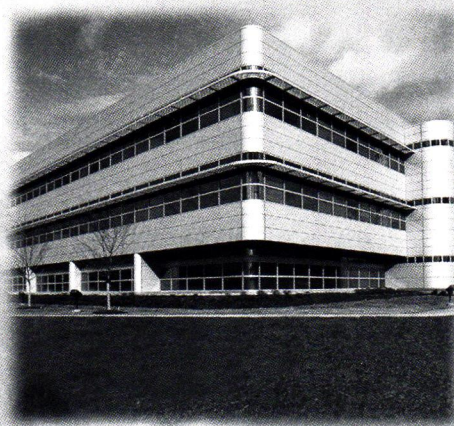


# C O L U M N S

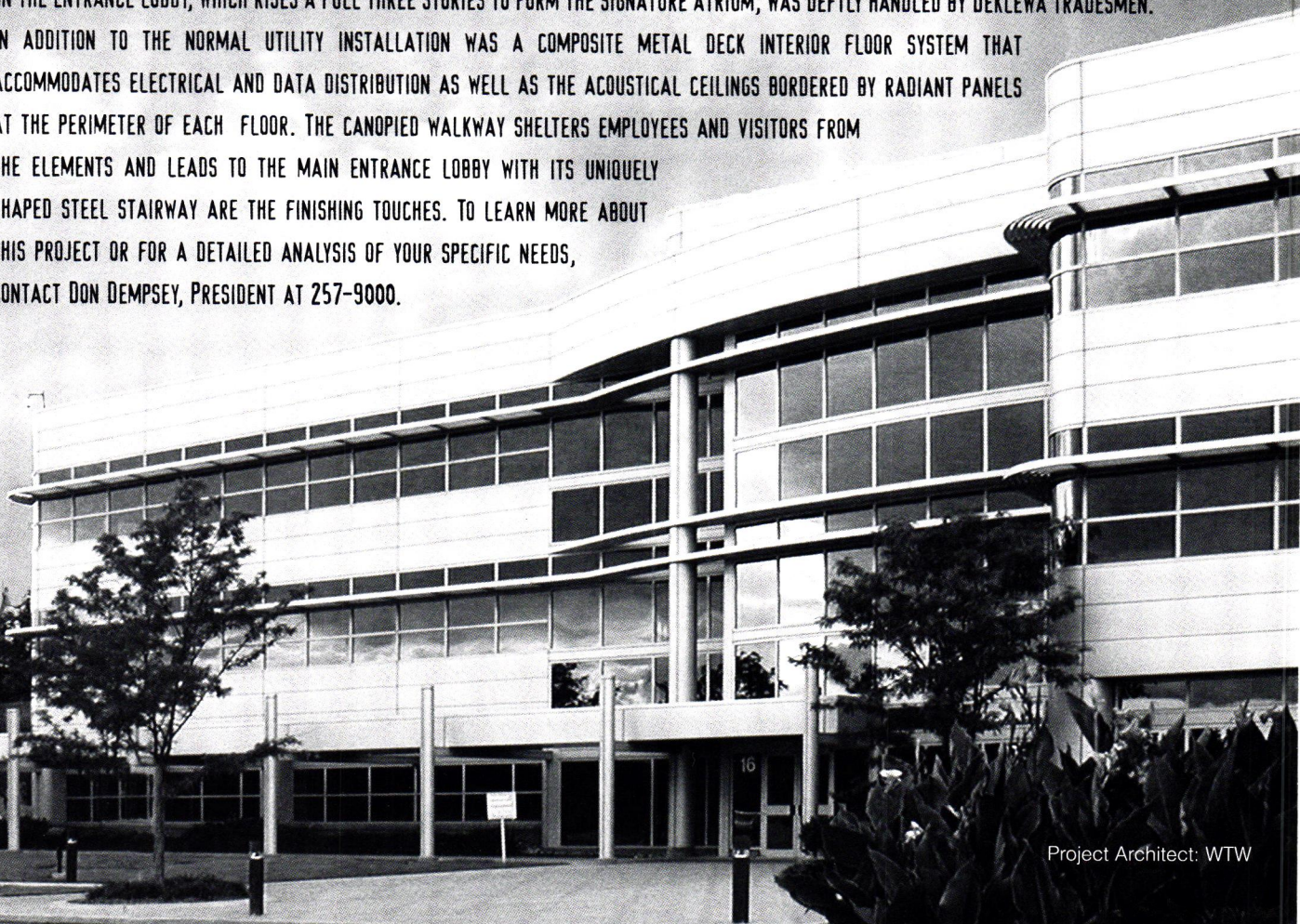


## *Remaking the City*



# DEKLEWA: FAST RELIEF FOR BAYER

BUILDING SIXTEEN FOR THE BAYER CORPORATION IS ANOTHER EXAMPLE OF JOHN DEKLEWA & SONS 80 YEARS OF COMMITMENT TO QUALITY AND CRAFTSMANSHIP. THIS "STATE OF THE ART" THREE STORY 86,000 SQUARE FOOT OFFICE BUILDING WHICH FEATURES A STEEL FRAME STRUCTURE FACED WITH INSULATED METAL AND GLASS PANELS, WAS ERECTED IN ONLY 9 MONTHS BY DEKLEWA CONTRACTORS. INSTALLATION OF THE GLASS CURTAINWALL ON THE ENTRANCE LOBBY, WHICH RISES A FULL THREE STORIES TO FORM THE SIGNATURE ATRIUM, WAS DEFTLY HANDLED BY DEKLEWA TRADESMEN. IN ADDITION TO THE NORMAL UTILITY INSTALLATION WAS A COMPOSITE METAL DECK INTERIOR FLOOR SYSTEM THAT ACCOMMODATES ELECTRICAL AND DATA DISTRIBUTION AS WELL AS THE ACOUSTICAL CEILINGS BORDERED BY RADIANT PANELS AT THE PERIMETER OF EACH FLOOR. THE CANOPIED WALKWAY SHELTERS EMPLOYEES AND VISITORS FROM THE ELEMENTS AND LEADS TO THE MAIN ENTRANCE LOBBY WITH ITS UNIQUELY SHAPED STEEL STAIRWAY ARE THE FINISHING TOUCHES. TO LEARN MORE ABOUT THIS PROJECT OR FOR A DETAILED ANALYSIS OF YOUR SPECIFIC NEEDS, CONTACT DON DEMPSEY, PRESIDENT AT 257-9000.



Project Architect: WTW

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GENERAL CONTRACTORS BUILDING SUCCESS

# Frequently Asked Questions by Cheryl Towers

## Answers to frequently asked questions (FAQs)

are the coin of the realm this month, so here goes:

### • What is Columns' circulation? Who receives it?

AIA Pittsburgh prints about 2400 copies each month. They are sent to members of the Pittsburgh, Middle PA and NW Chapters, all registered architects in the Chapter's service area, advertisers, the CMU Department of Architecture, policymakers, the media, Contractors and other selected individuals interested in architecture.

### • Why doesn't Columns discuss "hot" topics, e.g. the Fifth and Forbes development controversy, more often?

Because *Columns* is issued on a monthly basis, we cannot respond to news items in a timely fashion. Our copy deadline is six weeks in advance of publication, so by the time we generate an article, the ground has shifted. In addition, any article or column in the magazine that reflects an official Chapter position must be developed and ratified by the Board. Consequently, it's generally more effective for the Chapter or individuals to address these kinds of topics through opinion pieces in the daily print media where architects can reach many more readers in a timely fashion.

We are trying, however, to use *Columns* as a tool for helping people understand the development process and how that process can be improved. This month's featured article, *Remaking the City: A Case Study*, is one example.

### • How do you make editorial decisions?

An editorial schedule is developed several months in advance by the editor and discussed by staff and the Communications Committee. There is often a theme covering several issues, and this will drive the lead story. Staff, the Committee, and readers suggest other stories. We try to strike a balance between issues that appeal specifically to architects and stories that have a broader interest. All stories help to showcase the profession to our readership.

### • How do I know what topics will be in future issues?

We usually provide a list of Upcoming Issues in the back of the magazine with submission deadlines. A more complete version of the editorial schedule is available by contacting either the editor or Joan Kubancek at the Chapter office. However, be aware that stories are frequently shifted among issues or changed for a variety of reasons.

### • How do you decide what goes on the cover?

The cover image is usually taken from the lead story. Often, it's a matter of deciding which available image is strong enough to carry the cover position. We also try to balance representation on the cover among firms, types of projects, geographic area, etc.

### • What is the role of the Communications Committee?

The Communications Committee is an advisory group that meets monthly and reviews the editorial schedule with the

editor and staff. Committee members suggest story ideas, discuss possible approaches to topics, report news leads, offer other ideas and suggestions, serve as a sounding board and sometimes contribute to the magazine by writing book reviews and other content.

### • May I write for Columns?

We encourage members to contribute to the magazine. If you have story ideas, contact the editor to gauge interest and discuss guidelines. Because the magazine is published by the AIA, articles by AIA members are given preference.

### • How do I contribute information to Columns?

General information such as press releases and announcements for the news page, calendar, continuing education opportunities, and breaking ground should be sent to *Columns* at the Chapter office. Fax to 412-471-9501 or email to [aiapgh@aiapgh.org](mailto:aiapgh@aiapgh.org).

### • Do you ever run reprints of articles from other publications?

Rarely. If you have written or read an article that you think would be of particular interest to our readers, bring it to our attention and tell us why. While it is unlikely that we will reprint it, we may reference it on the news page.

### • How can I be a dossier subject?

You must be an AIA member to be a dossier subject. Contact Joan Kubancek at the Chapter office, and she'll send you a dossier form.

### • What if I'm a Middle PA Chapter member?

You're encouraged to submit to *Columns* just as Pittsburgh Chapter members do.

### • How can I find out about advertising in Columns?

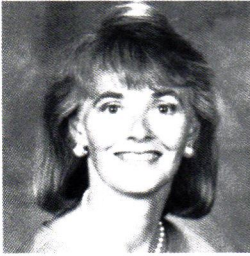
Call the Chapter office for a rate sheet and various advertising and listing options. Because *Columns* is read by nearly every architect in the region, it's a great place for contractors, engineers, and suppliers to be noticed. Call 412/471-9548 for more information.

### • Why isn't Columns on the website?

The website currently features information that is time sensitive and/or of a database nature. In addition, *Columns* is an important marketing tool for the Chapter and goes to many readers who would probably not visit the website. The magazine provides exposure for members by existing in a print format that can be passed on to others and left in public areas for casual viewing. It is possible that *Columns* may be posted on the website in the future.

### Does every AIA chapter publish a magazine?

Most chapters send out a newsletter of some sort, but only a very few publish in magazine format. *Columns* debuted in 1987. (See p. 12 *Benchmarking the Chapter* for more comparisons to sister chapters.)



*We try to strike a balance between issues that appeal specifically to architects and stories that have a broader interest.*

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**On the cover:** South Side Works (left) and Pittsburgh Technology Center (right) sites prior to construction of the Parkway East and current re-development. Photo courtesy of the Pittsburgh Department of City Planning.