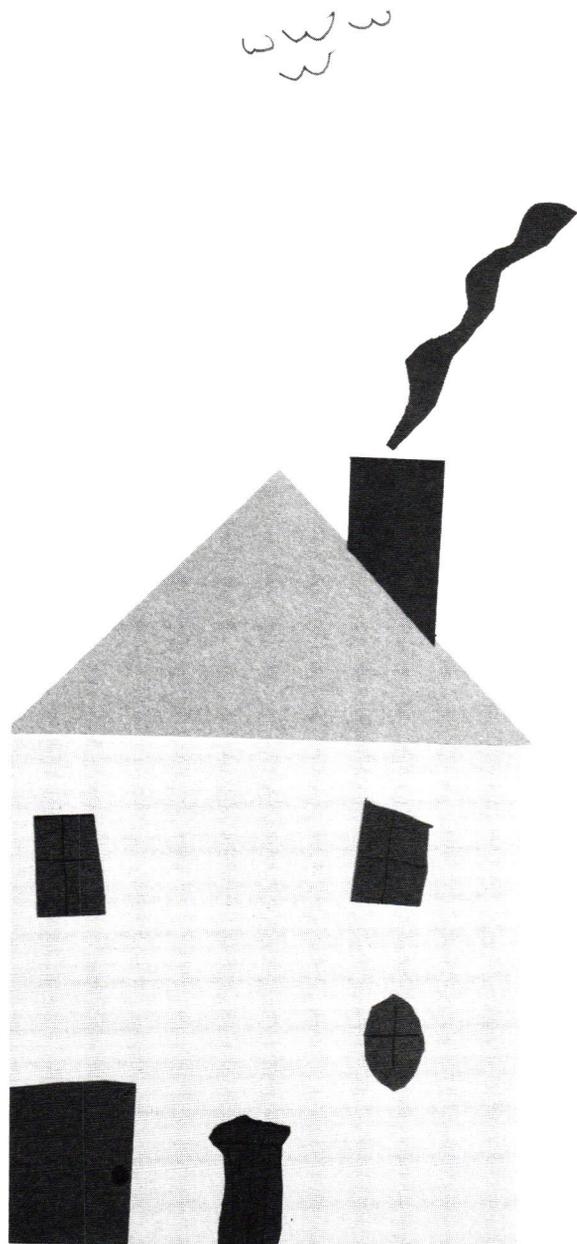


# C O L U M N S





# Northern Exposure

Rob Pfaffmann, AIA President

## ***"There is a central quality***

*which is the root criterion of life and spirit in a person, a town, a building, or a wilderness. This quality is objective and precise, but it cannot be named."*

— Christopher Alexander

*The Timeless Way of Building.*



"Keeping the industrial character requires a careful balancing act on the part of our profession—we need to take care not to clean things too much; that is what gave us East Liberty and other misguided efforts of the 1960s."

One might initially think that traveling to the Pacific Northwest would provide little in the way of relevance for a Pittsburgh architect. The recent attention to this region's quality of life and economic prosperity are worth exploring from a Western Pennsylvania perspective.

Our vacation started in San Francisco and traveled Highway 1 to Seattle and then across the border into British Columbia. What follows are four observations with relevance to Pittsburgh and Western Pennsylvania:

### **1. The Cities and Towns**

The cities of the Pacific Northwest, Portland, Seattle and Vancouver, are relatively "new" from an Easterner's perspective.

However, each city (and many towns as well) has embraced preservation as a major tool in economic redevelopment. Whether they are the small "old towns" of the coastal hamlets or the great public markets of the big cities, each is a major tourist draw. The better ones even maintain or have redeveloped traditional industries within them.

Vancouver's Granville Market, with its well balanced mix of recreation, retail, artisan, and industrial uses, all within the language of simple corrugated steel sheds, is a model for the approaches we might take for areas like the Strip District or in small Mon Valley communities. As architects we can play an important role in identifying these characters our civic leaders should use in development strategies. Keeping the industrial character requires a careful balancing act on the part of our profession—we need to take care not to clean things too much; that is what gave us East Liberty and other misguided efforts of the 1960s.

### **2. Roads and Bridges**

As we traveled the Pacific Coast Highway through Oregon, the natural beauty was breathtaking. But what made the Oregon Coast even better (the tour guides seem to recognize this too) is the sensitivity of the WPA era bridges and roads. The bridges, in particular, are sources of inspiration.

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*A one-of-a-kind home by 10 year old Justin Ziegler, at the CMU Architecture for Children Program*

The Pittsburgh Chapter AIA serves 12 Western Pennsylvania counties as the local component of the American Institute of Architects and the Pennsylvania Society of Architects. The objective of the Chapter is to improve, for society, the quality of the built environment by further raising the standards of architectural education, training and practice, fostering design excellence, and promoting the value of architectural services to the public. AIA membership is open to all registered architects, architectural interns, and a limited number of professionals in supporting fields. Chapter Headquarters: CNG Tower, 625 Liberty Ave., Pittsburgh, PA 15222. Telephone: 412/471-9548; FAX: 412/471-9501

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**The Big Picture**

*Michelle Fanzo, Managing Editor*

**Architects and their ideas**

about how the profession can move a community in a positive direction, solve problems, educate young minds and provide hope are highlights of this issue. I didn't have to look far to find area architects exhibiting social responsibility in their work, such as volunteering to help *Habitat for Humanity*, the *Our Town Program*, struggling neighborhoods and struggling nations.

Architects possess crucial information and skills and have made a commitment to share what they know. At a time when everyone is pinching pennies, it is rewarding to see our chapter so willing to give the valuable gifts of knowledge, caring and time.



While this issue reflects the larger scope and altruistic nature of our members' work, it also shows the extra step *Columns* is taking to advocate architects' relevance in the broader community.

Changes to the publication—which have spurred a number of wonderful letters and notes for which I thank the authors—directly tie in with the concern that architects aren't being taken seriously, an issue highlighted at the last membership meeting. While expanded coverage provides more information on issues within the profession, it also serves to elevate the credibility of these pages, which in turn raises the credibility of you—our members. A publication which exists only to pat itself on the back serves only the individual (specifically only the individuals spotlighted each month). But a publication which raises consciousness, which takes a look at the big picture as well as each masterful brush stroke, reflects the professionalism and sophistication of the entire field. That's why *Columns*, read by more than just the Pittsburgh membership, is taking the extra step to talk to clients about architects' work or report how an area member can make a difference in another part of the world.

Architecture goes beyond the personal to something far more significant—whether the project is redesigning a kitchen or building a signature bridge. This is a profession that molds cities and shapes the way societies interact, exemplified by Richard Rittelmann's trip to the Baltics (pg. 10) and Scott Mulrooney's commitment to decent housing (pg. 6).

This kind of work, in itself, is the best form of advocacy the profession could offer.

Enjoy the holidays; see you in January! 🏠

*Michelle C. Fanzo*

September is my favorite month in the Chapter office. It's the month that the design award submissions are due. I get to log them all in and prepare them for the jury. Which means, I get to look at each and every one and pick the ones I think are the most likely to win. I have a pretty good track record. Each year I manage to choose several of the winners. I also have a great time reading the jury comments. I can not put into words why I like a project. Juries have no problem with this, if anything they are prone to using too many words.

This year I have the added bonus (thanks to the *Press* and *Post Gazette*) of announcing the winners. So...with as few words as possible, the winners are:

## 1992 Design Awards Winners

Anne Swager, Executive Director

### Chapter Design Awards

#### Citation to:

*Firm:* MacLachlan, Cornelius & Filoni Inc.  
*Design Team:* Albert Filoni, AIA  
 Kenneth Lee, AIA  
*Project:* John Rangos, Sr. School of Health Sciences  
*Client:* Duquesne University

#### Citation to:

*Firm:* Integrated Architectural Services  
*Design Team:* John Martine, AIA  
 Douglas Philp, AIA  
 John Rizzi  
*Project:* Dollar Bank Greensburg Branch  
*Client:* Dollar Bank

#### Merit award to:

*Firm:* Charles L. Desmone & Associates  
*Design Team:* Luke Desmone, AIA  
 Chip Desmone, AIA  
 Anoushah Bogharty and Krist Dodaro  
 Kathleen Navarro, interiors  
*Project:* Armstrong County Small Business Incubator  
*Client:* Armstrong County Industrial Development Authority

### Open Plan Awards

#### Citation to:

*Firm:* Tai Lee Miller Architects  
*Design Team:* David Celento, AIA  
*Project:* Puttersburgh  
*Client:* McKnight Development

#### Citation to:

*Firm:* Volker Hartkopf  
*Design Team:* Vivian Loftness, AIA  
 Carnegie Mellon University  
*Project:* Architecture for Art's Sake  
*Client:* National Endowment for the Arts

#### Merit award to:

*Firm:* UDA Architects  
*Design Team:* Raymond L. Gindroz, AIA  
*Project:* Crawford Square: Urban Design for Rebuilding a Pittsburgh Neighborhood  
*Client:* Urban Redevelopment Authority of Pittsburgh and McCormick Baron & Associates

The jury for this year's awards was lead by James Cutler, AIA with Jim Olsen, FAIA, Edward Weinstein, AIA, and David Miller, AIA. Jim Butler is working with Peter Bohlin on the Gates house in Medina, Washington. Additionally, he was recently cited in *Newsweek* for his work on the witches' memorial in Salem, MA. Most impressive of all, his firm has won 21 awards in the past ten years. Between the other jurors, I counted over 30 awards in recent years.

Look on page 23 to find information on our Design Awards bash. Jim Cutler will share with you his ideas on design and comment on our submissions, both good and bad. 🏠

# BUILDING HOPES

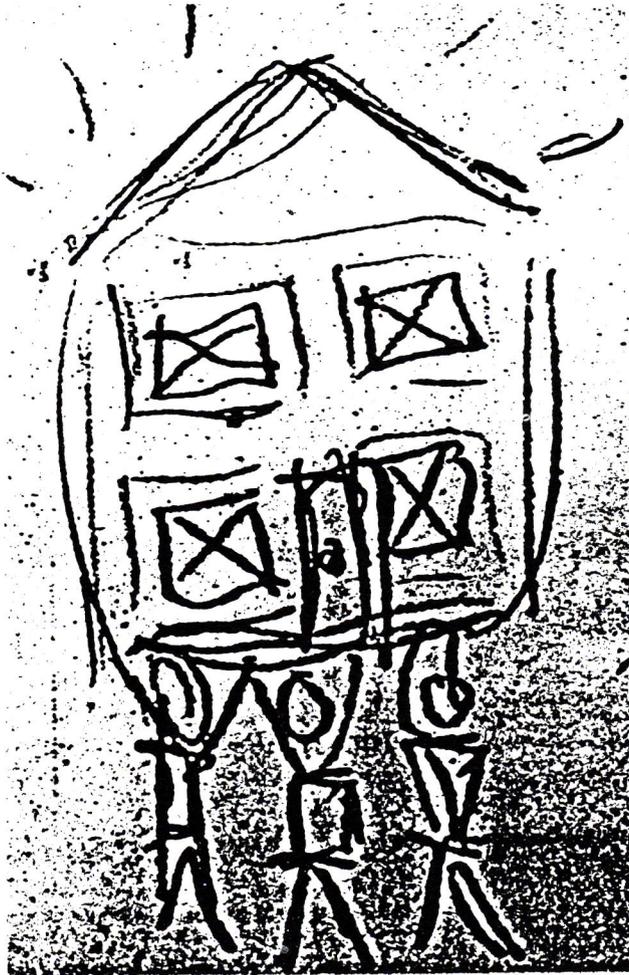
## HABITAT FOR HUMANITY PROVIDES MORE THAN HOUSING

by Michelle Fanzo, Managing Editor

A Romantic would think the sun shone a little differently on 13 of Pittsburgh's thousands of houses. Residents would say it does. These homes were built with the care and determination that make a solid structure more stable than others. Construction-wise, these houses may not be any different than the next single-family dwelling on the block, but as a home their foundations go much deeper than the basement floor.

Professionals, students, and retirees of every economic and cultural background are among the many who offer their time to build or renovate simple homes for the city's Habitat for Humanity affiliate. With no-profit construction and a no-interest mortgages, the houses are made affordable to people who would not otherwise have been able to own a home.

Scott Mulrooney, Intern AIA of IKM, has been an active volunteer for the organization since its inception in Pittsburgh seven years ago. President



of the Board last year, the 27 year-old California/Washington D.C. native has watched the construction of 13 Habitat homes with enthusiasm.

Founded 15 years ago, Habitat for Humanity International is an ecumenical housing ministry seeking to eliminate poverty housing and make decent shelter a matter of conscience. By being a forum for needy and affluent people to work together, the organization is able to shatter stereotypes and build new relationships and a sense of community as well as housing. New home owners not only put sweat equity into constructing their house, but also into building for other families. More than just providing a place to live, says Mulrooney, Habitat provides hope where there wasn't any before.

Area professionals, ranging from first year students to interns to registered architects, have continually provided services and time for Habitat. AIA members have assisted in all areas of the

## The Community Design Center: For the People

"Communities really need architects so they can keep abreast of housing changes and development," says Marva Williams, President of the Board of Directors for the Community Design Center of Pittsburgh. The non-profit organization, evolved from the Pittsburgh Architects Workshop founded in the 60s, raises money through local foundations

and receives some funding from the city government. "We use the funds to supply grants to communities for design projects," says Williams. After reviewing proposed projects, the Design Center helps to develop the scope of the neighborhood's work and assist in the process of selecting contractors.

The October issue of *Architecture* carried a feature about the assets of community and pro-bono work for architects, an opportunity which the Design Center lends itself to perfectly. "We provide some funds to communities to pay architects," says Williams, "and many Pittsburgh architects have given a tremendous amount of their time to working with local communities." Some firms offer reduced fees for such projects and

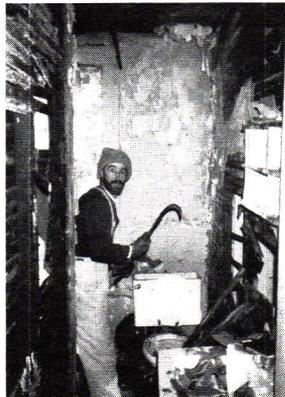
process—construction, organization, planning and leadership. "Architects have many diverse ways to give to a community," says Mulrooney. "All the things we do daily can easily be tapped into neighborhood groups."

**Why 13 Houses Make A Difference**



*Construction in Braddock begins on Pittsburgh Habitat's sixth home.*

part of a movement that is making significant headway on its goal to eliminate substandard housing. Habitat has built homes in 750 U.S. cities and 180 interna-



*Paul Patterson, construction supervisor, teaches volunteers building basics.*

tional locations in 30 developing nations. 16,500 homes were completed by July 1, 1992, with 3,000 constructed in 1991 alone. 16,500 families owning homes who would not have been able to otherwise, makes an impact. Not only is Habitat for Humanity the 23rd largest producer of homes in the country (as of 1991), but out of the top 100 national residen-

**"Architects have many diverse ways to give to a community. All the things we do daily can easily be tapped into neighborhood groups."**

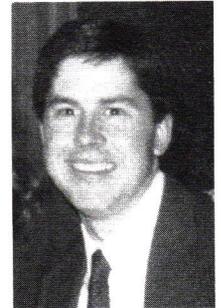
Seven years of hard work, donated materials and volunteer time has helped just over a dozen Pittsburgh families. While this may not seem like a big impact on a community, it is an integral

tial builders it is the only one using volunteers and the only group constructing low-income housing.

By empowering people to build and own their work, Mulrooney says he sees residents taking interest and pride in their communities and neighborhoods. "The organization is effecting fundamental change," says Mulrooney. "It's not a hand out; it's a hand up."

Mulrooney feels the program attracts many volunteers because of its hands-on approach to problems. "People are tired of writing checks and sending them off. They want to know that they are making a difference." Volunteers can build a wall for a little boy's room and meet that little boy, or work side by side with the mother who will soon have the first home of her own.

This year's goal is to build eight to ten homes, with two houses currently being worked on in Braddock (the site of the first area Habitat homes), and two more under construction in Wilkinsburg. The organization would like to build in a new community each year, Homestead or the Hill district being the next possibility. The architectural community has made a difference in each of these projects—helping develop a more complete picture for the public of the various tasks architects can accomplish. 🏠



*Habitat is first about building relationships, second about building communities, and third about building houses. This philosophy encouraged Kevin Hays, AIA, to found the Pittsburgh affiliate and be its president from 1985-88.*

a few have worked on a pro-bono basis. CDCP is trying to develop a system that will promote more of the latter.

Presently the center is working on four significant projects with the assistance of AIA members. The Homewood mini-mall is the furthest along, with the Rite-Aid store just having signed a lease as the anchor tenant. In the same area, the

Homewood Coliseum is being rehabilitated into a first class cultural facility and two more projects are underway to improve historic theater spaces, The Regent in East Liberty and The Grenada in The Hill District.

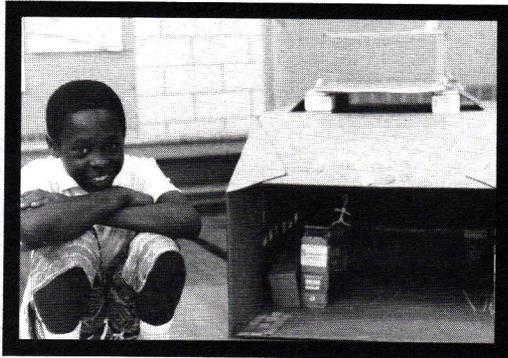
Williams points out that many communities need an intermediary to work in their interest, a role the Design Center

handles well. "We assist with consultants and reviewing until the community is at the point where they can handle it themselves." Architects provide the expertise to help neighborhood's develop well-designed projects that are financially and physically feasible, and leave a statement to their community involvement long after the construction crew has left.

## Building Pride: One Brick at a Time

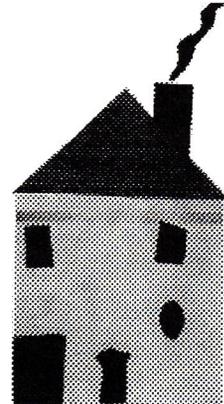
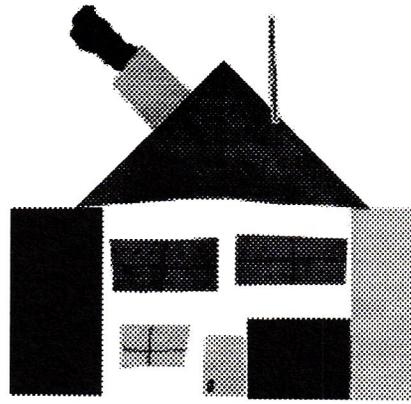
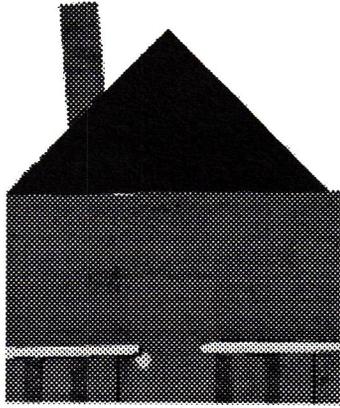
*Diane LaBelle, Associate AIA and Michelle Fanzo*

For twenty-five Mt. Oliver and St. Clair Village students, Architecture became the fourth "R" among their studies after completing the first phase of *Our Town—An Architectural Perspective* last spring. *Our Town* is a three phase program created to introduce the concepts of design and architecture to "at-risk" public school children. Local architects have been working collaboratively with students since last April when Claire Gallagher, Associate AIA, Education Coordinator for the Department of Architecture at Carnegie Mellon University, enlisted AIA members to teach a Saturday course, *Architecture for Children*, to help children become more aware of their built environment.



When grant money became available for community programming, Anne Swager, executive director of AIA Pittsburgh, brought together Gallagher and Carol Crumby, Program Manager for Partners in Education's Open Doors program (a project which establishes youth centered activities during non-school hours). Grants from Architrave (which hopes to expand the program countywide), the American Architectural Foundation, the University and Open Doors brought the program into the community by supporting the "at-risk" classes in addition to the weekend program at the University. CMU is currently working on raising scholarship money to make the Saturday classes available to more students.

"There is a need for volunteers, both from the architecture community and the area at large, to teach, donate time, and offer resources of any kind."



While the project makes architecture and design meaningful to fourth and fifth graders, it also promotes community pride and history. Architects are hoping students will recognize architecture not as an arcane study of old buildings, but rather a meaningful reality that surrounds them every day. The three phase project began with students designing a model town using boxes, tubes and milk cartons. Louisa Grauel, AIA, one of the program first teachers, says her students "developed a real sense of their community." Upon graduation from Phase I students expressed a new found appreciation for how and why structures look and work as they do. John Martine, AIA and David Celento, AIA were two area architects who volunteered time to teach and take the students on architectural walking tours of the South Side and downtown.

Phase II began in October. Building on the concepts of shape, form, color and scale, students identified neighborhood landmarks and designed a walking tour of their community. A

group of second year CMU architecture students have volunteered to help the nine and ten year-olds work with computers.

There is a need for volunteers, both from the architecture community and the area at large, to teach, donate time, and offer resources of any kind (such as paper, printing services, bolts of fabric) at both programs. "Kids need role models," says Gallagher. "The program could use more voices." Adds Crumby, "We're very, very interested in working with the architecture community in developing and delivering programs for children."

### Reading, Writing and 'Rchitecture

"To many people architecture is a mysterious thing," says Diane LaBelle, Associate AIA. "If you can make it less mysterious and more real at an early age people will begin to recognize what looks good and what doesn't. It makes people aware they can do something and gives them control over their environment. They are empowered to make a difference." This kind of understanding of architecture by the general public, she continues, will help architects be understood in the community. "It will help architecture forever."

The Community Literacy Center on the North Side is forging this kind of understanding through a writing and architecture program that both

As Phase III approaches (where students will write a script for a videotaped walking tour), excitement is shared by parents, students and faculty that architecture—once viewed as alien to children's own experience—can have a direct impact on students' lives. The legacy of *Our Town* will not be the cardboard-box-and-milk-carton community students left behind, but rather the new perspective of architecture and design that they have absorbed and will take with them. 🏠

demystifies the profession, and motivates children to learn. Like the *Our Town* program, the Literacy Center is exposing area children to architectural concepts using a hands-on approach. Students construct what they design and write about the experience, documenting their work. Through the program, taught by LaBelle and Gretchen Bartlett, AIA, children gain knowledge of the built environment and are given the power to change it using their own ideas.

### "Kids end up with enhanced self-esteem."

To date students have designed and constructed gardens for a Penn Hills senior citizens' home and the Literacy Center, and designed renovations to the Center (financial constraints have so far prevented implementation of these changes). Their present endeavor involves designing a home for teenage mothers, which they will help build on Allegheny Avenue. When students complete a project, they record with words what they used their minds to conceive and their hands to create.



## For many, news of the Baltic

countries are headlines of the past, eclipsed by the careening European trade market, xenophobia in Germany and atrocities in former Yugoslavia. But, like so much of the news, just because the media spotlight has been trained elsewhere does not

mean the problem has subsided. In the case of Estonia, Lithuania and Latvia, they are only discovering how big their problems really are, as P. Richard Rittelmann, FAIA, Executive Vice President of Burt Hill Kosar Rittelmann Associates, found out.

# Eye-opener in the Baltics

## Area Architect Takes Knowledge and Social Responsibility Abroad

by Michelle Fanzo

Rittelmann recently toured 25 Baltic medical facilities over 16 days with eight other planning and design health care specialists from around the U.S. The team, organized by the University of Wisconsin at Madison, delivered a series of workshops and advice in an effort to help overhaul

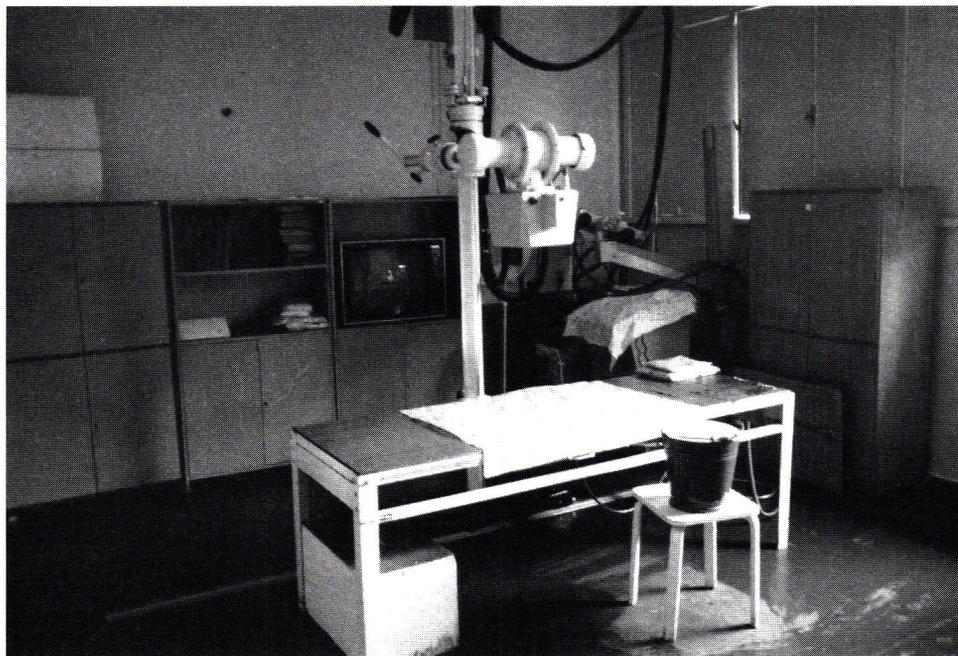
the ailing Baltic nations' health care system. With world-wide recognition as an expert in energy conservation and extensive experience designing health care facilities, the Pittsburgh architect was an obvious choice for the mission.

"I was concerned that our government was not doing enough to help these countries emerge from communism into capitalism," explains Rittelmann about the motivation for the trip. "The great thing about the U.S. is if you're not satisfied with what the government is doing, you go ahead and do it yourself."

An approach as simple as planning turned out to be the Baltic nations' most glaring problem in relation to health facilities. "The Soviets were very numbers oriented," says Rittelmann, "providing so many doctors and hospital beds for so many people. It was viewed that when you hit those numbers, you

had good health care—instead of measuring how healthy people were. It was so simplistic. What they ended up with is many more buildings than they need. And the buildings by the way, are just atrocious, both from a design and construction standpoint."

Among the many facilities Rittelmann toured—some old, some new, some under construction—he noted the 100 year old hospitals were better built than more recent ones. "The buildings constructed since the Soviet domination are just trash, junk. It's nice to come back home because you really appreciate the craftsmanship we have in this country and the quality of our buildings. And we have great health care. It's expensive, but we have it. They don't. The Baltic nations are stuck with hospitals that are poorly designed, poorly built, more of them than they need, yet not appropriate to their needs."



*An outdated X-Ray unit at Children's Hospital in Tallinn, Estonia. When equipment breaks there are no accessible replacement parts or Western currency to purchase them.*



*A feeble attempt at bacteria control. Ineffective ultra-violet lamps flank an operating table near an open window at Children's Hospital.*

**More Concerns: Money and Medicine**

Money, noted the Pittsburgh architect, is in short supply, which leads to multiple problems. A dearth of natu-

ral resources have made energy scarce. There is one nuclear power plant in Lithuania with four Chernobyl-type reactors. They've shut down three fearing the risk of a meltdown is too great, even for the electricity they desperately need.

"Since WWII, energy costs in the communist system were paid by the state," says Rittelmann. "Hospitals were constructed without any consideration for efficiency or energy conservation whatsoever. They have single glazed windows that leak like a sieve. I didn't see a single piece of insulation in any

building, even though they're as far north as Stockholm. Right now, 60 percent of the health care budget for the three countries is going to energy costs, and their economy is in a free fall."

After touring hospitals, the team discussed a plan of action. "Operationally, the first thing is easy. Close them," states Rittelmann. "They have many more hospitals than they need. There's nothing they could do that would save more money and energy than just not heating or lighting a hospital, and they have to do it before winter."

The next step is overhauling the buildings, such as installing insulation, better ventilation, and tightening up the construction. With no money to spare, the U.S. group suggested interest bearing loans. "What is interest?" they asked. Then we talked about making an investment," marvelled Rittelmann. "What's an investment?'. The problem is they not only don't have a word for this, they don't have a concept for it. Our country could at least send over some advisors to let these people know what a capitalist system is."

Beyond energy, the Baltics are without medicine (there are no antibiotics, and aspirin is in short supply) or disposable supplies. "I saw patients washing out needles in a basin and resharpening them on a stone. I saw IV tubing that was reused. The sad part is they can't even sterilize it. They

don't have the equipment. I saw patients washing out gauze for reuse. They're petrified of the AIDS virus. They're aware that their lack of technique and lack of ability in infectious disease control makes them very vulnerable to an epidemic."

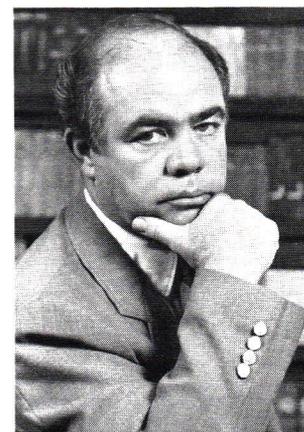
Lithuania has a large pharmaceutical plant, but it's shut down for lack of raw materials. "It's crazy," says Rittelmann emphatically. "They need it. They can do it there. They have the expertise, but they can't get the raw material because they don't have the hard (Western) currency."

**What's Next?**

In an effort to personally address his concerns, Rittelmann is having his firm contact third party financing companies in the U.S. about opportunities for them to do business in the Baltics. The firm is also asking its health care clients to consider donating any equipment they're not using, specifically an MRI unit.

Addressing the knowledge gap, Rittelmann offered to train a young architect from each country in Burt Hill style. "Working in our firm for six to nine months, these professionals could return home knowing what resources are available and having a contact in the States."

The Minister and Deputy Minister of Health from Lithuania will visit the U.S. in November, spending three days in Pittsburgh. "We're planning to show them our Pittsburgh office, talk about health care planning, and visit the University of Pittsburgh Medical Center. Then we'll take them up to Butler to Ohio Valley Medical Center and Butler Hospital so they can see a large teaching facility and two smaller community hospitals. The third day we'll try to find some way of entertaining them—maybe a Steelers game," smiled Rittelmann. ■



**"They're stuck with hospitals that are poorly designed, poorly built, more of them than they need, yet not appropriate to their needs."**

## Architrave, The Pittsburgh Foundation for Architecture Committee

- **President: Alan Fishman, AIA, 281-1337**

Along with our new name, we have broadened the scope of our mission and included public members as part of the Governing Board. This spring, we funded a scholarship, as we do annually, for a fifth year student at CMU who participated over the summer in developing curricula for an architectural literacy program for school children entitled *Our Town*. Architrave sponsored this program, which experienced a successful pilot this summer and will be continued this fall. (Story on p. 8)

Promoting design quality in the built environment of southwestern Pennsylvania is our primary mission, and to determine best how to implement our mission we met for a three hour "brainstorming" (planning) session on October 20.

We are working to legally change the name of our organization to "Architrave, the Pittsburgh Foundation for Architecture" from the old "Pittsburgh Chapter AIA Charitable Association." This name change is scheduled to be voted on at the December chapter meeting.

We recently welcomed two new board members from the architectural community: David Celento, AIA, of Reid & Stuhldreher, and John Martine, AIA, of IAS.

## Membership Committee

- **Chair: Gwen Williams, intern member, 363-4622**

### The Passing of the Torch

As of December 31, 1992, six years as your Membership Committee Chair will come to an end. I'd like to thank all of you with whom I have worked on past projects for your time and energies.

I would also like to thank the many firms who, even in these economic times, continue to pay member dues. It is this type of support for the AIA that helps to keep our doors open. Some of those supporters include: Apostolou Associates, Douglas C. Berryman Associates, Bohlin Cywinski Jackson, Burt Hill Kosar Rittelmann, IKM, Celli-Flynn, Damianos Brown Andrews, Design Alliance, Hayes-Large Architects, Johnson-Schmidt Associates, McCormick/McCarthy, NJC Associates, Reid & Stuhldreher, Ross Schonder Sterzinger Cupcheck, UDA, Valentour English Bodnar, W.G. Eckles, and WTW, among others.

And finally, a very big thank you to your new Chair, David Roth, AIA, for agreeing to take on the Committee. Leaving the Membership Committee in such capable hands makes everything much easier.

## AIA/MBA Committee

- **Co-Chairs: James Kling, AIA, 391-4850 and Dominic Navarro II, MBA, 271-0420**

A discussion and review of the Partnering Program, which took place on September 17, was held. It was determined there is a great need for owners to be educated on this concept; continuing dialog with all parties would be worthwhile and follow-up work is needed.

*From Joe Collins, of the AIA/MBA Joint Committee:*

### Partnering

Did you attend the forum for construction users, owners, architects, engineers and contractors held September 17 at the Engineers Club?

Partnering, a new term for the old concept of basic cooperation, serves as an alternative method for resolving potential disputes resulting from increased costs, unclear designs, unrealistic schedules, poor communications, slow decision-making and the too-often delayed completions.

The AIA/MBA Joint Committee is endeavoring to find out from all of you, whether or not you attended the forum:

- Have you used the concept of Partnering on any project?
- If not, are you contemplating doing so in the near future?
- If you have, or are, will you share your experience with us?

Let us hear from you—we are considering more discussions on Partnering if you have valuable information to share.

*Please send information to: AIA/MBA Committee, 2270 Noblestown Road, Pittsburgh, PA 15205.*

Thanks for your cooperation!

## CALENDAR

## AIA ACTIVITIES

■ **MONDAY, NOVEMBER 2**

Architrave Board Meeting, 5:15 PM at the Chapter office. Anne Swager, 471-9548.

■ **THURSDAY, NOVEMBER 5**

Exhibit Committee Meeting, 5 PM at the Chapter office. Karl Backus, 765-3890.

■ **TUESDAY, NOVEMBER 10**

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

■ **WEDNESDAY, NOVEMBER 11**

WIA Committee Meeting, 5:30 PM at the Chapter office. Susan Tusick, AIA, 394-7069.

■ **WEDNESDAY, NOVEMBER 11**

Historic Resources Committee Meeting, 4:30 PM at the Chapter office. John Martine, AIA, 227-6100.

■ **SATURDAY, NOVEMBER 14**

IDP Committee Meeting, On-site visit. Call Rich Bamburak, AIA, 321-0550 for more details.

■ **MONDAY, NOVEMBER 16**

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

■ **TUESDAY, NOVEMBER 17**

Urban Design Committee Meeting, 5:45 PM at the Chapter office. Steven Hawkins, AIA, 521-9399.

■ **WEDNESDAY, NOVEMBER 18**

November Chapter Meeting, Design Awards Bash, 6 PM at the Frick Art Museum. *Details on page 23.*

■ **THURSDAY, NOVEMBER 19**

Professional Development Committee Meeting, 5:30 PM at the Brenenberg Brown Group, 4018 Penn Avenue, Dave Brenenberg, AIA, 683-0202.

■ **TUESDAY, DECEMBER 1**

Communications Committee Meeting, 12:30 PM at the Chapter office. Doug Shuck, AIA, 321-0550.

■ **WEDNESDAY, DECEMBER 2**

AIA/MBA Committee Meeting, 6 PM at the Building Industry Center, Conference Room #1, 2270 Noblestown Road, James Kling, AIA, 391-4850.

## AROUND TOWN

■ **TUESDAY, NOVEMBER 17**

Society of Architectural Administrators seminar/dinner Meeting, *Building Your Client Base*. RSVP by Friday November 16 to Betty Lesser, 261-6515. For more information call Perity Waleko, 381-1400.

■ **TUESDAY, NOVEMBER 10**

CSI Monthly Meeting, 5:30 PM at the Embassy Suites Hotel. Cost is \$20, pay at the door with advanced reservations. Sheila Cartiff, 823-5063 for information.

## OUT OF TOWN

■ **NOVEMBER 5-6**

AIA Conference on the *Past, Present, and Future of Health-Care Technology and Facilities*, November 5-6 in Cincinnati. Dennis R. Smith (202)626-7464, for details.

## The Society for Marketing Professional Services

(SMPS) is the only international organization devoted to the marketing of individuals who provide professional services to the building environment. SMPS was founded in 1973 by a small group of professional services marketers and is currently nearing 4,000 members in 40 chapters nationwide. The Pittsburgh Chapter was formed in January 1992 by Pittsburgh marketing professionals seeking opportunities to grow professionally through educational programs, seminars and by taking advantage of networking opportunities.

### A Chapter for the

# Society of Marketing Professional Services

is established in Pittsburgh

by Mark Witouski



A significant goal of the organization is to provide assistance to smaller firms who may not have in-house marketing capabilities.

"The critical part of getting this organization started," says Theresa Leahey, President of SMPS and Marketing Director of DRS Interiors, "was the involvement of key individuals and firms like DRS, GAI Consultants, IKM Incorporated, Burt Hill Kosar Rittelmann, Williams Trebilcock Whitehead (WTW), KSBH Architects, and Civil and Environmental Consultants."

The key individuals who serve on the Board have made this Chapter grow and move towards incorporation. In addition to Leahey, the Board consists of Theodore Davi, Ph.D., Vice President and Resourcing Committee Chairman; Bob DiGioia, Secretary; Cheryl McLain, Treasurer; Polly Cooper, Membership Director; and Mark Witouski, Programming Director.

SMPS feels quality educational programs will make the organization even more successful and the companies who participate more profitable. Its programs are meant to teach and refine marketing skills and to provide networking opportunities between architects, engineers and contractors.

To date, the local Chapter has held four meetings which included: viable marketers of the 90s; design and construction opportunities in the area over the next five years; a program on changing or creating an image for your firm; and a program on effective sales calls and winning presentations. The next event for the Chapter is on November 12, 1992 at the Pittsburgh Engineers Club. Ellen Flynn-Heapes, a national marketing consultant who has worked for firms such as SOM, HOK, HNTB and Cooper Curry & Associates, will present a half-day seminar on business development strategies and niche marketing. You do not have to be a member to attend any SMPS programs.

The Chapter, in its infancy, is still looking for people who would like to be involved. New officers will be elected next May and any member can be nominated. "Our goal is to attract new members through our quality programs, and network between companies to strengthen teams and win commissions," states Polly Cooper, Marketing Manager at Burt Hill. "We would like to double our membership each of the next two years." Another significant goal of the organization is to provide assistance to smaller firms who may not have in-house marketing capabilities.

The local Chapter will provide in-house seminars, educational workshops and round table discussions to any architectural, engineering, and construction firms in the area. If you would like more information about the benefits of being a member or if you would like to attend our next program and be added to our mailing list, please feel free to contact any of the SMPS Pittsburgh Board Members. 🏠

**Kudos**

→ **Burt Hill Kosar Rittelmann Associates** is pleased to announce the promotion of **James T. Schmida, AIA** to principal.

**Transitions**

→ **Weijun Liu** has joined the staff of **Williams Trebilcock Whitehead**. Liu joins WTW from LaQuatra Bonci Associates of Pittsburgh, a landscape architecture firm, after receiving his degree from Penn State University. He has been involved in the design for *The Strip-Down By the Riverside*, an entertainment complex along the Allegheny River, a series of projects for the Treesdale development, a new 1,400 acre residential/recreational development in Whitehall Borough, and the Washington County Courthouse Plaza in Washington, PA. Liu is presently assisting the WTW design team completing a new outpatient center for Jefferson Hospital in Jefferson Township.

**Poli & Cuteri Architects** is pleased to announce the licensure of **Anne Thompson Dunmire, Architect**. Dunmire joined **Poli & Cuteri Architects** in 1991 and is currently project architect for renovations to Heritage Shadyside, a 150 bed nursing home in the Squirrel Hill area of Pittsburgh, and cafeteria renovations for the Easter Seal Society of Allegheny County. With Dunmire's licensure this brings the eight member firm to a total of five registered architects.

**From the Firms**

→ **Baker and Associates**, an affiliate of Michael Baker Corp., has been retained by Penn Mutual Financial Services and Gateway Financial Group to provide space planning, interior design, move management and construction administration services for their new offices at Two Oliver Plaza in Pittsburgh. During the space planning process, Baker and Associates used 50 percent of the current build-out and complied with the new Americans with Disability Act requirements for new and existing construction. Construction documents are currently being completed, while furniture and move management coordination began in August. Occupancy is expected by mid-December.

**Poli & Cuteri Architects** has been retained by the City of Pittsburgh School District to renovate and open McCleary Elementary School in Lawrenceville. The school is a turn of the century Italianate building which will house K through 5. The structure has been closed for almost ten years and has undergone extensive renovations and historic restorations for this reopening. The school has also been selected as the 52nd Street Museum by the Carnegie.

**Roofbreaking (with brooms!) for the Intelligent Workplace**

*Jon Jackson, AIA (principal in charge, Bohlin Cywinski Jackson), looks on as Marshall Hemphill (ASBIC Chairman), Volker Hartkopf, (Director, CPBD), and Stephen Lee, AIA, (Administrative Director, CPBD) cut the ribbon marking the start of construction on the Intelligent Workplace at Carnegie Mellon University, July 23.*

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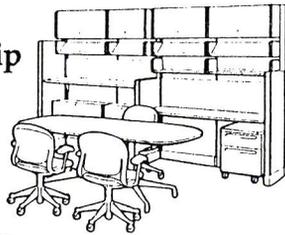
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## Northern Exposure

continued from page 3

The bridges of Pittsburgh are as good or better. The leaders of our city should see how bridges can be key elements in not only transportation, but in tourism and image building. The WPA era bridges of Oregon even had small museums/interpretive centers to go with them, causing people to stop, have lunch, and support the towns' nearby "old town" economy.

Every public works official should be required to visit Seattle and Portland to observe how everyday objects, from manhole covers to LRT stations, can give expression to its unique character. How many times have you seen tourists gathered around a simple manhole cover admiring its artistry or gaining directions from a map etched into its surface?

### 3. Regional Architectural Quality

Two individual design efforts stand out from this trip: The Museum of Anthropology in Vancouver, B.C. by Arthur Erickson and the Timberline Lodge at Mount Hood, Oregon (created by a team of underemployed architects, engineers and craftsman during the WPA era). Both respond to the magnificent variety of natural and cultural landscapes of the Northwest.

These structures, one inspired by traditional Native American forms, the other by the power of natural forms, are a lesson in avoiding mindless architectural clichés that too many are prone to. Pittsburgh has lost some great opportunities recently to build civic structures of such character; the airport and Science Center come to mind first.

### 4. The Pacific Rim and Multiculturalism

My last observation is less tangible but quite relevant to our Pittsburgh context. The cultural orientation of the Pacific Northwest historically was towards the Eastern U.S. where most early pioneers started (except of course the Native Americans). Today, the immigrants are from the "Pacific Rim." Much of the cultural vibrancy is due to an awakening by the residents of this region to their position in the world, economy and culture.

As Pittsburgh slowly attempts to evolve into a world trading "port," we as Pittsburgh architects need to better understand the sacred qualities of our natural and man-made landscape in ways that are unique to our region. 🏠

## Start Shaping-Up for Softball Season 1993!

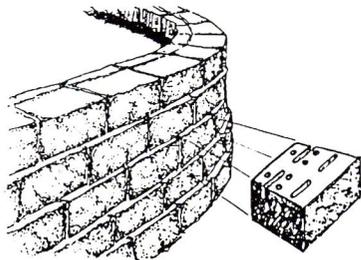
The fourth season of the Pittsburgh Architects Softball League was completed at the end of the summer. The Championship game saw Foreman & Bashford pitted against KSBH, with KSBH triumphing by the narrow margin of 16-15.

There will be an organizational meeting at the beginning of 1993 for next season—which will return to featuring bi-monthly standings (back by popular demand). Any architects interested in joining the league, currently consisting of 13 teams, can contact John A. Cullen, AIA, at Gardner & Pope Architects, 381-1184.



*The 1992 Championship team, sporting chapter members in the middle row, Dave Bauer, AIA (far left), John A. Cullen, AIA (middle), and Grant Scott, AIA (second from right).*

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**Years in practice:** 4 years of struggling in corporate America.

**School/Education:** CMU (B. Arch '88).

**First job:** shoveling snow during D.C. winters.

**Project you're proudest of:** the current 13 families that now have a simple, decent place to call home because of the efforts of Pittsburgh Habitat for Humanity.

## Scott F. Mulrooney

*Firm: IKM Incorporated.*



*"Demand from your architect to push the limits, to explore the potential of what your project could be."*

**Most embarrassing project/moment:** being laid off twice in four years.

**Building you wished you designed:** anything by Carlo Scarpa.

**Building you'd like to tear down:** anything by Ryan Homes.

**If you hadn't been an architect what would you have been?** the parrot at the Pirate games.

**If someone made a movie of your life, who would play you?** Doogie Howser in looks, Ferris Bueler in character.

**If you could live anywhere in the world, where?** Carmel, California.

**What's the best part of your job:** the rush that comes from seeing people enjoying a space that you helped to sculpt.

**What is the worst part about your job?** serving the wealthy for eight plus hours per day.

**What have you always wanted to tell your boss?** depends on which boss, but in general thanks for your patience.

**What have you always wanted to tell your clients?** demand from your architect to push the limits, to explore the potential of what your project could be.

**What's the most annoying thing architects do?** leave things to the last minute.

**Advice to young architects:** begin now to contribute to your communities, you have a lot of needed talents to give.

**The one thing you wish they'd teach you in school is:** how to get to work on time.

**Favorite Pittsburgh interior:** main hall of the Benedum.

**Favorite Pittsburgh building:** Richardson's Allegheny County Courthouse.

**Favorite city:** Assisi, Italy.

**Favorite architect:** Michael Brady (Bunch).

**Favorite book:** *The Trumpet of Conscience* by Martin Luther King, Jr.

**Favorite Pittsburgh neighborhood:** the South Side.

**Most architecturally-appealing restaurant in Pittsburgh:** the Grand Concourse.

**Best gift to give an architect:** design freedom with an unlimited budget.

**Wish list for downtown Pittsburgh:** the revitalization of Liberty Avenue and the development of Fort Duquesne Boulevard.

**What is the next big architectural trend?** the death of dryvit.

**Someday I'd like to:** drive from Alaska to Chili.

**I want to be remembered in:** testimonies not titles.

**People would be surprised to know that:** I employ a maid.

**The secret of success is:** to do justly, love mercy, and walk humbly with your God.

**I belong to AIA :** to interact with others of shared vocational interests and to help facilitate my growth as a professional.

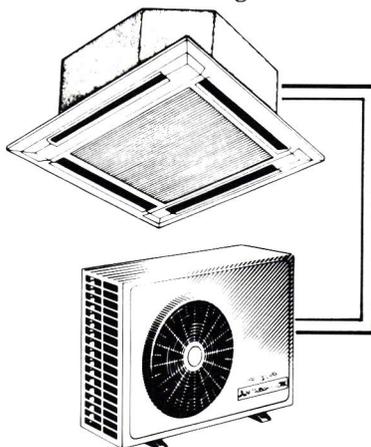
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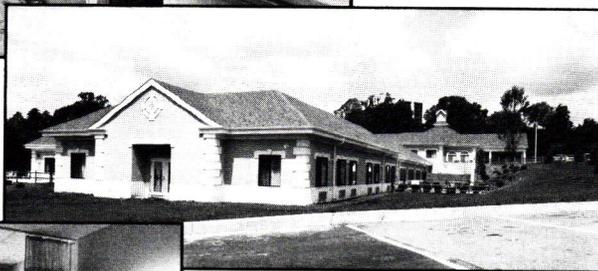
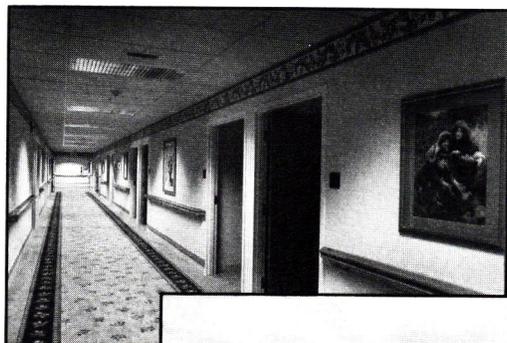
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**Classified Rates:** AIA Members: \$.50/word; non-members: \$.75/word. Mail typewritten copy to: The Cantor Group, 1225 Farragut Street, Pittsburgh, PA 15206. **Check must accompany copy.** Deadline for Classifieds for the January issue is December 4.

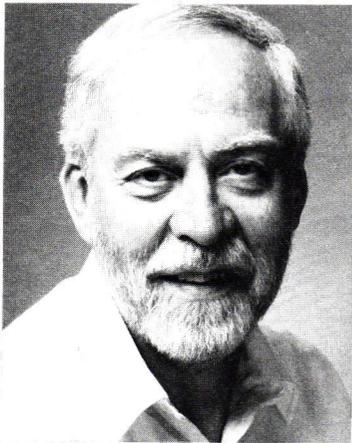
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To include your firm in the Engineers' Directory call Tom Lavelle at 882-3410.

## Chapter Office Displays International Exhibit by Designphase

This interior architectural exhibition sponsored by the Interiors Committee, now on display at the Chapter office, is the work of one of the largest interior design firms in Southeast Asia, with offices in Hong Kong, Singapore, Thailand, and Indonesia. Designphase, founded by Jay Bouton, employs architects and interior designers in a



Ron Raetzman, professional affiliate member of AIA Pittsburgh.

very team oriented approach. With no pre-conceived design concept, each team is guided by a designer who is allowed to develop his or her own ideas. There are standards of quality and attention to detail which follow through all Designphase projects.

Designphase has done work for such clients as: Coca-Cola-Far East Limited, American Express International, Hong Kong Bank, Hilton Hotel, Swedish Motors (Volvo), Dynasty Hotel, Sony, Mercedes Benz, IBM, Bank of India, Cathay Pacific, Singapore Airlines, Indonesian Consulate,

Hua Ting Sheraton Hotel (Shanghai PRE), and the Royal Bank of Canada. The coordinator of the design exhibition is Ron Raetzman who is a project advisor for Designphase and chair of the Department of Interior Design at La Roche College. Also, he is a member of the National Committee on Interiors for the American Institute of Architecture and a professional affiliate member of AIA Pittsburgh.

The exhibit runs through November and December in the Chapter office (CNG Tower Mezzanine) during weekdays from 9:30 AM to 4:30 PM.

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## Upcoming

### January—New Technology in Architecture

Here's your chance to showcase your work in COLUMNS! Projects must be designed by a member or member firm and may be in any stage of development, but no more than one year old. **The deadline for January submissions is November 25th.** Artwork will not be returned unless a self-addressed stamped envelope is included.

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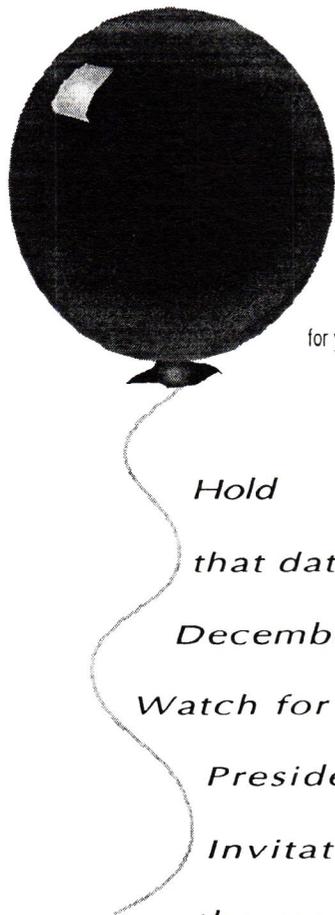
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**Design Awards Bash  
November Chapter Meeting**

Don't miss this once a year Design Awards gathering! James Cutler, AIA will be the featured speaker at this year's Premiere Event. Cutler, who heads a four-person office on Bainbridge Island, Washington, eight miles across Puget Sound from downtown Seattle, has a strong interest in the marriage between architecture and the environment, which emerges in his work. In an effort to create the man-made without natural destruction, his firm continually broadens its awareness of material toxicities and has experimented with passive solar techniques, composting toilets, and propane-fired mechanical systems. Cutler will speak on his approaches to design and review the award submissions for 1992. Don't miss it!

There will be a champagne reception with delicious of hors d'oeuvres, dessert and coffee following his lecture.

**Coming Soon!  
The President's Reception**



Start off the holiday season with a rousing get-together at the Allegheny Brewery on the North Side. This year's President's Reception will be held Monday, December 7 with dinner served at 6:00 PM. The cost is a mere \$12 a person for (really good) beer and buffet. Bring the whole office—spouses too!—and join in on the holiday fun. Look for your invitation in the mail.

*Hold  
that date!*

*December 7*

*Watch for your*

*President's Reception*

*Invitation in*

*the mail!*

**AIA Pittsburgh**

**Cordially Invites You To the  
Design Awards Reception**

**Wednesday, November 18**

Frick Art Museum  
7227 Reynolds Street  
Point Breeze

6:00 pm to 9:00 pm

Champagne reception follows lecture by Jim Cutler, AIA

Members: **\$20**  
Guests: **\$25**  
Students: **\$10**

**RSVP** by Monday November 16

**RSVP  
Design Awards Reception**

Frick Art Museum  
Wednesday, November 18

\_\_\_\_\_ name

\_\_\_\_\_ firm

\_\_\_\_\_ address

\_\_\_\_\_ city/state/zip

\_\_\_\_\_ telephone

Names of members (\$20 each):  
\_\_\_\_\_

Names of guests (\$25 each):  
\_\_\_\_\_

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 Monday, Nov. 16.

**Design Award Winners Inside, page 5**

**INSIDE**

NORTHERN EXPOSURE

ARCHITECTS HELP BUILD HOPE

KIDS AND ARCHITECTURE

HEALTHCARE IN THE BALTICS



**AIA PITTSBURGH**

625 Liberty Avenue  
Pittsburgh, PA 15222

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No issue in December. See you in January