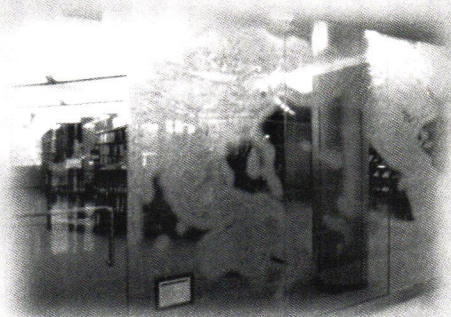


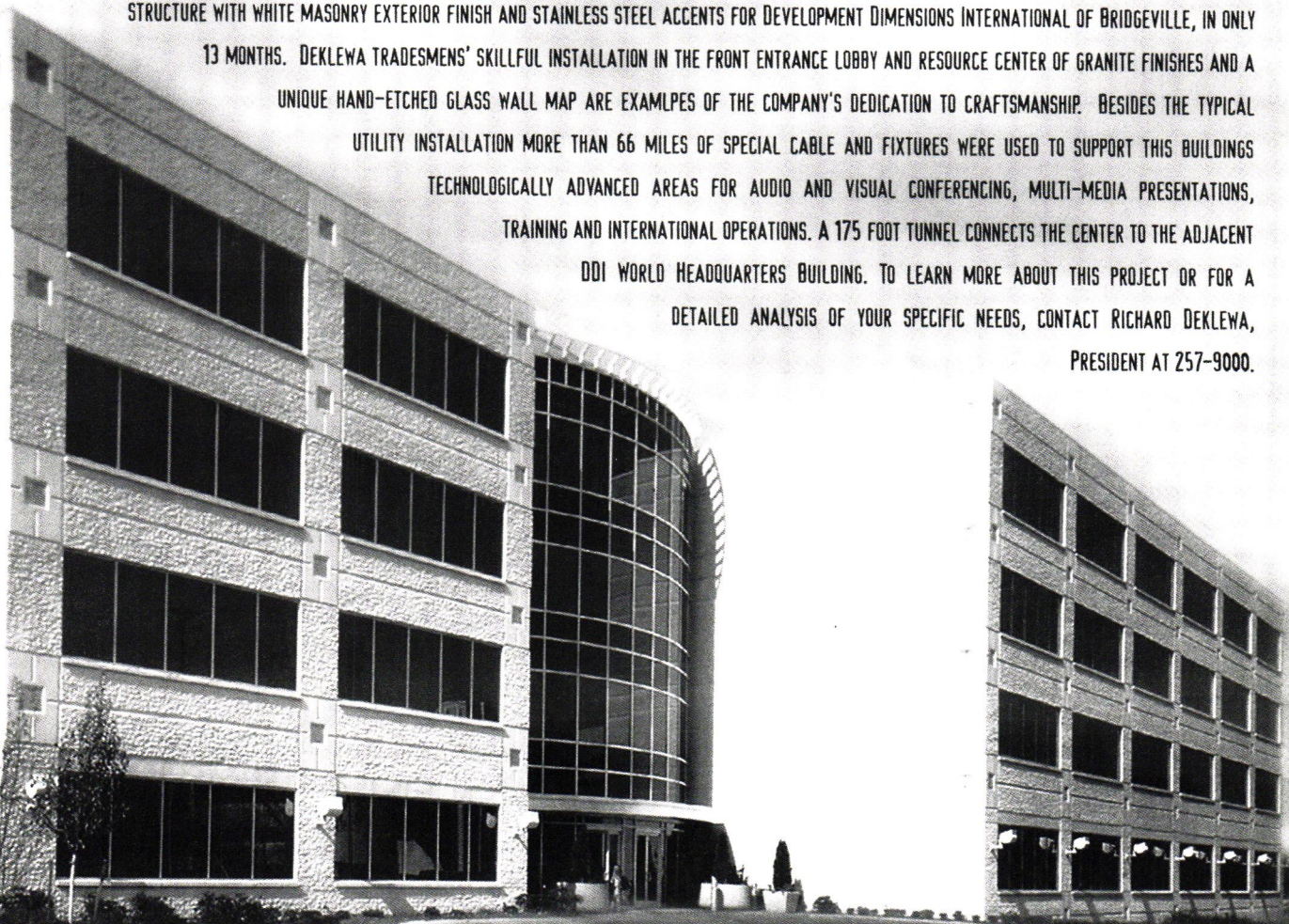
C O L U M N S





DEKLEWA DEVELOPS A NEW DIMENSION

THE RECENT COMPLETION BY JOHN DEKLEWA & SONS, INC. OF THE NEW CENTER FOR ADVANCED LEARNING AND ASSESSMENT TECHNOLOGY SIGNALS ANOTHER MILESTONE IN THE CONSTRUCTION FIRM'S LONG HISTORY OF PROJECTS FOR HIGH PROFILE CLIENTS. DEKLEWA CONTRACTORS ERECTED THIS "STATE OF THE ART" FOUR STORY STEEL FRAME STRUCTURE WITH WHITE MASONRY EXTERIOR FINISH AND STAINLESS STEEL ACCENTS FOR DEVELOPMENT DIMENSIONS INTERNATIONAL OF BRIDGEVILLE, IN ONLY 13 MONTHS. DEKLEWA TRADESMEN'S SKILLFUL INSTALLATION IN THE FRONT ENTRANCE LOBBY AND RESOURCE CENTER OF GRANITE FINISHES AND A UNIQUE HAND-ETCHED GLASS WALL MAP ARE EXAMPLPES OF THE COMPANY'S DEDICATION TO CRAFTSMANSHIP. BESIDES THE TYPICAL UTILITY INSTALLATION MORE THAN 66 MILES OF SPECIAL CABLE AND FIXTURES WERE USED TO SUPPORT THIS BUILDINGS TECHNOLOGICALLY ADVANCED AREAS FOR AUDIO AND VISUAL CONFERENCING, MULTI-MEDIA PRESENTATIONS, TRAINING AND INTERNATIONAL OPERATIONS. A 175 FOOT TUNNEL CONNECTS THE CENTER TO THE ADJACENT DDI WORLD HEADQUARTERS BUILDING. TO LEARN MORE ABOUT THIS PROJECT OR FOR A DETAILED ANALYSIS OF YOUR SPECIFIC NEEDS, CONTACT RICHARD DEKLEWA, PRESIDENT AT 257-9000.



Project Architect: Johnson/Schmidt & Associates

JOHN DEKLEWA & SONS, INC.

1273 Washington Pike • P.O. Box 158 • Bridgeville, PA 15017 • (412) 257-9000

GENERAL CONTRACTORS BUILDING SUCCESS

Quoth the Raven by Cheryl Towers

What were you doing thirty years ago?

I was finishing college, looking forward to graduate school and reading Alvin Toffler's *Future Shock*. In the lingo of the day, Marshall McLuhan described the book as "where it's at", and, indeed, it was, giving voice to our collective discomfort in absorbing the rapidity and volume of technological change.

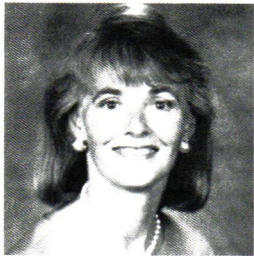
Toffler's work came to mind recently when I read yet another article containing the word *anymore*, as in, "it seems like no one (fill in the blank) anymore." It's questionable word usage, implying as it does that somehow, human nature was different at some other golden moment in time. In this particular case, the subject of the article was the pace of change, but big societal changes have always been difficult for people. Mark Twain is reputed to have said in the 19th century that, "I'm all for progress, it's the change I object to." I find it hard to imagine that an agrarian society found it any less difficult to deal with the industrial age than we who grew up in the Neolithic pre-computer era find integrating a barrage of contemporary technology into our lives.

Toffler pointed out what is different, though, and that is repeated waves of change that come closer and closer together. He also pointed out an interesting corollary: the foreshortening of our ties with the physical environment. He reports Buckminster Fuller stating that building replacement in large cities has become similar to crop rotation. David Lewis, FAIA when interviewed by Toffler told of apartment houses in Miami torn down after only ten years of existence. Rapid technological advancement had made replacement more cost effective than renovation, an example of the economics of impermanence.

While there is much to regret about such impermanence, the author correctly notes that technological advancements reduce the cost of variations, thereby giving architects - and thus the consumer - the opportunity for greater diversity of design. Then as now, construction is still, for many, a pre-industrial craft, limiting the ability to actually construct these variations cost effectively. I'm reminded of the best line in last year's race for Allegheny County's first chief executive as spoken by the winner, Jim Roddey: "People move to Allegheny County just so they'll have ten more years after the world ends everywhere else."

Re-reading Toffler was fascinating for other reasons. He speaks of value vertigo, citing examples of America's confusion over uncertainty about sex, money, property, law and order, race, religion, family and self. Values, too, are impermanent, and, as he describes it, this has led to a "crack-up of consensus." He anticipates email, the world wide web, and the Internet in providing a global communications network, as well as the growth of the lifelong learning movement. He even discusses gastronomic diversity as our supermarkets now buy worldwide and provide us with exotic produce year round.

I have no doubt that at least for the foreseeable future, the human race will muddle on, challenges to our psyches and our physical world notwithstanding. However, at this turn of the pseudo-Millennium, it's instructive to look back at what galvanized us a generation and a half ago before we use that word "anymore" again. *Gaudeamus igitur*.



"Building replacement in large cities has become similar to crop rotation." — BUCKMINSTER FULLER

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On the cover: Computer rendering, Graciano Grane Corporate Headquarters, Rothschild Architects.