

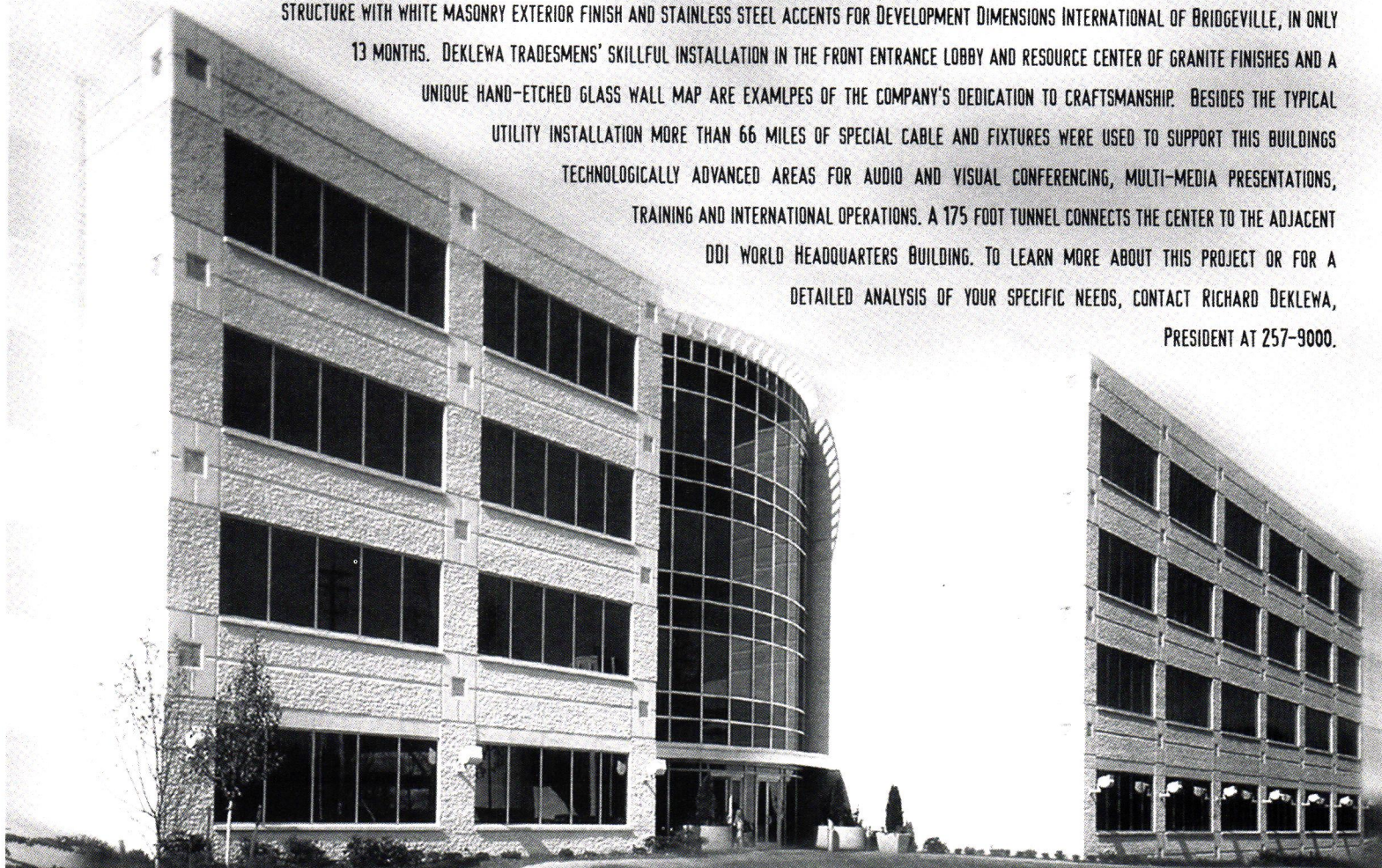
# C O L U M N S





# 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 TRADESMENS' SKILLFUL INSTALLATION IN THE FRONT ENTRANCE LOBBY AND RESOURCE CENTER OF GRANITE FINISHES AND A UNIQUE HAND-ETCHED GLASS WALL MAP ARE EXAMPLPS 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

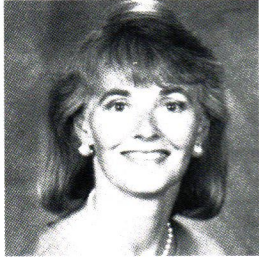
## **JOHN DEKLEWA & SONS, INC.**

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GENERAL CONTRACTORS BUILDING SUCCESS

# Eat This Root

by Cheryl Towers



*"As architects, we have to do a better job of designing cities, not just buildings."* — RICARDO

LEGORETTA, FAIA, AIA 2000

GOLD MEDAL WINNER

## Sally Mizerak and I had the pleasure

and challenge recently of teaching a group of Russian women the fundamentals of participative planning, American style. The pleasure came from the energy and enthusiasm of working with these highly intelligent and dedicated leaders who are facing unbelievable odds. The challenge was that none of the women spoke English and we don't speak Russian, save the occasional "da" and "nyet". Sally was able to toss in "good morning", thanks to a trip to Moscow five years ago with the same Magee Hospital program, but that was the extent of our language proficiency.

U.S. State Department translators did a masterful job, especially in the breakout groups (we taught by leading the participants through a mock planning session). My group became quite animated at one point, and I wasn't certain if they needed intervention. Seeing my puzzlement, they sent a message through the translator: tell her not to worry, we're just having ideological differences. They were laughing, so I moved on, although I never did figure out what "ideological differences" meant.

At the end of the morning, we asked the group how they felt about the process. We were very unsure as to what the reaction would be because planning under the Soviet system was anything but inclusive, and the concept of volunteerism equalled conscription. They told us this process was similar to methods used in Russia, but far more emotional. One woman who spoke a bit of fractured English reported, "Is good, this emotion." As Sally commented, just because people don't show their emotions doesn't mean that they don't have them.

Driving back to the office, I was reminded of an interview with Ricardo Legoretta, FAIA, the AIA 2000 Gold Medal winner, that had aired on PBS' *The News Hour* the previous evening. Legoretta is an engaging man who brings creativity, passion and Latin sensibilities to the profession. His use of color and texture is wonderful. He touches emotions and we respond, whether we think of ourselves as emotional or not. He also made a comment midway through the interview that has special relevance to Pittsburgh: "As architects, we have to do a better job of designing cities,

not just buildings." AIA has chosen well, and as our Russian friend said, "is good, this emotion."

Thinking about the importance of touching emotions brings me to another matter, the search for an appropriate sobriquet for today's Pittsburgh. I read recently that someone has suggested Steelicon Valley to signify our heritage and our future. It all started in California's Silicon Valley, of course, but has drifted to ridiculous extremes, a freshet of terms flowing from civic boosters eager to capitalize on their region's high tech growth. Virginia has adopted the Silicon Dominion — maybe I've been watching too much Star Trek, but that one leaves me in orbit. My favorites to date are a toss up between the Silicon Sandbar (Cape Cod) and the Silicorn Plain (Iowa). None, though, do what I think they need to, and that is capture the emotional appeal of an area. Somehow it's all just...silly.

Finally, a thank you from all of us to those of you who have made so many encouraging comments lately about *Columns*. November's film and architecture cover story seemed to engage many of our readers, as did Bob Bailey's discerning of Abbot Suger, and the architectural time line in January. In return for your support and for the honor of working with the Russian healthcare officials, I offer this concluding thought. It originally came through Bill Metzger's daily email funny (that's SmilinByll to the cognoscenti):

### The History of Medicine

- 2000BCE: Here, eat this root.  
 1000 AD: That root is heathen. Here, say this prayer.  
 1850 AD: That prayer is superstition. Here, drink this potion.  
 1900 AD: That potion is snake oil. Here, swallow this pill.  
 1940 AD: That pill is ineffective. Here, take this antibiotic.  
 2000 AD: That antibiotic doesn't work anymore.  
 Here, eat this root.

### The relevance to architecture?

- 2000 BCE: Here, live in this cave.  
 (Supply your own intervening residential alternatives)  
 2000 AD: Here, live in this earth sheltered house!

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**On the cover:** Chapel of the Assumption, Caritas Christi, Motherhouse of the Sisters of Charity of Seton Hill. Design by Ruprecht Schroeder Hoffman Architects. Photo by Blackman and Bell Photographers.