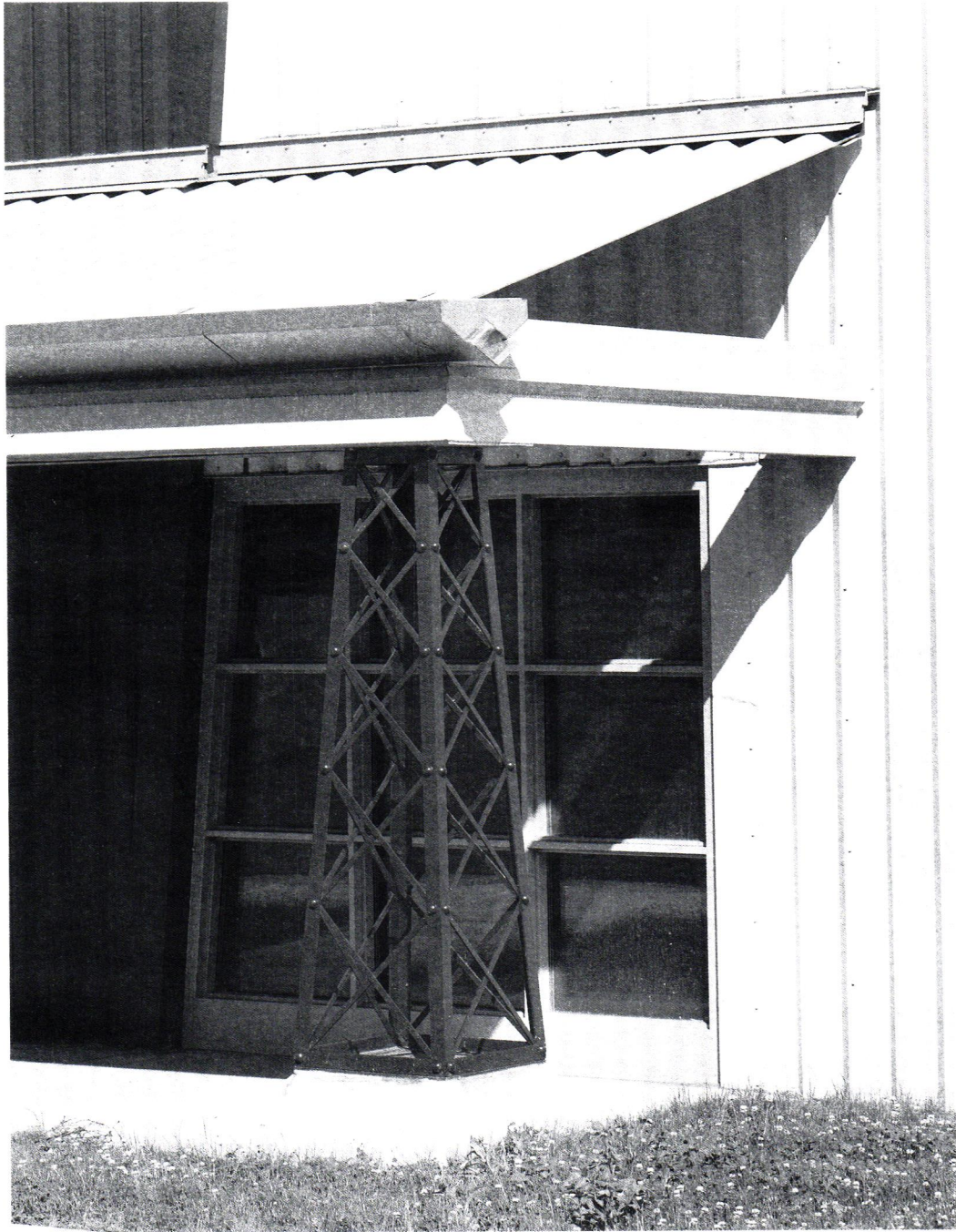


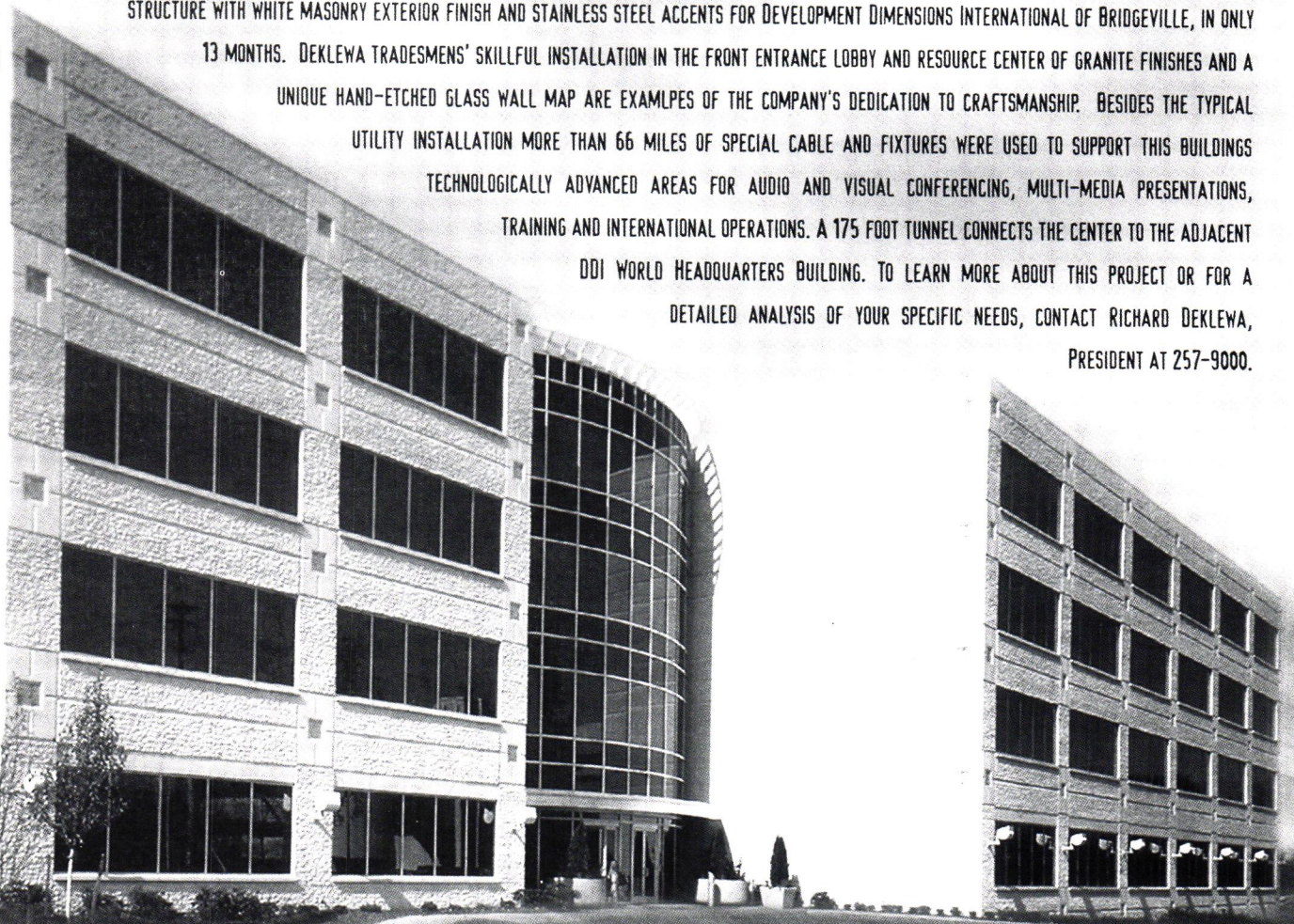
C O L U M N S





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 EXAMPLES 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 BUILDING'S 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

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GENERAL CONTRACTORS BUILDING SUCCESS

The Don Quixote Factor: Tilting at Windmills in the 21st Century

by Cheryl R. Towers



The explosion in high technology led everyone to believe that place would cease to matter; yet we're finding out that it still matters very much.

Movie critics are describing *Battlefield Earth*

as possibly the worst movie of all time. By the time you read this, I will know. Meanwhile, I'm taking this opportunity to issue a call for civility; slow down and make nice, for Pete's sake! A recent *Wall Street Journal* article on the topic noted that civility tends to decrease in boom times. How they've made this correlation, or why it exists is anyone's guess.

My admiration goes out to everyone who refuses to succumb to one of the rages (e.g. road, airplane, cell phone, you name it), responding instead with measured kindness and/or wit. There was the grandmotherly looking woman in Barnes & Noble who peered over her reading glasses as an especially obnoxious young man concluded a phone conversation. Said she in the most gentle of voices: "You're not that interesting, you know." He looked more bewildered than angry as he slunk off. Unfortunately, I can recall many a puppy with the same look after doing something bad such as chewing a brand new pair of shoes. You're registering disapproval, and the puppy hasn't a clue why you're upset.

But then, maybe it's all about being clueless. Most of us didn't need a study to tell us that the clueless are...well, clueless. They don't know they're being jerks. Maybe it's the same for the uncivil, poor things, who just don't *know*. The correlation between all this expressed crankiness and the terrific economy belie this, sad to say. People are deciding to be rude. Deciding that it's okay to cut people off,

live in a cocoon where I do what I want to do when I want to do it and to heck with everyone else. It's almost as though you, gentle reader, are the jerk for bothering to observe a few niceties.

I suspect this state of affairs will change eventually, although I may not live long enough to revel in it. The explosion in high technology led everyone to believe that place would cease to matter, yet we're finding out that it still matters very much. If place truly didn't matter, everyone would pour out of Silicon Valley and move to Pittsburgh. Yet people stay in a crowded, ugly, strip-mall laden suburban environment where a run down garage with no indoor plumbing is considered a starter house at \$2 mil. Why? Because the leading lights of high tech are there, or at least perceived to be there. So the corollary to place still mattering is that, guess what? *People* still matter!

And that's why I think ultimately, and in spite of our current spate of running rude and crude, we will have to clean up our act as a society. In the end, people still matter. They matter as customers and clients, as bosses and employees, as mentors, as friends. There will always be the outsized ego that gets away with all manner of behavior (did anyone say Frank Lloyd Wright?), but the willingness of a society to tolerate such extremes should be rare and backed up by a heck of a lot of talent. And, no, talent is no excuse for bad behavior. We need each other too much.

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On the cover: Detail from the Monessen Riverfront Industrial Park by Design 3 Architecture, PC. Photo by Jim Schafer Photography.

AIA Pittsburgh serves 12 Western Pennsylvania counties as the local component of the American Institute of Architects and AIA Pennsylvania. The objective of AIA Pittsburgh 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.

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New Ideas Take Shape by Anne J. Swager, Hon. AIA

If you know me at all, it probably

won't surprise you that I grew up in a family of strong opinions. Most everything was black and white, right or wrong. There wasn't much room for the middle ground or any wishy-washy points of view; strong opinions backed up by a strong (often outraged) delivery carried the day. I'm still quite prone to specific points of view and one might even say that I carry my soap box with me. However, I've been trying to hear the other point of view, see the other side.



The process has opened my eyes in some ways and in other ways reinforced some of my ongoing concerns about how we make decisions as a region.

My tenure in Leadership Pittsburgh was the best lesson for me on other points of view. I don't know if anyone in my class learned to become better leaders, but I think we all learned how differently each of us think. When classmates whom I trusted and respected expressed points of view that I could never imagine a sane person having, I had to listen. Their opinion was most often shaped from their own circumstances, which often bore no resemblance to the way I had lived. It was a wake up call to me. Vitriolic arguing or even passionate discourse wasn't going to carry the day and in fact, it would only turn them off. Instead, you had to work to have your point of view understood with the final goal of seeing it integrated into the overall plan.

Chairing the Physical Infrastructure Committee for Jim Roddey's New Idea Factory has given me another new set of perspectives. Our challenge is to produce at least six new ideas about physical infrastructure. The emphasis is on ideas which can be realized for minimal dollars in a fairly short time period; no small feat when you are dealing with bridges, roads, sewers, and mass transit, to name just a few. Realistically, our effect is fairly limited. Redoing the entire transportation system is well beyond the six months we've been given to complete our task and also, beyond the capabilities of a group of volunteers culled from a master list of "interested citizens." Nevertheless, we have

come up with some good ideas. Many of them are modest and some are as expensive and time consuming as a T connection from Oakland to Downtown. The process has opened my eyes in some ways and in other ways reinforced some of my ongoing concerns about how we make decisions as a region.

Let's take the Parkway East. The present configuration was built in 1958. In 2000, there are plans to replace everything from the top of the pillars up in the exact same reconfiguration. Based on my priorities of a livable, walkable city with strong riverfront connections, rebuilding some 11 or so lanes of traffic on the riverfront is a ludicrous idea. PennDOT sees it completely differently. It saves them years in the planning and approval process and, more importantly, the cost is so significantly less that it's almost like comparing the rebuilding of your residential street to building the Mon Fayette Expressway. Simple changes in any standard design like light fixtures or railings must meet tests of crash worthiness, the tunnel effect and ongoing maintenance costs. What doesn't figure in is urban design and replacing cars with people. I'm not blaming PennDOT. They do their job as they should, but that is why there's a problem. There is no other perspective.

The best part of Roddey's New Idea Factory is the inclusive process, which puts the passionate perspectives on the table to be melded into new ideas. It's a very good start. However, to be truly effective, we have to embrace collaboration all the way through to decision-making. As a region, we've had years of entrenched processes, which only have the trappings of collaboration or "public process" but none of the teeth when the true decisions are made. Until an urban planner is sitting along side the PennDOT decision makers in Harrisburg, the car will still rule and well meaning groups will continue to struggle with how to fix what is the result of tunnel vision.

