170
Central Park West. 873-3400.

TUESDAY 4

WILLIAM MORRIS

Exhibition celebrating the 150th
anniversary of William Morris, man
of letters and founder of the Arts &
Crafts Movement in 19th-century
England. Pierpont Morgan Library,
29 E. 36 St. 685-0008. Closes Nov. 25.

TUESDAY 11

1854: Architect William Holabird
born

WEDNESDAY 12

1933: Architect Charles Adams Platt
died

THURSDAY 6

ONCE AROUND THE PARK

Free 1-hour tour of Bryant Park
sponsored by the Bryant Park
Restoration Corp. 12:30 pm. 679-4142.

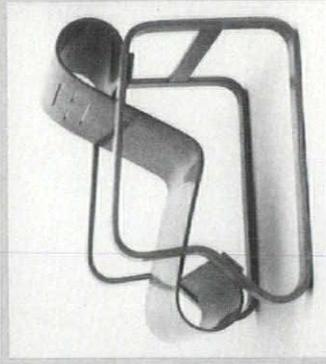
THURSDAY 13

ADAM'S HOUSE IN PARADISE

Designs proposed by architects for
the coexistence of housing at "The
Garden of Eden" built by Adam
Purple on abandoned land in lower
Manhattan. Storefront for Art and
Architecture, 51 Prince St. 431-5795.
Closes Oct. 6.

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FRIDAY 7

GUNNAR ASPLUND

Exhibition of the Swedish architect's
drawings. Max Protetch Gallery, 37
W. 57 St. 888-7436. Closes Sep. 30.

DISCOVER NEW YORK TALK

"An Urban Suburb, Upper West
Side," 6-8 pm. Municipal Art Society,
457 Madison Ave. 935-3960.

DISCOVER NEW YORK WALK

SAT & SUN SEP 8 & 9
"An Urban Suburb, Upper West
Side," 2 pm, 73 St. & Central Park
West. Municipal Art Society.
935-3960.

FRIDAY 14

1909: Architect Charles Follen
McKim died

MONDAY 17**EXHIBITION**

Times Tower competition. The Municipal Art Society, 457 Madison Ave. 935-3960. Closes Oct. 27.

TUESDAY 18**CONFERENCE**

Long Island Affordable House Conference sponsored by HUD and the Long Island Chapter/AIA, Hillwood Commons Lecture Hall, C.W. Post Campus, Greenvale, N.Y. For invitation: Kendall Lampkin, HUD New York Regional Office, 264-4378.

DEADLINE

For submission of concepts for the Urban Design Competition for the Escondido Civic Center: Competition Secretary, City of Escondido, 100 Valley Blvd., Escondido, Cal. 92025.

WEDNESDAY 19

1973: American architect William W. Wurster died

THURSDAY 20**ONCE AROUND THE PARK**

Free 1-hour tour of Bryant Park sponsored by the Bryant Park Restoration Corp. 12:30 pm. 679-4142.

FRIDAY 21

DISCOVER NEW YORK WALK, SAT & SUN SEP 22 & 23

"Brick and Brownstone on the Hudson Stairs." 1:30 pm. Chelsea Hotel, 222 W. 23 St. between Seventh and Eighth Ave. Museum of the City of New York. 534-1672.

SAT SEP 22

The Public Architects Committee is sponsoring a *Tour of the NYC Convention Center*. Meet at the Field Office on the south side of 34th Street near 12th Avenue, at 10:30 a.m. The tour will run to 12:30 p.m. RSVP 838-9670.

MONDAY 24**EXHIBITION**

Times Tower competition. The Municipal Art Society, 457 Madison Ave. 935-3960. Closes Oct. 27.

TUESDAY 25**CONFERENCE**

Long Island Affordable House Conference sponsored by HUD and the Long Island Chapter/AIA, Hillwood Commons Lecture Hall, C.W. Post Campus, Greenvale, N.Y. For invitation: Kendall Lampkin, HUD New York Regional Office, 264-4378.

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WEDNESDAY 26

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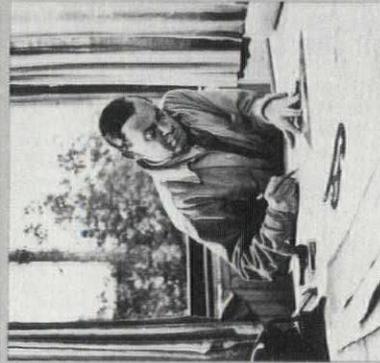
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MONDAY 24

1854: American architect Minard Lalever died

TUESDAY 25

1887: Parthenon exploded under bombardment by Turks

WEDNESDAY 26**THURSDAY 27**

ALVAR AALTO: FURNITURE AND GLASS
Exhibition. Museum of Modern Art, 11 W. 53 St. 708-9400. Closes Nov. 27.

FRIDAY 28**ENTRY DEADLINE**

In competition sponsored by the Florida South Chapter/AIA for the design of the mall for the Southeast Overtown/Park West Redevelopment Project on land adjacent to Downtown Miami. FSC/AIA, 1150 S.W. 22nd St., Miami 33129, 305-854-4790.

MONDAY 1 OCT**WORKSHOP**

"Managing Fire Safety in Health Care Facilities," (Oct. 1-3), sponsored by the National Fire Protection Association. Roosevelt Hotel, New York. Information: NFPA, Batterymarch Park, Quincy, MA 02269, 617-770-3000, ext. 313.

TUESDAY 2 OCT

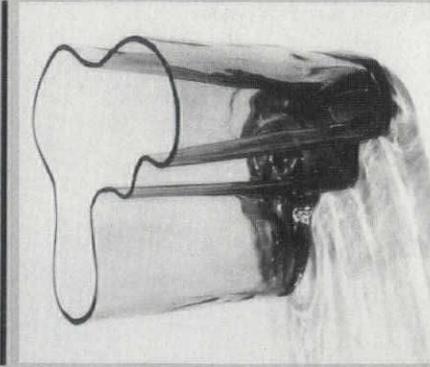
1954: American architect Henry Mather Greene died

WEDNESDAY 3 OCT

1957: American architect Bernard Maybeck died

THURSDAY 4 OCT**INTERNATIONAL CONFERENCE**

"Art and the Human Environment: Dublin — A Case Study" (Oct. 4-7), the centerpiece of ContemporEire '84, a Celebration of the Visual Arts in Dublin (Sept. 29-Oct. 14). National Gallery of Ireland. To register for conference: ContemporEire '84, 12 Herbert St., Dublin 2, Ireland.



Names and News

Barclays Bank Building under construction at 75 Wall Street—designed by Welton Becket Associates.

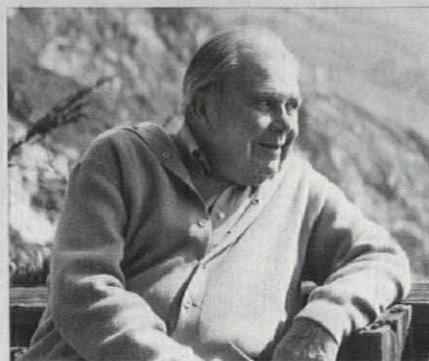


cont'd. from p. 7

houses. This represents the first phase effort to stimulate the development of housing for low, moderate, and middle income persons and families. For further information: Sheldon Gartenstein, Department of Housing Preservation and Development, 566-0348 or 566-1077 . . . Arthur Rosenblatt is introducing a series of six lectures (Nov. 7-Dec. 12) on "Conserving New York" at the Metropolitan Museum. Lecturers will be: Daniel Patrick Moynihan, John Belle and William H. Whyte, Hugh Hardy, Milton Glaser, Brendan Gill, and Theo Prudon . . . Arthur J. Blume has been appointed a senior vice president of the healthcare division at Rogers, Burgun, Shahine & Deschler, Inc. . . . Larsen/Juster Architects and Planners have moved to 632 Broadway; the firm also announced the promotion of Jorge Ambrosoni and James K. Maeda to Senior Associates, and Walter Ganley to Associate . . . The Regional Plan Association in cooperation with Conseil Regional d'Ile-de-France is sponsoring an International Symposium of World Metropolitan Leaders in Paris, October 6-14. It will take up urban planning, demography, economic and technological change, transportation, and culture and living environment. For information: Regional Plan Association, 1040 Avenue of the Americas, 398-1140 . . . The NYC/AIA Computer Committee, working in conjunction with Casio, Inc. and Sunrise Software, Inc., has developed a program for two of Casio's instruments . . . The Florida South Chapter/AIA has announced a competition for the design of a mall for the Southeast Overtown/Park West Redevelopment Project on land adjacent to Downtown Miami. Deadline is September 28 for receipt of \$25 entry fee; October 26 deadline for receipt of entries. For competition details: FSC/AIA, 1150 S.W. 22nd Street, Miami, Florida 33129, 305-854-4790 . . . Voorsanger & Mills have teamed up with Vladimir Kagan Designs, Inc. to bring out their new Morgan Collection of furniture . . . Lalli and Moore Associates, Inc. have moved to 126 Fifth Avenue, New York

10011 . . . Suzanne O'Keefe, who was awarded a Charles H. Revson Fellowship on the Future of the City of New York, is on sabbatical from her position as executive director of the New York City Loft Board for the 1984-85 academic year . . . William P. Scott III has been named director of the New York office of Welton Becket Associates, and Robert E. Zumwalt has been named senior project director . . . The Welton Becket firm is the architect of a \$200 million, 36-story structure now under construction at 75 Wall Street, that will serve as the new North American headquarters for Barclays Bank International . . . Diana Kettner has joined the New York architectural, engineering, and planning firm of Howard Needles Tammen & Bergendoff as business development coordinator . . . *Curb Cuts*, a brochure published by the Eastern Paralyzed Veterans Association and edited by Barrier-Free Design director Terence J. Moakley, is subtitled "How to design and construct proper curb cuts in Connecticut, New Jersey, New York, and Pennsylvania." . . . The registration deadline for the Urban Design Competition for the Escondido Civic Center (see *Oculus*, June 1984, p. 13) has been eliminated. Designs may be submitted any time before the September 18th First

Stage submission deadline (see calendar) . . . The Museum of Modern Art is publishing a revised edition of the classic study, *Modern Gardens and the Landscape* by Elizabeth B. Kessler, who was curator of architecture at MOMA in the mid-1940s . . . *Oculus* deeply regrets the death of Nathaniel A. Owings, the internationally influential architect and urban designer, in Santa Fe on June 13th. Co-founder in 1938 with Louis Skidmore of the architecture firm of Skidmore, Owings & Merrill, Owings once said that the "hope for the future lies in planning, where man can live in harmony with nature, contributing his own natural system of habitat building, just as the beavers create their own form."



The late Nathaniel Owings.

Annual Meeting



Committee Chairman's Report on Compensation Survey 1984

by Eason H. Leonard

The Chapter's Compensation Committee has completed a new *Architects Compensation Survey*. It provides income information for practicing architects and employees in the New York area as of January 1984. We want to thank the contributing firms, corporation offices, and public agencies for their participation and response.

This Survey follows the one initiated in 1981 by Joe Wasserman, Richard Hayden, and Frank Munzer. It indicates progress, but not to the degree proposed by the Executive Committee resolution in 1982. That resolution stated that starting level salaries should be increased by 20 percent per year over 3 years. The new Report, published June 1984, shows that this goal is being met in firms of 6 to 10 and 41 to 100. For some reason, however, the reports of firms in other size categories are not as positive.

In addition to being interested in the effect of the Executive Committee's 1982 resolution, we wanted to establish a format for surveys. We recommend that they should be repeated every 3 to 5 years. Assuming that this effort would be substantial, I was fortunate to have two Committee members agree to play a major role. This document was produced by Carmi Bee, Survey Chairman, and Sam Haffey, Survey Coordinator. I appreciate the wonderful job they did and I think we should all thank them. Bee was responsible for the general format of the Report and designed its new cover; Sam Haffey, with special application of his computer, gathered all the information and developed the program to display and print schedules and graphs.

Committee Influence

Our concern for the very low level of compensation in our profession has recently been receiving widespread attention. In 1983 the National AIA Board appointed an Architects Economic & Compensation Task Force. The aim of that group was to review statistical material which



indicated a critically serious problem regarding the economics of practice and the decline of the profession did indeed exist, and that there was reason for serious concern that excellence in architectural services would be impossible to maintain if these negative conditions did not change for the better. The Task Force report found that architects are the lowest paid component of the construction industry, ranking behind contractors, engineers, and design/builders.

This Chapter introduced a resolution to the 1984 AIA National Convention in Phoenix calling on the Institute to assign a high priority to the issue of establishing a fair return on architects' investments in their practices and fair compensation for employees. This resolution was adopted unanimously.

Committee Purposes

The ongoing purpose of the Compensation Committee should be to work toward the improvement of salaries and benefits of practicing architects at all levels. The first recommendation of the National Task Force was that periodic salary surveys should be conducted to establish and exchange facts regarding current pay scales. We now have that information in hand, indicating how difficult it will be to accomplish the projected goals for salary improvement. These goals should be regularly reviewed and updated.

We must acknowledge the "ripple

At the Compensation Committee meeting in June: Sam Haffey, Eason Leonard, and Carmi Bee.

effect" that salary adjustments at the lower levels will have on more experienced professionals. The obvious answer to improving compensation across the board is to examine our processes and to make the needed adjustments in our methods which can improve our profitability. When we compare our income to that of other professions, we should not blame the other professions.

Architects should face the fact that to the rest of the world, the word compensation means "Money." The other professions and other members of our industry are not at all bashful about this issue. Why do architects find it so distasteful to talk about the bottom line? That very reluctance—to negotiate hard, to ask for the full value of services, to ask for more when the owner increases those services, to press for that final payment or adjustment—is the prime reason why our net income is disappointing.

The image of an architect as an "artist" and "intellectual" but not a financially responsible professional has cost us all our rightful status in the business world. Most owners will judge your level of financial responsibility by those things you do on your own behalf. You must be able to speak with knowledge about your cost of doing business and the fair basis of compensation. Owners like to shop around for comparative fees and tell you what your charges should be. In my view, if you accept their evaluation of your business, you lose credibility.

Executive Committee 84-85



Paul Segal and Terrance Williams



Carmi Bee



Michael Adlerstein and Abraham W. Geller



L. Bradford Perkins, Jr.



Barbara Neski and Stuart K. Pertz



Rolf Ohlhausen

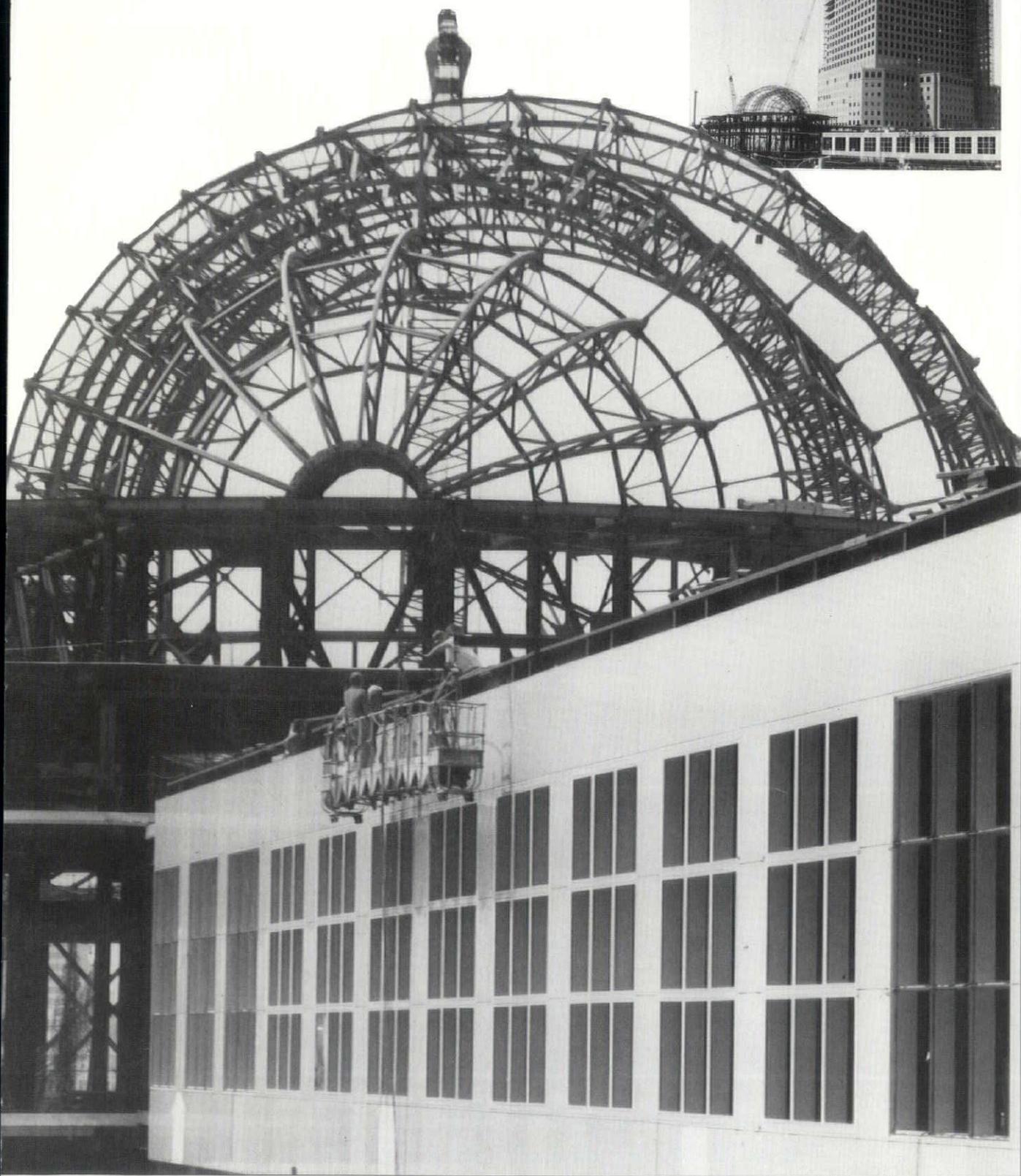


Steven Goldberg and Lenore M. Lucey



Thomas Fridstein

*Progress at Battery Park City.
Photos: Stan Ries/ESTO*



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