

C O L U M N S



VOLUME 5, NO. 9

THE PITTSBURGH CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS

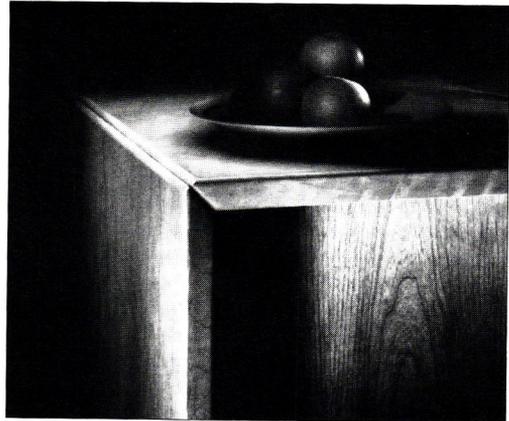
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COLUMNS is published ten times a year by the Pittsburgh Chapter AIA in association with the Cantor Group. Telephone: 412/661-3734; FAX: 412/661-6287.

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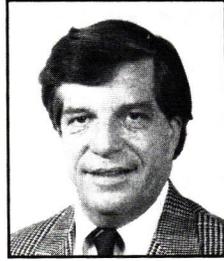
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View Point: Serious Fun

Douglas C. Berryman, AIA, President



Years ago, when I was in architectural school, our class was afforded the opportunity to tour the offices of Mies Van der Rohe in Chicago. Sometime during that visit, the group found itself literally at the feet of the master, and, having been inundated with the regimentation of the office and the work in evidence, one of the more flippant students asked Mies what proved to be an ill-timed question: "Where's the fun?" There was an icy stare on the face of the man; a brief, stony silence; then the response, "Younk man, Architechurr iss a SERIOUSS BISSNESS!"

And so it is. I've thought about that anecdote often over the years; it used to be something I'd tell with the intent to impress a listener with a pearl gleaned from one of the masters of architecture first-hand. Going through the daily process of practicing "the business," dealing with the demands of clients, deadlines, threats, both real imagined, of litigation on potential oversights (both real and imagined), etc., etc., I find myself telling the story with a different perspective.

There is, and always should be, an amount of fun in what we do. We can take ourselves too seriously, after all, and our ability to create spaces, buildings, urban plans, and "non-traditional" themes of practice comes in no small measure from a frivolity absent in other professions. But at times, I wonder where the fun is, or where it went. Then there are occasions when it is obvious that it is a serious business, and we must comport ourselves accordingly.

The recent demise of the Syria Mosque can be lamented as much for the loss of a "public space" as for an example of architecture. One concept, it seems to me, is no more serious than the other, in this case. We can hope that whatever building takes its place will be designed in such a way that it will be a positive addition to the built environment, but there are no guarantees that this will happen. But if the new edifice contains at least an attitude, and at best a venue for public access and use, then perhaps all would not be lost. Any effort that local architects make, whether through actual design or the voiced concern of "good design," should be considered a responsibility that we have to the public and the buildings that affect their lives.

Another aspect of our profession which should be taken seriously is fast approaching: the election of new board members for the Chapter. At the October meeting, which will be, for the most part, a "town meeting" type of gathering, we will have before us a slate of nominees presented by the Nominating Committee of the Chapter Board. I encourage you all to give some thought not only to those worthy members who have been nominated, but also to be ready and able to nominate candidates from the floor. The "ability" to nominate from the floor conveys that the potential nominee be willing and understanding of the time and effort commitment that goes with the office. I look forward to lively discussion, questioning, and... fun. ■■■

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The business outlook, marketing tips, background on licensing and more.

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The latest interiors by local architects.

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Office woes are corrected with innovative use of light.

On the Cover

A sweep of neon light ushers clients into Corporate Video Services, designed by Gardner Architects.
Photo by Ed Massery. Portfolio, page 10.

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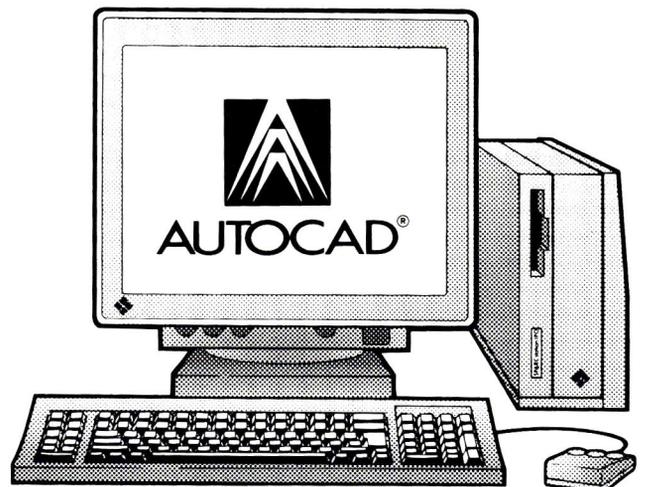
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Shocking Tales of Telephonitis

Anne Swager, Executive Director

B

etsy, my daughter soon to be 12, is now in junior high. She is taller than me and wears a larger shoe size. She is a typical seventh grader: whenever home, there is a phone growing from her left ear. She and her friends review each event of the day in minutia, often repeating the stories just in case one of them missed it the first time. This propensity to hook the telephone to your ear for hours on end (aka "telephonitis") is not limited to the female gender. In my teenage years, my many hours of talking (about heaven knows what) were mostly with my boyfriend of the hour. Fortunately, Betsy is still doing more talking *about* than *to* members of the opposite sex.

If you were to walk into the Chapter office on any given day, or worse yet, try to call us, you would probably find your loyal staff is still under the dread effects of the disease, telephonitis. However, in this case, it is not self-induced.

For a few months, we kept track of the number of phone calls, document orders, and visitors we received each day. On our lighter days we average 45 calls; up to 80 on heavier days. The largest percentage of our calls comes from the public, followed by member's phone calls, and then assorted others including AIA National staff, PSA staff, COLUMNS staff, etc. As you can well imagine, the subject matter of the calls is even more varied than the callers themselves. We get requests for house plan books, to which we promptly send a copy of our brochure on why you need an architect. We get lots of calls asking us to recommend architects, to which we send a copy of our directory. We get address changes, questions about AIA National services (mainly insurance and Masterspec), address verifications, and questions about college architectural programs. Unfortunately, as of late, we

talk to job seekers, including local graduates, recent layoffs, and out-of-staters. We pass on what few tips we might have and ask for a copy of their resume for our files. Around monthly membership meeting time, that disease common to architects ("last minuteitis") hits and the phone rings off the wall with reservation calls.

Some of our more memorable calls include: the lady who inquired about who designed mausoleums because she needed to get her parents out of the cold ground before winter; the fellow who wanted to know who designed a local nightclub because he wanted his house to have that same feel; the woman who wanted to know where to call about her car, which had been towed to the pound, and then asked if it was listed under "lb." in the phone book; the mother who called about her precocious seven-year-old who was interested in architecture and where should she send him to school; and the non-member who called to complain about what the AIA did *not* do for him.

As you might have guessed, we spend most of our day on the phone. Service to you and on your behalf often necessitates one-to-one contact. We enjoy talking to you. It is the best part of our job. Unfortunately, we still have numerous mundane tasks to accomplish in between your calls. You could help us if you continued to fax your document orders, reservations, and anything else you want to send us. Similarly, most of the time whomever answers the phone can answer your question. It is much faster than waiting for me who is almost always "on the other line" to return your call.

So keep those calls and faxes coming. After all, we had great training. We were once teenagers, too. 



Anne Swager

Have a question, suggestion or complaint about Chapter business? Then bring it to the Chapter's annual Town Meeting, on Monday, October 28. See page 23 for details.

Interiors Update

Savvy clients asking, getting more from architects

T

oday's clients: they know what they need and they know how much they want to spend to get it. That's what architects and developers say is the newest factor in the business of interior design. What hasn't changed is the architects' central role in meeting those needs as companies grow and change, merge facilities, restructure internally or relocate offices altogether.

"The sophistication of the tenant continues to climb," says Gerry Dudley, assistant vice president of Cushman & Wakefield, a commercial and industrial brokerage firm. "Most have a better understanding of what they're looking for. It's a turnkey market for them. The tenant defines what's needed in preliminary estimates. The space is delivered at the landlord's sole cost. All the tenant has to do is 'turn the key.'"

"A good landlord knows how to keep the costs in check and stand close to the design process."

Specializing in office leasing for suburban and downtown clients, Cushman & Wakefield contracts with architectural firms to provide space planning and interior design to its clients, says Dudley.

The architects he deals with have the sophistication necessary to address the clients' needs, he says. Their skills lie not only in creativity but also in "forming the foundation"—defining the clients' needs, understanding technical and functional issues.

Knowledge of lease negotiations is equally important.

"Architects really need to understand the deal and then design what's been negotiated," says Dudley, "especially for larger user requirements. We like to involve the 'programmer' early, not so much as to design, but to define space needs so we can find the right answer."

One reason for the growth in client know-how is the prevalence of facilities managers, says Kathy Filloy, assoc. member, of Burt Hill Kosar Rittelmann. As manager of business development for the firm's Pittsburgh office, she says educating clients was a primary issue in the past. Now they come with that education in their facilities managers—people who know what questions to ask, what their companies need and how to get it.

"Customization is really the key. They're asking for customized, tailored service."

The growth of the facility manager is the result of a combination of things, she says. Companies recognize the importance of facility space planning and are developing separate facility departments with highly qualified people to run them.

Sometimes, however, clients, no matter how educated, just don't know what they want. A recent business event like the loss of a lease or a merger forces them to look at what they have and at what they need.

"That's where we come in," says Jules Labarthe, AIA, principal with The Design Alliance Architects. "When the dynamic of a business has changed, it triggers a need to address space. We're brought in to help solve a business problem. The design becomes part of the solution. Making a design 'statement' is far and away the exception."

"We're brought in to help solve a business problem. Making a design 'statement' is far and away the exception."

Jules Labarthe, AIA
Principal, The Design Alliance Architects

"There are good things on the horizon for Pittsburgh. There are lots of plans out there — sooner or later one's going to pop."

Kathy Filloy, assoc. member
Burt Hill Kosar Rittelmann

Forty percent of the Design Alliance's practice consists of interiors, either of buildings the firm designed or existing space in downtown offices, says Labarthe.

"We view interior commissions as equal to architectural projects," he says. "So architects do interiors as they would do buildings."

Like The Design Alliance, McCormick McCarthy also does about 40 percent of its work in interiors, ranging from large office complexes to small, private practices. Mark McCormick, AIA, partner in the 18-month-old firm, says clients' needs are basically the same as in the past. Yet more attention is being paid to practical needs when it comes to interiors.

"There's more sensitivity to a computer environment," he says. "Lighting must be supportive of VDT's. Flexibility is another issue, especially in larger corporations where things change quickly.

"You have to be able to adapt."

So agrees Frank W. Gustine Jr., chairman of The Gustine Company and Gustine Construction Company, which handles strictly office and retail interiors.

In the past, says Gustine, offices utilized open areas. Then the trend was for more privacy. That circle is coming around again with the use of more open, multi-use cubicles and moveable walls.

"New companies don't know how fast they're going to grow. Older ones are seeing changes," he explains.

His clients, he says, are looking for a quality job done in good time, according to specifications. And "they want it done yesterday."

What Gustine says he does not see is more "smart buildings"—those that use fiber optics, underfloor panels for telephones, and more desktop equipment.

"Hopefully," he says, "that will change as Pittsburgh goes from a blue collar to white collar city."

But where Pittsburgh is going remains to be seen. Architects and developers describe the city as a "soft market." Most prime downtown office space is already occupied and new construction possibilities are limited. And in a tight economy, clients are cautious about moving forward on anything.

"The market has been down significantly in the past year," says McCormick. "I don't see it changing quickly. The work available is smaller renovations, not relocations.

"There needs to be new construction of class A offices. There's a high occupancy rate and little opportunity for new users now. I do see another spurt of new construction in the next few years. In the long term, things look good. But in the short term, it's going to be tough."

A more optimistic forecast comes from Dudley, who thinks the "turnkey" market could soon be a thing of the past.

"It's a tenants' market, but it's tightening, especially for class A downtown space," he says. "With a 12 percent vacancy rate, tenant leverage is diminishing and the newer buildings are practically filled." A tighter market will make negotiations tougher for the tenant in the future.

Marketing Strategies for Interiors

As Pittsburgh's economy tightens, and dollars for design dwindle, architectural firms are taking a second look at how they market their services.

To compete in a tough market, firms are realizing that a bolder approach sometimes is called for. Yet, some say, while a more aggressive marketing plan is good, the personal touch is still the best marketing strategy around.

"In the past, we haven't been that aggressive," says Labarthe. "We've been fortunate to have a great deal of work through past referrals. We haven't been pro-active. But now we're beginning to be more so.

"People hire an individual to work with them. It's a matter of patiently getting to know people who might need our services. You have to get to know likely candidates. That's a matter of sitting down and thinking 'who's likely to need what'

"We market to the individual, pure and simple."

Marketing, says Filloy, is a matter of doing your homework—studying, defining, recognizing trends and then staying "on the cutting edge" of those trends.

The key to success, she says, is reading everything, trade magazines, financial magazines and newspapers, following the stock market. . . and then reading between the lines.

Marketing Strategies, from page 7

"A large portion is luck, hunches, being at the right place at the right time. That's what makes marketing interesting," she says.

Like Labarthe, Filloy says that marketing needs the personal touch to work.

"You sell people," she points out. "You identify clients, their needs and their personalities and then you match them with someone on the staff. If you can do that, you've got an instant hit. The project sells itself." 🏢

Interiors Update, from page 7

For now, tenants are sitting tight in their spaces. Companies that moved into buildings like CNG Tower, PPG Place and Oxford Center in the early 1980s have ten-year leases, says Labarthe, and won't be re-examining those leases for some time.

"The future depends on the economy," explains McCormick. "As soon as there's some optimism, people will feel freer to make long-term options. Now they're hesitant to make those decisions."

But don't write off downtown Pittsburgh yet, says Filloy. A downturn in business, yes, but opportunities remain. She describes the market as "changed"—and that's different from "declined."

"It's maturing. Buildings weren't so sophisticated in the past, so clients used to be more in need of interiors. Now, there are major businesses with projects. Some are reluctant to go forward. Some projects will happen."

"There are good things on the horizon for Pittsburgh. There's lots of potential. Building has got to come out of it. There are lots of plans out there—sooner or later one's going to pop. Then there'll be quite a bit of activity to change Pittsburgh for the better."

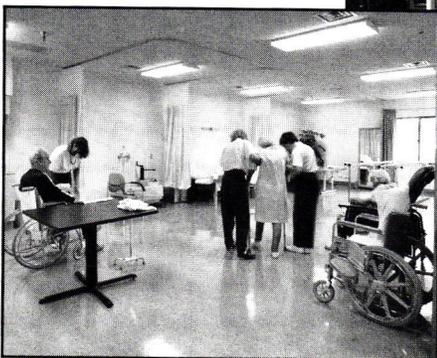
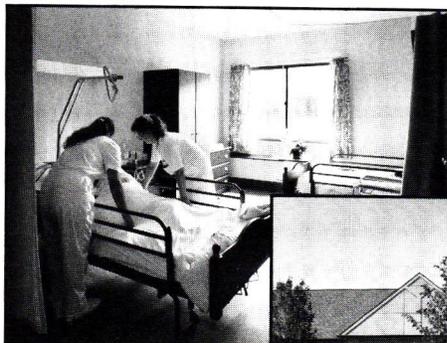
"It'll be fun." 🏢

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Legislative Update: The Licensing Debate Goes on

A cloud of misunderstanding surrounds the issue of interior design legislation. To clarify matters, here is a review of the status of legislation in Pennsylvania and neighboring states.

House Bill #91 was introduced in the Pennsylvania House of Representatives in February of 1991. Prime legislative sponsor of the bill is Representative Karen Ritter (D-Lehigh). This bill is now in the House Professional Licensure Committee.

The organization which advocates this legislation is the Philadelphia-based Interior Design Legislative Coalition/PA (IDL/PA), and not the American Society of Interior Designers (ASID). However, ASID National has granted IDL/PA money (\$1000) for legislative financial aid.

Senate Bill #1183, a Senate version of H.B. 91, was introduced in the State Senate in June of this year. The bill is currently in the Consumer Protection and Professional Licensure Committee.

H.B. 91 is both a title act and a practice act. The bill calls for the use of a seal by interior designers, and for the creation of the Interior Designer Licensure Board. These provisions, among others, depart from the accord signed by AIA, ASID, and IBD in December of 1989.

The Pennsylvania Society of Architects has raised concerns over this proposed legislation with prime sponsors and other legislators. PSA is currently keeping track of these bills in their

respective committees.

Interior designer title registration laws have been enacted in 11 states including two of Pennsylvania's neighbors; New York and Maryland. In Ohio, a title registration bill was introduced to the legislature earlier this year.

The District of Columbia has the only interior design practice act in the United States. This act was passed in 1986.

Earlier this year California enacted legislation providing for statutory reference to certified interior designers. No state regulation or certification provisions are made in the new law, nor is it a title act. Specific interior design organizations will be responsible for self-certification. The state of Iowa has enacted similar legislation. 



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**"I'm dreaming
of a Wright
Christmas..."** p. 20

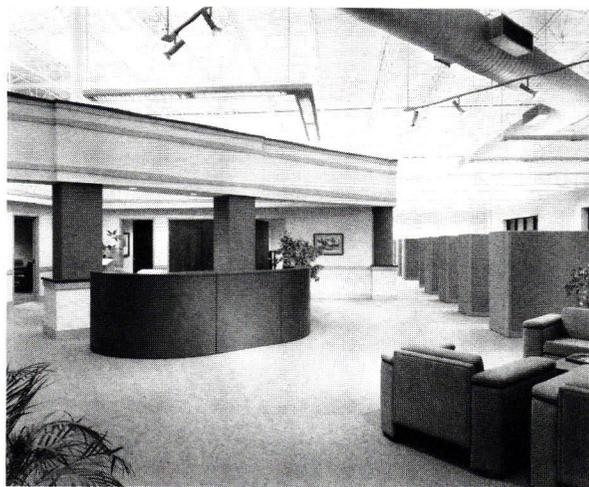
THE INSIDE STORY

INTERIORS

As the country squares its shoulders and tightens its belt in the face of recession, many Pittsburgh architects are finding a solution to the business blues in interiors. An unlikely savior? Perhaps, but as clients feel the pinch of the economy, a few well-planned moves now can make all the difference in a decade. Just as renovation is increasingly a more viable option than new construction, a refurbished interior may be the smartest investment a business can make in its employees and its future. When budgets are tight, smaller things take on greater significance: affordable materials that don't sacrifice quality; cost- and energy-efficient construction; a simplicity of design that will age slowly and gracefully. Fads are out — craftsmanship and innovation are in. These ideals are embodied on the next five pages in COLUMNS' annual portfolio of interiors projects. Quality and diversity — two of the architect's most important weapons against a sagging economy — are outstanding, and may be the strongest indicators yet of better times ahead. 🏢

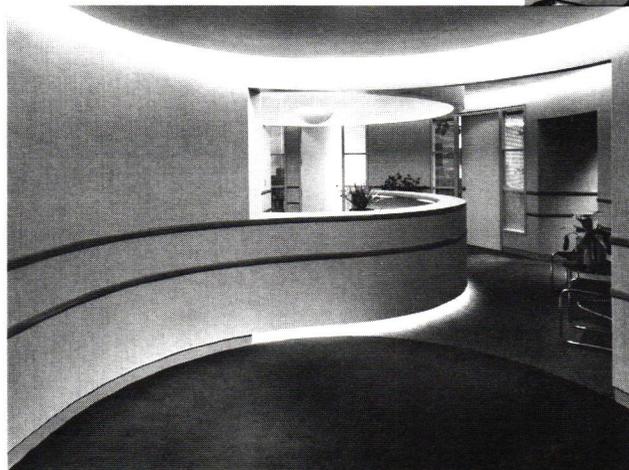
Designing one space to satisfy two clients can be especially challenging. **Ruprecht Schroeder Hoffman's** solution, *at right*, makes it look easy. The clients, Industrial Controls and Equipment, and Innovative Management Systems, a software developer, wanted a flexible lease space to accommodate the growth of both businesses over several years. It was important to both partners that their customers perceive them as creative and original thinkers. To that end, RSH created a high bay space to suit a variety of tenants and functions. The lofty, all-white ceilings and filigree of scaffolding combine optimum direct/indirect lighting with an overall sense of drama and spaciousness. Cost, including plumbing, HVAC and electrical work was in the \$25 - \$30 per sq. ft. range. One employee noted a substantial increase in productivity since moving to the new facility, and added that

"people really seem to enjoy coming to work."



The interior design of Corporate Video Services in the Westinghouse Building, downtown, had to adhere to the non-decorative International Style that exists in all Westinghouse spaces. But that didn't mean it had to be drab. **Gardner Architects** brought life to a serious space through playful curves that serve a purpose. In the Edit Suite, *at right*, where raw video footage is turned into professional presentations, curvilinear bulkheads double as sound diffusers and unifying visual elements throughout the reception and office areas. Concealed neon lights accent the shape and textured wallcovering. Throughout the facility, walls and ceilings are designed to absorb, reflect or diffuse sound as needed. A raised platform in the room allows producers to see all of the monitors easily and be at the focus of the sound from speakers. Firm, custom-manufactured seating (the same seating used by the San Francisco 49ers in their training room) on the platform accommodates their clients who may spend 10-12 hours going over videos. Optimal viewing conditions are provided through dimmer switches on all lights and a color neutral background (to prevent distortion of color from the monitors). Glass doors into the Edit Suite, a window into the Tape Equipment Room, and interior borrowed lites into the Graphics Room provide visitors with a quick understanding of CVS capabilities by seeing the equipment and activity inside.

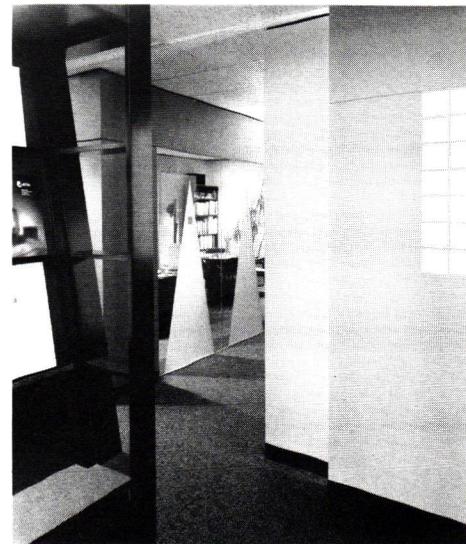
Principal-in-Charge was J. Gary Gardner, AIA, and Designer was Judith A. Cleary.



photos by Ed Massery

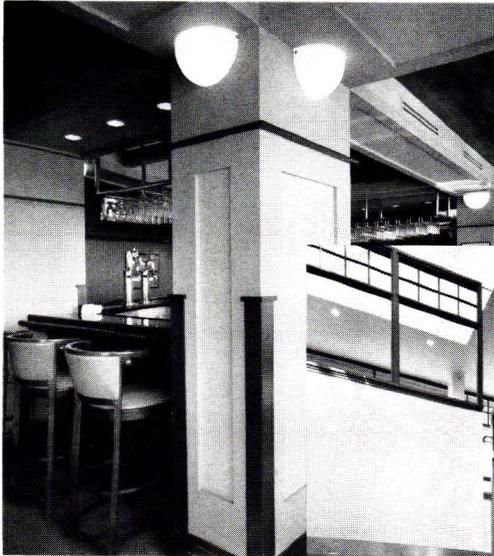
Both schedule and budget were tight for this **McCormick McCarthy** project for John Brady Design Consultants in Three Gateway Center. With six weeks each for design and construction and a \$25 per sq. ft. budget, the firm had to make a strong statement about the designers' individual tastes yet still appeal to their corporate clientele. To appease all, McCormick McCarthy employed a

subtle palette of wood, glass and soft white walls that would support, rather than compete with, the work created within. Walls were left light, open and low in the central public area; dark, enclosed and high at the perimeter private and semiprivate work areas. Costs were kept down by concentrating the most expensive construction—finely crafted wood casework—in the reception area, *at left*. *Right*, sand-blasted glass doors to private offices and the conference room echo a recurring wedge and grid form.

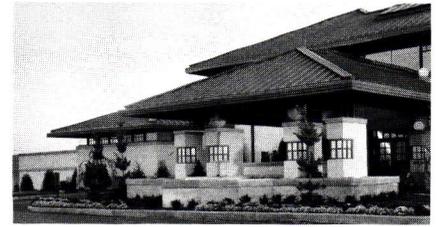


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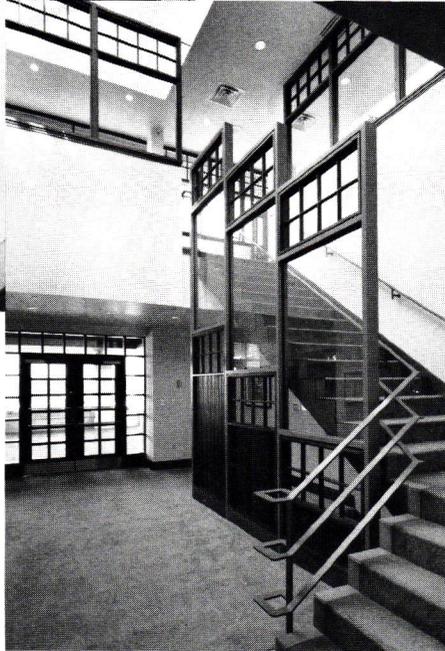
INTERIORS: THE INSIDE STORY



Quicksilver Golf Club in Midway, PA went from a modest concrete block clubhouse to a full-service upscale public golf club with restaurant, pub, banquet hall, pro shop and executive offices. Architects at **Indovina Associates** combined redwood, limestone and marble with a turquoise palette for the exterior, and carried these elements through to the lobby space and beyond. Interior windows glazed with mirror add further complexity to the space. *Left*, a skylight showers the lobby with sunlight.



Principal-in-Charge was Joseph P. Indovina, AIA and Associate-in-Charge was Joseph C. Beerens, AIA.



Principal-in-Charge was Joseph P. Indovina, AIA and Associate-in-Charge was Joseph C. Beerens, AIA.

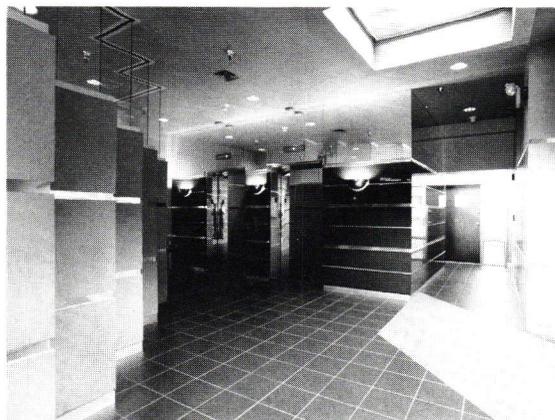
Indovina Associates faced many challenges for their adaptive reuse of 210 Grant St. An odd conglomeration of three interconnected buildings from different periods necessitated that the service core of elevators and stairs be located deep within. To compensate for this, architects created illusory light and space in the elevator lobby, *below right*, with pseudo-sunlit floor tile and mirrors at floor-ceiling junctions. In the building's Grant Street entrance lobby, *below left*, natural light from the street level filters down the stairwell. Planters extend into the sidewalk vault where mirrors create a perceived space beyond.

Principal-in-Charge was Joseph P. Indovina, AIA.

Principal-in-Charge was Joseph P. Indovina, AIA.

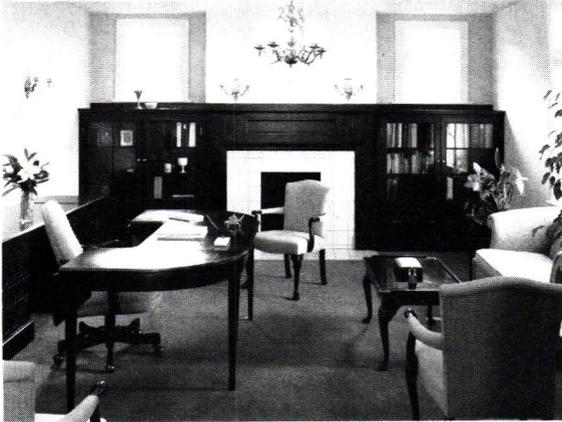


Light spills down the stairway to Indovina's own office on 5880 Ellsworth Avenue in Shadyside. An overhead skylight and floor-to-ceiling windows naturally draw the viewer's eye up the stairs.



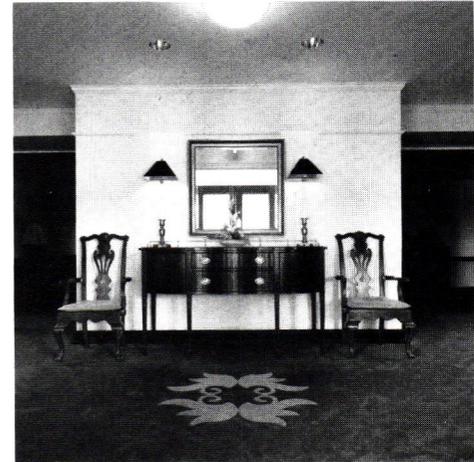
INTERIORS: THE INSIDE STORY

Hospitals and country clubs may be at opposite ends of the architectural spectrum, but these interiors designed by **Reid & Stuhldreher** both exude graciousness and charm. For Uniontown Hospital's Foundation Offices, *left*, the firm converted a trio of nondescript rooms in a house into a posh executive suite.

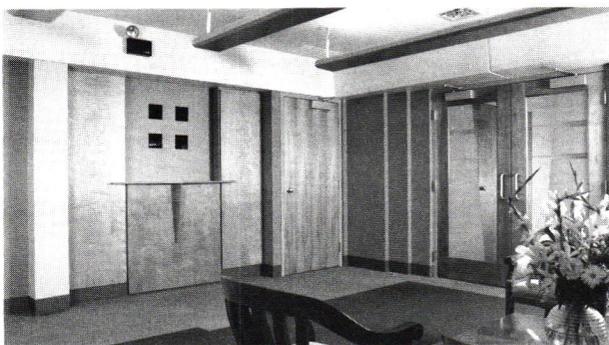
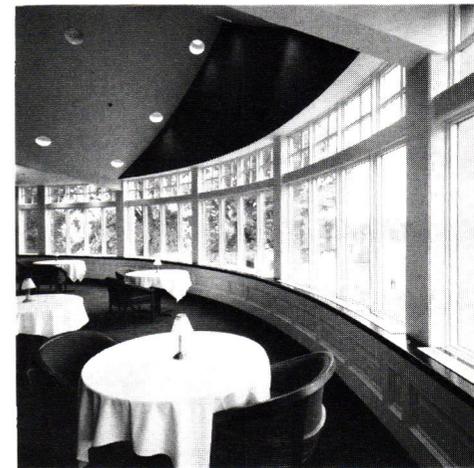


Leaded beveled-glass panel doors connect the Director's office to the secretaries' area and echo a stained-glass window in the stairwell. Mahogany bookcases were custom designed to match the existing desk and credenza. Brass wall sconces, plush aqua carpeting and pale mauve wall finish provide an overall feel of elegance and comfort. *Principal-in-Charge was John D. Francona, AIA; Interior Designer was Heather J. Knuth.*

A relatively modest budget didn't cut quality from the renovation of South Hills Country Club. *At right*, mahogany is used throughout the facility, from the entrance door to the desk and mirror directly inside.



The main hallway serves as a gallery space for the Club's collection of antiques and art from different historical periods. Creating an interior that would work with varied styles of art, as well as additional decoration for parties and wedding receptions, was a primary consideration in the overall plan. Cream-colored fabric on the walls, recessed lighting and brass inlaid pillars give a subtle, spacious feel and support the pieces on display but don't compete for attention. *Lower right*, the members' lounge features a cathedral ceiling and a wide curved bay of windows overlooking the first tee. *Principal-in-Charge was Bruce C. Knepper, AIA; Mark D. Phillips was Architect and Heather J. Knuth was Interior Designer.*

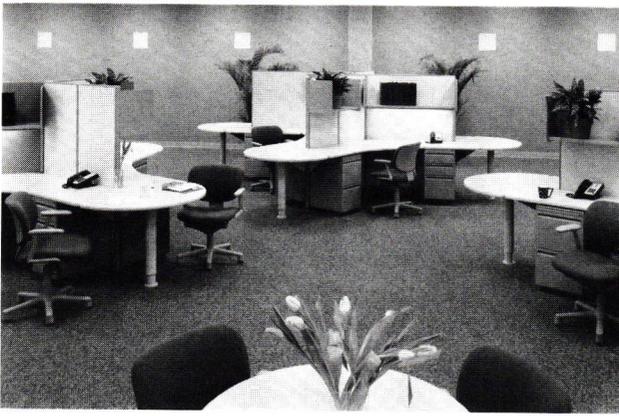


Because its offices had to remain open throughout construction, the renovation of Wheeling-Pittsburgh Steel Corporation's Duvall Office Center *at left* was divided into five phases over seven months. Owners of the two-level, 20,000 sq. ft. computer operations facility looked to **IAS Corp.** to

reorganize the building, originally a 1920's military academy. Conference rooms, computer training rooms, a mail distribution center, resource library, executive offices, lunch room, security system and reception area were added, HVAC systems upgraded, lighting and wiring improved, and occupancy was doubled to 100. In its final form, a triple corridor open plan centralizes conference rooms and training rooms. Offices along the perimeter pull exterior light into the center of the building. Special consideration was given to computer users, too: an indirect lighting scheme and parabolic lenses for existing fixtures reduced glare on computer screens, and a custom-designed overhead cable tray makes adding new cables and relocating workstations a breeze.

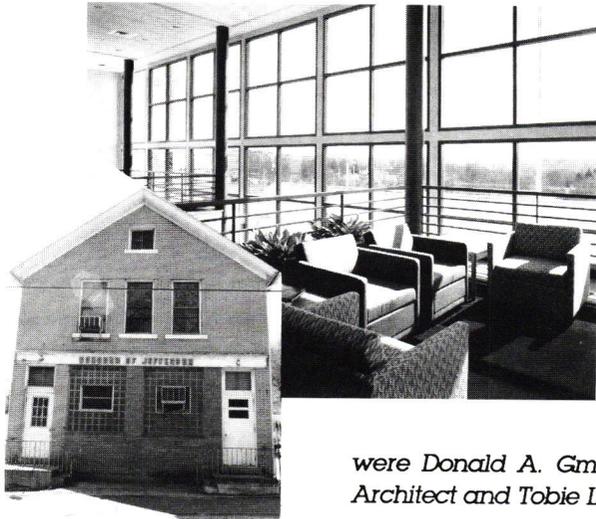
more on page 14 →

INTERIORS: THE INSIDE STORY



DRS/Hundley Kling Gmitter designed new buildings and provided full service interior design for two very different clients. *Left*, the Aliquippa office/warehouse headquarters for Rank Retail Services America (a subsidiary of Rank London, one of the world's largest producers and distributors of video and CD products) houses more than 125,000 sq. ft. of video tapes and CDs. The remaining 30,000 sq. ft. is allocated for office and support areas, consolidating the firm's New York, Chicago and Pittsburgh regional headquarters. A flexible open plan fulfills the client's goal of an open office environment that encourages staff communication. State-of-the-art robotic stacking and retrieval systems make this a totally automated warehouse. *Principals-in-Charge* were **Donald A. Gmitter, AIA**

and **Kathryn A. Jolley, ASID**. **Frank J. Becker, AIA** was *Project Architect*. **Carol Skinger** was *Interior Project Manager*.



Before and after photos of the Jefferson Borough Municipal Center, *left*, tell quite a story. With 16 times more space than the old yellow brick building, the sleek 35,000 sq. ft. facility brings together a variety of offices that were spread out over several buildings, including borough offices, public meeting rooms, council chambers, a community room, library, and the police department. *Right*, lively colors and comfortable seating make this council hall inviting. *Principals-in-Charge*



were **Donald A. Gmitter, AIA** and **Kathryn A. Jolley, ASID**. **Frank J. Becker, AIA** was *Project Architect* and **Tobie L. Nepo** was *Interior Project Designer*.

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Seeing the Light

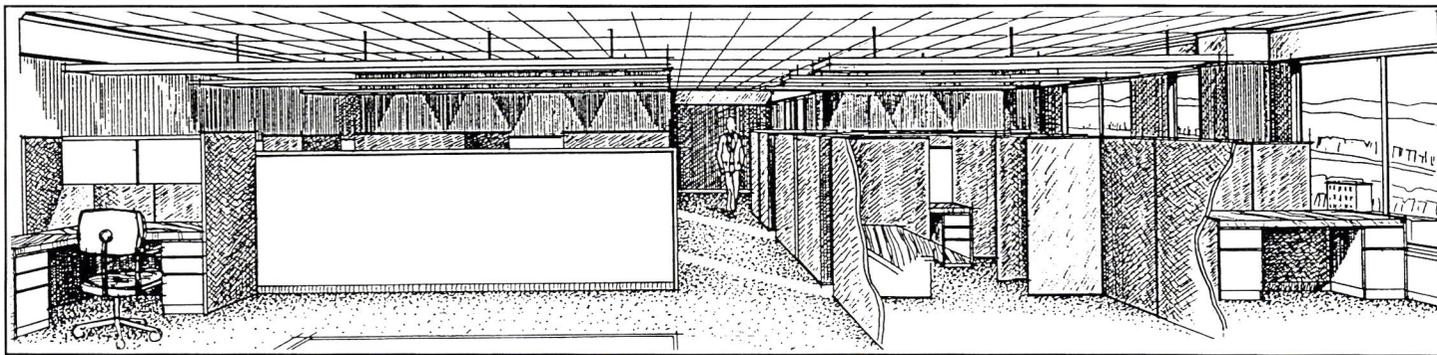
T

he problem: To provide a flexible lighting system for Federated Investors in an open office area which uses VDTs. In addition to renovated space, the company also needed to continue to improve the lighting. Renovations before 1990 used predominantly direct lighting, which pushed the light straight down, causing shadows as well as glare on computer screens.

The solution: The company hired Gary Gardner, AIA, of Gardner Architects to design an open office area, or flex space, with 5 1/2

the ceiling and then back down, evenly. The system allows for a hint of the light source, however. This was done for psychological reasons, says Warnock. "People need to have an idea of where the light's coming from. It soothes the psyche."

For indirect lighting to work, he notes, it is important for the ceiling to be evenly lit, absent of bright spots or severe contrast. If those spots and differences are present, they will reflect on the computer screen.



Gardner Architects' de-light-ful design for Federated Investors new offices, using lighting by Design Technologies Inc.

foot high partitions separating work areas. Gardner in turn called Tom Warnock, MIES, president of Design Technologies, Inc., to design Federated's lighting system.

"To a great extent," explains Warnock, "the visual impact of an office space, which affects feelings of well-being, interest and enthusiasm, depends on the composition color of the light within it."

He designed an indirect lighting system for the company, one that would eliminate the glare and shadows of the old, direct design. Indirect lighting also helped solve the partition problem, since partitions can block direct light from reaching workspaces.

Warnock installed a two-lamp fluorescent lighting system that throws the light up on

the ceiling and then back down, evenly. The system allows for a hint of the light source, however. This was done for psychological reasons, says Warnock. "People need to have an idea of where the light's coming from. It soothes the psyche."

For indirect lighting to work, he notes, it is important for the ceiling to be evenly lit, absent of bright spots or severe contrast. If those spots and differences are present, they will reflect on the computer screen.

Fixtures used to accomplish this were 8-, 12- and 16-foot luminaires suspended 18 inches from the ceiling, allowing the light to reflect back up, providing even illumination at the ceiling.

Now, says Warnock, the office is "illuminated evenly, top to bottom."

The conference table was treated with low-voltage lighting to provide even illumination over the entire table. A presentation board also got the same treatment.

Finally, Warnock added accent lights that highlight artwork. Designed for visual relief, the lights pull the eye to the art. "There's nothing worse than space with no depth, no excitement," he says. 

■ bricks and mortar: committee news

■ Women in Architecture

Chair: Susan Tusick, AIA

Burt Hill Kosar Rittelmann, 394-7000

On Tuesday, October 15, we will tour the former Benedum estate (now condos) near Chatham College. We will gather at 6 PM in the new showroom of Tile & Designs (229 Spahr Street at Ellsworth) for a general meeting, then move on to tour several units at the Benedum estate at 7 PM. A party follows at the condo of Lee Knox and Dan Smith, 300 N. Woodland Road. The evening is free but we do ask that you RSVP to Susan Tusick by October 8. Everyone is invited — hope to see you there!

■ Intern Development

Chair: Rich Bamburak, AIA

Williams Trebilcock Whitehead, 321-0550

Our first meeting of the year is scheduled for

Wednesday, October 2 at noon in the Chapter office; please join us to formulate a direction for the committee aside from being a clearing-house for IDP forms and questions. We will also report on activities of the PSA IDP Coordinators' meeting held in September.

Designated IDP coordinators are encouraged to attend and share their thoughts. All interns interested in becoming involved with the Committee as a way of fulfilling the professional activities category of their IDP training are also encouraged to attend.

Individuals and firms willing to sponsor a training exercise program for interns, such as in-house seminars or on-site project observations, are also asked to attend.

■ Interiors

Chair: Charles DeLisio, AIA

STUDIO DeLisio, 488-0307

We will be meeting Monday, October 14 at 5:30 PM in the Chapter office. All members are invited to attend.

■ Legislative

Chair: Chuck Parker, AIA

Tri-Mark Engineers, 471-5900

The Subcommittee on A/E Selection is sending follow-up letters to inquiries about selection procedures to the City and County Housing Authorities, the University of Pittsburgh, Community College of Allegheny County, City Parking, City Design & Construction, and Port Authority Transit. The goal of the Subcommittee is to have these agencies use quality-based selections for architectural services.

The Chapter's joint meeting with BOCA on the City of Pittsburgh's new proposed sprinkler legislation was held Monday, August 26. It was well attended and highly successful. Our thanks to all who participated.

All members are welcome to attend our next meeting on Monday, October 7 at 4:30 PM in the Chapter office.

■ Membership

Chair: Gwen Williams, assoc. member,

Douglas C. Berryman Associates, 363-4622

The Chapter welcomes four new members:

Mike Conturo, AIA

Larsen & Ludwig, Inc.

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Kevin Paul Smith, AIA

William F. Pleva, Architect

106 Rene Drive

Glenshaw, PA 15116

Leonard Dirk Van Heest, AIA

Reid & Stuhldreher, Inc.

2500 CNG Tower

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Maria A. Viteri, AIA

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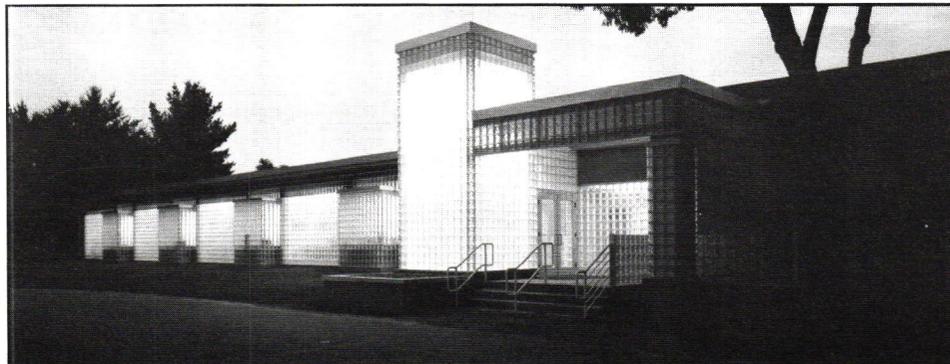
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▲ breaking ground



▲ Kudos

McCormick McCarthy received an Honor Award from PSA in the 1991 Annual Design Awards Program. The firm won for their renovations and additions to Pittsburgh Corning Corporation Headquarters in Plum Borough (*photo above*). The jury, which included architects from Yale University, Cesar Pelli and Associates and George Ranalli, called the 45,000 sq. ft. facility "a tour de force in the use of glass block."

▲ From the Firms

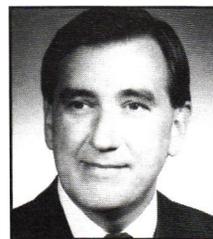
Indovina Associates Architects has been chosen to design two new structures: a church building for the parish of the Church of St. Mary in Yatesboro, PA, and an expanded health and fitness facility at the downtown Ramada Hotel for St. Francis Health and Fitness Center. Recently, the firm completed the design for the new Pittsburgh offices of ADR Eastern at the RIDC Industrial Park in O'Hara Township.

Also in RIDC Park, **Williams Trebilcock Whitehead** has completed its design for a new Data Center for PNC Financial Corporation. The three story, 90,000 sq. ft. building will house mainframe computers and data equipment. Sixty PNC employees will staff the center, to be completed by late 1992.

Baker and Associates has been selected to design a 65,000 sq. ft. cargo facility at the Greater Pittsburgh International Airport. The facility will be leased to USAir and will feature the latest in automated material handling and sorting systems to reduce the time needed to transfer cargo from one flight to another.

Reid & Stuhldreher is designing an expansion program at St. Margaret Memorial Hospital, including two additions to the main building (totaling 57,000 sq. ft.), a helistop, 27,000 sq. ft. of renovations, and a free-standing medical arts building (to be designed by Murovich Associates). The expansion will increase the number of outpatient suites (40% of the hospital's total surgery is done on an outpatient basis), ease traffic flow in central arteries and create a new radiation therapy service in the community. Space will also be dedicated for a Magnetic Resonance Imaging Suite.

Construction, to be completed in 1993, will cost an estimated \$11 million.



▲ Transitions

Thomas E. Hansz, AIA, has been named new Director of Programming and Planning at **Burt Hill Ko-**

sar Rittelmann. The firm has also promoted five employees to Associate. They are: **Melanie London**, commercial interior designer; **Bridgette Pavilack**, housing interior designer; **Farah Rosenberg**, **Dana Steadman**, and **Susan Tusick, AIA**, all registered architects.

M. Craig Allen, AIA has been appointed President and Chief Operating Officer of **Image Associates**. Allen had been Vice President since 1985. **Thomas M. Teti, AIA**, has been appointed Vice President.

▲ Call for Entries

The School of Architecture at Washington University in St. Louis announces the **1992 James Harrison Steedman Memorial Fellowship in Architecture**, an assistance program to travel and study architecture abroad for one

18 —



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Breaking Ground, from page 17

academic year (nine months). The \$20,000 award competition is open to architects, regardless of age, for up to eight years after receipt of their professional degrees. Candidates must have at least one year of practical experience in the office of a practicing architect. Winner must be prepared to travel abroad during the year s/he wins the competition. For information and a registration form, write to: Steedman Governing Committee, School of Architecture, Washington University, Campus Box 1079, One Brookings Drive, St. Louis, MO 63130-4899. Registration forms and \$50 fee must be received by December 6, 1991.

▲ Business Briefs

Harmar Brick, Inc. has introduced a new line of face brick colors, including tangerine, buff, gray, and tangerine flashed. 🏠

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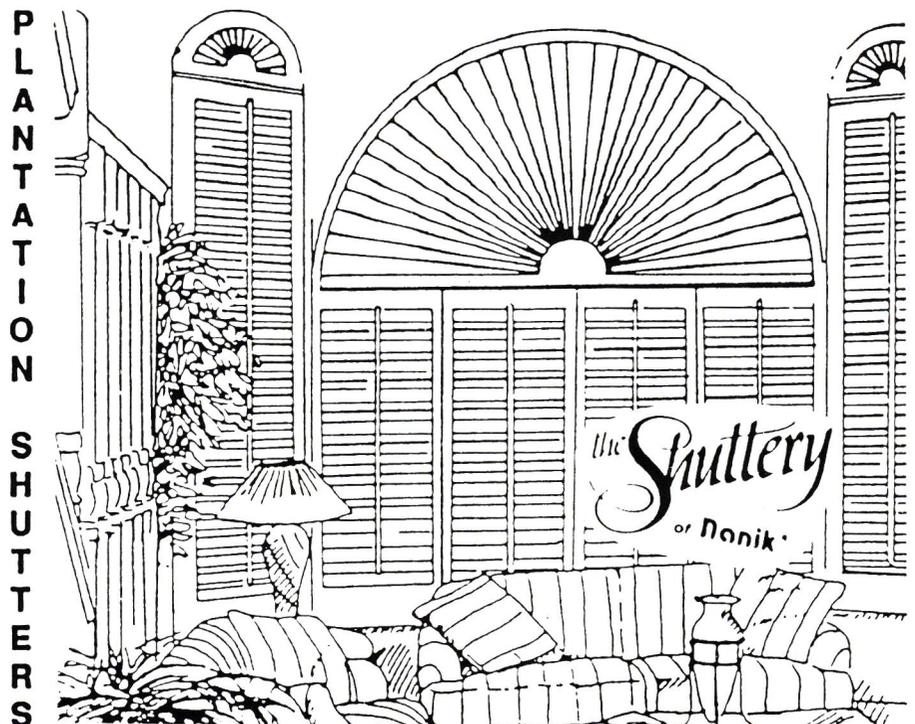
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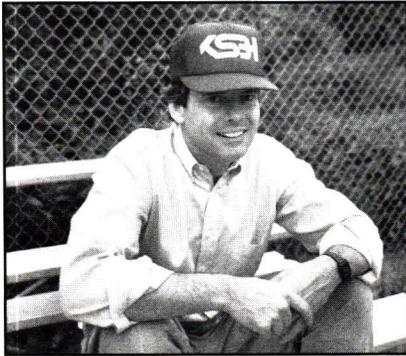
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DOSSIER: New Board Members

COLUMNS is proud to introduce Dossier, a light-hearted yet revealing look at Chapter members. In this issue, we meet the nominees for board member, Roger Kingsland, AIA and Susan Tusick, AIA, and ex-officio board member, Ed Goytia, assoc. member.

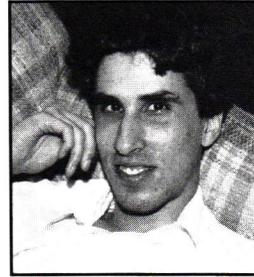


Name: Roger L. Kingsland, AIA
Firm: Kingsland Scott Bauer Havekotte Architects
Family: 29-year-old (same as last year) wife Jeanne; 17-month-old daughter Morgan
Years in Practice: 13
Education: M. Arch., University of Utah
First Job: Paper boy
Most Embarrassing Project/Moment: December 12, 1980; Tom Williams introduced me to Dahl Ritchey while I was chewing on a hot dog at my drafting board. I got mustard on his hand when I shook it.
Building you wish you had built: Medrad Headquarters; darn thing is still on hold.
Building you'd like to tear down: Fifth Avenue Place; who knows, it just might blast off on its own.
Building you would like to sink: Down by the Riverside (aka Box on a Barge); what a lost opportunity.
If you hadn't been an architect, what would you have been? A better golfer
If you could live anywhere in the world, where? On an 80' Schooner
What's the best part of your job? Our annual employee family picnic
What's the most annoying thing architects do? Whine about their profession
The one thing you wish they'd teach in school is: Communication
Favorite city: Florence: "I've never been there but they tell me it's nice." (Joe Walsh)
Favorite architect: Wilbur (Willburrrrr) Post
Favorite architecture book: Sweets Catalog, Section 13052
Favorite Pittsburgh neighborhood: Mr. Rogers'
Best gift to give an architect: Money
Wish list for Pittsburgh/downtown: A County building not done by Tasso
What's the next big architectural trend? High-rise Butler buildings
Someday I'd like to: Sail the Atlantic Ocean
I belong to the AIA because: The AMA is only for doctors



Name: Susan B. Tusick, AIA
Firm: Burt Hill Kosar Rittelmann Associates
Family: Husband Thomas, son David
Years in Practice: 14
Education: CMU
First Job: William Pleva Associates

Project you're proudest of: My son, David
Most Embarrassing Project/Moment: Never had one
Building you wish you had built: Fallingwater
Building you'd like to tear down: Present city offices or old Heinz warehouse
If you hadn't been an architect, what would you have been? The Queen of England
If someone made a movie of your life, who would play you? Raquel Welch — why not?
If you could live anywhere in the world, where? On top of it.
What's the best part of your job? Free coffee.
What would you change about your job? Eliminate all the paperwork.
What have you always wanted to tell your boss? Nothing. I tell my boss what I have to tell him.
Your clients? "Double the fee."
What's the most annoying thing architects do? Repeat themselves and repeat themselves and ...
Advice to young architects: Know where to draw the line.
The one thing you wish they'd teach in school is: How to market yourself
Favorite interior: Glacier National Park
Favorite building: Taj Mahal
Favorite city: Chicago
Favorite architect: God
Favorite architecture book: Graphic Standards
Favorite Pittsburgh neighborhood: Sewickley Village
Most architecturally-appealing restaurant in Pittsburgh: Grand Concourse
Best gift to give an architect: Five weeks' paid vacation
Wish list for Pittsburgh/downtown: Clean up the streets and remove all asphalt sidewalks.
What's the next big architectural trend? Women principals
Someday I'd like to: Soar
I want to be remembered for: Leadership
People would be surprised to know that: I am 6' 2" during my off-work hours.
The secret to my success is: Weekly massages
I belong to the AIA because: Of the free towing... oops! That's AAA.



Name: Edward A. Goytia, assoc. member
Firm: Brenenberg Brown Group
Years in Practice: 2 1/2
Education: CMU
First Job: Helping Grandma in her NYC grocery stores
Project you're proudest of: Master Plan and Commons Hall for the

Trinity Episcopal School in Ambridge. It turned out nicely with few problems and was well-received by the students, staff and community. A corten steel memorial cross that was also built with the project was received as a definitive symbol for the school and the community.

Most Embarrassing Project/Moment: Missing level review one semester at CMU. That one's pretty hard to explain!

Building you wish you had built: Ranchamp

Building you'd like to tear down: That apartment building next to the Parkway as you head west into the Squirrel Hill Tunnels. I think someone should get at it before it's seen heading north-south on the east-west Parkway. (Sidebar: I live there!)

If you hadn't been an architect, what would you have been? A beach volleyball player

If someone made a movie of your life, who would play you? Jimmy Stewart. Tall, lanky, and at an occasional loss for words, but expressive in his style and mannerisms. Take him out of "Harvey" (include the tall, invisible bunny) and I think we've got a match.

What's the best part of your job? Creating new images and developing the form for new buildings. I like seeing things in my mind's eye and then making them real.

What would you change about your job? The tendency to push things through so quickly that you miss the opportunity to enjoy what you're doing.

What's the most annoying thing architects do? Underestimate the amount of time, effort and resources it takes to get things done, then tell clients it'll be no problem to finish things according to their low estimates. Then they wonder why projects aren't profitable and why clients undervalue their services.

The one thing you wish they'd teach in school is: Cooperative education, so that more students can get hands-on experience at a firm without having to contend with the spectre of economics.

Favorite building: Ranchamp, several Aalto churches, some pavilions and churches by Fay Jones.

Favorite city: New York City: I wouldn't want to live there again, but it has all the variety and interest you'd need for a grand old time.

Favorite architect: Alvar Aalto, Otto Wagner, FLW vie for position among the old guard. Fay Jones among the new guard.

Favorite architecture book: An American Architecture (FLW)

Favorite Pittsburgh neighborhood: Squirrel Hill

Best gift to give an architect: Business and marketing manager

Wish list for Pittsburgh/downtown: Renaissance XV

What's the next big architectural trend? Removing all the Dryvit we're putting on our restoration projects now.

Someday I'd like to: Go up in the space shuttle and float around for a week. What a trip!

I belong to the AIA because: Kent Edwards told me to join. Thanks, Kent!



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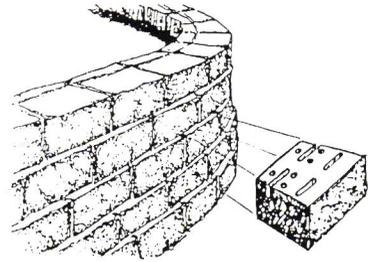
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Carnegie Names New Architecture Curator

Christopher P. Monkhouse has been appointed curator of the Carnegie Museum of Art's new Art and Architecture Center.

A graduate of the University of Pennsylvania, Monkhouse pursued his doctoral studies at the University of London. Since 1976, he has been on the staff of the Museum of Art, Rhode Island School of Design, where he has written extensively on Rhode Island's colonial revival.

Monkhouse has served on the Review Board of the Rhode Island Historical Preservation Commission, the Rhode Island Heritage Trust, and the Board of Directors of the Victorian Society in America, among other groups.

Watch for a profile of Mr. Monkhouse in an upcoming issue of COLUMNS. 

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O C T O B E R C A L E N D A R

■ AIA ACTIVITIES

WEDNESDAY, OCTOBER 2

IDP Committee Meeting, noon in the Chapter office. Rich Bamburak, AIA, 321-0550.

MONDAY, OCTOBER 7

Legislative Committee Meeting, 4:30 PM at the Chapter office. Chuck Parker, AIA, 471-5900.

TUESDAY, OCTOBER 8

Pittsburgh Chapter AIA Board Meeting, 5 PM in the Chapter office. All members are welcome. Anne Swager, 471-9548.

THURSDAY, OCTOBER 10

Exhibit Committee Meeting, noon at the Chapter office. Karl Backus, AIA, 765-3890.

MONDAY, OCTOBER 14

Interiors Committee Meeting, 5:30 PM in the Chapter office. Chuck DeLisio, AIA, 488-0307.

TUESDAY, OCTOBER 15

Tour of Benedum Estate on Chatham College's campus, sponsored by WIA Committee. Meet at 6 PM at Tile & Designs (229 Spahr St. at Ellsworth Ave. in Shadyside). RSVP to Susan Tusick, AIA, by October 8: 394-7069.

THURSDAY, OCTOBER 17

Professional Development Committee Meeting, 5:30 PM at Brenenberg Brown. Dave Brenenberg, AIA, 683-0202.

MONDAY, OCTOBER 28

Pittsburgh Chapter AIA October Meeting, Town Meeting. 5 PM, Engineer's Club, 337 Fourth Avenue. *Invitation & RSVP on page 23.*

■ AROUND TOWN

WEDNESDAY, OCTOBER 2

ADA Compliance Seminar sponsored by BOMA/Pittsburgh. Time and location to be announced. Call BOMA for details, 261-2328.

TUESDAY, OCTOBER 8

Society of Architectural Administrators monthly luncheon meeting at the HYP Club. Cost is \$12.50. Call Jeanette Deangelis-Smith, 367-3733.

TUESDAY, OCTOBER 15

Construction Forum Dinner. Sponsored by the Tri-State Construction Users Council. Robert Morris College Center for Leadership. Reception at 6 PM, dinner at 7 PM. Call 922-3914 for details.

■ PLAN AHEAD

WEDNESDAY, OCTOBER 9

Deadline for COLUMNS' Holiday Issue! COLUMNS is looking for architect-designed cards and holiday ephemera. Full details appear on page 20. Call 661-3734 to submit.

THURSDAY, NOVEMBER 14

Chapter Design Awards Exhibit. Frick Fine Arts Building, University of Pittsburgh. Jury Chair is William Rawn, FAIA, of Boston Society of Architects.

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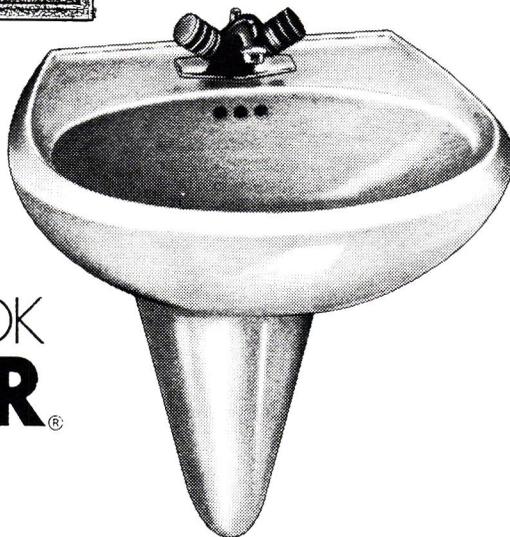
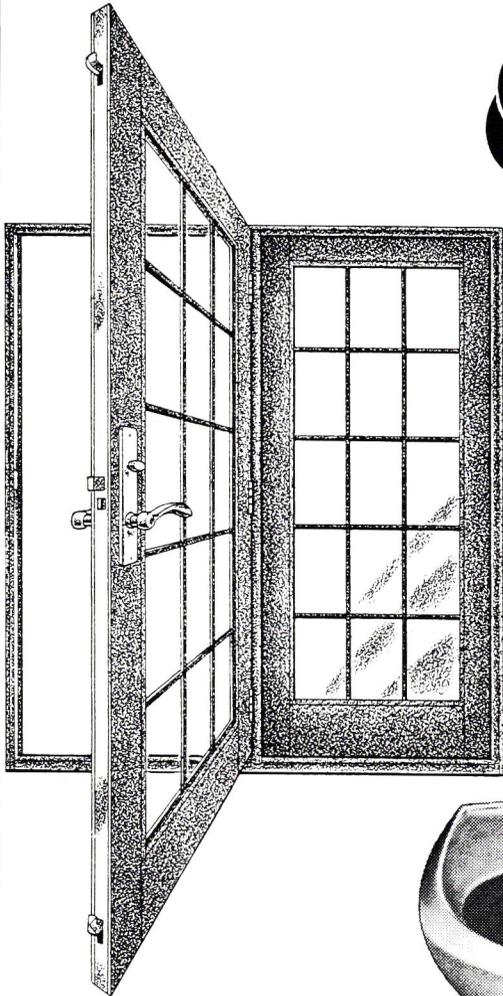
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Editorial & Exhibit Calendar

Nov/Dec theme — Holiday
(featuring architects' greeting cards
and the official Architects' Gift Guide)

Jan 92 — Architecture & the Arts

Feb 92 — Graphic Design in Architecture

March 92 — Architects' Market Pack

April 92 — Residential Architecture

Here's your chance to showcase your work in COLUMNS and in the Chapter's CNG Tower Office Gallery! All members and member firms are invited to submit projects for upcoming theme issues and exhibits. Projects must be designed by a member or member firm and may be in any stage of development, but must be no more than one year old. (Holiday cards may be from any year).

Deadline for COLUMNS submissions is the 25th of the month prior to publication (Nov/Dec deadline is *September 25*; Jan '92 deadline is *October 25*).

COLUMNS submissions:

COLUMNS c/o The Cantor Group
1225 Farragut Street
Pittsburgh, PA 15206
tel. 412/661-3734 fax: 412/661-6287

EXHIBIT information:

Karl Backus, AIA
Bohlin Cywinski Jackson
Suite 1300, The Bank Tower
307 Fourth Avenue
Pittsburgh, PA 15222-2102
tel. 412/765-3890

Advertising in COLUMNS

When you advertise your business, product or service in COLUMNS, your message is read by every registered and intern architect in Southwestern PA (over 1000) plus an equal number of consulting engineers, interior designers, landscape architects, facility managers, developers, and specialty and general contractors.

To learn more about display ads and inserts contact Advertising Manager Tom Lavelle at 412/882-3410.

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CLASSIFIED RATES: AIA Members: \$.75/word. Non-members: \$1.00/word. Mail or fax typewritten copy to: COLUMNS, c/o The Cantor Group, 1225 Farragut Street, Pgh., PA 15206 (FAX 412/661-6287) or call 412/661-3734. Check payable to AIA/Cantor Group must accompany copy. Deadline for Classifieds in the Nov/Dec issue is October 4.

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Advertising information appears on page 22.

**Just the fax,
ma'am.**

**FAX your document requests
and meeting reservations
to the Chapter office:
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The Pittsburgh Chapter AIA Cordially Invites You To The October Meeting

Town Meeting

with Chapter elections, State of the Chapter address, and Open Forum

Special Guests in attendance:

William Bates, AIA, President of PSA

Herb Levy, PA Director to National, will discuss the state of National AIA

Matt Steck, Harrisburg lobbyist for PSA will present updates on the defeated professional services tax and the likelihood of a statewide building code

Monday, October 28

Engineer's Club, 337 Fourth Avenue, Downtown

- 5 PM Reception
- 6 PM Chapter elections
- 6:30 PM Dinner
- 7 PM Open Forum — Question & Answer Session

Members: Pre-Paid Guests: \$20

RSVP by Thursday, October 24



RSVP

Town Meeting

Engineer's Club

Monday, October 28

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Name of Guest(s): _____

Clip/copy this form and send with check (payable to "Pittsburgh Chapter AIA") to: **Pittsburgh Chapter AIA, CNG Tower, Suite 200, 625 Liberty Avenue, Pgh., PA 15222** or FAX to **412/471-9501** by Thursday, October 24.



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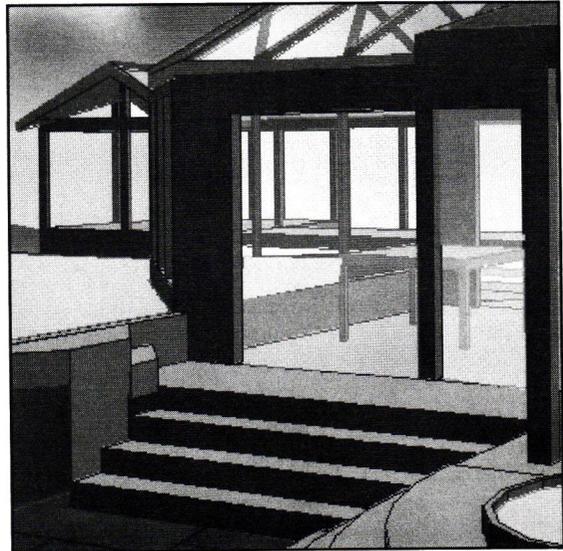
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