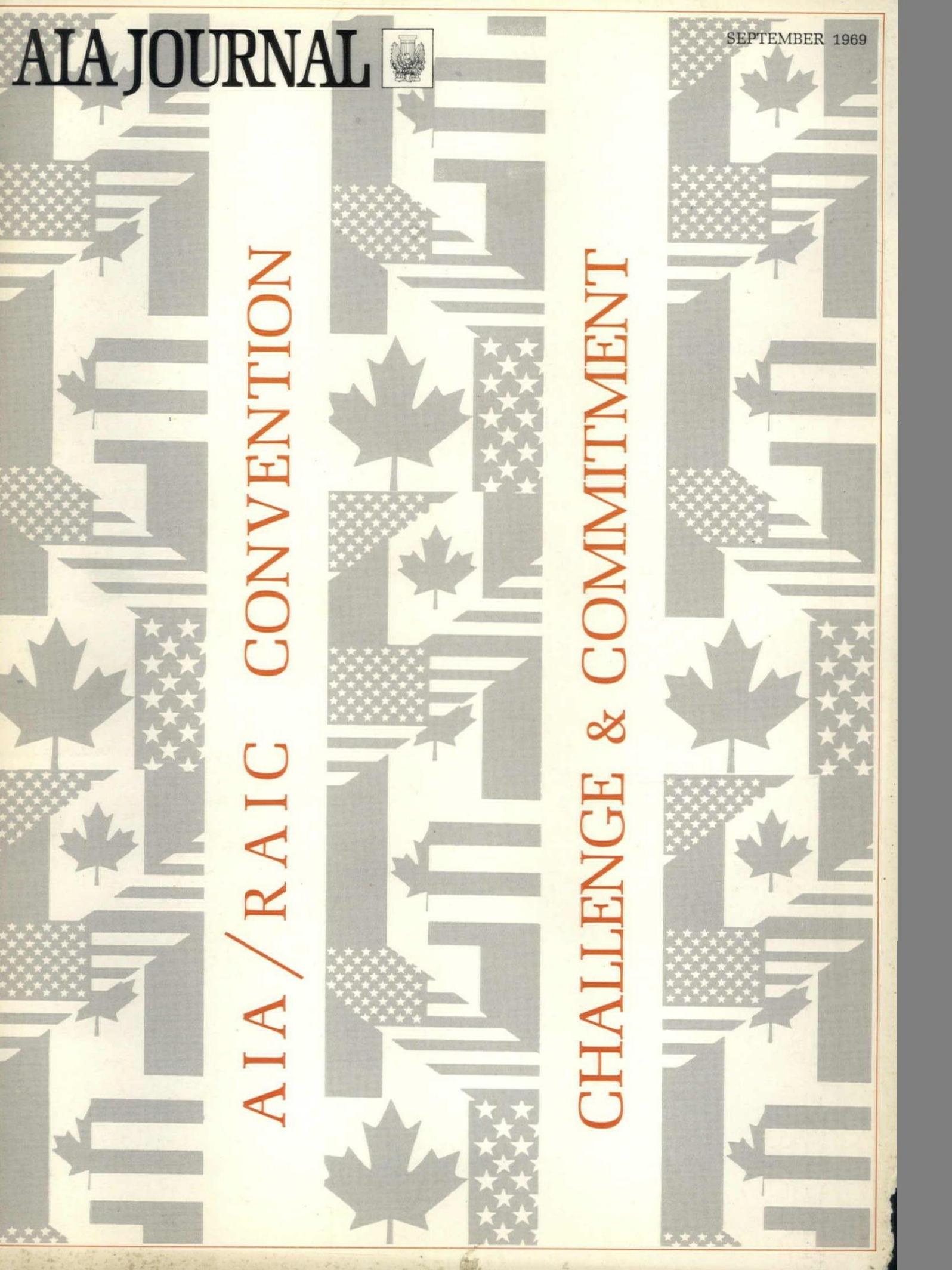




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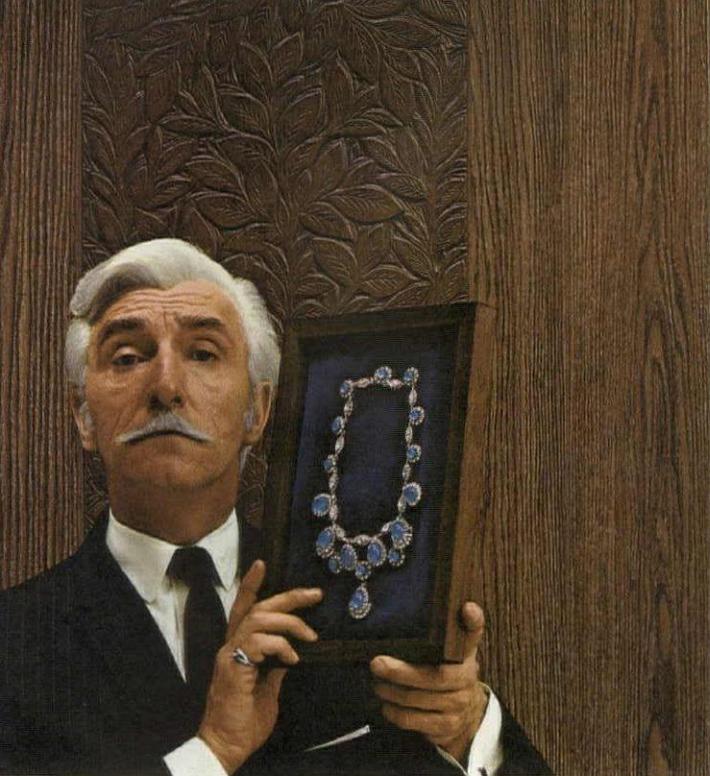
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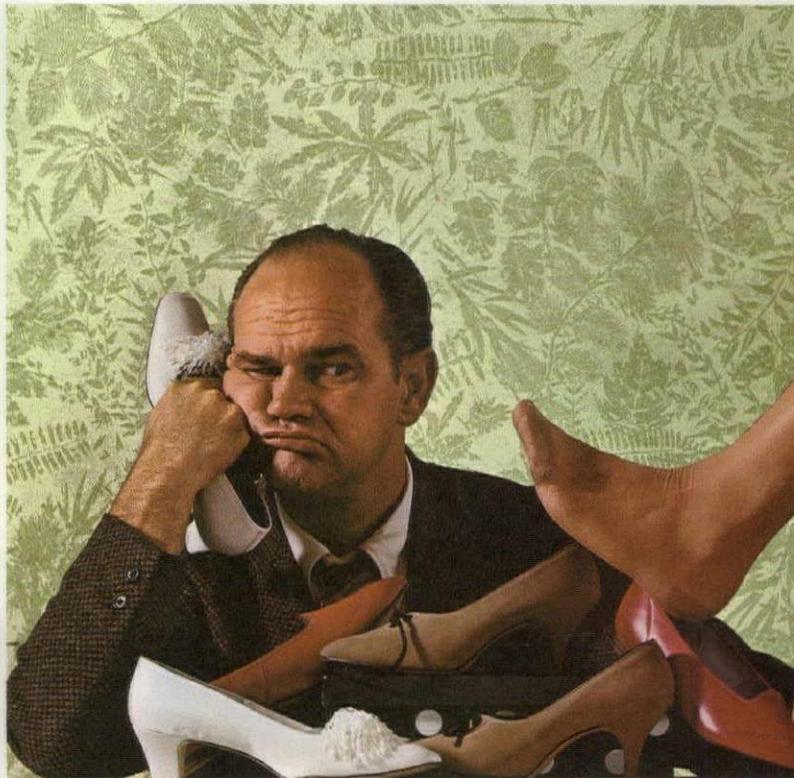
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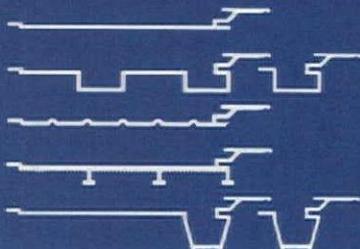
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# Asides

**Next Month:** So much is being said these days about the new breed of architect. Four articles will discuss his attitudes and aims—and his education. He is found errant in one presentation, advised to take a more evolutionary route in another. A third seeks to explain him, and says a good deal about the old breed, too, and the fourth discusses a Harvard switch from studio simulation to the “real world.”

Also in October: a sketchbook devised to help stimulate interest and a program of action toward thoughtful urban design goals in national policy; an in-depth review of *Ekistics*, the monumental latest work of Doxiadis; and a portfolio of award-winning medical clinics.

**Swan Song:** George E. Kassa-  
baum's “last official observation”  
was geared to the future and not to  
the past. Three of his quotes:

- “It is . . . a time when many others are offering to lead. In such a time, the goals of all self-appointed leaders need examining, and this alone will hold the key as to whom is heard and to whom is given the opportunities and the responsibilities of leadership.”
- “Today, much of the public must feel that no one cares, and this creates a vacuum or an opportunity, depending on how you look at it.”
- “Our profession needs more brave men with convictions; it does not need more timid friends of architecture.”

**A Look Ahead:** The newly elected head of the Canadian architects, William G. Leithead of Vancouver, stated this goal: “If any one thing will dominate my year as president of the RAIC, it will be my intention to knit together the homebuilders, the specification writers, the engineers, the structural men, the service trades and the architects into a cohesive, functioning organization which can speak with one voice and make improved efficiency its major target.”  
R.E.K.

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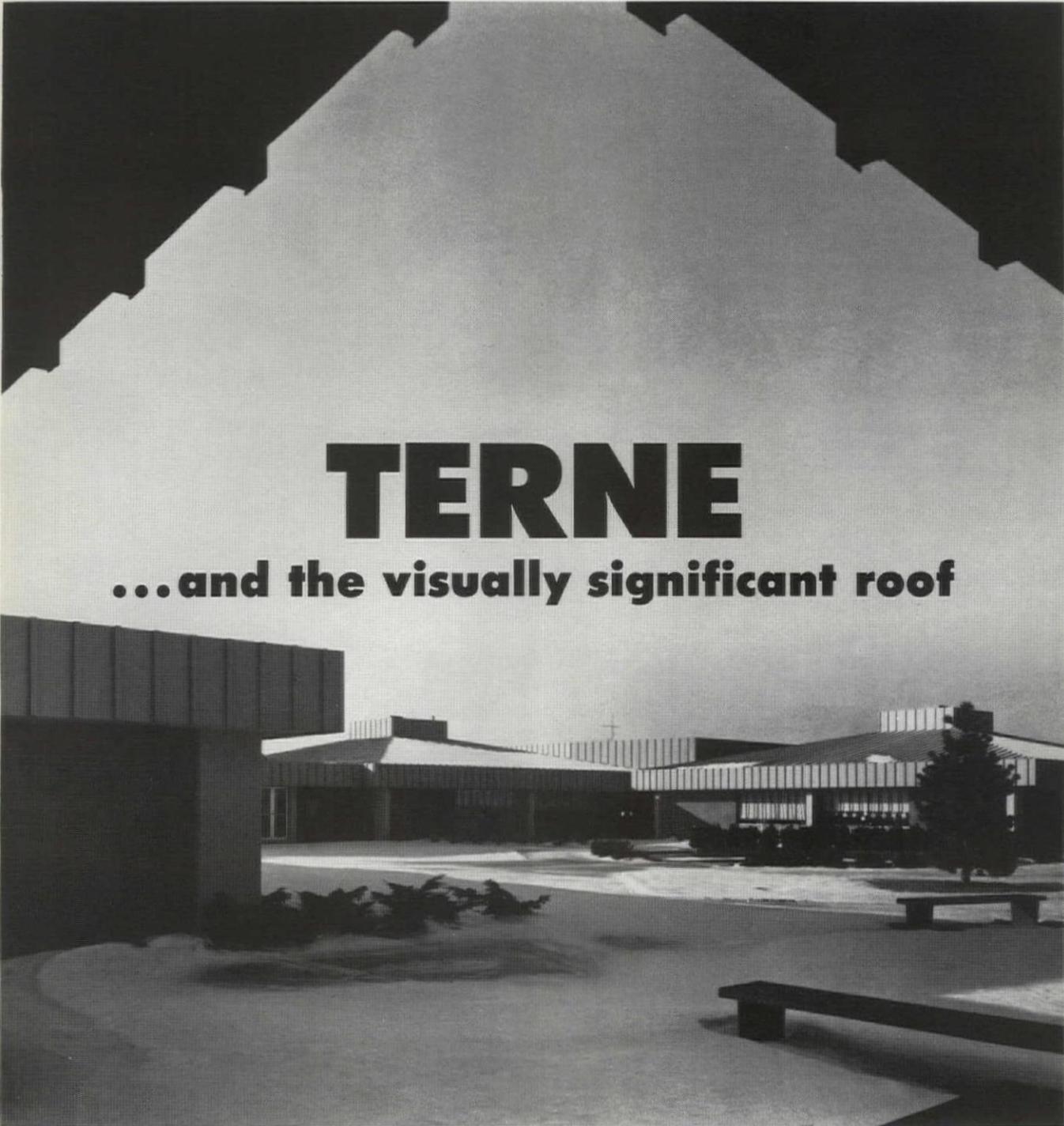
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# Newslines

## Presidential Plan Proposes Spending of \$10 Billion Over 12 Years for Transit

With little if any thought given to the disruptive impact that was to be inflicted in US cities, the nation 13 years ago embarked on a massive interstate highway program. Now, as it turns toward urban transit, the same narrowness of view crops up again.

Or so a reading of the President's transportation message to the Congress would suggest. Mr. Nixon, who last month proposed a 12-year, \$10 billion transit program, made no mention of the urban shaping or reshaping aspects of transit.

It was still another alleged deficiency that Congressional pragmatists seized upon, however, this, the failure of Mr. Nixon's proposal to provide for a trust fund. Instead, the program's funding was left to Congressional appropriations—"the shoals on which many an excellent federal project has foundered," said one senator.

The President recommended financing his program—\$9.5 billion for capital improvements and \$500-million for research and development—under "contract authority which, in the view of Transportation Secretary John A.

Volpe, a trust fund advocate, "would do the job as well."

"To establish this program," the President said, "I am requesting contract authority totaling \$3.1 billion for the first five years starting with a first-year authorization of \$300 million and rising to \$1 billion annually by 1975.

"Furthermore, I am asking for a renewal of this contract authorization every two years so that the outstanding contract authorization will never be for a shorter period than three years."

But some members of Congress expressed uncertainty over the approach of Mr. Nixon and termed the trust fund a more reliable funding device. The monies the President would have appropriated from the general fund would start to flow with the 1971 fiscal year beginning next July 1.

There was also criticism over the program's magnitude. Rep. Edward I. Koch (D-N.Y.) one of 105 authors of a House transit bill with provision for a trust fund, credited the President with at least having recognized the need, but ventured:

"After having spent \$25 billion to take two men to the moon, with plans for sending a few more men to Mars in the next decade at a cost of another \$40 billion, President Nixon now proposes that we spend only \$3.1 billion in the next

five years for public transportation to take care of the needs of our country's 200 million people."

The President himself made a moon reference, concluding his message with the observation that "the nation which has sent men to the moon would demonstrate," with the enactment of his program, "that it can meet the transportation needs of the city as well."

## Britons Vie to Design AA Building in London

The London-based Architectural Association is conducting a two-stage competition among United Kingdom architects for the design of a new building in South Kensington which it will share with the AA School.

Stage 1, which closes Oct. 31, has this as its goal: "A competition of ideas on a broadly written brief, setting down the objectives and method of functioning of the association and its school. This stage should result in a statement of overall spatial organizations within the limits of the site and available finance."

Competitors in stage 2 will have from the first of February until the end of May for "the development of the overall conception into a design scheme."

The director of the AA is 36-year-old Roger Cunliffe, former associate with Robert Matthew, Johnson-Marshall & Partners, who worked in Chicago on university and urban renewal projects from 1961-63. In the spring of last year he returned to the Windy City as visiting critic at the University of Illinois Circle Campus.

Among the association's activities is the publication of the AA Quarterly which, since the end of 1968, has replaced *Arena*.

## Social Action Proposals To Go Before AIA Board

The Institute's Task Force on Social Responsibility this month will submit to the AIA Board of Directors a set of proposals that were to be first put before national civil rights leaders.

The proposals, undergirded by the social involvement actions

*Continued on page 14*

## A Summer of Loss — First Gropius, Then Mies

The summer of 1969 closed out an epoch, the age of Wright, Le Corbusier, Gropius and Mies van der Rohe.



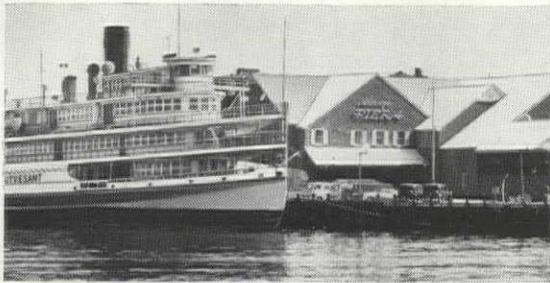
Ludwig Mies van der Rohe

Frank Lloyd Wright died in 1959, Le Corbusier in 1955 and Walter Gropius this past July 5. Then, only six weeks after Gropius' death, the last of what were perhaps this century's four most influential architects, Ludwig Mies van der Rohe, was dead at the age of 83.

It was Mies who in 1930 succeeded Gropius as director of the Bauhaus, only to have to close the school because of Nazi pressures three years later. In 1937 he emigrated to the United States, in this country following to the end his famous dictum that "less is more."

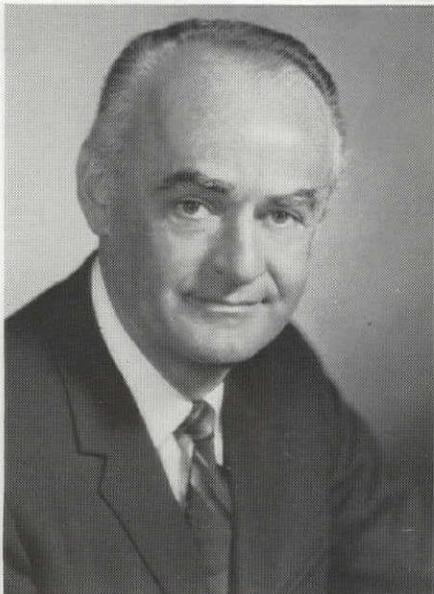
Mies, word of whose Aug. 17 death reached the AIA JOURNAL at presstime, was a Fellow of the AIA and in 1960 received the Institute's Gold Medal. "Without clarity," said he characteristically on that occasion, "there can be no understanding."

## The place:



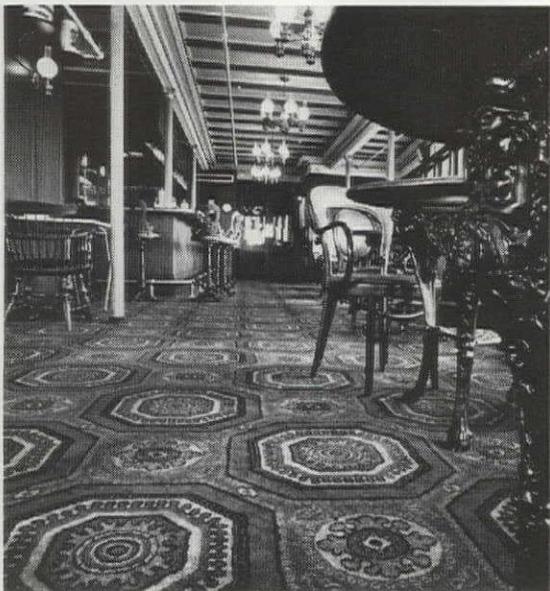
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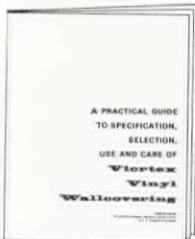
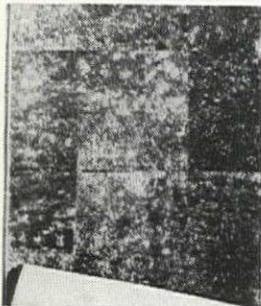
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taken at the June convention, were prepared in draft form last month following two meetings of the task force. They were to be presented to the civil rights leaders at a meeting in Washington, D.C., tentatively scheduled for early this month.

Reactions and recommendations obtained at the Washington meeting were to be considered for incorporation in the finished presentation to be made to the directors at its Sept. 24-26 meeting in Santa Fe, N. M.

At its most recent meeting the task force erected the first communications bridge between the National Technical Association, an organization of black architects, planners and engineers, and the AIA. Two members of NTA—both of whom are also members of AIA—took part in the development of action proposals following up on the social involvement resolutions adopted at the Institute's Chicago convention.

Among these resolutions was the \$15 million proposal of the Association of Student Chapters/AIA, a resolution which in addition called for the expansion of the task force to include student members. This has been done.

The task force proposals are being made independent of their financing. It was explained that the task force is not concerned with how the money is raised—believing this to be a matter for the AIA board—although it is very much aware that the quality of the proposals it presents will have much to do with the success of fundraising.

## Arson Ruled Out at Yale; Cause Is 'Undetermined'

A six-week investigation of the fire at Yale University's School of Art and Architecture has failed to find any evidence of arson.

In his official report, the New Haven, Conn., fire marshal, Thomas F. Lyden Jr., said that after "a thorough investigation, I must rule the cause of this fire is 'undetermined.'"

Fire broke out in the seven-story, award-winning building by Paul Rudolph, AIA, early in the morning of June 14. Although it ravaged the structure, no lives were lost.

"With the assistance of the New Haven Police Department, Yale campus police and university offi-

cial at all levels, I have not come forth with evidence that arson was directly involved. There is a possibility that a person or persons may have unknowingly contributed to the start of this fire; however, investigation . . . has not brought forth evidence to substantiate this," according to the report.

The report says investigators found indications that the fire originated on the fourth floor, one of the main working levels for architectural students, with the combustible materials usually found in such classrooms.

The academic semester had ended earlier in June, but it is normal for a number of art and architectural students to remain in New Haven to complete projects or take on special summer jobs.

The suspicion of arson gained credence because of controversy that had centered around the professional school concerning its autonomy as part of the larger university and its admission policies. Several protest demonstrations were staged by students and faculty members before the end of the spring term.

## Architecture Schools Share \$270,000 in Arts Grants

Nine schools of architecture and design each will receive from the National Endowment for the Arts matching grants of \$30,000 to undertake environmental design projects in their respective regions.

Grants totaling \$30,000 also have been awarded to two individuals for 1969.

Meanwhile, the 1968 report indicated that while the \$8.6 million allocated for the overall program, which includes all aspects of the arts, was far below the authorization recommended by the House Committee on Education and Labor, it did stimulate contributions exceeding \$27 million from other sources, both private and public.

The current recipient schools and their projects, to be conducted by a team of faculty, students and outside experts:

- Institute for Architecture and Urban Studies, New York City, to study the design potentials of the city street as a fundamental urban open space
- University of Minnesota, Minneapolis, to study alternative forms of suburban growth
- University of Notre Dame, South Bend, Ind., to study new forms of

Continued on page 20

# Architectural Triumph. Cast-in-place and precast in white. MEDUSA WHITE.

The aesthetic Garden State Arts Center is an architectural as well as construction triumph.

Eight main columns with a flavor of Rome, the post-tensioned circular box girder, the compression and central tension rings were all cast-in-place of Medusa White.

And 254 roof slabs in 56 pie-shaped sections were all precast of Medusa White.

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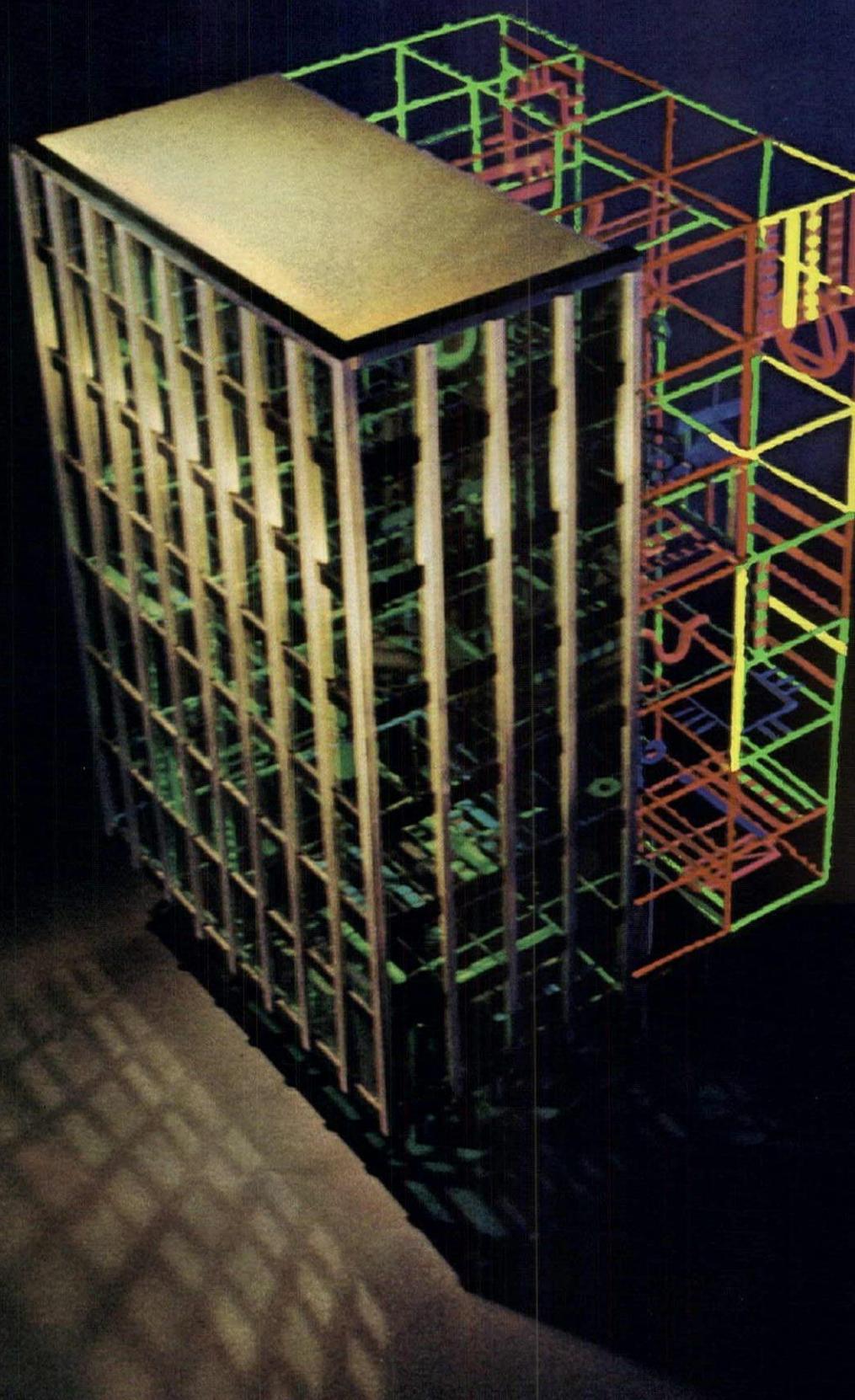


GARDEN STATE ARTS CENTER, Holmdel, N. J.  
Architect: Edward Durrell Stone, New York, N. Y.  
Structural Engineer: T. Y. Lin & Associates, New York, N. Y.  
Gen. Contractor: Sovereign Construction Co., Ltd., Fort Lee, N. J.  
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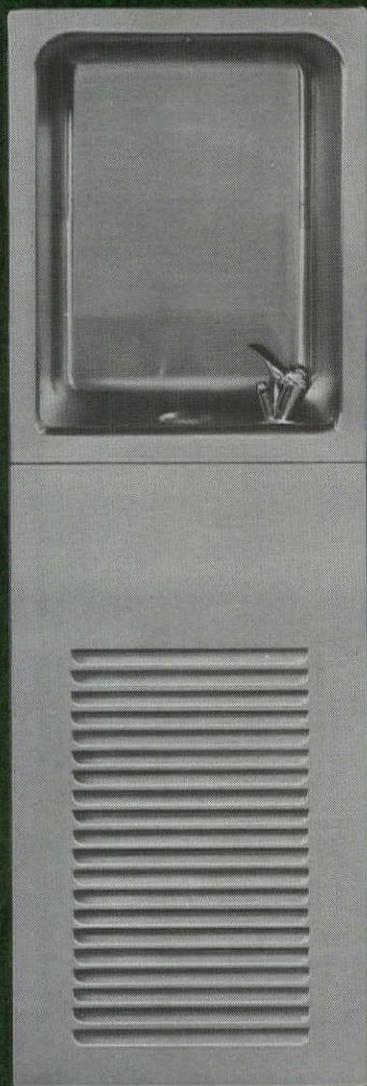
Your challenge is his challenge.

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*Haws makes a better-looking drink of water.*

Circle 235 on information card

## Newslines from page 14

land use resulting from advanced scientific and technical information in geology

- University of Pennsylvania, Philadelphia, to pursue advanced studies in ecological analysis and regional design

- University of Southern California, Los Angeles, to design a new town in a mountain valley, utilizing new methods of design analysis and synthesis

- University of Tennessee, Knoxville, to design a hypothetical transportation town which will serve the future transportation needs of the small towns in the eastern part of the state

- A \$23,000 grant has gone to Gabriel Gutkind at the University of Pennsylvania to assist in preparing for publication the last five volumes of an eight-volume series entitled International History of City Development, written by the late Prof. Erwin A. Gutkind. Dean John Eberhard of the School of Design, University of Buffalo, will receive \$7,000 to prepare the basic research for a book on the potential applications of "new technologies" on environmental design.

- Massachusetts Institute of Technology, Cambridge, to assist a ghetto-design training program in which ghetto talent will be sought and developed

- Tulane University, New Orleans, to further investigate the design possibilities for the Vieux Carré riverfront expressway in New Orleans

- University of Kentucky, Lexington, to investigate methods of strip mining that leave landscape intact for alternative developments.

## Expanded Programs Keep Students in School Longer

If any trend is discernible in education for architecture and related disciplines it is that the learning process is lengthening, widening and ascending to the doctorate level.

Princeton University, for example, in announcing a change to the School of Architecture and Urban Planning, has established a program of graduate studies leading to a Ph.D. degree in urban planning. It parallels an existing Ph.D. in architecture.

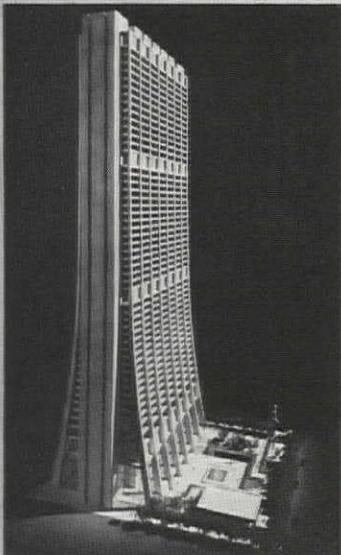
The school also will be developing Master's Degree programs in urban studies in cooperation with

Continued on page 26

CJ-90

CJ-300

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**There's a new dimension in design on the horizon... and "new dimension" door hardware to meld perfectly. From Glynn-Johnson.**

Bold, new plans, new building materials, new techniques, and new architectural concepts have produced marvels of construction beauty and function. And new and exciting challenges to suppliers' design and engineering facilities.

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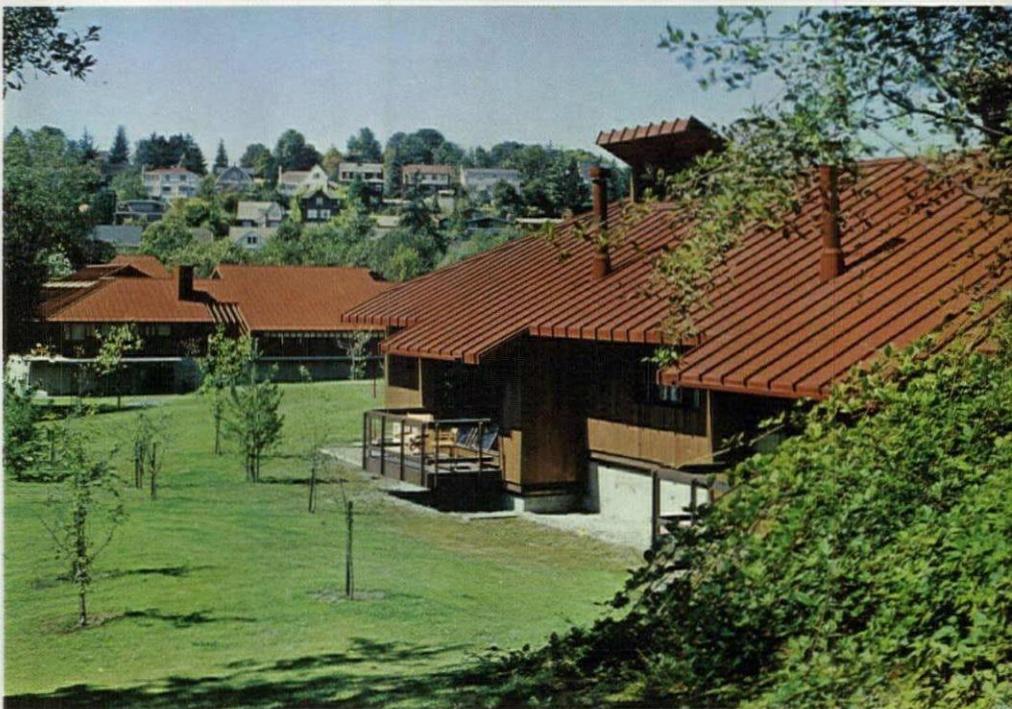
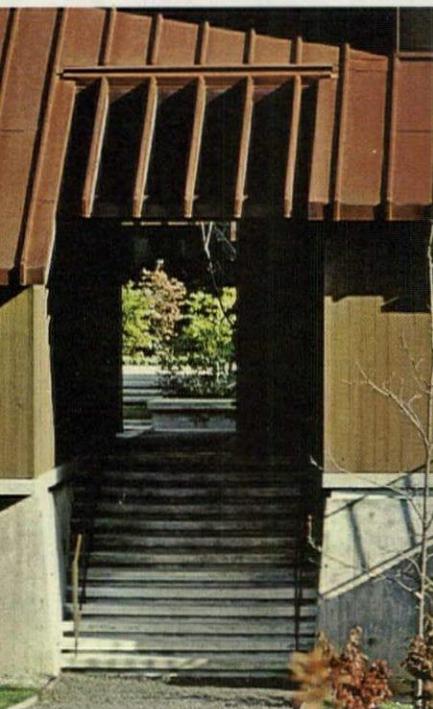
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CJ-70



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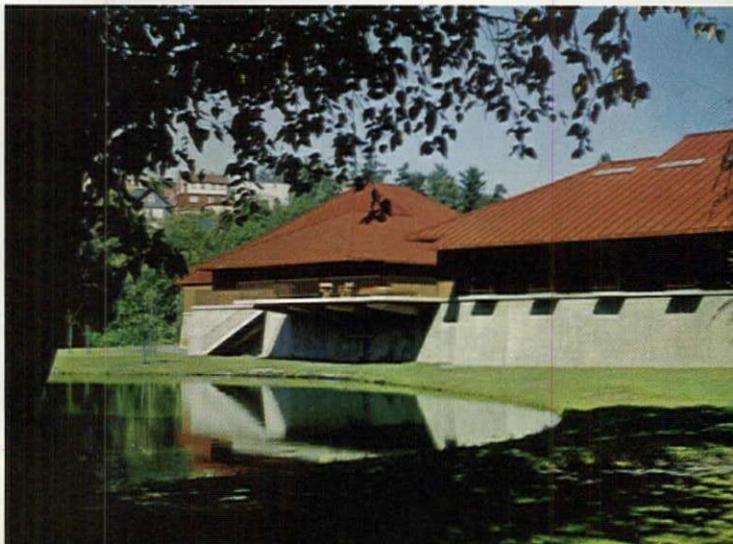
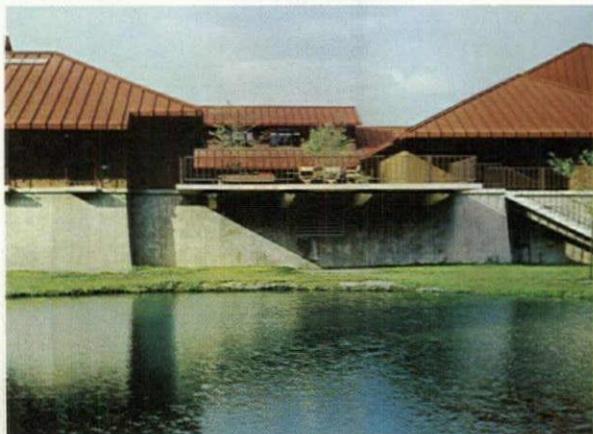


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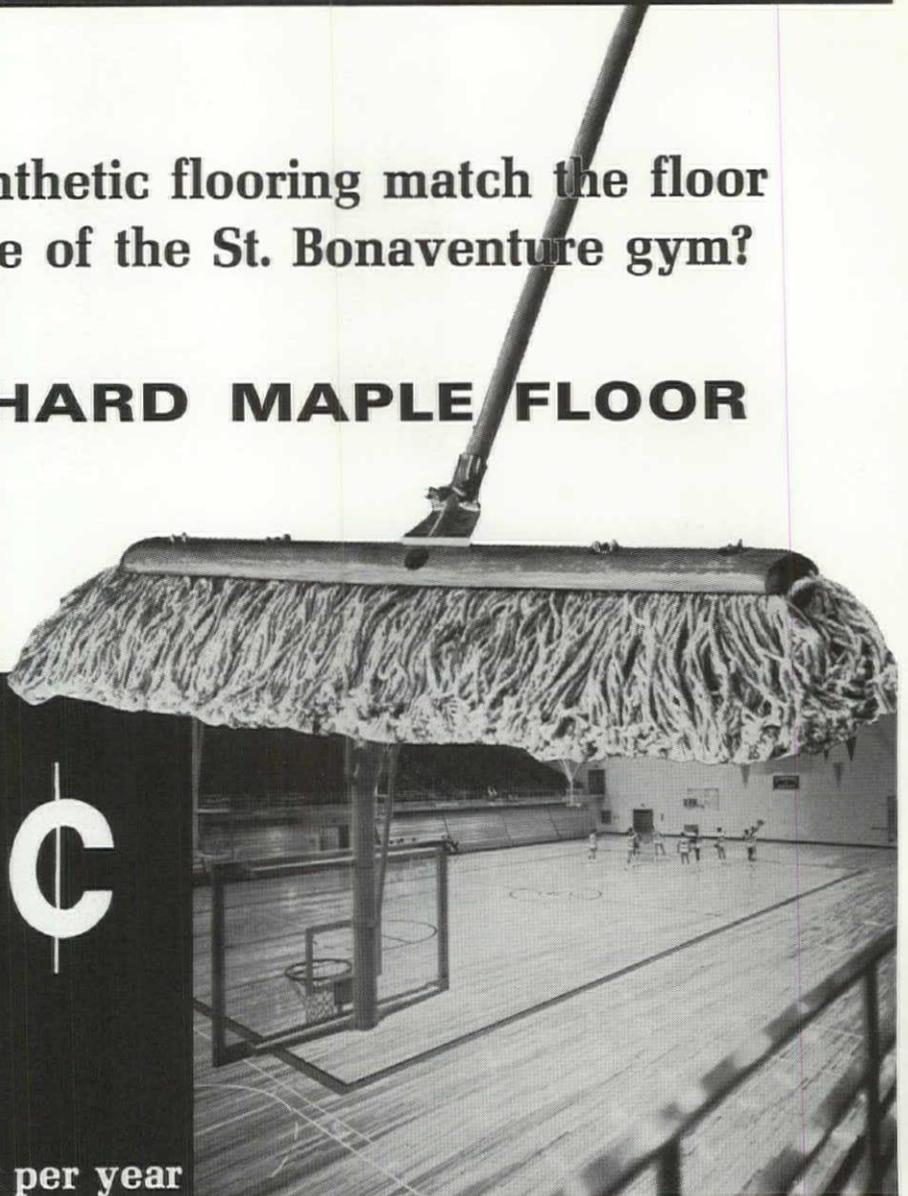


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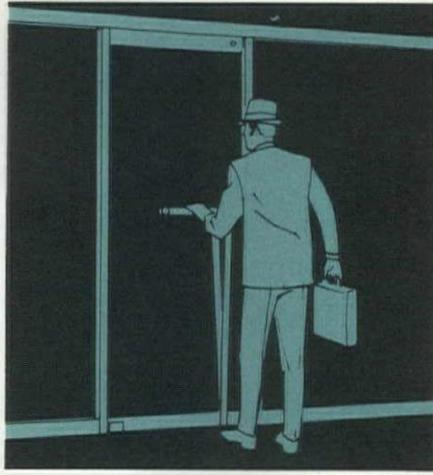


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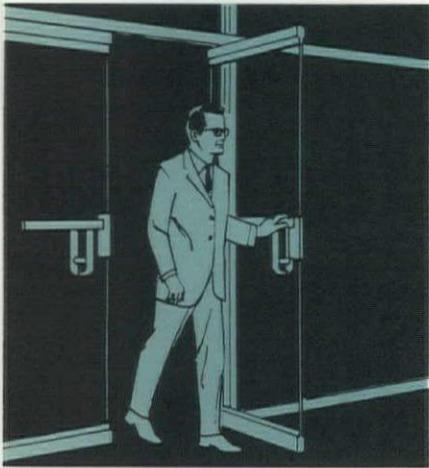
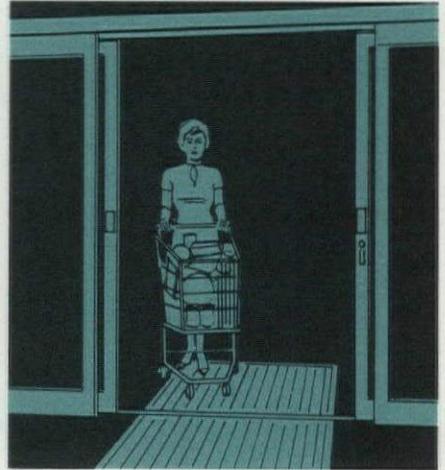
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Princeton's Woodrow Wilson School of Public and International Affairs.

The University of Michigan will offer a Doctor of Architecture starting this fall. The College of Architecture and Design is moving from a five-year to a six-year program and is making its own Master of Architecture degree the first professional-level degree. Formerly that degree was offered by UM's Horace H. Rackham School of Graduate Studies.

The City University of New York is now providing advanced training in environmental psychology as part of the doctoral program in psychology. Three major settings are emphasized in both research and teaching: the general urban scene, the school and the psychiatric hospital.

Other schools which have gone from five-year to six-year programs include the University of Southern California and the University of Illinois at Urbana.

Things have been happening elsewhere, too. Among them:

• Pratt Institute has established a Department of International Pro-

grams, with Olindo Grossi, FAIA, as director. He also has been appointed Dean Emeritus of the School of Architecture.

A major project already is underway in the new program — the planning and execution of a large housing development, Reunion City, near Tel Aviv, Israel.

• Rice University's School of Architecture is about to begin a two-year graduate program in urban design.

• Yale University is offering a studio workshop in its School of Art and Architecture which focuses on the actual problems faced by Yale and New Haven.

In addition, experiments in a new art form — that of "programmed environments" which link art and technology — are being expanded under a new program supported by a \$10,000 grant from the Graham Foundation in Chicago.

• Carnegie-Mellon University has established an Institute of Physical Planning to study relations between the man-made environment and human needs.

Open to Ph.D. candidates in the Department of Architecture and the School of Urban and Public Af-

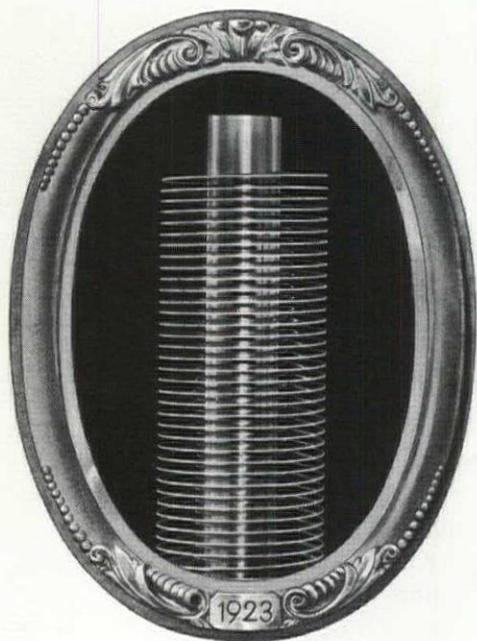
fairs, the institute is being directed by Charles Eastman, formerly a professor with the university's Architecture and Computer Science Departments.

Carnegie-Mellon also has named Delbert Highlands to head the Department of Architecture, succeeding Paul Schweikher who has been on leave for the past year and has since retired from the faculty to devote time to additional architectural practice.

• The University of Notre Dame will inaugurate a foreign studies program in Rome this fall with 47 architectural and art students residing at the Hotel Raganelli, about four miles from the city center where studio facilities will be located.

Chairman Frank Montana, FAIA, and Prof. Robert J. Schultz, AIA, of the Department of Architecture will teach during the first semester.

• Johns Hopkins University has created a Center for Urban Affairs which will carry on multidisciplinary research and educational training in the problems of urban society and also serve as a consultative resource for action programs, especially in the metropolitan Baltimore area. *Continued on page 30*



## Aerofin's helical wound fin coil is a first generation idea that's still first in heat transfer application

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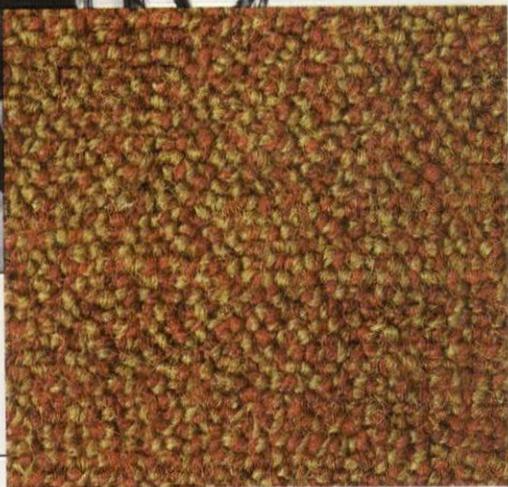
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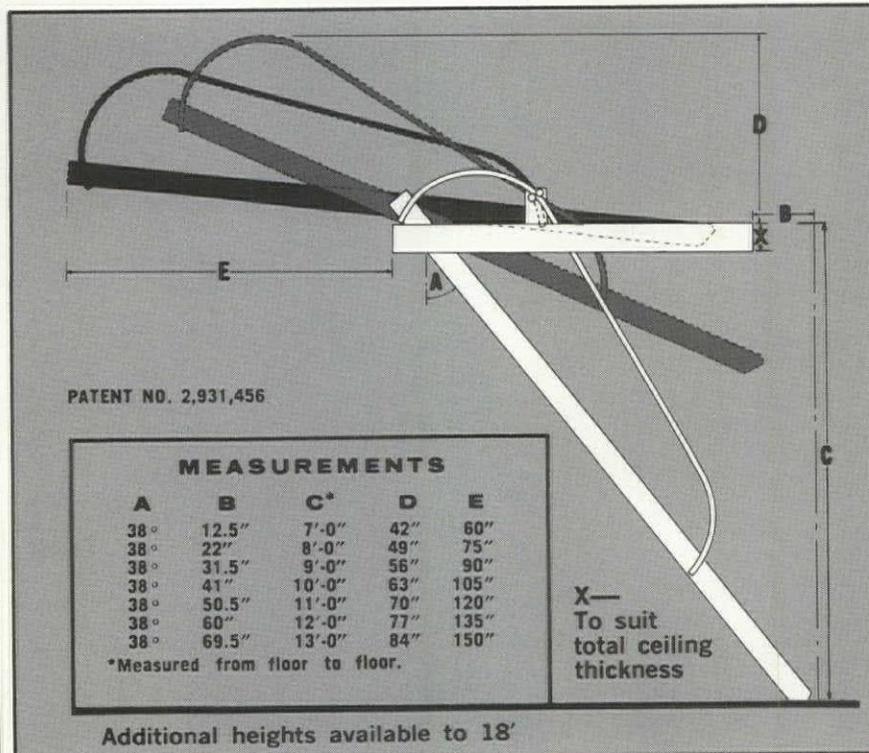
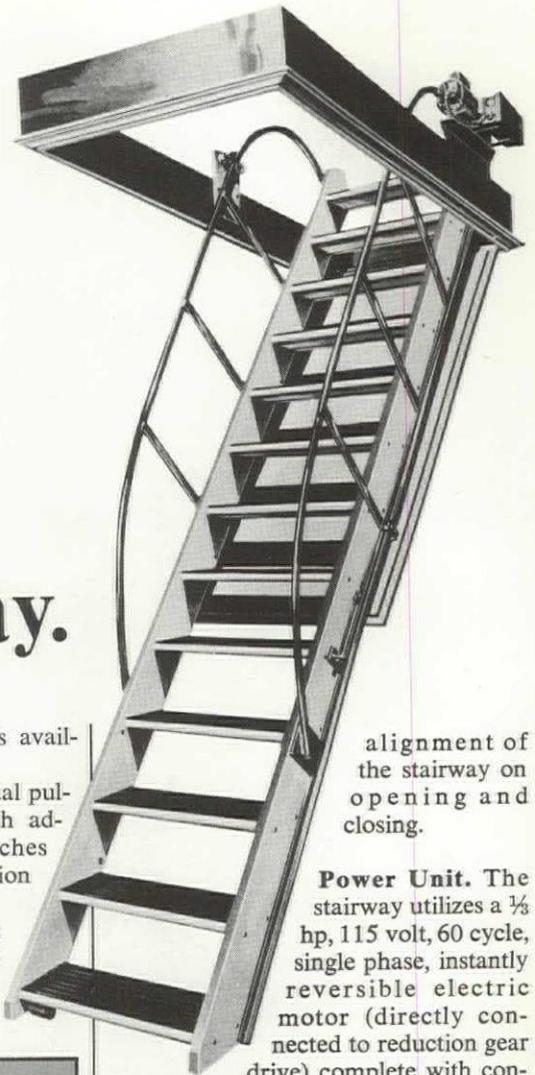
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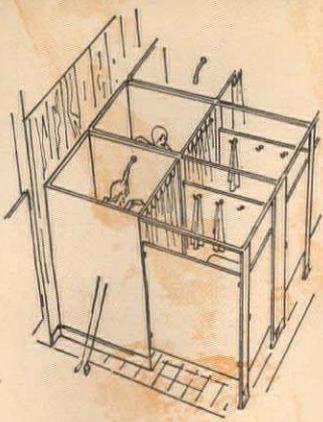
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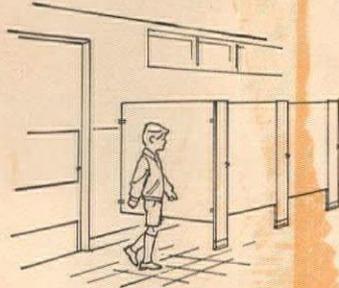


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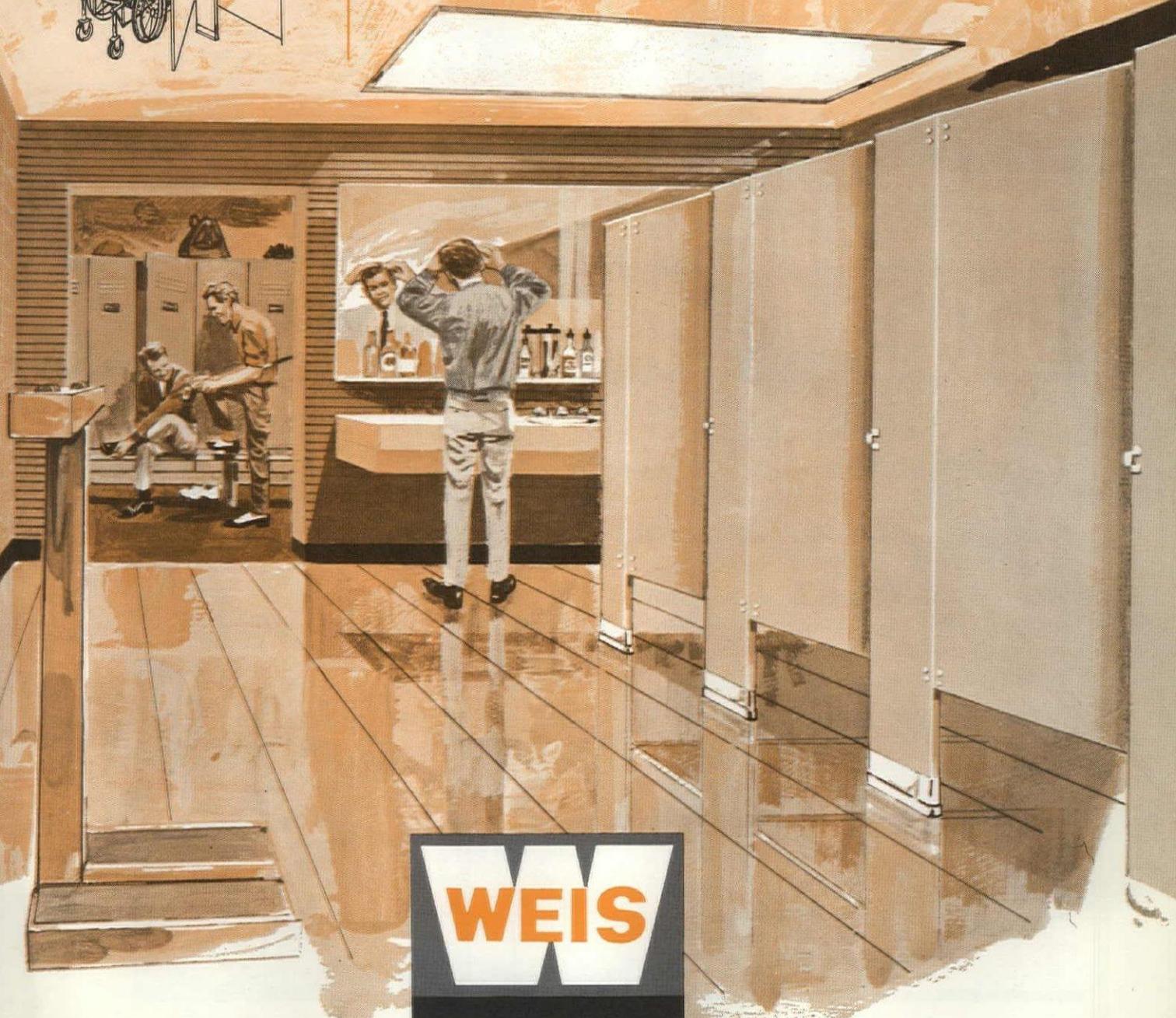
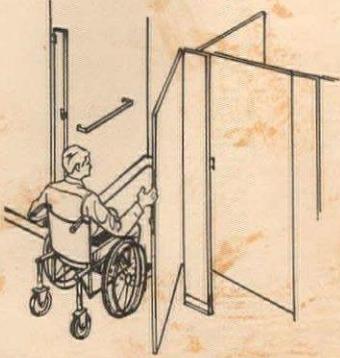
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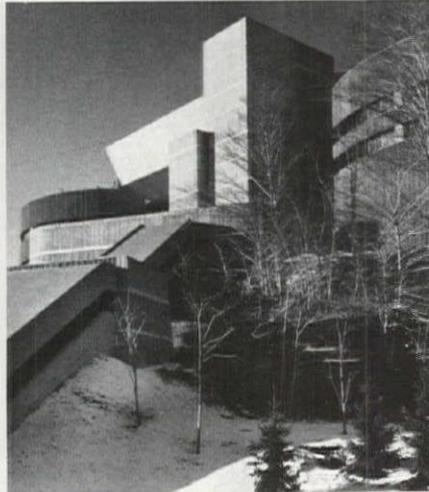
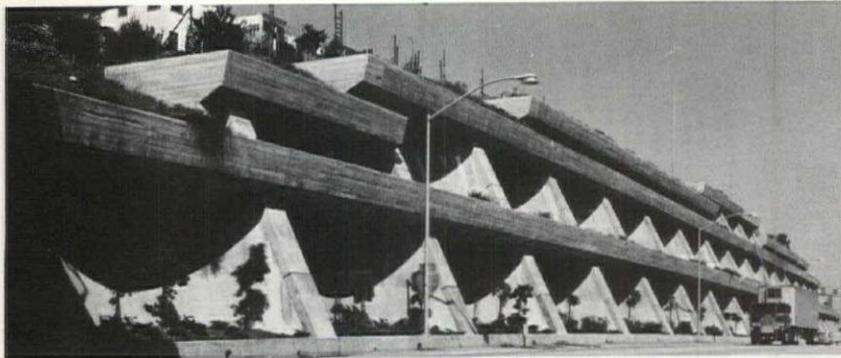
Attracting more than 200 entries from the United States and Canada, the 1969 Prestressed Concrete Institute Awards program has cited a variety of buildings and two bridges among the 12 winners.

Premiated projects include such divergent types as a large city hall, a small bank, an industrial storage building, an electrical substation and a retaining wall in a residential area.

The winners and their architects (unless otherwise noted):

- Ontario Science Centre, Don Mills, Ontario: Raymond Moriyama.
- New Boston City Hall, Boston: a joint venture of Kallmann, McKinnell & Knowles; Campbell, Aldrich & Nulty; LeMessurier Associates, Inc., structural engineers.
- Daniel Reed Library, State University of New York College at Fredonia: I. M. Pei & Partners; Harry N. Cobb, partner in charge.
- Cowell Hall, California Academy

*Continued on page 34*



PCI winners include San Francisco's Potrero Hill Wall (top); prestressed concrete manufacturing plant in Georgia (left); Ontario Science Centre.

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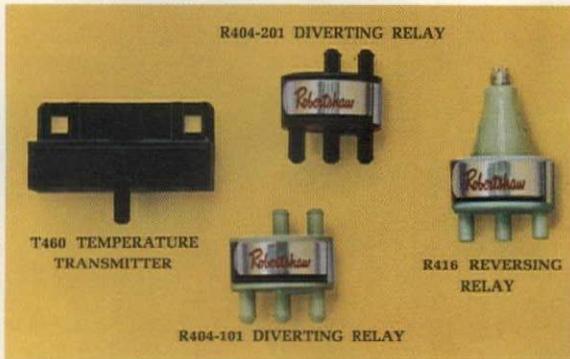


# Robertshaw research tackles rising installation and servicing costs



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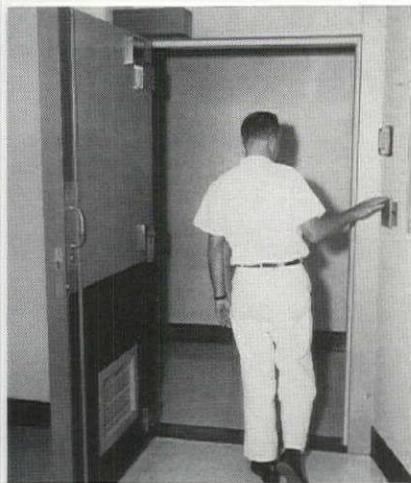
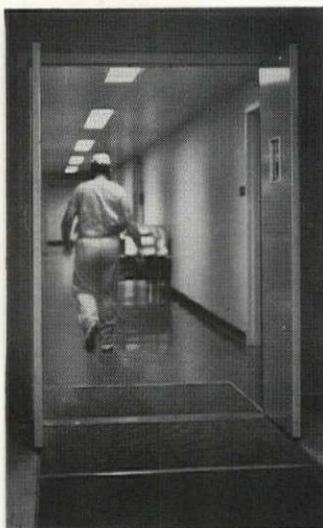
1. Field calibration costs are eliminated. The heart of the new Mark II is a logic module that's permanently encapsulated with diaphragms and air passageways locked in solid plastic —no seals to leak. Levers and pivots are replaced by this module, permitting "unflappable" factory calibration.
2. Long life with real resistance to physical damage. Modern materials ( tough polycarbonate resin, used in outboard motor propellers) are better than metal and won't corrode. The thermostat is permanently welded together, using a revolutionary new ultrasonic welding technique that eliminates the need for screws, rivets or gaskets.
3. Four years of experimentation and field testing have shown that the new controls possess extraordinary performance capabilities. The Mark II responds to temperature changes twice as fast as older pneumatic thermostats. The low mass of the miniature thermostat plus the poor conductivity of the new material does it!

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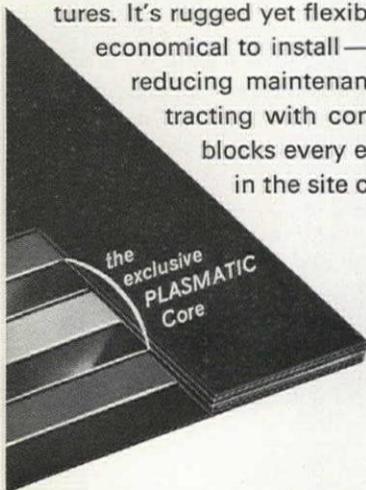


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Circle 262 on information card

Newslines from page 30

of Sciences, Golden Gate Park, San Francisco: Milton T. Pflueger & Associates.

- Port Clinton National Bank, Port Clinton, Ohio: Lawrence-Hawver Associates.
- Prestressed Concrete Manufacturing Plant, Forest Park, Ga.: Graves & Toy; S. Porter Graves, partner in charge, Harry C. Wolf, designer.
- Cement Clinker Storage Building, Lyons, Colo.: Kaiser Engineers, engineers.
- Mill Plain Substation, Vancouver, Wash.: Stanton, Boles, Maguire & Church.
- Lane Sub-Danebo Sub Joint Use Transmission Line, Eugene, Ore.: Eugene Water & Electric Board, engineers.
- Potrero Hill Wall, San Francisco: California Division of Highways, designers.
- Pont Romeo Lorrain Bridge, Notre-Dame-du-Laus, Comte de Papineau, Quebec: Roy, Bergeron, Garipey & Associates, engineers.
- Solleks River Bridge, Jefferson County, Wash.: ABAM Engineers, Inc., engineers.

The five-man jury included three architects: George E. Kassabaum, FAIA, St. Louis, immediate past president of the AIA; Robert F. Hastings, FAIA, Detroit, the Institute's first vice president; and Ray Affleck, Lebonsold, Canada.

**People: Two Architects Are Serving as Mayors**

As a primary project this year, the Texas Society of Architects has undertaken a program to encourage its membership to become actively involved in political and governmental affairs. Apparently the idea is catching on elsewhere, as note these examples:

**Kenneth E. Schwartz, AIA**, administrative department head in the School of Architecture at California State Polytechnic College, is the current mayor of San Luis Obispo. He previously had been on the City Planning Commission for eight years, five of which he acted as chairman.

**James C. Martinelli, AIA**, is serving his third term as mayor of Vienna, Va. Under his direction, the town in 1967 became the first area in the state to have its own municipal Board of Architectural Review.

Martinelli has left private prac-  
Continued on page 40



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tice in Fairfax-Falls Church to become design coordinator for Gulf Reston, Inc., new town developer.

**J. A. McFarland Jr. AIA**, after serving for three years on the Memphis and Shelby County Planning Commission, has been appointed its vice chairman.

**Milton Bischof Jr. AIA**, is one of seven councilmen representing the 900,000 persons living in Missouri's St. Louis County.

Newsmakers, architectural and otherwise, on other fronts:

**Thomas H. Roberts** has been named executive director of the American Institute of Planners, succeeding **Robert L. Williams**. For the past three years, Roberts was director of regional planning for the Metropolitan Washington Council of Governments in the nation's capital.

**Sol King, FAIA**, has been elected to a one-year term as president of the Engineering Society of Detroit, becoming the first architect to head that group.

**William W. Caudill, FAIA**, of Houston has been named one of the 25 charter members of the Academy of Texas, which Gov. John

Connally established before he left office.

**Elmer R. Queer**, director of the Institute for Building Research and professor of engineering research at Pennsylvania State University, has retired with emeritus rank. A colleague, **Louis A. Richardson**, professor of architectural engineering, also has retired after 39 years of faculty service.

**James D'Orma Braman**, Assistant Secretary of Urban Systems and Environment, Department of Transportation, received an honor award for achievement at the National Seminar on Urban Transportation for Tomorrow in Denver. Citations went to **Archibald C. Rogers, FAIA**, of Baltimore, and **Lowell K. Bridwell**, former Federal Highway Administrator.

**J. William Dimmich, AIA**, has left private practice to become Seattle's first director of architectural design and construction.

**Charles Luckman, FAIA**, of Los Angeles is the recipient of the Golden Plate Award from the American Academy of Achievements.

**J. Gerald Phelan, AIA**, of Bridgeport, Conn., was awarded an honorary doctorate from Fairfield

University, where he has designed the majority of the buildings.

**Eliot F. Noyes, FAIA**, of New Canaan, Conn., received a Doctor of Fine Arts from Carnegie-Mellon University.

**Howard R. Lane, AIA**, of Encino, Calif., has been recognized for his role in founding and organizing the Valley Round Table Council, an association of chambers of commerce in the San Fernando Valley.

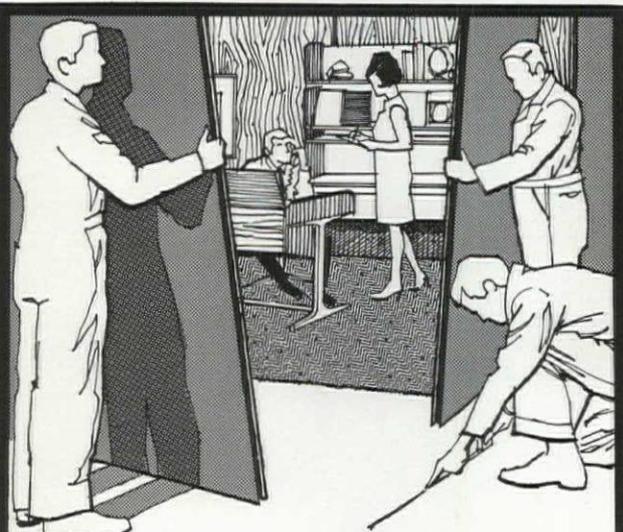
**Daniel Schwartzman, FAIA**, of New York, is chairman of the 1969 R. S. Reynolds Memorial Award for Community Architecture. Completing the jury are **George T. Rockrise, FAIA**, of San Francisco, AIA vice president, and **Jules Gregory, FAIA**, of Lambertville, N. J.

**Beatrice West**, who heads an interior design firm in Deerfield Beach, Fla., has been elected president of the Color Marketing Group, Inc.

### Factory-Built Housing Makes Notable Gains

The growth in the manufactured homes industry continues to accelerate, running 22 percent higher for the first four months of this

*Continued on page 46*



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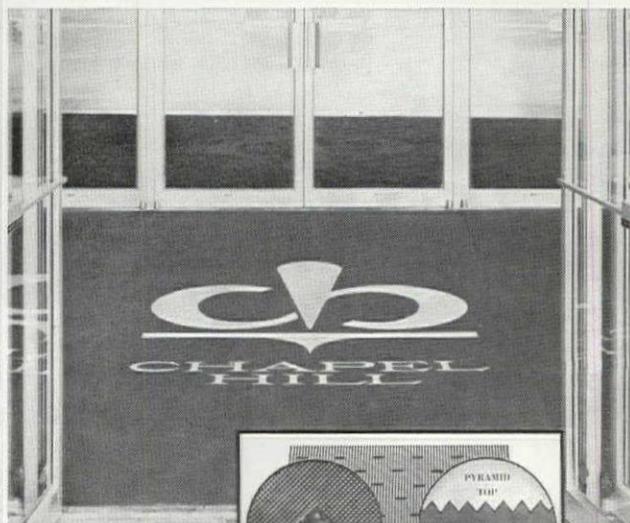
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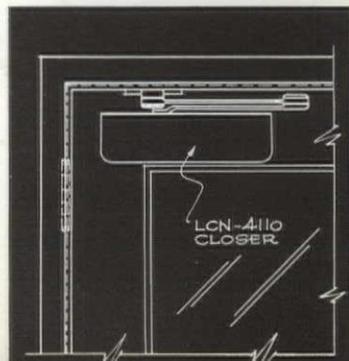


The Cannery, San Francisco, California. Joseph Esherick and Associates, Architects, San Francisco.

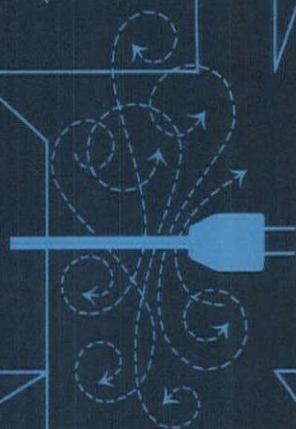
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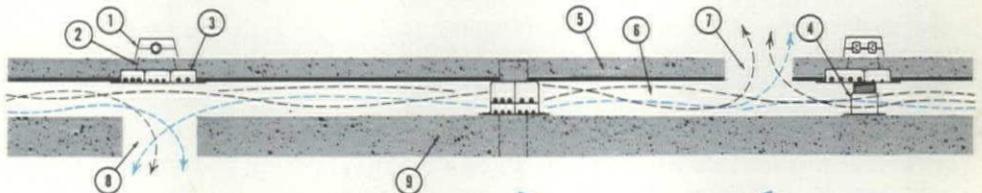


△ L'Enfant Plaza, Washington, D. C. (Office and Retail Center)  
Architect: I. M. Pei & Partners / Structural Engineer: Weiskopf & Pickworth / Mechanical-Electrical Engineer: Syska & Hennessy

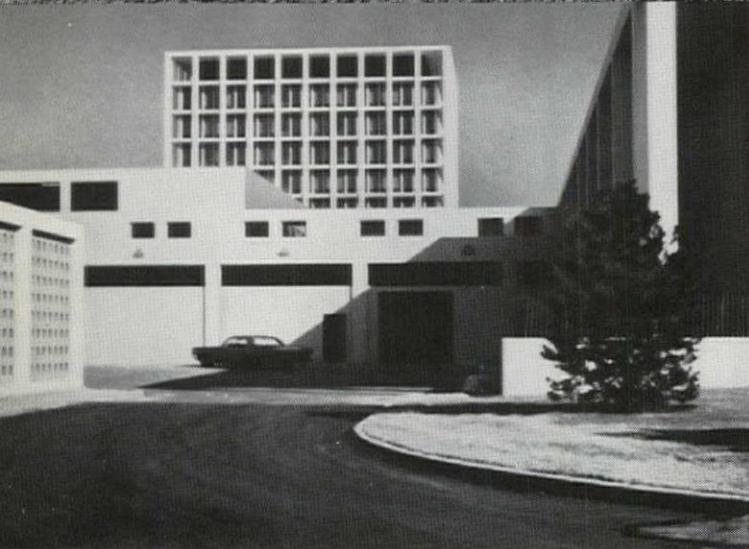
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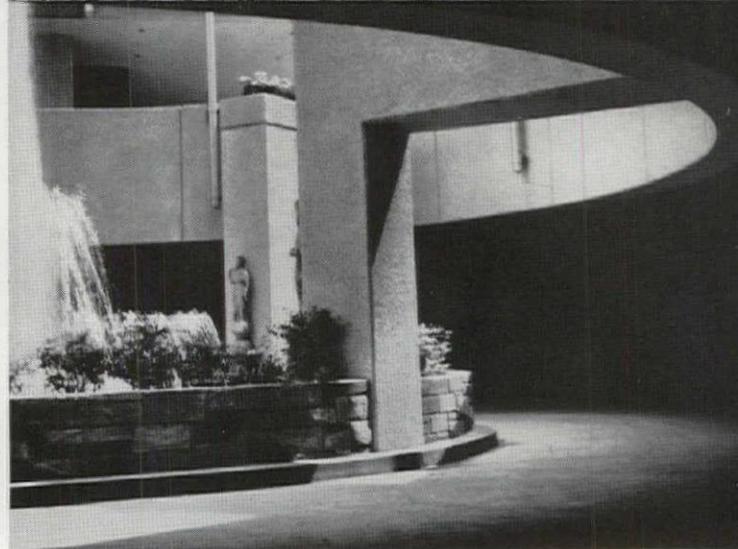
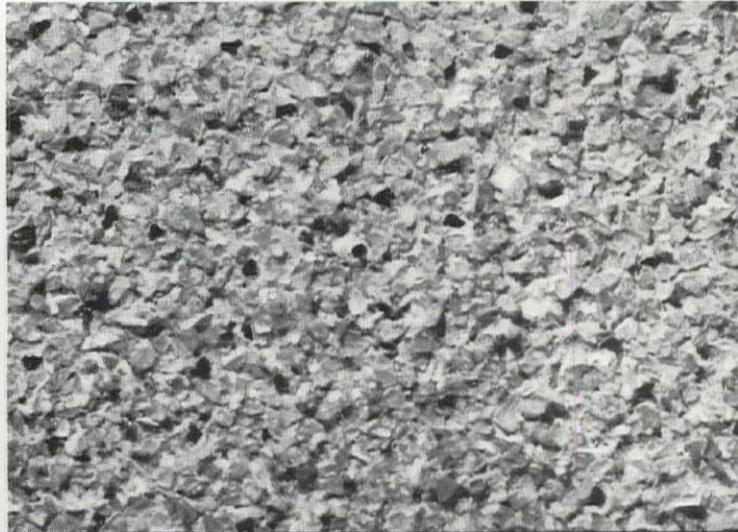
Application: Bostik Textured II on concrete block and poured concrete columns and beams.

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Architect: Schmidt, Garden & Erikson, Chicago, Illinois  
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year over the corresponding period of 1968.

Richard J. Dye, president of the Home Manufacturers Association, said many in the industry showed surprising growth in spite of tight money problems, and that overall growth was well ahead that in housing starts.

Reflecting the rapid expansion of the industry it serves, HMA has moved from the National Housing Center to larger quarters in Washington, D. C.

Don L. Gilchrist, executive vice president of the organization, says that to meet HUD Secretary Romney's "Operation Breakthrough" goals "we need the unrestricted capabilities of the factory producer in order to make the program successful."

## Training Program Created For Disadvantaged Youth

Fifty trainees in cities across the country will take part in an on-the-job program aimed at aiding disadvantaged young people and increasing the supply of technical personnel available to help solve architectural and environmental problems.

The Urban Design and Development Corp., the nonprofit corporation established by the AIA earlier this year, and the Urban League are co-sponsoring the program.

Architectural offices selected to take part in the 44-week training program will be responsible for carrying out the intent of the US Department of Labor's training contract with the Urban League. The letter will recruit and screen the trainees, and UDDC will locate the training slots.

## National Program Sparks 'Business for Beauty'

Businessmen throughout the nation are being encouraged to improve the appearance of their properties under a program co-sponsored by the General Federation of Women's Clubs and Cities Service Oil Co.

One of its key elements is the publication of a 40-page practical guide to landscaping called "The Business for Beauty Idea Book." The guide was inspired by a service station landscaping manual CITGO issued two years ago.

Many of the Federation's 15,000 clubs will recognize local busi-

nesses which institute improvements through the presentation of awards certificates. One business from each community will be eligible for the state competitions in which bronze medallions will be given to the winners.

Nationally, six firms will be honored at an awards presentation scheduled this month in Washington, D.C. Cash grants of \$2,000, \$1,500 and \$1,000 will go to the women's clubs sponsoring the top three entries, with the three runners-up receiving \$500 each.

## Sen. Nelson, Others Underscore Pollution; Single Out Great Lakes

"We are liable to be inundated by our pollution unless we take the necessary steps to protect our natural resources," predicted Sen. Gaylord Nelson (D-Wis.) as he addressed the annual conference of the American Association of Landscape Architects in St. Louis.

Painting a picture of the vast pollution which has overtaken the Great Lakes, Nelson declared that "by the year 2000 we'll be using water in this country at twice the daily supply."

When this situation prevails, he added, some cities will be "laundering their water as much as 20 times a day in order to meet the demand."

Sen. Nelson, who has sponsored numerous conservation measures in Congress and who established initially his record as a conservationist during two terms as governor of his state, warned against the "shortsightedness" of inadequate planning and zoning in the future.

He advocated that advance planning be made a part of future development in the extent that lakes and other "beauty areas" not be turned over to "developers whose only idea is the number of lots they can get out of each tract."

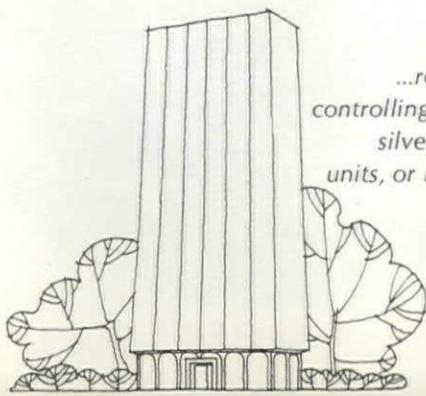
The Senator said he particularly referred to areas around lakes where, he admonished, "cluster development" be kept away from the main shoreline. "As it is being done now," he added, "the shoreline of virtually every lake is being ringed by cottages with seeping septic tanks, while trees are being cut away and docks are being erected by the score to accommodate motorboats for lakes that can be rowed across in 10 minutes."

In much the same vein at the ASLA conference, David Brower of San Francisco, executive director

*Continued on page 52*



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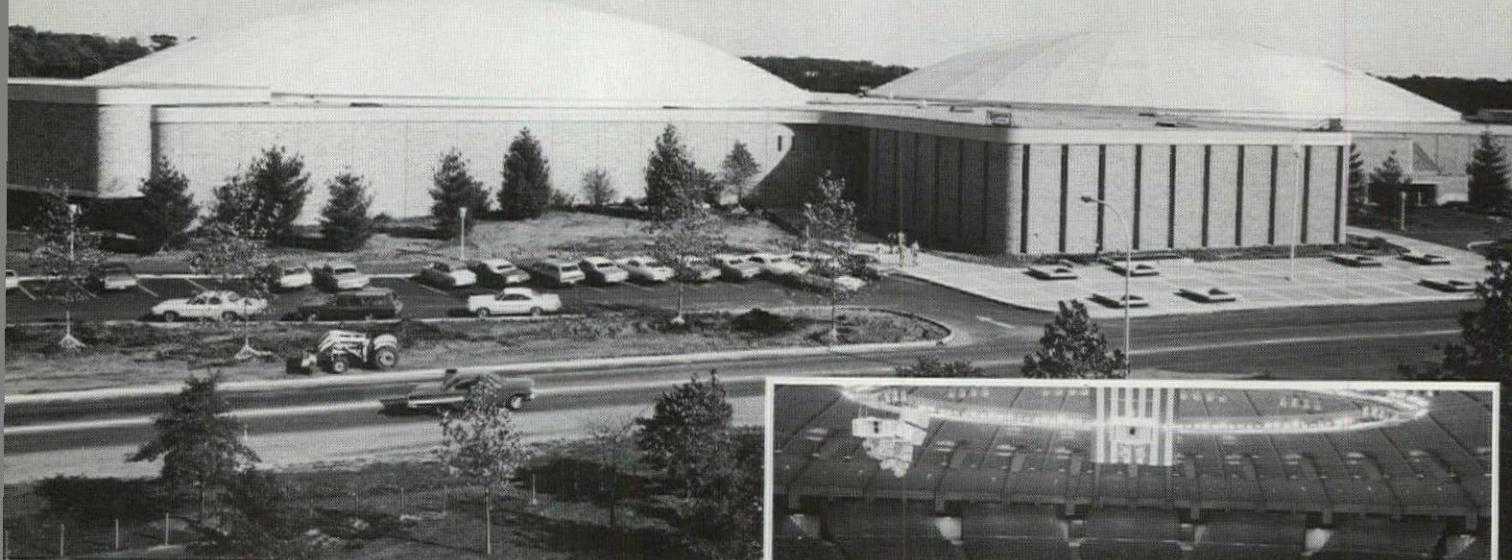
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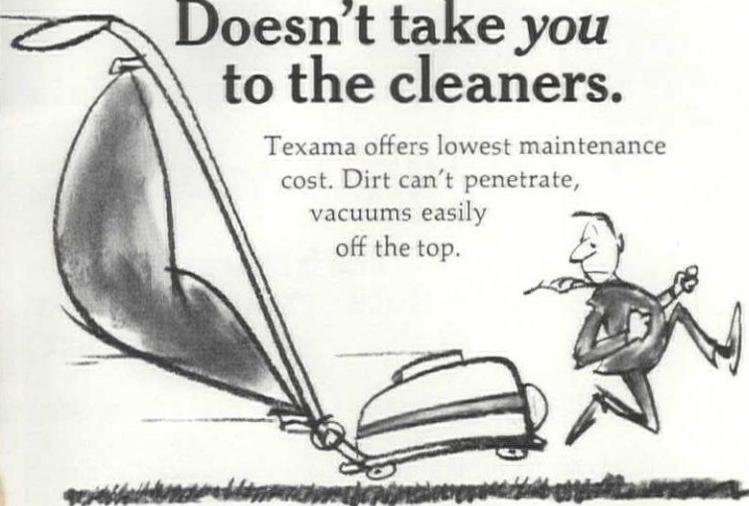
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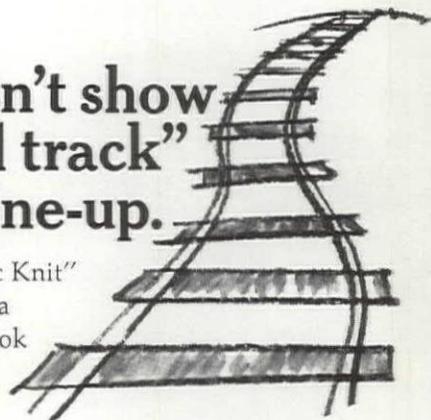
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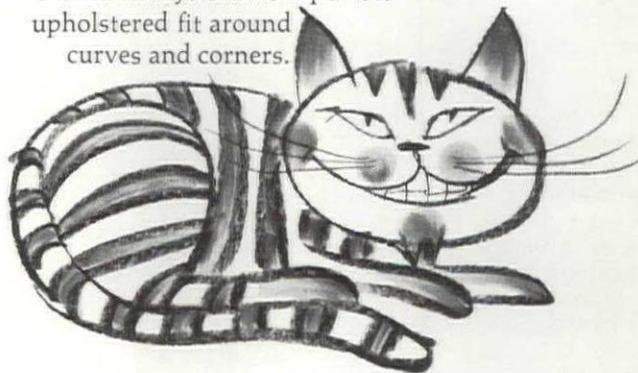
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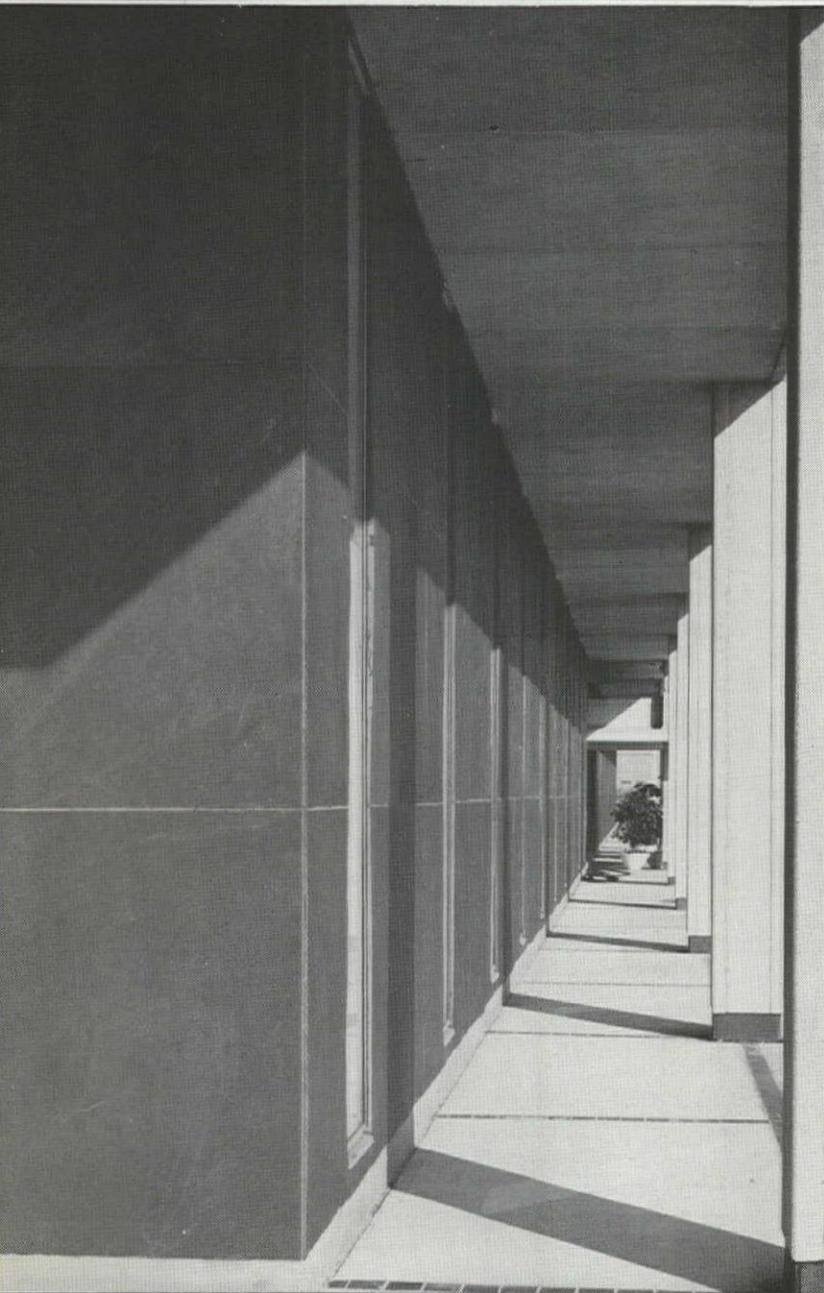
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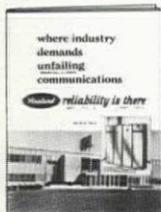


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Newslines from page 46

of the John Muir Institute for Environmental Studies, declared that "man is the greatest predator on earth" and is guilty of "using too many things for our own convenience rather than trying to share them."

**Ecologists vs. Bulldozers:** Brower, the former controversial head of the Sierra Club, suggested that the country would build better relations abroad if it sent ecologists rather than bulldozers and money through our foreign aid programs. He said "a don't build policy" might also be wiser in many instances to protect some of the natural resources.

Designer Charles Eames of Venice, Calif., told the landscape architects that the instruments which are available for building espionage systems are also available to enable nations to preserve their land. He predicted that when the decision came between destruction and saving the land, the latter would win out. He advocated an "open game" policy between nations to preserve the security of the world.

David M. Gates, director of the Missouri Botanical Gardens in St. Louis, warned delegates that unless steps were taken to stem the tide of "population, pollution and extravagant exploitation of resources," the world may face "the slow sinking of humanity and the degradation of human dignity."

Gates added that there might be a respite of perhaps 70 years "but by then the momentum of human misery will have overtaken all means and motivation for moving mankind into a controlled quality existence."

**On Other Fronts:** Meanwhile, the same deep concern for the natural environment was manifesting itself in many different ways across the land. Some items.

- Forty natural resource managers from all over the country were to meet at the University of Wisconsin campus at Madison the first two weeks in August for the initial national Institute in Communications for Environmental Management.

- Two publications, one already off the press and the other to make its debut this fall, joining the ever-increasing list of periodicals in the field are:

*The Environmental Monthly*, 420 Lexington Ave., New York, N.Y., 10017, a 12-page report at \$35 a year "for professionals who need

to know what is happening in the field of environmental design."

*Environmental Education*, Box 1605, Madison, Wis., 53701, published each September, December, March and June with an introductory rate at \$7.50 a year to promote "research and development in conservation communications."

**Houston Adds Facilities  
As NAHB Nods Approval**

Houston, in making a strong bid as Convention City USA, has received further encouragement from the National Association of Home Builders which has extended agreements to hold its annual convention/exposition there through 1974.

NAHB shifted to the Astorhall last January after 24 consecutive years in Chicago. The first Houston event attracted 53,000 persons and 470 exhibitors—new records in both categories.

The original contract covered 1969-71 with an option for three additional years; the extension covers 1972-74 with like option.

Morgan Earnest, New Orleans builder and chairman of NAHB's convention committee, said that almost 3,000 hotel/motel rooms were now under construction and that more than 2,000 rooms would be added during 1969 and 1970—all in Houston proper.

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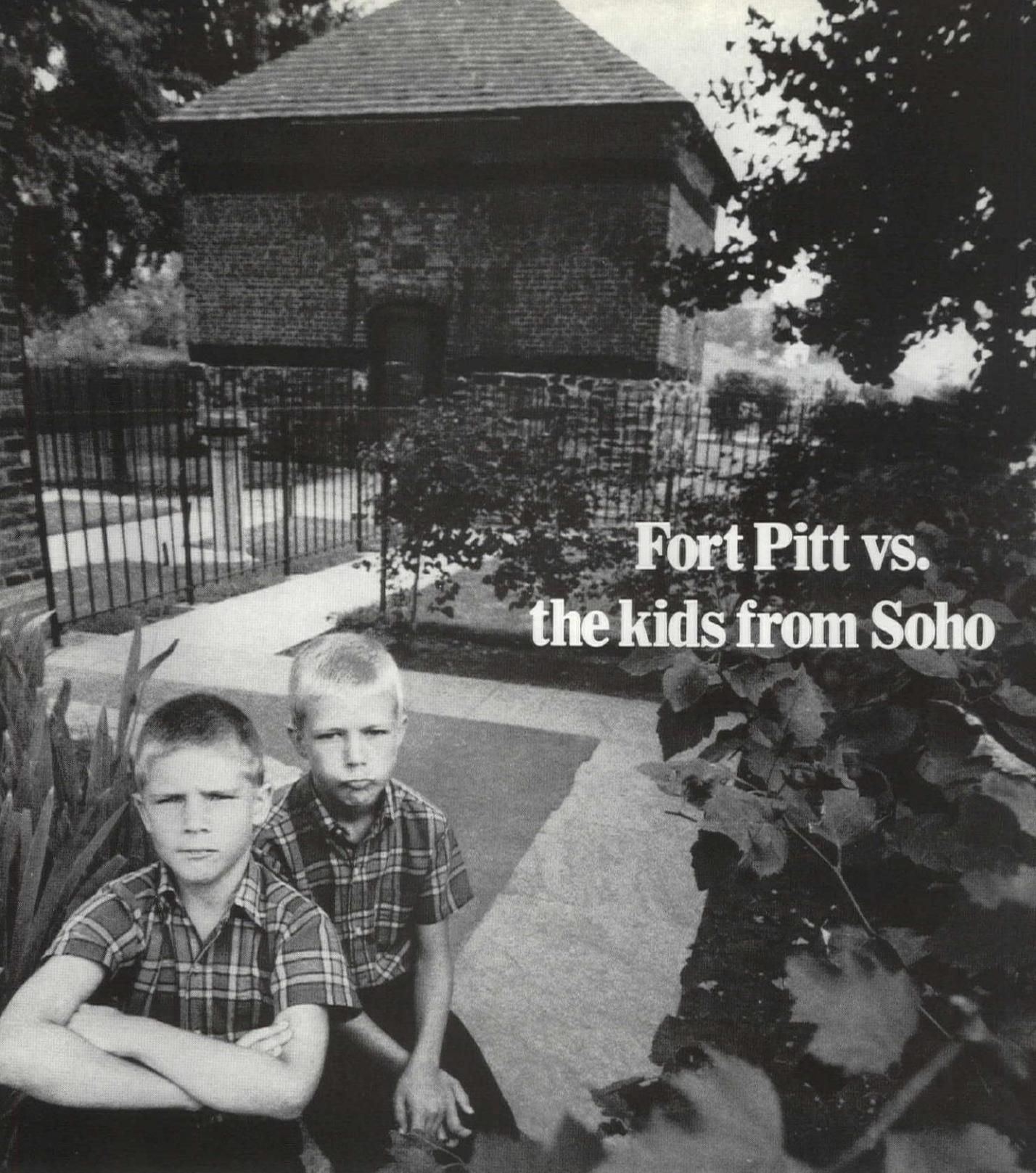
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## Fort Pitt vs. the kids from Soho

Fort Pitt. Strategically located in frontier days at "The Point" where the Monongahela and Allegheny meet to form the Ohio River. Today, it's Pittsburgh.

In its stormy history, Fort Pitt was burned to the ground by the French, promptly rebuilt by the British. When the U.S. got it back, we destroyed it in a different way. Neglect. Then after almost a century, it was rehabilitated and the original structure preserved as a historical landmark. A beautiful, meticulously planned, even more meticulously tended park enhances its primitive solidity.

A lot of people have spent a lot of time, thought, talent, energy, and money to keep Fort Pitt beautiful as a tribute

to the past. Wouldn't it be nice if this same kind of action could be leveled at the future? The future of kids like the kids from Soho.

For Soho is a slum, just minutes away from Point Park. Not many tourists go there. Not many flowers bloom. Unemployment is rampant. Crime and narcotics a constant threat. Kids growing up in Soho—or in the "gray" area around it where Herb and Chuckie Shore live—have little hope of overcoming their environment unless somebody does something. Somebody like you, perhaps.

Fact is, we're trying to stimulate some thinking among architects—who must be concerned about the future—about kids

like the kids from Soho. So we've established the Eaton Yale & Towne Urban Design Fellowship. The award, administered by the A.I.A., provides for one year of graduate study in urban design at an American university and a follow-up tour of urban developments abroad.

It's only natural that historical landmarks as important as Fort Pitt should be preserved. But as long as we're saving the past, shouldn't we save the future? Like Herb and Chuckie. Like the kids from Soho.

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# Social Unrest In Suburbia

I hate to interrupt architects busy with the bigger problems of the urban crisis, like the decaying inner city or mass transportation.

But there is something out here in the affluent suburbs that needs fixing. I think we need some of that advocacy stuff.

Advocacy planning, so I hear, means that architects and planners listen to the troubles of the plannees. The term, coined recently, applies to slum dwellers to whom no planner ever listened before. Could it apply to anyone?

If so, I once did advocacy planning in 1936 for a university professor while designing his house without knowing I was so far ahead of the times. He wanted a den. But his big, mean old wife never let him mention it during our interviews while talking about her kitchen, her dining room and her faculty teas. He and I finally planned his den at his office.

Well, back to my original complaint. On the surface, it is something less than worldshaking. But it is a cause of family disintegration. This puts it in the context of social planning. (Man, you better get with it.)

My wife and I run into a variety of situations which test the family fabric. As, for instance, when getting dressed for a formal party. Just when I'm on the third exasperating try with the black tie, my bride appears and asks me to pull up the zipper on her gown. "Will you please," I request in a suppressed scream, "turn your back toward the light!" Then I curse the dressmaker who put a tiny thread loop into which a tiny hook must go to complete the expensive ensemble.

This sends us forth into the night poorly prepared for what follows.

"Did the Stonehams give us directions?" I inquire as we buckle the seat belts.

"It was right on the desk," says my better half sweetly.

Once again in the driver's seat (a euphemistic expression), I take a look at the "map" for the beltway exit on the Virginia side.

Charlie Stoneham is no cartographer. If he is an old Navy man, as he claims, he lost the boxing match with the compass. So everything says take a left or a right.

After getting off the beltway and proceeding through three traffic lights on Glebe Road, there, sure enough, is the white church where we turn right on Whiffletree Drive into Rolling Knolls Forest. So far so good.

In Rolling Knolls the subdivider *did* leave the contours and trees and planned curvilinear streets which rarely cross at one point, e.g., Dogwood Lane on the right does not line up with Dogwood Lane on the left.

At this stage of the game I will never seem to learn not to hand the "map" to my good woman and ask her to be the navigator.

She turns the map around several times. "The first thing to do is find exit 15."

"Exit 15! We passed that 10 minutes ago!"

"Didn't you want me to start at the beginning?"

The thought crosses my mind of backing up to the beltway to save trouble.

"Well, if we are off the beltway, we turn into Whiffletree Road."

"We're on it now," I reply patiently through gritted teeth.

"All right then. Now drive 0.3 miles."

"Then what happens? We're almost there!"

"Don't rush me. Take a right on Laurel Drive."

At 0.4 miles there is a street coming in on the left. The street sign is somehow shaded by the street light (a marvel of engineering). The high beam doesn't help. "It's Laurel Drive all right," I note, returning to the car, "but we are supposed to turn right." 0.2 miles further, after a similar extra-auto inspection of a dark street sign, we find Laurel Drive on the right.

"Now two blocks to Red Oak Lane and turn left." Fortunately, the Red Oak street sign is readable, having been struck and twisted by

some poor devil trying to read it with his high beam while making the turn.

"Now Stoneham's house is number 11539."

"Watch for house numbers."

"Where are the numbers?" She just asked the \$64,000 question. There are unreadable numbers near the doors on some of the houses. Two houses have those cute little gaslights-on-a-post. Without numbers.

One civic-minded citizen, probably regarded as a show-off by his neighbors, has a nice luminous street number at the entrance of his driveway. It is 11479.

"An odd number," I mutter. "But are the numbers running up or down?"

In desperation I walk up to the third next house. The number is 11485. We're gaining ground. I leap back into the car just ahead of a large German shepherd.

"He didn't bark," says my love. "Why did you run?"

"I remembered seeing his picture in the post office. Besides he was growling."

"I thought that was you," she says too sweetly. We pass a dead-end street. I walk up to another house to ask if anyone knows Charlie Stoneham. A baby-sitter peeks out a mail slot. No dice.

So I walk across the lawn to the next house, nearly falling over a shrubby wicket. A man answers the doorbell after switching on his porch light. When he sees me he puts down the gun. "Charlie Stoneham? Why, yes. His is the sixth house down on this side. Sorry if I scared you. A man's house is his castle, you know."

Charlie's party is in full swing. "Bill and Vi," he bellows, "you followed the map with no trouble at all!" I sense my wife is not speaking to me.

I shove by Charlie to the bar.

"Oh-oh-. Why the social unrest?" I hear him say.

"Sign and number disease, Charlie," says the Mrs. "You could do better giving your zip code." □



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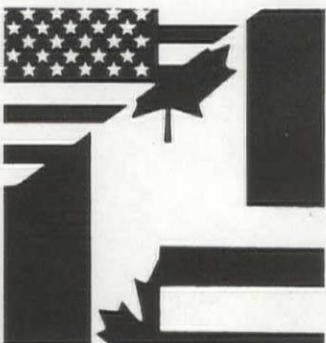
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**Comment & Opinion:** "I want to make it known that I will not be attending the AIA convention in Chicago. Perhaps some will think this peevish, but in fact I will not be visiting the city of Mayor Daley and his repressive police as long as they are in power," declared the letter which came to the AIA JOURNAL in mid-June. "I hope that there are other architects who feel this way," continued Melvin H. Smith, AIA. "I am ashamed of the Institute's 'business as usual' attitude, disregarding the violence of last summer and the reports and trials of this year."

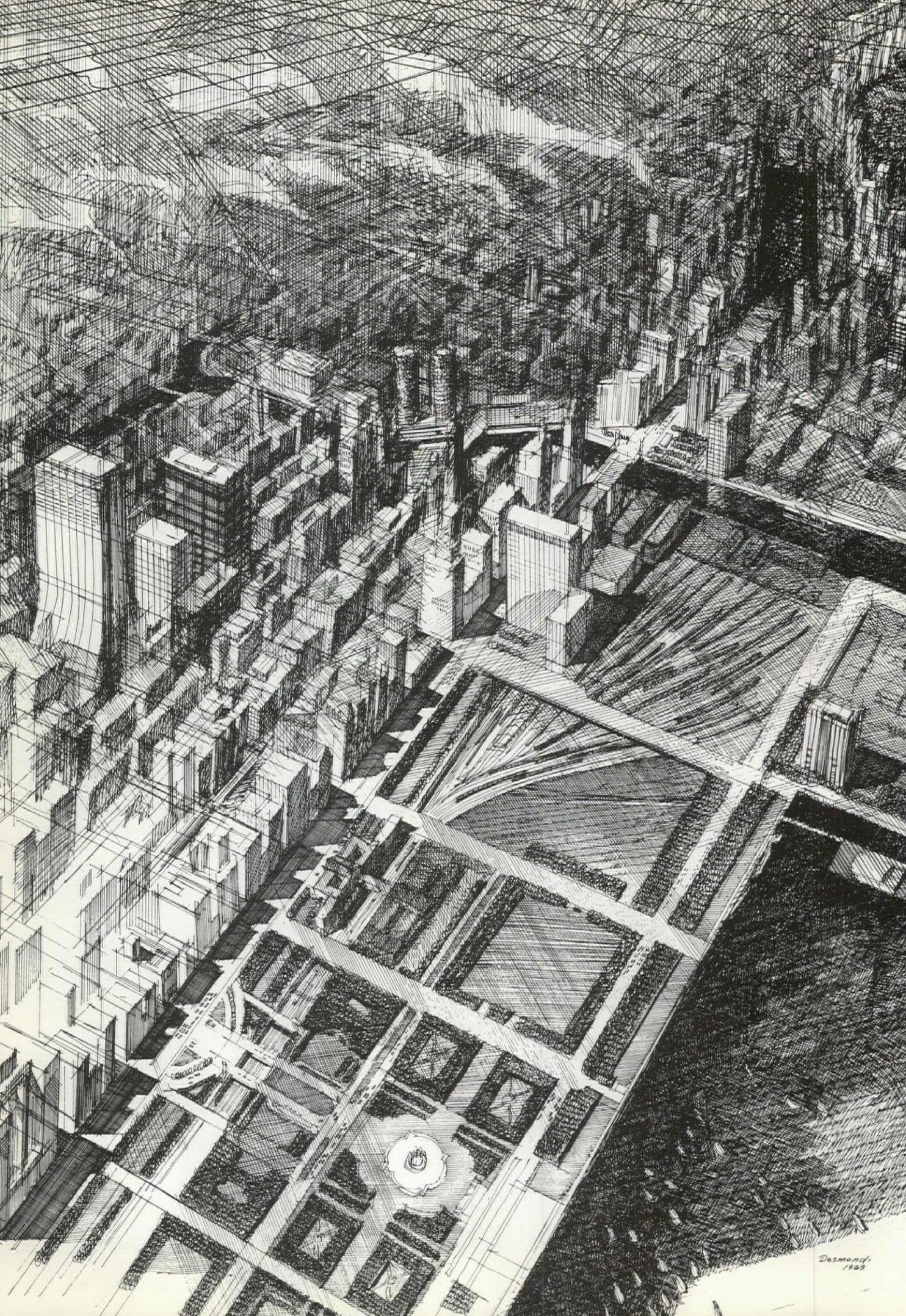
By the time the 101st convention of The American Institute of Architects was over, it was apparent that a goodly number of colleagues did not hold Smith's views. For one thing, Chicago drew the largest registration ever: 4,919, of whom 1,623 were AIA members. It was, to be sure, a joint convention with the Royal Architectural Institute of Canada, its delegation contributing 201 to the grand total. The Canadians, however, were not short on enthusiasm and participation. RAIC President Norman H. McMurrich, FRAIC, succeeded by William G. Leithead, FRAIC (top left), shared some of the presiding duties with George E. Kassabaum, FAIA, succeeded by Rex W. Allen, FAIA (bottom left).

With all the earlier fuss that surrounded the convention site, it was the city itself, to this viewer, at least, that made the 101st what it was. Chicago, after all, continues to be the showplace of urban architecture — New Yorkers may disagree — and the Windy City in June 1969 had some new, albeit controversial, wares to display: the First National Bank Building, John Hancock Center, Lake Point Tower, Chicago Circle Campus, to name a few. And there were, of course, the pilgrimages to such Frank Lloyd Wright classics as the Robie House and Unity Temple.

Back at the Palmer House, the delegates did not conduct "business as usual," as indicated by the leadoff presentation in this issue. Regarding the professional program, all of the major addresses except one are published here in slightly abbreviated form. The paper on technology by Albert G. H. Dietz will take its appropriate place in the November JOURNAL which will be devoted to the future of the profession.

In the final analysis, however, those architects who were fortunate enough to attend the pre- and post-convention sessions at the Merchandise Mart probably heard some of the most stimulating and provocative discussions during the entire week.

ROBERT E. KOEHLER



# from CHALLENGE to COMMITMENT

**It was, many felt, the convention's most important item of business, and it came from students seeking a \$15 million commitment. They got the commitment, "in line" with that amount, at least. Traced here are the principal events and the discussion — a discussion which might be said to have really begun with Whitney Young's charge to the profession at the Portland convention — leading up to the Chicago delegates' action.**

In Portland, it was Whitney M. Young Jr., a national figure; in Chicago, it was Taylor Culver, an obscure young man even for all his towering physical presence. Together they form a continuum of exhortation.

But Culver did more than exhort, proposing to The American Institute of Architects a program which, despite a lack of precise description, became graphically inscribed on the Chicago meeting jointly held with the Royal Architectural Institute of Canada, this because of its sheer magnitude of \$15 million.

To Young's appeal at the 1968 Portland convention, the AIA responded with mostly general resolutions "in the spirit" of his talk, and in the course of the year since followed up with specific efforts. There was much the same generality in Chicago — but a great deal more commitment, with delegates adopting a resolution within the framework of the \$15 million proposal of Culver and the Association of Student Chapters/AIA, which he heads. The resolution reads:

"Whereas, we realize that in order for the architectural profession to meaningfully assert itself in seeking solutions to our environmental problems, there must be individual realizations of responsibility in the form of economic commitments; therefore be it resolved that the AIA Task Force on Equal Opportunity (now called the Task Force on Social Responsibility), supplemented by a voting student social-concern team, meet as required with the expressed purpose of establishing programs, administrative structure for operating and disbursing funds in line with the \$15 million goal.

"And be it further resolved that, at the conclusion of initial structuring, the joint task force deliver its recommendations to the AIA board for official endorsement and a funding plan; and be it further resolved that the task force consult with and otherwise make every effort to utilize the experience of groups who have applied their resources to similar problems."

The resolution was the culmination of days of intense but often good-natured dialogues between and within architect and architectural student groups. Their chronology follows:

**Sunday, June 22, a discussion between AIA and ASC officers:** Culver, by way of setting the tone, announced that "I'm not going to sit here and call George (E. Kassabaum, FAIA, Institute president) a lot of dirty names and have him call me dirty names while you all clap." At another point Culver called for an assumption that both the students' "power to disrupt" and the convention's "power to call 'the man'" had already been invoked, leaving the students and their elders with the question: Where do we go from here? "Let's assume we're already at that point," he said.

Culver talked of the profession's taxing itself, perhaps "mobilizing monies" that are "not necessarily your own" to solve "the problem." Asked by an audience member to spell out the problem, he declined. It is self-evident, he said; he was not going to get "hung up" on its definition except to note that it has spawned 181 riots and continued unrest.

Rex W. Allen, FAIA, the Institute's new president, observed that AIA members are assessing themselves already to support such operations as the Urban Design and Development Corporation, as one

example. "We have not been completely remiss in our sense of social responsibility," Allen submitted.

But to Culver, Institute efforts too often have been "minimal." And audience member Marcus H. Caines, AIA, of New York, said: "We know we have failed. Look around us. Not just in the ghettos. But in our cities, black, white and mixed. The structure we have built isn't working."

Culver pressed on with his idea of a self-tax, his thinking running in terms of 10 percent of fee volume, a percentage rate that struck Frank B. Hunt, AIA, of San Francisco, as the answer. Hunt presented some mathematics which took 10 percent of the architect's work week, or four hours, which when multiplied by an arbitrarily set rate of \$5 an hour yielded \$20 a week or \$1,000 a year. Then, assuming that some 15,000 architects would take part in the effort, he came up with the figure that was to dominate the convention, the \$15 million.

**Tuesday, June 24, Student Speak-out, part of the AIA business session:** Culver, before getting on "to the proposals about which there is so much whispering," presented two young Canadians. One, Peter Dandyk, said that "the main beef I have as a Canadian student is that too many students and too many educators assume the fact that because the educator has worked in the profession, he knows what architectural education is all about." But Dandyk, who is Canadian student coordinator, said the fact as he sees it is "that they have missed something along the way because architecture right now is in a lot of trouble."

Stan Sosin of the University of Toronto said that for a long time the students have been "operating in a vacuum; the problems they

*The host city as seen by John Desmond, FAIA, whose sketches are a feature of Louisiana Architect.*

are allowed to solve in the university are not that relevant, having to do with esthetics or structure. They don't seem to have that grassroots involvement to get right to the heart of the issue, right in the community you are operating in."

There was dissatisfaction expressed from this side of the border too. James Kohlaer, an ASC leader who was recently graduated in architecture, said his education "was far from preparing me for the profession." He declared that the profession "as the prime user" of architectural graduates should have more to say about how students are trained.

Then Culver was heard. "When we got to the convention we decided that we as students would not make this our amusement in any way; that we were here to work and do a job," he said.

He described into-the-night sessions and told of the previous night's "furious floor battles" with representatives of the Architects Resistance and the Students for a Democratic Society. "And out of that came what we are going to go with now before the convention, and we're asking the convention to submit to the allocation of a large amount of money," he said.

"That amount of money is \$15 million and we feel, without a doubt, that this is not only something that can be accomplished but it must be accomplished."

What kind of program would the money go toward? Culver raised the question himself and answered it this way: "We have outlined in years past the problems, and we have given you programs and programs, and we've told you what we thought proper. The newspapers tell the problems every day, and you see the problem in your own neighborhood. You recognize that a program of any size or nature takes some type of money.

"I want to explain how we got down to \$15 million. We said, What's the least amount a man can do with if he would really solve the problem, the smallest, minimum amount he could do with? He could give 10 percent of either his time or his money. Then we thought: Would we really want his time if we thought he couldn't solve the problem?" And so, Culver continued amid a burst of laughter, "we decided that we would keep him home."

Culver said the students were not asking that architects take 10 percent "out of your pocket—a

lot of you claim you don't make \$20 in a month. We feel the convention should commit itself in some way to obtaining this sum. We as students commit much more than 10 percent, but we don't expect you to do the same thing. We understand you have to pay the mortgage, and there's the wife and kids. We recognize all those types of hangups. And they are very real. But if in fact you really wanted to talk about solving the problem you could dedicate 10 percent. That's how we look at it."

The money, Culver continued, could be used for any of "hundreds of programs that are on the board at this time. It does not mean that we would take the money and give it to some guy for some type of commission. It does mean that we will in fact use this money in whatever way is necessary or whatever way is viable to have the community determine its own needs, goals and ways in which it will accomplish these ends. . . .

"I want to make this clear. I know a lot of minds are clicking right now—\$15 million!—and I would like you to divorce yourselves from this because in many instances that money may be used in ways which you don't think are apropos."

If, Culver philosophized, "we intend to slay evil, we must give David the sling, and this is really the sling—you understand that."

Then he asked for questions. Do students believe the community is the source of knowledge about architecture? "We don't think the problem is architecture. . . . We are speaking to a social change. Just to allow you to be patches on the sleeve, that's over with us. We are redefining the role of the architect, and if you must be political, that's what it's about."

A question suggested that maybe for the present students ought to confine themselves to architecture. But, Culver responded, "we don't look at it as students. We assume that you're going to be part of it. I want to make that clear right now. We don't think of 'we' and 'they' and all like that. When we say we wish to move on a problem, we assume that you will be with us."

But couldn't the students be more specific about the problem and depart from what were called vague generalities? No, retorted Culver, and if it is necessary to explain, "I don't believe you've done your homework. And if you expect me to get up and tell you the

problem is such and such, that day is over. Just understand—that's absolutely over."

Rome wasn't built by Romans; it was built by emperors. If you want to change that, went the question, are you going to have to come up with a new breed of Romans? "We have a new generation; many of you find it in your sons and daughters," Culver began. "I'm sure it hits home when we talk about a new breed. . . . We are not looking for any emperors to build cities without people determining what the city will be. This is so hard for people in power and emperors to understand. We are talking about communities determining their own outcome."

Are we going to get into the daily lives of people? take them by the hand? What are we architects to do in this new concept?

"It's not a new concept," replied the student leader who attends Howard University. "What we really want you to perform is in fact the definition of 'architect' which we think you have aborted. . . . We ask you to adhere to your own definition, but when you do build these buildings the clients be not only the mayors."

Architects, Culver added, are "hung up on using the pencil" while they should be "hung up on using their heads. That's what we're talking about."

Is the \$15 million to be used in defining the problem? as seed money for pilot projects? How is it to be used?

"In some instances it will be to work on solutions; in some instances the money will be to sustain those groups that are working toward solutions," Culver said.

As the session drew to a close he noted that students are human beings who are many in number. Forty-seven percent of the United States' population happens to be under age 25, he said, adding: "We do want to work on some problems. We dislike what we've been given in this society, but we are going to change this thing, and in hundreds of schools, white and black guys striking together for things you didn't go into. You were not even talking white and black. We are not even talking coalition. We are going to make the world together and we are going to do it. . . ." Here Culver's final words were lost in applause.

**Wednesday, June 25, report to business session by the Task Force on Equal Opportunities:** Task Force Chairman David N. Yerkes, FAIA,

read two resolutions adopted at the Portland convention, one calling upon the profession to assist members of minority groups in becoming architects, and the other declaring that the "real crisis we suffer today is truly not a crisis of the cities but rather a crisis in the hearts of men" and pledging the profession to greater involvement in the "vital issues of our day."

"All the members of the task force are agreed that some progress has been made during the last year," Yerkes said, "but we are all also agreed that as far as the status of members of minority groups in the country as a whole is concerned, we have barely begun the job of really achieving equal opportunity."

He said the task force found that the problem seemed to break down into three areas: the participation of minority groups in the AIA; the involvement of the profession in helping to solve the social problems of the nation; and "the whole field of educational opportunity and professional opportunity as it applies to minority groups."

Yerkes told of greater black participation in AIA, the appointment of black architects to national committees and the appointment of a black to the Institute's professional staff.

He said the Institute has urged chapters to encourage their members toward greater participation in community affairs and has provided information to chapters about pioneering efforts that are being made by various chapters throughout the country.

But the task force's main effort, Yerkes said, has been in encouraging the formation of community design centers, which have the basic purpose of providing architectural and planning services to community groups and persons who cannot afford to pay for them. The task force, with the aid of architects experienced in such efforts, created a series of guidelines on how to go about setting up a community design center.

The task force also talked to representatives of a number of government agencies "to see what kind of help we might get from the government for community design centers," Yerkes related, and the "most promising of these approaches we found was with VISTA." The task force made an agreement with VISTA which said that the Institute would appoint a full-time staff member to coordi-



Culver in action, above, and scene at AIA officers/students dialogue session.

nate work on community design centers throughout the country and VISTA, as its part of the agreement, would make available personnel who would work with chapters in helping to set up and run community design centers.

"The great difficulty the chapters have had with organizing and operating community design centers," Yerkes explained, "has been a lack of continuity because most of the participation is by professionals and what they need is someone in the office keeping track of day to day operations. This is the kind of person that VISTA would provide."

Culver then appealed for action to help predominantly black architectural schools which are not accredited to come up to accreditation standards, and for architectural firms to give students employment.

Leon Bridges, AIA, a member of both the task force and the Committee on Scholarships, presented a report on behalf of the latter.

The national disadvantaged minority scholarship program was funded by \$5,000, an amount that was later increased by the Board of Directors by an additional \$8,300 he said. In response to pleas for donations, another \$2,700 has been received. "But," said Bridges, "we are not discouraged by the lack of funds. We still have some faith."

"We (the committee) have only one option, one alternative to your not making a definite commitment, and that is that if we walk out of this room, if we walk out of this convention in Chicago, catch our airplanes and go back to our solitude and not sign on the dotted line definitely committing ourselves to helping in what last year's meeting in Portland charged the scholarship committee to do, that alternative is to go to the board and decline to administer the fund for the minority disadvantaged and turn back the magnificent sum of \$5,000 appropriated but not committed, turn it back to the treasurer," Bridges said. But he added:

"Increased funds are not our greatest problem; increased effort is, and an even greater need is your positive effort to carry out those great concepts that dictated your generosity to begin with. If you care at all, then you must care enough to succeed."

Robert J. Nash, AIA, another task force member, reviewed black membership and participation in the AIA, but said the Institute is

still "a white organization doing a white thing — and that won't work any longer."

One thing which needs doing, he said, is the furnishing of support to the six black schools that are not accredited, but he ventured that Howard University, one school which is accredited and which turns out the greatest number of black professionals, "needs a lot of support also."

**Afternoon of Wednesday, June 25, Equal Opportunities workshop:** Even as the \$15 million proposal was being discussed at this workshop it was undergoing some alterations as AIA leaders and Culver and other student representatives carried on continuing discussions in an effort to hammer out what would be acceptable to the broadest number of people.

But what unfolded at the workshop cast the proposal in an "not unreasonable" light, especially with the understanding that the students and practitioners would split control of the fund down the middle. Two students opposed the idea, however, asserting that what was needed was "100 percent community control." The communities could then direct the architectural profession to perform the projects they wanted, the students said.

**Also on the afternoon of Wednesday, June 25, the What It Is and What It Should Be workshop:** Professionals, including President Allen, contended that the \$15 million in the students' proposal was secondary to the commitment on both individual and group levels to take a major role in solving the urban crisis.

But Culver and the students argued that the \$15 million was vital to the funding of existing and planned programs.

Questions of where the money would come from and how it would be used continually broke into the dialogue. Another misgiving that pervaded the discussion was whether the \$15 million was enough to begin curing the nation's environmental ills.

G. E. Kidder-Smith, FAIA, proposed that ghetto storefront service centers be set up in cooperation with other professions to involve community members in the planning and development of their neighborhoods. It was unwise, Kidder-Smith submitted, to spend too much time discussing finite sums of money for such projects; becoming involved and involving others in bettering conditions should be the concern, he said.

Sidney Katz, FAIA, supported this suggestion and said that although national commitment was necessary, local AIA chapters must be made responsible for raising money and implementing programs in their own areas. To Katz, the student resolution was the most important item up before the convention.

Several other audience members said that nothing can be done at the national AIA level to combat social problems. In fact, they argued in favor of personal contribution as the only meaningful commitment. But the students maintained that the AIA must dedicate itself as a body if it is to convince them that it is seriously trying to solve existing problems.

The students were cautioned against using scare tactics, an admonition that brought a quick reply from Culver. The tactics he and his group were using were so mild, Culver said, that they constituted an embarrassment to other student movements.

There was a threat, however, from a member of the audience — and a member of the AIA for some 25 years — who said that if the convention did not adopt the student resolution he would publicly burn his membership card in the lobby of the Palmer House.

**Thursday, June 26, the final business session:** Delegates adopted the \$15 million resolution. They also adopted resolutions to include in the proposed Ethical Standards the principle that members of the AIA not accept commissions which tend to support or strengthen public or private policies of racial discrimination; to inject greater social involvement in a number of Institute activities; to recognize the need of architectural school curricula to reflect the profession's growing interest in social involvement; to have each AIA chapter create a committee on equal opportunity and to reaffirm the AIA's dedication to the elimination of discrimination and poverty; to support the funding of federal housing programs and to continually press for the highest standards of living environment for all people; and to have the national AIA recommend to each of its 163 chapters the creation of storefront service centers in disadvantaged neighborhoods.

NEIL GALLAGHER

*AIA/RAIC Presidents' Reception at the Field Museum, the first official event of the social calendar of a jam-packed week.*



# Architecture in a Time of Trouble

*The keynote address by the Assistant to the President for Urban Affairs*

BY DANIEL P. MOYNIHAN

Ours is a society that stands accused; or rather, has become self-accusatory. If one recalls only a few years ago, at the outset of this decade, how singularly self-congratulatory we were, the transformation is indeed striking.

An astonishingly radical critique of the society has acquired immense authority among the elite youth of the nation, and this world view — for it is nothing less — is rapidly diffusing. In particular, one notes a backward diffusion from this new generation to its parents. This explains the curious topography of radical criticism of this time: It is to be found not only among those assaulting the establishment but is singularly well entrenched within the establishment itself.

There are, of course, large groups that are not at all affected, indeed rather otherwise. The disturbances that accompanied the 1968 Democratic Convention brought forth from what is loosely termed the Eastern Establishment a nigh universal exclamation that "Those are our children!" and a not inconsiderable outpouring of class solidarity with same. It remained for Pete Hamill to remark that you'd think no cop ever had a mother, but that is sort of beside the point. Self-condemnation by nominally successful and virtuous persons is as much a quality of the moment as is accusation by the young and untried.

From the time of the Moscow trials this has been a recurrent theme of 20th century experience. Most recently, for example, one of China's foremost mathematicians and computer experts, director of the Institute of Mathematics of the Chinese Academy of Science, confessed that his 40 years of academic work had been profoundly in error, reflecting the personal aggrandizement of the self-certifying cadres of the privileged. "In the ranks of intellectuals," the scholar declared, "I became a living example of 'achievement of fame and academic standing' and 'a self-made man,' a living instrument who has been deeply poisoned by revisionism, in turn poisoning others just as deeply."

Now, if the computer experts are driven to recant their passion for notoriety, for the achievement of individual fame and the erection of personal monuments, there is surely little hope

that architects will remain unscathed. Of all the professions, architecture stands today as the one most vulnerable to the criticism that its curriculum is irrelevant, its standards hypocritical and its achievements deplorable. No one could finally say that such criticism is justified, but the profession is vulnerable to it, not the least because it half shares this view, or so it would seem to an observer.

This is nothing special; to the contrary, it is a quite common state of mind and spirit among men who have hoped much for their society and themselves in the years since the triumph of the second World War raised the possibility of an aroused society, truly engaged with the issues of the time and formidable both in its anger and its compassion. Enough time has gone by now, and something so much less than that has come to pass, that we are all required to change our expectations, if not indeed to question our capacities. We have aged — with respect to morale and confidence as much as with regard to the slipping away of time. It is not then to be wondered that resistance to challenge is less spirited than it might be.

For individuals as for epochs, the process of aging is normally a quiet and gradual affair, but the realization of youth having passed comes often as not with a suddenness, even a shock. Most of us mark that moment well, and often thereafter in idle passages find ourselves touching the wound it left. My moment, and that of many like me, came with the death of John F. Kennedy, and, along with the others, I know it. About the third day of that long, terrible time, Mary McGrory said to me, "We'll never laugh again." And I answered, "Heavens, Mary, we'll laugh again. It's just that we'll never be young again." And I really knew that.

I would like to argue that something of this kind is happening to the nation generally. For all the extraordinary prominence of young persons in the politics and passions of the moment, a certain kind of youthfulness has passed from us. Whether it be SDS delegates hurling the dread charge of "counter-revolutionary" at one another, or high school students stupefying themselves with chemicals, or well bred college girls flinging obscenities at police officers, we all seem older than we had supposed.

We have become so in a time frame surpris-

ingly human. What has been called, and properly, the American epoch began — what? — say 30 years ago when it developed that Europe had lost control over events and would descend into destruction, impotence and ruin. Thereafter, America would dominate and, for a time, command events. And this was so whether we would have it such or not. The fact of American might resided in its weapons and its wealth: matters to some degree under our control, the results more or less of deliberate decision.

But in a far more fundamental way, our power was ideological. We were what the world wanted to be like, and never more so than when denouncing the cultural imperialism that jammed the shops and bazaars of the world with American products, filled the air with American music, packed the theaters for Ameri-

*It is America, not the world that has changed. Of a sudden the American epoch is no longer young*

can films, the libraries with American books and, increasingly and not least importantly, the cities with American buildings, surrounded, to be sure, with American automobiles.

This is not over. To the contrary, I would think it has only begun in terms of how much further it is likely to go and how much longer it is likely to go on. It is America, not the world, that has changed. Of a sudden the American epoch is no longer young. The ease and assurance of youth is gone: the certainty that there will always be another girl, a new opportunity, plenty of energy, plenty of time and, most of all, the careless — even at times cruel — confidence that it will all work out.

Well, of course, it hasn't. Life has caught up with us, as it will with all men and all peoples. We collide with the realization that things do not always work out, that time is short, energies limited and overextended, options so much more restricted than we had supposed. We have entered a time of trouble and are young no more.

What hurts so, what is resisted, is the idea that it has come too soon, that our time has been cut short, that our revels, too, are ended. But only that argues more convincingly the case that indeed a period has come to a close. There is no pleasure to be had in reciting the specifics, and no need either as they are all too manifest.

The idea of a society confidently directed to ever higher levels of social justice and equality has been shaken by the obstinacy of things. The

civil rights revolution, once the very embodiment of our dignity and pride, has somehow faltered, weakened by internal dissension and external opposition. Worst of all, the great ideal of internationalism, the splendid succession of noble deeds and magnanimous gestures that marked American foreign policy has been grievously depleted — not by theory but by events.

What is to be done, as another man asked in a not too different time at the beginning of this century? The failure of nerve among many elements in American society is already evident enough: a retreat into privatism or, worse, a surrender to nihilism, a turning to the politics of the impossible. And it is not good enough. The end of youth is not the end of life, much less the end of the world. It is, or ought to mark, the onset of a period of less fun but far more satisfaction and much greater consequence.

Poets do their best work young, philosophers late. Nations, I would argue, do it in the middle years, and these are now upon us in America, and it should be with a sense of expectation rather than dread that we greet them. I will argue further that, properly used, this should be a time of great expectation. Some years ago the French Dominican, Father Bruckberger, declared, "Either America is the hope of the world or it is nothing." I believe that still to be so, and further that hope is better grounded today than ever before for the very reason that we are being forced to see what threatens us; and, being so, forces are vastly more likely to preserve those qualities and strengths which are indeed the hope of mankind.

Thus the thing we see more clearly now is that the great strength of the American nation lies not in its national wealth, nor its physical

*Our students today are not raising hell because they are mindless but precisely because they are thoughtful*

isolation, nor its work in government. Our strength lies in our capacity to govern ourselves. Of all the 126 members of the United Nations, there are not more than eight or nine which both existed in 1914 and have not had their form of government changed by force since that time. We are one of that very fortunate few.

And more than luck is involved. In nation after nation that has been rent by insurrection, subverted by conspiracy or defeated by enemies, it is not luck that has run out but judgment, and the capacity to live with one another, the ability

of the people to pick wise rulers and of those picked to rule wisely.

Clearly, it is the task of those concerned with the health of American society to retain the large and still preponderant trust that remains and to regain that which has been lost. It will not be easy, if only for the reason that the very success of American society so far is producing an even larger proportion of persons who are trained to be skeptical, inquiring and demanding of a great deal of information before they give their assent to any individual or policy.

It is because we have always had such persons in sufficient numbers that we have governed ourselves successfully in the past, and they are not less the occasion for confidence on that score in the future. Our students today are not raising hell because they are mindless but precisely because they are thoughtful — which

### *The concept of private affluence and public squalor in the United States is a familiar one*

is a different thing from being wise but surely a precondition of wisdom. All in all, it is a good state of affairs for a society that can respond to it. The question is what that response is to be and how it is to be mounted.

The presumption that this response must consist primarily of policies and programs in the traditional areas of politics is sound enough and in any event inevitable. But it is also inadequate and, left at that, will very likely fail. With no very great evidence, to be sure, but with much conviction, I will argue that the American policy — the experience as well as the sense of community and shared convictions — has been impaired, has atrophied in our time because of the retreat from architecture and public buildings as a conscious element of public policy and a purposeful instrument for the expression of public purposes.

The concept of private affluence and public squalor in the United States is a familiar one, and correct as far as it goes. But save for a rare person such as John Kenneth Galbraith, it rarely extends to the notion that public squalor includes the penury and squalor of public building and city planning. Indeed, the very persons who will be the first to demand their increased expenditures for one or another form of social welfare will be the last to concede that the common good requires an uncommon standard of taste and expenditure for the physical appoint-

ments of government and of the public places of the city. Even those most vocal in support of government support for the arts will resist, even reject, the manifest fact that architecture and urban planning are the two arts which government by definition must be involved with, for better or worse.

This is not a matter of oversight but of conviction, and it has never been more manifest than in recent months when, in response to what is generally known as the urban crisis, some of the best and most generous minds in public life appear to have concluded that the first "luxury" to be sacrificed is that of elegance and — yes, face the word! — display in communal development and urban design.

Somehow, somewhere, in the course of the development of democratic or demagogic tradition in this nation, the idea arose that concern with the physical beauty of the public buildings and spaces of the city and nation was the mark of — what? — crypto deviationist antipeople monumentalism, and in any event an augury of defeat at the polls. The result has been a steady deterioration in the quality of public buildings and spaces, and with it a decline in the symbols of public unity and common purpose with which the citizen can identify, of which he can be proud and by which he can know what he shares with his fellow citizens.

In our time the fear of taxpayer resentment of the costs of excellence in public buildings has been compounded with an almost ideological alarm at the implications of modern design. When President Kennedy took office in Washington, for example, it had been very near to half a century since the federal government had constructed in the nation's capital a building that was contemporary to its time, and the House of Representatives was soon to begin the Rayburn Building, perhaps the most alarming and unavoidable sign of the declining vitality of American government that we have yet witnessed. And this is the point: Good or bad architecture is not an option. It is as fundamental a sign of the competence of government as will be found. Men who build bad buildings are bad governors. A people that persists in electing such men is opting for bad government.

I believe this is beginning to be seen. It is a matter of significance that mayors such as Richard J. Daley, John Lindsay and John Collins, governors such as Nelson Rockefeller, Presidents Kennedy and Johnson, and now Mr. Nixon, have been actively concerned with the quality of the public buildings by which — like it or not — posterity is likely to recall their administrations.

This concern has begun to show results. We are not really that distant from the time that it

fell to me as a young member of the New Frontier to draw up the "Guiding Principles for Federal Architecture," which President Kennedy proclaimed on June 1, 1962. This was the first time a national policy has been stated (although why a country whose third President was Thomas Jefferson should ever come to the point of needing one is surely a puzzlement!), and it does seem to have had an effect. So much so that *Architectural Record* recently referred to its "now-famous words." It may be useful to recall them. Three points of policy were stated:

1. The policy shall be to provide requisite and adequate facilities in an architectural style and form which is distinguished and which will reflect the dignity, enterprise, vigor and stability of the American National Government. Major emphasis should be placed on the choice of designs that embody the finest contemporary American architectural thought.
2. The development of an official style must be avoided. Design must flow from the architectural profession to the government, and not vice versa.
3. The choice and development of the building site must be considered the first step of the design process.

It is the common opinion that those guiding principles have had consequences, both in Washington and elsewhere, and we may hope for the continued exercise of such influence under the vigorous and enlightened leadership of the new administrator of the General Services Administration, Robert Kunzig.

We can look, moreover, to involved and active Presidential leadership. *Architectural Record* recently let go with "three cheers" for President Nixon's statement on the development of Pennsylvania Avenue. The President's words are per-

## *Architectural policy was at best a marginal interest of the Kennedy Administration*

haps particularly to be cited in this connection:

"Carved out of swampland at our country's birth, the nation's Capital City now sets a new test of national purpose. This was a city that men dared to plan — and build by plan — laying out avenues and monuments and housing in accordance with a common rational scheme. Now we are challenged once again to shape our environment; to renew our city by rational foresight and planning . . ."

And he added: "This noble aim — this planning of a Capital City — encompasses a drive which must apply to areas of rebuilding beyond

a single avenue. It infuses our knowledge of human want with a new urgency. It tests our vision of man and the future of cities."

But let us not wax too eloquent. Architectural policy was at best a marginal interest of the Kennedy Administration and even less that of its successor. The redevelopment of Pennsylvania Avenue has been faithfully supported by The American Institute of Architects, but neither of the two previous administrations was ever willing to expend 5 cents' worth of political popularity to advance it. (Kennedy might have. Almost his last instruction before leaving for Texas was that arrangements should be made for him to show the Pennsylvania Avenue model to the Congressional leaders immediately upon his return. Walton, Horsky and I were at lunch making just such arrangements when the White

## *Whether the market rises or falls, you still get your commissions*

House switchboard got through to say, as it turned out, that he would not return.)

The present administration would be the first to insist that it is by performance rather than words that we must be judged. But it is the fact that this issue has been moved ever so slightly up the national agenda; and were it more fully understood, I hold it would move even higher.

This is a matter for the architectural profession with which to concern itself, and it brings me back to the subject of the integrity of the present social order with which I began these remarks. If the architectural/design profession is under great and growing attack from within, may I say as an outsider that I feel you deserve to be. I have been in the business of trying to improve the level of public design on and off for 20 years now, and the one thing I have been repeatedly struck by is the effective indifference — save for rare men such as Nathaniel Owings, Philip Johnson or Archibald Rogers — of architects generally to the success or failure of those of us who as political executives have sought to further the presumed higher aspirations of their profession. The plain fact is that architects are, with respect to the quality of public building, much in the position of stock brokers. Whether the market rises or falls, you still get your commissions. And the present American city is the result.

This result is something to be ashamed of — and you know it. All I would plead is that in the rush to make psychological amends — a paroxysmic convulsion which will become increas-

ingly common throughout the professions — you hold on to the conviction that the only purpose of changing ideals or standards is to change outcomes. The risk of self-induced paralysis is far greater than is supposed, not least by those who now advocate changes in the style and processes of urban planning.

Similarly, the risk of a withdrawal from politics is far greater than would be presumed, and just at that moment when the political system is showing some capacity to respond to the demand for better urban design; indeed, at just the moment when the political system itself is generating that demand.

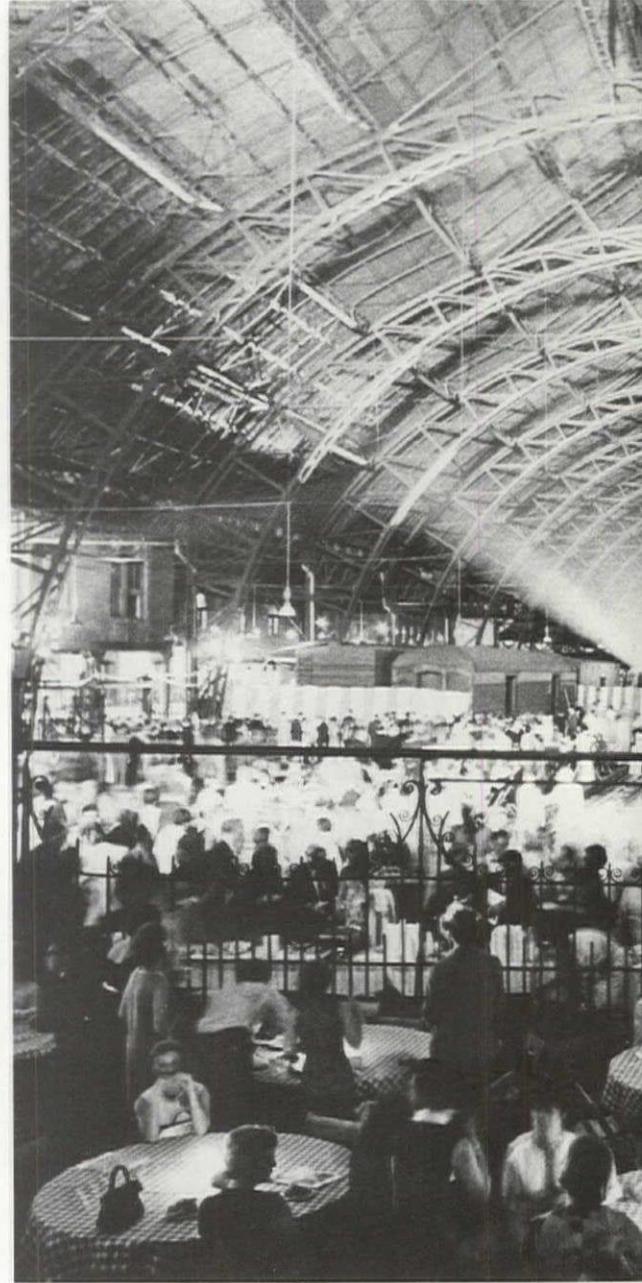
This subject is still far too little insisted upon by those who realize its import. If we are to save our cities and restore to American public life the sense of shared experience, trust and common purpose that seems to be draining out of it, the quality of public design has got to be made a public issue because it is a political fact. The retreat from magnificence, to use a phrase of Evelyn Waugh's, has gone on long enough: too long. An era of great public works is as much needed in America as any other single element in our public life.

Magnificence does not mean monumentality. That seems to be a point to be stressed. I have heard Saul Steinberg quoted as saying that the government buildings of Washington seem designed to make private citizens realize how unimportant they are, and there is much to what he says. But that seems to me simply to define the special requirements of this age of enormity: to create a public architecture of intimacy, one that brings people together in an experience of confidence and trust.

The City Beautiful is as valid a concept today as it was when George Washington and Thomas Jefferson established it as an American principle almost two centuries ago. It is not a concept to be traded in for anyone's notion of private or social welfare. It is not an efflorescence of elite estheticism; it is the bone and muscle of democracy, and I repeat that it is time those who see this begin insisting on it.

At a time when there is so much that is brutal, we risk nothing less than our humanity if we fail to do so. The task of this less than all-powerful nation is to show to the world and to ourselves that, sensing our limitations, we know also our strengths and that we will husband and develop those strengths. The surest sign of whether we have done this will reside in the buildings and public places which we shall build in our time and for which we will be remembered or forgotten. □

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*The host chapters of the scheduled convention cities — Boston in 1970, then Detroit, Houston, San Francisco, Atlanta, Cincinnati, Philadelphia — will be hard put to match Chicago. A two-part spectacular, the Host Chapter Party, began in the Auditorium Theatre and ended at the soon-to-be-demolished Grand Central Station; hundreds of guests got from one place to the other parading behind the 50-piece Highlanders Pipes and*



## A Gala to End All Galas



*Drum Corps in from Canada and, with their police escort, looking very much like an orderly protest march. In the restored Adler & Sullivan theater, reliving the 1889 grand opening, they heard diva Mary Costa and the Chicago Symphony Orchestra conducted by Henry Mazer. In Beman's Romanesque terminal, they patronized a score of bars and buffets and danced to three bands into the wee hours of morn.*



# Ethical Standards for Architects: A Challenge to Professionalism

*An address by the professor of politics and public affairs, Princeton University*

BY MARVER H. BERNSTEIN

One of the earmarks of a profession is its acknowledged obligation to formulate, inculcate and enforce standards of professional conduct for the guidance of its members and to educate them to comply with such standards.

One of the most difficult tasks of the architectural profession is to keep its standards of ethical conduct responsive to changes in society and in the construction industry, of which architecture is the leading component. The contemporary history of every profession, including architecture, demonstrates clearly the tendency to permit ethical standards to suffer from institutional neglect and therefore to lag far behind the need for revision and updating.

## **Perspective on Professional Ethics**

*Government* — Contemporary and current concern with ethical problems in federal employment cannot be regarded as evidence of depravity and declining morality in the executive branch of the government. Indeed, standards of behavior have probably never been higher, and they are far, far removed from the depth of corruption reached at earlier periods of our history. While conclusive evidence is not available, it is likely that ethical standards in government today are higher than those prevailing in the business community.

In thinking about the impact of social and economic change on the practice of architecture, it may be useful to keep in mind some of the aspects of the governmental environment that deeply affect problems of ethical conduct in government employment. At the risk of oversimplification, some of these factors can be noted:

1. The neat separation of government and private life has ceased to exist.
2. Qualitatively and quantitatively, the role of government in economic life has become persuasive and ubiquitous.
3. Many conflicting interests are deliberately built in the pattern of federal government.
4. In the American system, power is shared

among rival units of government motivated by different interests.

5. In the American political system, members of Congress are expected to intercede on behalf of their constituents with federal agencies, and there is no sign that the role of the legislator as broker in this regard is declining.

6. In government as well as industry, the movement toward a security society has been a powerful one: Group insurance, pensions, and other fringe benefits have been commonplace.

7. The pace of technological change, especially since 1950, has brought a vivid awareness of the high degree of national dependence on a relative handful of scientists and engineers.

This brief review of major changes in the setting of government employment today, with a change of word here and there, can be applied rather directly to changes in the social setting of architectural practice.

*Business* — Several years ago, wide public disclosure that a top executive of a major motor manufacturing company was also an executive of a firm producing paint that sold its product to the automobile maker triggered a concern for ethical practices in private business. Today, almost every major and several smaller companies — manufacturing, service and financial — have promulgated regulations governing outside economic and financial activities and interests of their employees and officers.

*Legal Profession* — Within the past several weeks, the American Bar Association has completed the draft of a new statement of ethical standards for lawyers, which was to be presented to the House of Delegates in August. This new Code of Professional Responsibility, if adopted, will be a major revision of canons of ethics adopted in 1908, based largely on the Code of Ethics adopted by the Alabama State Bar Association in 1887, which in turn had been borrowed from lectures published in 1854.

The new code is framed around nine canons, each of which is an axiomatic statement of the obligations of lawyers to the public, the legal system and the profession. Each canon is followed by "ethical considerations" that constitute a body of principles and "disciplinary rules" specifying prohibited conduct. In the drafting of the guidelines accompanying its proposed re-

ED. NOTE: Dr. Bernstein, at the time of the lecture, was dean of Princeton's Woodrow Wilson School of Public and International Affairs, with which he is still associated.

vision of ethical standards, the AIA Task Force on Professional Standards found many provisions of the ABA code very helpful.

*Other Professions* — Likewise, other societies have attempted to bring their ethical standards up to date by dealing with new problem areas of professional practice. Perhaps the first were those which, like the legal profession, maintained relationships with clients or subjects. The psychologists, for example, have devoted considerable attention to these matters, especially problems of protecting the privacy of clients. The American Psychological Association has formulated a code of ethical practice supplemented by detailed guidelines and a casebook of problems involving ethical considerations.

### **Characteristic Problems of Professions**

The first problem is the tendency of the profession to turn inwardly and to give major attention to the privacy of relations between the professional and his client. It is not that these concerns are unimportant or trivial — on the contrary. Rather, such concern is not often matched by an interest in the attitude of responsible or informed public opinion and the responsiveness of the profession to public needs.

Most professions tend to be conservative, not to say hidebound, in their close adherence to established values and practices. In this connection, it is refreshing to see in the already mentioned ABA's new code the references to "employment" instead of "engagement" or some similar term in describing the relations between lawyer and client. For the lawyers who drafted the new code, "employment" is not an unprofessional term. At the other end of the spectrum, however, stands the American Medical Association which refuses to state its acceptance of any major advance in the availability and delivery of medical services until its adoption has proved to increase the income of practicing physicians.

The second problem is the tendency of every profession to concentrate on establishing a system of security designed to protect the individual practitioner. The security system typically features such devices as limiting entry into the profession, limiting competition among its members and holding standards high. While some of these tactics are wholly justified in their own right, the fact remains that such a system stacks the cards in favor of the well-established professional.

The third problem is the tendency for a depression consciousness to persist in the profession in a climate of abundance. One of the manifestations of this outlook is the maintenance of low salaries for younger practitioners despite the fact that the demand for architects has out-

stripped the available supply and even the supply anticipated in the next decade or two.

And fourth, there is the tendency, already noted, toward a widening gap between the objective conditions of professional practice and existing professional standards. Many times in the discussions of the Institute's task force examples were outlined, often colorfully, of the failure of the existing Standards of Professional Practice to deal with current aspects of professional conduct, not to speak of those emerging on the horizon. Instances of such matters can be found in the present prohibition of contracting, in the inadequate treatment of issues of conflicting interests, in the use of agents to solicit projects, in political contributions, in practices involving contingency fees, turnkey operations, package dealers and architect-engineer combinations.

### **Objectives for Revised Standards**

As an appreciative layman and consumer in the field of architecture and a close observer of professional practice and standards of ethical conduct, I believe that the AIA, like some other leading professional groups, should confront realistically the challenge to keep its standards responsive to changes in society and in the construction industry. Let me suggest several objectives that the Institute might well strive to achieve in meeting the challenge of revising its ethical standards.

First, the AIA should look to the character that the profession is likely to assume in the 1970s and its mission to shape the physical environment to meet the needs of society in the years immediately ahead. You all know far better than I from direct experience how much and how rapidly architectural practice has changed and is changing. Design and construction are increasingly organized to deal with a building project from feasibility stage to completed structure, and the role of design is becoming inseparable from the construction process. Conventional distinctions between designing, contracting and construction need to be re-examined. Management assumes a more critical function in design activities.

As traditional architectural practices have altered in the contemporary industrialized setting, conflicts of interests—real and potential—have increased. Architects practice more and more in a public context and have interrelated private, professional and community interests. The overriding necessity to establish, maintain and protect the integrity of the profession of architecture may depend more on the regulation of conflicting interests than on any single factor or issue. These problems are not easy to resolve

because they involve sensitive dilemmas that are not easily settled by reference to axioms of ethical conduct. Open disclosure may be the only practicable approach to the treatment of the problem of conflicting interests.

Because the demand for architects exceeds the supply, ethical standards should focus not so much on security devices for those who have achieved senior standing in the profession but rather on the quality of performance in the public interest. Protection of the public interest should be placed above all other gain; and an architect's sensitivity to human needs must be emphasized. The new standards must make sense in the light of the rapidity and intensity of change in technology, in organization and management, and in the economics and politics of professional practice.

Second, there should be clear recognition of the contribution of students, young architects and other professionals and craftsmen to the design and construction of the physical environment. The revised standards should be made relevant to the perspectives of these segments by stressing the broad mission of the profession and the construction industry, the need for social awareness and the influence of societal forces in shaping the character of the profession.

Third, it has become more difficult for the public to learn about the responsibilities of the architect as the growth of conglomerates, design-build firms and other large group practices turn individual architects into faceless and

even anonymous creatures. Architects should identify with their projects. The standards should not prevent that identification, nor should they interfere with the profession's educational function: to inform the public about the duties and responsibilities of architects.

Fourth, the present standards contain many references — often detailed ones — to business practices that do not involve significant ethical considerations. The revised standards would gain in force if they excluded references to such practices. Because the line between business practices having important ethical implications and those lacking such implications may be hazardous to draw, the revised standards can be supplemented by guidelines that deal with specific practices in more detailed ways.

And fifth, gratuitous and platitudinous statements ought to be avoided. Members of the Institute need not be told that they should be competent, honest, wise, prudent and reasonable. Such advice is rarely accepted by those who most need it. Instead, precepts that can be directly applied to actual operations and are enforceable should be preferred.

If the AIA embraces these or similar goals to guide the revision of its Standards of Professional Practice, it will be fulfilling one of the highest obligations of professionalism. Its success in this enterprise is likely to indicate whether it can also be effective in redefining the role of the architect in the design and construction of man's environment. □

## PREAMBLE TO THE PROPOSED ETHICAL STANDARDS

The concern and purpose of the profession of architecture are the creation of a physical environment of use, order and beauty through the resource of design, economics, technology and management. The physical environment includes a spectrum of elements serving man, from the artifact and the building to the community and the region. That they serve man well requires of the architect a sensitivity to human needs and an imaginative response to social and political evolution, to economic and organizational change, and to technical development of materials and construction methods.

In order that these obligations effectively govern the action of its members, The American Institute of Architects has promulgated the following ethical standards [see discussion across page].

# Standards Deferred

*Proposed ethical code is to be 'thoroughly discussed' and taken up again in Boston*

The Task Force on the Standards of Professional Practice submitted its Proposed Ethical Standards to the Chicago convention for the purpose of discussion — and delegates voted to continue the discussion. The sense of the motion they approved was that action on acceptance of the proposed code be deferred until next year's convention in Boston, and that the new standards, in the meantime, be "thoroughly discussed."

The delegates, harboring a number of reservations over the proffered standards, in general appeared to feel the changes demand considerable study before any step to enact them is taken.

Former Institute president Robert L. Durham, FAIA, praised task force members "for the very thoughtful way in which they studied the subject" but moved that the changes be "thoroughly discussed" at the chapter level and in grassroots sessions and then "be brought to the Boston convention." The motion was applauded and adopted.

Discussion continued even after this action, however. The matter of having two sets of standards was raised. But Robert F. Hastings, FAIA, newly elected first vice president, saw no problem here: "This coming year we have a set of standards (the existing standards) that we live by until another set is enacted," he said.

To J. W. Goodrich, AIA, of Burlington, Vermont, the most critical question pertained to the architect's role in construction. "I would like someone on the task force to answer for me: How does the present code versus the new code under consideration affect the corporation now in existence whose executive officer is a registered architect and a member of the AIA and whose charter includes, among other items, the practice of architecture and general construction?"

Jack D. Train, FAIA, task force chairman, said that under the present standards, charges can be brought to expel the executive officer or force his resignation, then cited two standards under the proposed code:

Standard No. 1, which says "an architect shall serve and promote

the public interest, placing it above all other gain, and act in a manner that brings honor and dignity to the profession of architecture and the construction industry." A guideline under this standard (an explanatory note and not part of the standard) says that an architect's fitness to practice is jeopardized if he fails "to prevent his partners, associates, employers and employees from engaging in conduct which, if done by him, would violate the Ethical Standards."

Standard No. 4 would also apply, Train submitted. This holds that "an architect shall not have any significant financial or other interest that may be in conflict with the interest of his client or employer unless that interest has been fully disclosed and the client's or employer's approval of that interest has been recorded."

Explained Train: "This is designed to cover the issue we felt was stated in 1.3 related to building contracting. (1.3 of the present standards says simply that an architect shall not engage in building contracting.) In this case you would make complete disclosure to the client and this becomes a matter of decision."

The range of the discussion as it unfolded moved George E. Kassabaum, FAIA, who presided, to observe that while some delegates felt the standards ought to be narrowed, others wanted them broadened. This was an allusion to delegate comments which suggested that the proposed changes were too broad in terms of the construction industry and too restricted in terms of social concern.

"I think the thing for you to do," Kassabaum said, "is to think about these things, treating them carefully. This is the result of 18 months of work by some very dedicated people who have generally the same problems and interests that you do. Don't reject it out of hand. . . . Your reactions will be considered, and the terms of this convention will be resubmitted and circulated prior to the Boston convention."

Train said the task force began its work by focusing on the question of the architect's engaging in building contracting but found that

it was "impossible" to do this without examining the standards.

The task force pondered the question of what constitutes building contracting, he related. "We also were interested in why this was an obligation to the public. And why it was installed in the first place. We suspect, and certainly the most valid explanation we can have, is that the architect . . . is in a position of having a conflict of interest with his client . . ."

He said it was felt that this conflict was covered by 2.4 of the present standards which says an "architect shall not have financial or personal interest which might tend to compromise his obligation to his client," wording similar to Standard No. 4 of the proposed code except for the significant additional wording of the latter — "unless that interest has been fully disclosed and the client's or employer's approval of that interest has been recorded."

Another concern was the architect's role in housing. If the profession is to become active in housing, Train continued, "many architects are convinced the only way to do it is to get involved in the construction process, and in doing this are we prohibited because of 1.3?"

Train said the chief distinction between the present Standards of Professional Practice and the Proposed Ethical Standards is reflected in their titles. The present standards include both ethical and business matters, he said, adding: "We feel the only thing that the Institute should have is the authority to administer in a judicial way what will be ethical standards. Any architect who has poor business standards will have his own funeral without the aid of the judicial community."

The proposed standards portray the architect as not only a member of a profession but of the construction industry. "The only thing he is really concerned with is the building of man's environment; to put something on paper and never carry it out will never do anyone any good," said Train.

But there was concern among the delegates. "We will open ourselves up to relationships and activities," said one, "that are detrimental." □

# Stress and Urban Development

*The Purves Memorial Lecture by the director of the Institute of Medicine and Experimental Surgery, University of Montreal*

BY HANS SELYE

Planned urban development can do a great deal to protect man against the damaging effects of the stress of life. Thanks to the progress of medicine, many great health hazards (the epidemics of contagious diseases, nutritional deficiencies such as beriberi, scurvy, pellagra and other avitaminosis) have been eradicated. Some of the remaining problems of how to defend ourselves against specific disease producers will undoubtedly be solved. Then there will remain only one great threat to man: his own kind.

The cardinal task of urban development is to cope with this problem, at least in times of peace; but if this one threat could be removed, there may not remain enough motivation for war or even the race riots, and student unrest so characteristic of our time. Objective comparative studies have shown, for example, that monkeys are not aggressive in their natural habitat, but become vicious in zoos even if they are kept in affluent conditions without reason to fight.

Many historians have looked upon the wish for war as a defence mechanism built into the psyche of man to defend his kind against overcrowding.

Every change in the internal and external environment of our body puts us under stress. Many of these agents — "stressors," as we call them in medicine — can be eliminated by medical or surgical procedures. But this is not the case with the stress of feeling crowded in or impinged upon. That is where the architect and city planner can do much more for health than the physician. He cannot do it alone; he will have to be aided by governments and private sponsors of large projects. But, in order to get sympathetic attention, he will have to know more about the actual mechanism of stress, not only as it affects his building materials but also as it affects man.

To begin with, we need a few definitions. I shall try to make them as simple as possible. In the medical sense, stress is the rate of wear and tear in the body. Just as an inanimate machine (an automobile, for example), the human organism is subject to the wear and tear of its own activity, namely of life itself. No machine can

work indefinitely without showing some wear and tear and some signs of usage, but we must not confuse two apparently similar processes: usage from stress and usage from aging.

Stress is, as said, the rate of wear and tear at any one moment. Even a very young individual — a newborn baby — can be under considerable stress, as for example, if it is burned. It uses all its energy to resist that burn, yet it shows no sign of aging. Similarly, if I might use an analogy, a car can be brand new but, driven over a rough road at high speed, it is under considerable wear and tear, or what we call stress.

Now, such stress is also present in human living organisms, and we have learned by now how to measure it. Thus we can analyze its biochemical mechanisms to a large extent, and we have also found certain ways of influencing resistance to stress. You all know that certain hormones, which are called the "stress hormones," for example cortisone and ACTH, are very effective in influencing the stress reactions of the body.

Since stress is a general manifestation of vital activity, it often has been confused with somewhat related, but still different, aspects of life from which it must be strictly distinguished.

Stress is not necessarily a pathologic phenomenon. Any kind of physiologic activity, such as locomotion, heart beat, respiration or glandular secretion, produces some kind of wear and tear. Complete freedom from stress never occurs.

Stress is not identical with aging. The phenomena of aging depend on the accumulated results of life's wear and tear, not on its rate at any one moment. The rate of wear and tear is high in an active child and low in an elderly person at rest.

Stress is not identical with the metabolic rate. Fuel consumption and heat production do not necessarily parallel wear and tear in living organisms any more than in inanimate machines.

Disease is a dynamic process, a fight between the pathogen and the diseased organism. The latter defends itself against the producer of the disease by adaptive phenomena. Hence, adaptation is an integral element of all disease. Of greatest importance are the direct actions of pathogens in some maladies and the failure of adaptive phenomena in others; only in the latter case do we speak of diseases of adaptation.

For example, if a patient who swallows a large quantity of alkali has perforation of the stomach

ED. NOTE: Since this lecture was almost entirely based on the explanation of colored lantern slides, only a summary of the essential points will be given here. The scientific work on which this presentation is based was subsidized by the Minister of Health, Quebec, and by the Medical Research Council of Canada.

with subsequent peritonitis, this is not a disease of adaptation. In this case, the morbid phenomena are predominantly direct effects of the pathogen, the alkali. The peritoneal inflammatory phenomena themselves are adaptive reactions, but their participation in the total picture of disease is quite subordinate to the passive, purely chemically induced perforation of the stomach. If similar peritonitis results from perforation of a gastric ulcer induced by constant emotional excitement, we may call it a disease of adaptation.

It is especially important to keep in mind that no disease is due exclusively to a "derailment" of adaptive phenomena, nor is there any malady in which adaptive phenomena play no role at all. In order to produce disease, there always must exist some direct, purely aggressive and nonadaptive action of a pathogen. On the other hand, there hardly exists any pathogenic action which does not elicit some adaptive phenomena. Such an overlap between groups does not minimize the practical value of the principle of classification.

There hardly exists a disease which could not be properly included in several of the classic categories of pathology. Rheumatic fever is undoubtedly a joint disease, but it is also a cardiac disease, a connective-tissue disease and an infectious disease. Although the subjects of the natural sciences cannot be forced into airtight, nonoverlapping compartments, this does not alter the fact that without classification there is no science. We need the classes, because no generalization is possible without them.

In a narrower sense, we consider as diseases of adaptation those pathologic processes which are predominantly due to stress and are often mediated by a pathogenic hormonal activity. In this sense we can distinguish, at least in principle, the following main groups of diseases of adaptation:

1. Diseases due to an absolute excess or deficiency in the secretion during stress of adaptive hormones.
2. Diseases due to variations in the absolute blood level of adaptive hormones resulting from a stress-induced derangement of hormone metabolism rather than from increased or decreased secretion.
3. Diseases due to a derangement in the normal balance between antagonistic adaptive hormones, e.g., between ACTH and antiphlogistic corticoids on the one hand, and STH and pro-phlogistic corticoids on the other. Such diseases can result from a disproportion in the secretion or detoxication of these hormones during stress.
4. Diseases due to stress-produced derangements which alter the response of target organs to the adaptive hormones through the phenomenon of conditioning.
5. Finally, we must not forget that, although hor-

mones play a prominent role in the general adaptation syndrome, stress-induced derangements of nonendocrine organs, e.g., the nervous system, liver and kidney, may also cause diseases of adaptation.

From a purely clinical viewpoint, perhaps the most promising outcome of our investigations on stress is the observation that acute, infarct-like cardiac necroses can be produced by stress in humorally conditioned animals.

The unprecedented development of technology in this century has created many new sources of stress: the speed of industrial life, fear of atomic war, etc., but it has largely eliminated others: many diseases, malnutrition, exposure to cold, are practically unknown today in the civilized world. I think that, on the whole, the good compensates for the bad, but we must learn to live with the stresses of modern civilized life.

Among the stressors that might be avoided by a better planning of man's habitat, we hear a great deal today about noise, air pollution, complicated traffic conditions, etc., but, in the final analysis, all these are due to overcrowding. Even strenuous interpersonal relations (some of the most important sources of stress), essentially depend on our being thrust upon each other to a point where we not only lose our privacy but our personality. Man is essentially a gregarious being; he likes friendly contact with his neighbors, but he resents living in an environment where he is continuously forced to bend to their will.

We have excellent tests to measure the stress produced by such severe insults as extensive burns, surgical shock or severe intoxications, but there is no reliable way of assessing the stress of daily inconveniences, at least not with sufficient accuracy to create stress-free habitations accordingly.

Besides, stress is not necessarily harmful, it is the salt of life, it accompanies all our activities; its total absence means death. Everyone knows that physical activity is healthy; yet, in order to do any good, it must be stressful. It is not so much the intensity but the kind and the repetitiousness of certain stressors that is damaging. When the body has been forced to adjust itself to one stressor for too long, diversion by another stressor may give him more relief than absolute rest. This kind of diversion shakes the body's chemistry out of a rut and is known as "nonspecific therapy" or "shock therapy."

Proper urban development could do a great deal to relieve the stress of life. However, in this effort we can no longer be guided by mere impressions of what is good, we need close cooperation between the architect and the physician who specializes on stress and can provide a scientific basis for the logical planning of our surroundings. □



# A Third Generation of Clients

Words upon receiving the Gold Medal

BY WILLIAM W. WURSTER, FAIA

This is a happy day for me. Somehow I must convey to you a deep appreciation of a change in the architectural thinking of our profession which now allows modest and simple structures to play a part in the award of our Gold Medal.

This gives unexpected reality to our claim that truth and beauty count for something. No matter how small the work may be, you will find in the exhibition [on display during the convention] the simple beginnings of a practice in 1927, from the farm house to the stone studio of Frances and Morley Baer in 1965.

From the very start in 1926, and during 43 years of practice, the office has recognized that work we do is for the client and not in our own image. Instead, we have sought to do the best in fulfilling the client's desire.

We seek to play down the authorship of ideas, and particularly when the office was smaller, we had many meetings on each job so that everyone had a share in the decisions. My partners—Theodore Bernardi and Donn Emmons—and the associates—Allen Rosenberg, Ralph Butterfield, Albert Aronson, Don Stower, Robert Towle, Joseph Bourg and Gerald Taylor—should share this day, for they have answered my questions and backed up my decisions, which give our jobs a thread of continuity down through the years. It brings confidence when we often do work for the third generation of clients.

I am proud there are architects who, having worked in the office, come back to tell us how much the experience has meant to them.

I recognize the medal as a personal thing, but in all honesty and truth, I hope you recognize how the people in the office and the clients have made this possible, and I stand here with pride to acknowledge that they share in the



policy making which shapes each job. Superb architectural photography also has played a major part in my professional life.

In 1944, I went down to New York from Boston to speak at the 75th anniversary of the New York Chapter AIA. It startled them when I listed a bill of particulars of criticism, but first let me quote from an article by the late Dean Joseph Hudnut of Harvard, which sums up what I am trying to tell you, and this represents a great change in point of view:

"It is encouraging to see all around the new interest which looks at things so differently and has changed from the day of Prince Albert and Queen Victoria when it was a matter of pride that the beautiful bridges built by Rennie and Telford for that uncivilized monster, the railroad, were not to be called architecture. These, like Joseph Paxton's Crystal Palace in England, could not, alas, be clothed with the debris of ancient civilizations. Today, the architect's meat and drink must be the whole field of human environment and the entire process behind it—or he will starve."

To continue with the criticism, as spelled out in 1944, Frank Lloyd Wright at that time had not been offered the Gold Medal, although his stature had long been worthy of it [awarded in 1949].

There were 3,000 members of the

AIA in 1944, and I believe we now have over 23,000. The strongest plea I made that evening was for a broad public relations program. It has all come about now, and we are on our way with a real bang.

Housing for the lowest income people was a dirty word in the profession in 1944. This point of view is now completely changed from that time, and the outlook is much more constructive than it formerly was. In 1944, there were several professional articles which spoke of housing as communist inspired. I am pleased that we have left all this nonsense in the past and now recognize the need of understanding social conditions and the need of working closely with our government agencies to bring about a humane environment.

The importance of everyday objects such as knives and forks and china now receives attention as art. Not so before. This movement was led by the Museum of Modern Art in New York. The Metropolitan Museum of New York still has a rule that no living artist's work can be shown in its halls. I believe it has broken this rule three times, and I, for one, would hope it would be broken many times more until such rule ceases to exist.

All about us are meetings and seminars in which the profession plays at least a participating role and often one of real leadership. I want to congratulate ourselves, for this is a complete change from 25 years ago.

Gone are the days that importance is placed on permanence and massiveness. I never will be in the position of an architectural friend of mine who spoke with bitterness that architecture was not permanent any more. I take exception to his whole emphasis, for there must be great changes, with new things crowding along rich with ideas. I never want the possibility said of me that I could be like Vanbrugh, architect of Blenheim Palace, that vast pile in England, whose epitaph could well read:

*Lie heavy on him, oh earth!  
He has laid many a heavy  
thing upon thee.*

*Investiture of Fellows at Rockefeller Memorial Chapel on the University of Chicago campus.*

# 'In Times Like These'

## The acceptance speech by the incoming president

BY REX W. ALLEN, FAIA

*"It was the best of times, it was the worst of times; it was the age of wisdom, it was the age of foolishness; it was the season of light, it was the season of darkness; it was the spring of hope, it was the winter of despair; we had everything before us; we were all going direct to Heaven, we were all going direct the other way—in short the period was . . . like the present period."*

Since one of our sessions has concerned itself with a "Tale of Two Cities," it seems quite appropriate to use this quote from the book of that name by Charles Dickens. It is a strikingly apt description of today. It is not hard to find other similar quotations which prove the cyclical nature of history. This one, written over 100 years ago about a period nearly 200 years ago, could obviously just as well have been written about the current state of human affairs.

However, for the first time in history, society has come to a point where technology makes it possible for every human being to have not only the bare elements of survival, bread and board, but also a chance for something more. Our communications media and educational opportunities, even though meager in parts of the world, make every human being aware of this potential. Yet performance falls far short. Technology also makes self-destruction possible. So in truth it is "the best of times" and "the worst of times."

What, in times like these, is the responsibility of the architect and of the AIA as spokesmen for the profession? I am fortunate to follow in the footsteps of several Institute presidents who have recognized the challenges and the dynamics of change. Each has helped to raise the sights of the profession—to understand that potentially, at least, the architect has a unique contribution he can make to our society. If we are to comprehend what this contribution could be, perhaps it is at first necessary to define what we mean by "architect."

By and large, the public either

can't pronounce the word or, at the other extreme, has a higher regard for it than most professionals. It is not uncommon, for example, to hear someone refer to the "architect of the peace plan." How many of us could measure up to that! Yet that could be our goal, not perhaps literally, but if we could provide society the services needed to create a truly livable environment, we might indeed contribute substantially to the peace of the world.

"Urban design" has become a part of our vocabulary even though it may not yet be a part of our competence or practice. The problems of urban design will be with us for a long time to come, and so it behooves us to understand and deal with them. Surely if we don't, others will, as George Kasabaum has pointed out. Can we afford to let our society down? It is from this expanded service that I derive my definition of an architect: a designer of spaces for human use.

No longer can we confine our concern to the individual building (if we ever could); we must be involved with the total environment. The first statement in our proposed new code of ethics is:

"An architect should serve and promote the public interest, placing it above all other gain, and act in a manner that brings honor and dignity to the profession of architecture and the construction industry."

How else can we claim to be relevant? We have a unique role and a unique responsibility—to create a habitable environment for man no matter what the parameters may be—a lunar landscape or an urban slum, an industrialized component or a custom-designed special-use building.

How can the AIA promote this program? I see our efforts being channeled into three basic areas: design, public education and legislative action. We have already committed funds to 1) design—primarily urban—with the establishment of the Urban Design and Development Corporation, and 2) public education—with our advertising program to promote the value

of environmental design and planning and with our elementary education program to develop a public that will demand better design.

Art Rigolo, as chairman of our Committee on Elementary and Secondary Education, wrote in a proposal to the Department of Health, Education and Welfare: "A democracy has more to fear than the tyranny of power in the hands of those who govern. There is also the tyranny of ignorance in the hands of the people."

The third area—government affairs—should be developed on a similar scale. This means

- expanding our ability to testify on legislation relevant to matters within our area of competence;
- initiating appropriate measures rather than simply waiting for someone else to take the lead; and
- participating in government rather than observing. (We have one governor who was educated as an architect but, as far as I know, no member of Congress and very few state legislators are architects.)

It is also important that architects become involved with code writing groups, planning boards and similar local government bodies where their technical competence could serve the public interest.

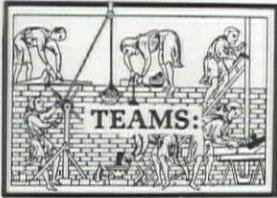
To carry out such a program needs not only money for staff but the development of techniques to assemble quickly and with foresight the necessary backup information to justify taking unequivocal positions. Too often we have responded emotionally; this the AIA cannot afford to do. But policies and positions can be developed based on our knowledge and technical competence of environmental matters provided we relate them always to the public interest.

None of these programs can be successful unless the AIA represents the entire profession of architecture and all the many concerns of individual professionals. It seems almost self-evident that we must continue to search for ways to expand our membership, to recognize the needs of both employer and employee, and to show our relevance to society by continuing to demonstrate our sense of public responsibility. □

TEAMS  
PRACTICE  
CLIENTS  
CONTRACTS  
FEES  
COMPONENTS

## Workshops

RETRIEVAL  
CONTRACTING  
PROGRAMMING  
OFFICE PRODUCTION  
RESTORATION



### Gaining Strength

Design teams are here to stay and politicians and the public should stop worrying whether such interdisciplinary teams can make firm decisions, participants in the workshop on "Professional Interaction" were told by the panelists.

"Who makes the decisions when all are peers?" asked William Brown, AIA, Cincinnati, from the audience.

"The only way you get things done is by consensus," said Harry Weese, FAIA, Chicago.

In Cincinnati, where a design team working with city officials got a long delayed downtown renewal program moving, "most decisions were unanimous or near unanimous," pointed out Brady D. Armstrong, AIA, Baltimore.

Architects must join the teams or design groups as peers, not expecting that they will automatically be leaders, the panelists agreed.

"The decision making process must involve all team members equally. Then each member should use his special skills to carry the decision through," said Raymond T. Affleck, MRAIC, Montreal.

Armstrong said the teams should be three-sided, including client, professional and user, working toward a common end.

Howard University architectural student Douglas White won agreement from older architects when he maintained that the users of buildings should be considered at least equally as important as their financiers. In the case of public housing and other projects supposedly planned to help citizens, the user must be given top consideration, White argued.

Weese agreed. Architects, he pointed out, must identify with and make contact with citizens.

Joseph Passoneau, FAIA, St. Louis, who was on the design team that successfully settled the first phase of Chicago's Crosstown Expressway dispute, said that the public should know that government help and subsidies are behind almost every big private project. Consequently, the public has a right to win the architect's ear even on projects supposedly financed by private enterprise. He cited tax shelters, direct subsidies, public transit and utilities and other assistance given to private developers.

Affleck pleaded for architects and other professionals to work with "a spirit of humility. Look at the cities and you realize that a disastrous environment has been created in the name of doing something for someone."



### Growing Pains

Size of a firm, or the lack of it, is a widely felt problem, participants in the workshop on "Factors Affecting Size and Nature of Practice" agreed. H. R. (Bob) Wilson, AIA, Stamford, Connecticut, put it bluntly: "The small firm must grow or die—I don't believe the small firm can last."

Wilson, who runs his own six-man firm, added that he doesn't want to fight the large firms: "I want to join them. How do I get bigger?"

How to grow was clearly a concern for all architects present. Hugh N. Jacobsen, AIA, Washington, D.C., noted that small firms become typecast. "If you start out doing houses, you keep on doing houses, and it's hard to get other jobs. The big jobs go to the big firms."

Toronto architect Andrew S.

Mathers, MRAIC, said that his firm is thinking seriously of incorporating its specification writing, working drawings and construction management arms as separate companies, so that their services might be available to other firms. H. D. Mirick, AIA, Tulsa, Oklahoma, reported that three Tulsa firms had joined forces for an \$8 million project that none could have handled alone.

W. Randle Iredale, MRAIC, Vancouver, touched on some trends in larger firms, pointing out their non geographical nature. "It's easy to move brains. Architectural and engineering practices will probably become less geographically based in the next 20 years. Some firms are trying to build chains, the way the large accounting firms have."

Growth isn't without its own problems, Iredale added. "Now that our firm is up to 40 employees, my partner and I find we cannot be architects anymore. We have to be managers."

A secondary theme throughout the session was the problem of competition from large out-of-state firms. Kemper Goodwin, AIA, Tempe, Arizona, said that large national firms pose quite a problem for small local firms. "How can you compete with a national reputation?"

One architect remarked that his firm set out to build a strong local reputation for good design. This reputation attracted business. The city, because of this reputation, has asked out-of-state firms to work with them.

John R. W. Disher, MRAIC, Saint John, New Brunswick, said that the last time his firm was told it was too small and too inexperienced for a particular local project, he hired a large outside firm as consultant, retaining his control on the project.

In summing up the session, Iredale noted a clear need for larger size and more specialized services within architectural firms.

The session was moderated by Guy Desbarats, FRAIC, Montreal.



### All of Us

At the outset of the workshop "The Client and Society," the panel agreed to exchange the title's conjunction for the obvious verb: "The Client Is Society." In the words of Archibald C. Rogers, FAIA, Baltimore, the conventional client is actually the "sponsor" and as such has his responsibilities to the ultimate user — the client — just as the architect has.

"This is true at all scales," said Rogers, "The home serves the family unit; the shopping center serves the community; the transportation skeleton serves the region or nation as units of society. If society (the client) is served, so are the interests of the architect's co-partner (the sponsor)."

It follows that the test of architecture is the satisfaction of the unit of society being served.

Jeh V. Johnson, AIA, Wappinger Falls, New York, emphasized the salutary value to the architect of advocacy. In a situation that Johnson termed "client fission," the architect must act as shepherd, bringing together programs, operators and money.

Pursuing this theme, Johnson expressed the view that the bootstrap operation of reconstructing so-called ghetto areas can have social and economic values beyond its immediate works. The construction itself offers the opportunity for training men in new trades and endeavors. In this sort of situation, the traditional relationship of architect to conventional client (employer) is out; entirely new relationships are opened.

Regionald Lyons, fifth-year student at Howard University, underlined the compelling responsibility of the architect to his client: society. Gently, but firmly insistent, he said that it is the too-mild concern of the profession with social ills that lies at the root of the students' complaints.

The architect, all agreed, has tremendous unrealized potential for using imagination and initiative to shape the environment. Design, or environmental problem solving, must often precede the appearance of the "sponsor." It is then necessary only to find the

client/sponsor or, in Rogers' phrase, "to design the client."

Such an extended range of responsibilities facing tomorrow's architects gave the workshop, which was moderated by Arch R. Winter, FAIA, Mobile, Alabama, a tone of enthusiastic optimism. In the service of society, as client, the future of the profession is bright.



### No Parapets

If the architect heads the construction team, he has to assume financial responsibility for errors.

So the workshop on the "High Cost of Responsibility" was told by Judge Bernard Tomson, Nassau County (N.Y.) District Court; Clarence Hart, Twin Cities attorney who specializes in defending architects, engineers and contractors; Robert E. Briggs, MRAIC, Toronto, chairman of the RAIC legal documents committee; and J. Sprigg Duvall of Victor O. Schinnerer & Co., Inc., Washington, D.C., United States underwriting manager for Continental Casualty Co.

"AIA documents are a paper parapet you're not going to be able to hide behind," Hart warned, "Contract language is not an impenetrable suit of armor." Furthermore, he said, "You can have a pretty bad loss just defending your case, even if you win."

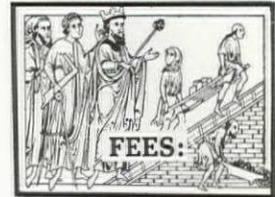
The answer is to share the cost through insurance, the panelists agreed. According to best estimates, about 75 percent of all full-time architectural firms do just that, noted Herman Charles Light, FAIA, Los Angeles, chairman of the AIA Committee on Insurance and moderator of the session.

It isn't personal injury suits which cause most of the trouble, Judge Tomson pointed out. "Three-fourths of all lawsuits relating to construction are concerned with errors and omissions which necessitate remedial work to the structure. That should emphasize the importance of the architect's being careful — though sometimes he's held responsible anyway."

A relatively simple way to handle disputes, the judge added, is to be sure the contract includes a valid, enforceable arbitration

clause and to choose arbitrators who are not prejudiced against architects.

Asked about the effect of statutes of limitations on insurance rates, Hart replied that time limits vary from 2 to 10 years in different states, noting that complete operations coverage is good only as long as insurance continues to be carried. (A special policy is available at reduced rates for architects who retire, he indicated.)



### Ups and Downs

The traditional method of establishing fees as a percentage of construction cost is losing support among today's practitioners, the panel at the workshop on "Economics of Service" revealed.

Among compensation formulas which appear to be gaining in prominence is that of taking a factor which includes overhead and contingency costs and multiplying it by technical salary costs. A representative of one firm said that 70 percent of its billings are done in this manner.

It is a method, a member of the audience declared, "that keeps the client honest." The member, who is with a firm contracting for millions of dollars of construction yearly, said clients know that wasting the architect's time under this arrangement is going to cost them money. Thus, he said, "they become better clients."

Architects must be adequately rewarded for their efforts in the interest of better design, panelists agreed. This is particularly true in the case of government agencies which often tend to restrict fees.

Architects, whether in the US or Canada, offer professional know-how, and if clients want to get enough of this — if they want good projects — they must be willing to pay for enough of the architect's time. The more sophisticated clients with business experience appreciate this, said Daniel Schwartzman, FAIA, New York.

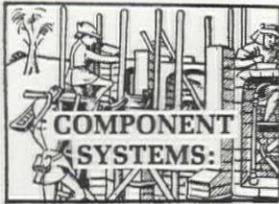
John J. Orofino, AIA, Washington, D.C., recited a long series of delays, frustrations and fee-paring in early experiences with federally assisted housing for low and moderate income families.

Warned Orofino, who is vice president and general manager of Urban Planners Inc., a subsidiary of Westinghouse: "You must be aware of how to make a project economically feasible. If you do the right battle with the Federal Housing Administration at the outset, you might make 3 percent."

One of the problems encountered by architects in basing fees on the cost of construction is a suspicion among the public that costs may be inflated to boost the fees. Many architects, however, favor a multiple of direct costs as a means of establishing payments.

A study sponsored by the AIA and undertaken by Case & Co., management consultants, showed that the traditional fee-setting method returned to architects a higher net income. But a representative of the consultants company explained that this is because many architects are using unrealistically low multiples in the cost-plus method.

Henri P. Labelle, MRAIC, Montreal, was session moderator.



### Missing Parts

Widespread acceptance of component systems as construction practice depends on teamwork by the industry's components, architects, builders and manufacturers.

This belief was expressed by the panelists on the workshop on "Component Systems,": Frank D. Salas, chief engineer, George A. Fuller Co., New York; Roderick G. Robbie, MRAIC, technical director for the Metropolitan Toronto School Board's Study of Education Facilities program, Toronto; H. Nash Babcock, Nash Babcock Engineering Co., Old Greenwich, Connecticut; and Christopher Arnold, AIA, vice president, Building Systems Development, Inc., San Francisco.

Each of the four pointed to lack of teamwork as the principal deterrent to the advancement of systems both in Canada and the US; all four at the same time granted that the Canadians have made considerably more headway in adopting the method.

Robbie, deeply involved with the systems approach for school build-

ings, scored the architects at one point, saying flatly that they should act as members of the construction team: "I think we should stop being priests. We behave as if we are. Actually, we are just a piece of the industry, not its chosen leaders."

Salas, maintaining that the builders should be called by the architects for consultation "from the very first pages of design," added that builders, on their part, will "have to develop the engineering talents within our operations so we'll be able to come to your assistance." Both, furthermore, must cooperate with the materials producers, make use of their research and development departments and request and receive honest appraisals of the products' predicted performances, he said.

Babcock seemed to feel that if the architect does not accept teamwork, it may be forced upon him. The future's architects cannot afford to be designers alone; they will be designer-builders and working with systems, he said. "If the architect doesn't pick up the ball and run with it, the builder will."

BSDI's Arnold, associated with architect Ezra Ehrenkrantz, AIA, who is generally credited with pioneering the systems movement in the US, told the audience: "The future of systems is closely linked with the future of the architectural profession. We feel we are in the mainstream of the architectural area."

Performance, testing, codes and labor also were mentioned as present difficulties facing systems, but panelists all saw future solutions.

Robbie offered the idea that "some kind of national testing board procedure can be set up—I don't think legislative enactment is necessary; the market place will set up an umbrella of agreement."

Babcock expressed hope that the American Society for Testing Materials machinery can be speeded up—"It now takes as long as four years for a standard to be drawn up." Both he and Robbie stressed the necessity for research and suggested that their governments should invest more in building technology studies.

In Canada, a national building code is being adopted at both the provincial and municipal levels of government. Robbie reported no trouble in coping with its requirements.

"Don't worry about codes," Babcock said, "If you've got a system or a subsystem, they'll usually give

you a waiver, tell you to go ahead, that it will be written into the code later anyway."

Arnold, at this point, interjected that "it would be of interest to see that when all codes are ready and they're performance codes and the architect is made responsible, how he'll react to such responsibility."

One point developed during the discussion dealt with the fringe relationship of systems to the threat, as architects see it, of mobile home producers taking over the housing market. Labor presents the most serious difficulty, they all agreed, but if the unions' resistance is not overcome, high wages may spur public acceptance.

Robbie saw systems as presenting one counterperformance for architects to employ. "The mobile home manufacturer is dealing with a package of limited characteristics, essentially he's selling a container," he pointed out, "People want more. They want a choice."

"The mobile home industry found an interesting crack in the basic housing situation," Arnold added, "they were able to offer a certain kind of home to people who want it, and they were able to sell it on the basis that the tax situation is extremely favorable compared to that for a fixed home. But there will always be people who will want a choice."



### Cost and Time

As new and more sophisticated systems of evaluating and retrieving construction information are developed, eventual cost (and economic profit to be realized) looms large as a determining factor. It limits the scope of the effort as developers attempt to create systems with maximum value for the user within realistic price ranges.

Time enters as a determinant in that more comprehensive systems require more years to develop, and most experts working in this field today are anxious to get information systems on the market quickly.

These were some conclusions reached in the "Information Evaluation and Retrieval" workshop moderated by Gordon R. Arnott, FRAIC, Regina, Saskatchewan.

All segments of the US building

industry, particularly its architects and specification writers, will be closely watching Canada's development of a comprehensive information system for construction in that country. Details of progress in this project (see p. 98 for a status report) were outlined by Donald G. LaPlante of Canada's Department of Industry, Ottawa, who said that his staff is working on a thesaurus of construction terms which will form the basis for structuring the Canadian system. This should be published in about a year.

Panelists agreed that it was doubtful if the US Government would become involved with researching and developing any such system as is the case in Canada.

Joseph D'Amelio, AIA, of Sweet's Catalog, New York, outlined five distinct areas of information in the construction field and said that methods of handling the data were not as important as defining the problems. The dollar figure is the key constraint, he explained.

Neil Harper, president of CLM Systems, Inc., Cambridge, Massachusetts, pointed out that in the US, the Engineering Joint Council is doing a similar job to that in Canada in listing terms and abstracting key words. But the EJC is not researching and developing a complete system to the extent that the northern neighbors are.

In the area of cost information, there has been much talk and little action as far as evaluation of storage of information technically is concerned, D'Amelio noted. There has been far faster movement in the specification writing field. He referred to the evaluation of information as "a classic shipping boy" and called the task of evaluating information and putting it into data sheets "mammoth."

Architects were advised by the New York panelist to use three criteria in evaluating information systems: comprehensiveness, up-to-dateness and ease of use.

Moderator Arnott raised the question of the extent of need for manufacturers' representatives after the computer processes for product storage and dissemination are in general use.

In answering this, LaPlante said he felt their role might be a more important one than now since they then might concentrate more directly on their intended function — advising designers in use of their products. The computer, he said, will be taking care of the product data.



### Architect's New Hat

Architects were encouraged to assume more responsibility during construction, perhaps even enter contracting, in a workshop devoted to "Construction Management."

Panelists examined the problem of how the factor of efficient, effective, businesslike management can be projected into a building project to make it a single unit of good performance.

It was conceded that, on any project, the activities of programming, cost planning, design, scheduling, contracting and the expediting of construction must be considered interdependent factors of a total design and construction process. Owners and users of buildings are demanding it — and demanding that architects conduct their services accordingly.

S. Kenneth Johnson, FAIA, Los Angeles, declared that the lack of total control has been resulting in delays which are too costly. Architects are no longer excused for it; they are expected to overcome it by becoming project managers or construction managers; or they must see that such management is brought into the job.

Moderator Louis de Moll, FAIA, Philadelphia, expressed the conviction that architectural offices can develop this total management capacity within their own offices.

Floor discussion developed the idea that construction management may have to be a separate service. On a smaller project it may be one man; on a larger project, an office in that business. The service likely will include cost estimating, study of materials most economically available, application of construction methods, procurement and review of circumstances affecting scheduling and costs. All should be projected into the design process, but such management must extend throughout the life of the project.

Everhard H. Zeidler, FRAIC, Toronto, expressed the conviction that such a manager can function beside the architect as a team, but others declared that one must dominate.

Bernard Weissbourd of Metropolitan Structures, Chicago, indicated that they handle financing,

land negotiations, economics, etc., as well as contracting and construction management, all in-house. Architectural services are performed by independent offices. Some distinction was made between a construction manager and a project manager, the latter role being the most probable one for the architect.

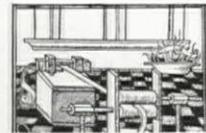
Speaking from the floor, Karel Yasko, FAIA, of General Services Administration in Washington, D.C., reported that according to his agency's studies, "phased" design and construction save enough time to overcome some of the rising costs of building. This takes construction management. Architects must reschedule their work to fit.

Construction management frequently implies the handling of many prime contracts for a project, which would seem to forecast the demise of the conventional general contractor. However, he seems to be needed on most work to be the man financially responsible working under bond.

Whatever the control, whoever exercises it, the public demands that buildings reflect the utmost economy in planning, scheduling and procurement. It was noted that managing in the field may be a pitfall for some architects.

Sol King, FAIA, Detroit, noting the difference between private and institutional buildings, declared that whatever his adjustment to pressures, the architect can and must preserve his position as a professional.

Marshall Liebman declared that if architects are to meet changes in conditions and yet serve society, they must assert control throughout the design/construction process. "If architects deny coming to grips with change, they deny their responsibilities as architects," said the member of the audience.



### Needs of Clients

The arena of programming has become a critical riddle for many practical architects. Rising construction costs — more than a percent a year — and a client's changing mind can make it difficult to complete a project as originally specified.

A workshop on "Programming" explored the demand on the architectural office for an increased sophistication in such services.

Edward J. Agostini of Becker & Becker Associates, Inc., New York, for example, discussed the role of the programming consultant. He detailed the case history of his firm's work in programming the Boston City Hall, a service performed in 1959, and twice updated, for the total government complex.

Melvin Charney, MRAIC, a practicing architect as well as professor of architecture at the University of Montreal and director of its Graduate Studies Program, indicated a growing concern for the priority of values used in the programming process. He noted, for example, that the programming goals for a civic center could result in no construction whatsoever.

Four levels of sophistication in the architect's programming function were outlined by W. M. Peña, AIA, Houston,\* as follows:

1. The traditional service in which the client input of information and decision making is sufficient to satisfy the architect's needs.
2. The situation in which consultant services are provided to manage the decision making.
3. The response to the growing complexities in problems and in time schedules and to larger conglomerate client and user groups, often aided by computers.
4. The response to an increased involvement in urban problems — multidisciplinary participation in the future evolution of programming as a problem-seeking activity.

Jonathan King, vice president of Educational Facilities Laboratories, Inc., of the Ford Foundation, New York, workshop moderator, pointed to the increased awareness of architects and their clients' need to be conscious of the problem-seeking and identification goal of architectural programming.

### OFFICE PRODUCTION:



### Men and Machines

While more sophisticated techniques such as research into cost data systems and computer programming are becoming necessities

\* Mr. Peña is a partner in Caudill, Rowlett, Scott, subject of a Practice Profile last month.

in today's successful practice of architecture, the promoting of better employee communications cannot be overlooked.

This was the consensus of the "Office Production Techniques" workshop, moderated by C. F. T. Routhwaite, FRAIC, Toronto.

Panelists James A. Swackhamer, AIA, Somerville, New Jersey; Jack D. Train, FAIA, Chicago; and Herbert M. Priluck, engineer with Bolt, Beranek & Newman, Inc., Cambridge, Massachusetts, led off discussions with ways and means to give time to both the business and the art of architecture and still make practice more meaningful to the practitioner.

Internal communication within offices, it was conceded, is a principal hinderance to a profitable practice and is experienced by large and small firms alike. Almost of equal importance is the communication problem between personnel and the consultant.

Solutions to these problems, the panelists said, lie in good working conditions for the employee such as office location, the handling of coffee breaks, the opportunity to discuss the problems that arise, etc.

Communication between architectural offices could be augmented through the use of a library of standard detail sheets, on a regional basis, available to all (for a small fee) on an exchange as new ideas and data develop.

Also suggested were 1) an international study of drafting techniques to be made and shared; 2) a standardization of all building indications and materials that would result in better bidding practices, better relations with the contractor and the reduction of production time.

The computer as a communication and production tool was illustrated by Priluck. The simplicity of feeding information to a machine at a central location and having it compute time, estimate and write specifications were carefully delineated with the indication that a collective use, or even an individual installation, could free personnel for other productive work, no matter the size of the office.

It was admitted that while all development techniques cost a great deal of money, the end results save dollars. The workshop participants concluded that the aim of such research would 1) increase the total productivity of the profession, 2) increase management and technical staff skills, 3) increase profits to architects.



### A Boom Underway

The theme of this special two-part workshop, "Historic Buildings: An Urban Asset," signifies a new realization of the important contribution of landmark structures in the variety and quality of the contemporary environment.

Charles E. Peterson, FAIA, Philadelphia, one of the nation's foremost architectural historians, moderated both sessions. They explored two crucial aspects of historic building preservation that separate it from normal architectural practice: the training and proficiency of the specialist architect necessary to carry on the work and the special problems which the client and the architect both encounter in planning and executing restoration.

The availability of trained and experienced architects in this field in both the US and Canada has become acute, and the problem has been compounded by the scarcity of university training in this field. Dr. J. O. Brew of Harvard University, who has studied the matter as part of a National Trust for Historical Preservation Committee program, said that this group has recommended the establishment of graduate-level training for architects and craftsmen concerned with restoration in America.

So far, only Columbia University offers such training,\* although architect Jacques Dalibard of the Canadian National Parks Branch reported to the workshop that his agency and Carleton University are planning a joint program including both university courses and on-the-job apprenticeship.

William S. Goulding, MRAIC, Toronto, stressed the usefulness of the apprenticeship approach, for as Milton L. Grigg, FAIA, commented, there has been a whole generation of architects who have not been trained as restorationists; therefore, the learning-on-the-job approach has been the only one available to those who wish to carry on restoration.

Geoffrey Platt, FAIA, New York, raised another key point. Provisions need to be made in the licens-

\* The program is described in "Professional Training for the Preservationist" in the AIA JOURNAL, April 1969.

## WORKSHOPS: PROS AND CONS

**Are workshops worthwhile? Yes, maintain two AIA members who have both served as moderators in the past. But only if they are well planned and conducted.**

"Let's define the term first," says veteran moderator Gustave R. Keane, FAIA, New York, who contends that seminar would be a more precise expression for the AIA workshops.

"In a workshop, a number of people of similar interests (and knowledge) discuss a subject informally without specific preparation. Almost all members take part in the discussion.

"A seminar is organized on the basis of selecting two or more speakers who are exceptionally knowledgeable in the specific subject and having them prepare formal presentations after which they discuss various detailed points among themselves. Audience participation is limited to asking questions.

"The principal difference is that in a seminar the speakers plan ahead of time and coordinate their subject matter with those of their fellow speakers. At a workshop many speakers do their thinking while talking — or slightly afterward. This leads very often to disorganized, inconclusive jumbles or tangents, affords a platform for some members of the audience who are in love with their own voices and generally ends up as a waste of precious time.

"Even so, workshops can be quite beneficial in affording everyone an opportunity to express his opinions. This sometimes can generate entirely new concepts and serve to make known previously hidden talent among members.

"In my opinion," adds Keane, "national and state conventions should hold to seminars in order to bring to the large audience of active AIA members well prepared and documented thoughts of the most knowledgeable speakers. The value of these seminars is multiplied when, as a result of being exposed to the issues at the national conventions, local chapters organize workshops — and I mean workshops — on the same issues."

David F. M. Todd, FAIA, also of New York, who served as moderator in the Denver and Portland conventions workshops, looks upon the one in Portland as anything but a workshop. It was, Todd says, "a

freewheeling discussion, mislabeled as being on the package deal. But the main argument was to have been concerned with basic professional philosophy and the future of the profession.

"At first there was some hope that this would be thoroughly discussed. I'm afraid, however, that the impetus to get into the subject was not followed up by a careful analysis of how the subject could best be handled. The result — this is my personal opinion — was diffusion, repetitiveness and a bunch of clichés that really didn't prove anything to anyone. There were too many nonprofessionals involved.

What seems to be needed is firmer guidelines on how to run these sessions. Todd has two suggestions, the first one drawn from his experience from the Denver workshop. This, he states, was vastly different from the unhappy Portland session. Why? The one in Denver was well planned.

This workshop dealt with joint ventures, which, Todd says, "can be dealt with basically as an informational service problem. We spent a considerable amount of time during the year in preparing papers. As moderator, I reviewed all of them and acted somewhat as editor. In other words, I was able to spot possible contradictions and overlapping and could clear these up before we arrived in Denver.

"In fact," Todd reflects, "I would decline if asked again to serve on a panel at a convention unless I were assured that the panel would do a considerable amount of work ahead of time. The moderator should be responsible for pulling the subject matter together."

Todd's other suggestion is a round-table discussion restricted to participants known to be excellent thinkers and speakers. It is, says Todd, "quite possible that such a spontaneous confrontation can be quite effective without any prior organization, depending on elements of surprise for success. This is a gamble but might be worth taking if the participants have the wit and intelligence and are involved enough to pull it off."

That the workshops — or whatever they may be called — have merit seems beyond doubt. In fact, Keane is surprised at the many individuals who have expressed their satisfaction that the AIA "at long last" does something down to earth and of practical value to the large mass of practitioners.

ing laws so that persons who work for agencies on restoration still qualify for architectural registration.

The special complexities of restoring historic buildings — as opposed to new construction — were explored by a second panel. Both the client and the architect face unusual and expensive problems: research planning, official approvals of review boards and contracting.

These were discussed by two clients representing large government restorations: Chester L. Brooks, superintendent of the Independence National Historical Park in Philadelphia and John Lunn, superintendent of the Fortress of Louisberg in Nova Scotia.

The major problems are 1) the administrator's need for accurate and thorough research and 2) the necessity to have a team approach to restoration design. The architect, engineer, archeologist and historian must cooperate closely.

A communitywide concern for the preservation of a historic district was explained by Norbert J. Pointner II, chairman, Beman Committee for the Preservation of Historic Pullman, Chicago.

The architect's problems were further discussed by Peter John Stokes, MRAIC, Niagara-on-the-Lake, Ontario, and John Bland, MRAIC, Montreal, professor at McGill University's School of Architecture. In many restoration projects, it is now becoming necessary to secure design approval from government agencies such as city historical commissions, thus inserting a further problem for the architect and client but resulting in a higher standard of work.

By protecting the public's valid interest in the historic landscape, these review commissions fulfill a valuable purpose in today's historic urban areas, according to officials of the New York City Landmarks Commission: Platt and Alan Burnham, FAIA. Such esthetic control of historic buildings' alteration and restoration will probably broaden in the coming years and increasingly will concern entire historic districts rather than only single buildings.

Arch Winter, FAIA, Mobile Alabama, summed up the discussion by underscoring the need for historic buildings to be thought of as a part of the urban design process rather than as isolated structures. Actually, he said, if buildings were properly maintained there would be little need to restore them. □

# So Ordered

## Delegates adopt two changes in the Institute's bylaws and approve 27 resolutions

Business sessions in Chicago numbered three instead of the usual two because of the volume of matters to come before the 754 accredited delegates. Some of these matters are treated elsewhere in this issue; what remains for this page is a report of the action taken by the delegates on two major bylaws changes and 27 resolutions.

One approved bylaws change will have Institute officers and directors taking office "upon the adjournment of the annual meeting of the board, which meeting will be held in November or December." The lengths of terms remain the same, the change being designed chiefly to get the national organization in-phase with its components.

The second change provides that charges of violation of the Standards of Professional Practice be heard by a national judicial board of five members. Abandonment of a regional system was urged to speed up the judicial process and to achieve a more even interpretation of the standards.

Incorporated in the change at the urging of the New Jersey Society of Architects, however, was a provision for regional representation on an observer basis.

Adopted were the following, numbered resolutions:

**No. 1:** That the AIA sponsor a symposium toward the building of "a viable educational model which could guide the development of all educational systems to cope with the social and technological advances evident throughout the world."

**No. 2:** That the AIA Board of Directors consider a policy statement against the endorsing or opposing of a candidate for public office by an AIA component.

**No. 3:** That the AIA board authorize a management study of component structures, functions, relationships and procedures.

**No. 4:** That the proposed Ethical Standards include the principle that AIA members not accept commissions which tend to support racial discrimination.

**No. 5:** That the AIA offer its support to bills in Congress calling for a National Institute of Building Sciences to develop evaluation cri-

teria for building materials and techniques and to encourage consistency in building codes and standards.

**No. 6:** That the AIA endorse the reports of both the National Commission on Urban Problems and the President's Committee on Urban Housing.

**No. 7:** That the AIA take certain steps to strengthen and assert its role in social involvement.

**No. 8:** That the AIA, realizing the major new responsibilities faced by the profession are neither technical nor esthetic but are social, recognize the necessity of having architectural school curricula and faculties reflect these responsibilities and offer assistance in this connection.

**No. 9:** That the AIA reaffirm its commitment to the elimination of discrimination and poverty, urging each chapter to create a Committee on Equal Opportunity and each architect to commit himself to the improvement of living standards and to "the needs and desires of the people who will occupy the manbuilt environment."

**No. 10:** That the architects of America call for a "comprehensive re-examination and reordering of our national priorities" and for government leaders to recognize that only wholehearted commitment will erase what was called the shame of urban America — the "dirty, difficult and dangerous experience" of city life.

**No. 11:** That architects are encouraged to support enlightened transportation planning, that the AIA reaffirms its support of unified transportation funding, coordination of modes, and use to the interdisciplinary approach.

**No. 12:** That the AIA press government leaders for relief from high financing and construction costs, for the execution of housing and urban programs, the creation of coherent land use policies and the elimination of restrictive building practices.

**No. 13:** That the United States and Canada undertake a master scheme for the Great Lakes Basin, concentrating on abatement of air and water pollution, and the creation of consolidated transportation

and power systems and new town and recreational amenities.

**No. 14:** That the AIA establish a national foundation for the development of computer software programs for the design professions and that it establish regional service bureaus.

**No. 15:** That the AIA recognize and support the restoration of Unity Temple.

**No. 16:** That the AIA support the Advisory Council on Historic Preservation's position that a location be sought for Interstate Route 310 other than New Orleans View Carré riverfront, and that if no alternative exists, a depressed expressway, truly protective of the historic area, be designed.

**No. 17:** That the AIA financially support and encourage the establishment of community design centers.

**No. 18:** That the AIA bylaws be offered to next year's convention in Boston to make possible the upgrading of the New York Chapter to regional status.

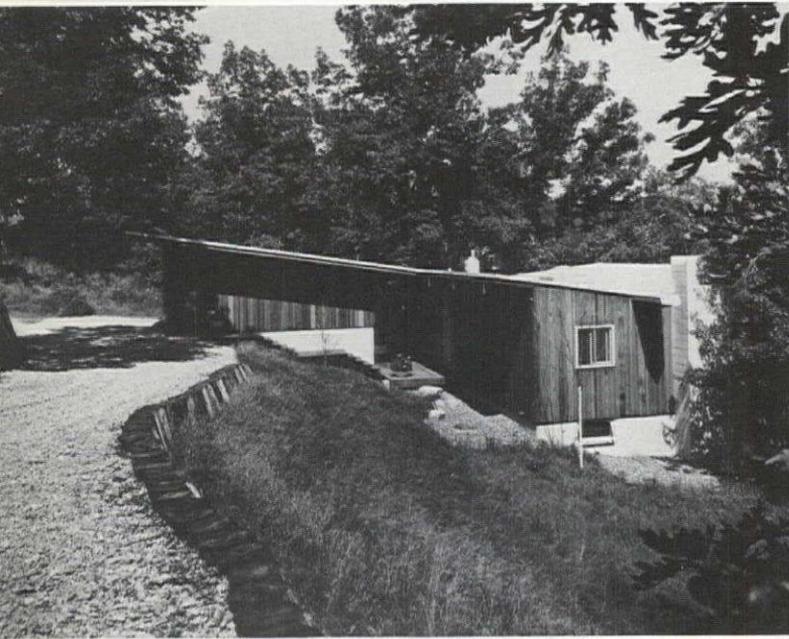
**No. 19:** That the AIA Task Force on Equal Opportunity, "supported by a voting student-concern team, meet as required with the expressed purpose of establishing programs, administrative structures for operation and disbursing funds in line with the \$15 million" — the commitment sought by the Association of Student Chapters/AIA.

**No. 20:** That the AIA pledge itself to an aggressive role in the solution of the nation's housing problems.

**No. 21:** That the AIA applaud President Nixon's message to Congress on the District of Columbia which called for the implementation of the Pennsylvania Avenue Plan and the extension of improvement efforts to areas of the city "where there exists an urgency of need."

**Nos. 22-26:** (These expressed gratitude to convention speakers, organizers, Institute officers, etc.)

**No. 27:** That the AIA involve itself more fully in the problems of inner city areas, asking chapters to set up storefront centers in such areas and to seek the cooperation of other professions for "broad-based improvement." □



Two redwood residences (above) and the Golden Age Homes for persons over 65, six identical one-story, four-apartment buildings grouped about two garden courts and a central area.



# FOUR FINE FELLOWS

Practicing in Minneapolis, Elizabeth and Winston Close have been a consistent force in the development of modern architecture in that region. The Twin Cities had only four or five contemporary houses (all but one by Frank Lloyd Wright) when the Closes completed their first residence in 1939, a year after they established their two-way relationships as partners in Close Associates, Inc., and as Mr. and Mrs.

Clients were few in the beginning, for the Closes limited their practice to those who sought them out. But soon, through their reputation, their designs began to dot the Twin Cities' landscape. Today they run an eight-man firm where "everyone does some drafting, including the secretary."

Close, who has been teaching at the University of Minnesota School of Architecture, became head of campus planning for the university in 1950. As such he planned and designed the university's Duluth campus which, with its interconnecting quadrangles, was the first all-weather campus in the United States. In '59 he became advisory architect to the university.

Although known mainly for their residential work and campus planning, the Closes have, in the words of Mrs. Close, "designed everything from a doghouse to a research center."

The doghouse accompanied a Close-designed resident; the research facility is a current project for the Peavey Company and will be completed next spring.

Among other projects underway are expansion and remodeling of St. Barnabas Hospital and, in a joint venture, several major buildings that form the Metropolitan Medical Center, both in Minneapolis.



Now there are two of them—husband and wife teams, that is—who have become Fellows of The American Institute of Architects: Elizabeth and Winston A. Close, the first man and wife to be so honored simultaneously (during the June Convention), and Victorine and Samuel E. Homsey, who were named to fellowship in 1967 and 1954, respectively.

From their drafting boards in Wilmington, Delaware, have come designs for buildings as far away as Tehran (US Ambassador's Residence) but, maintain Victorine and Samuel Homsey, "practicing in a small community keeps work varied."

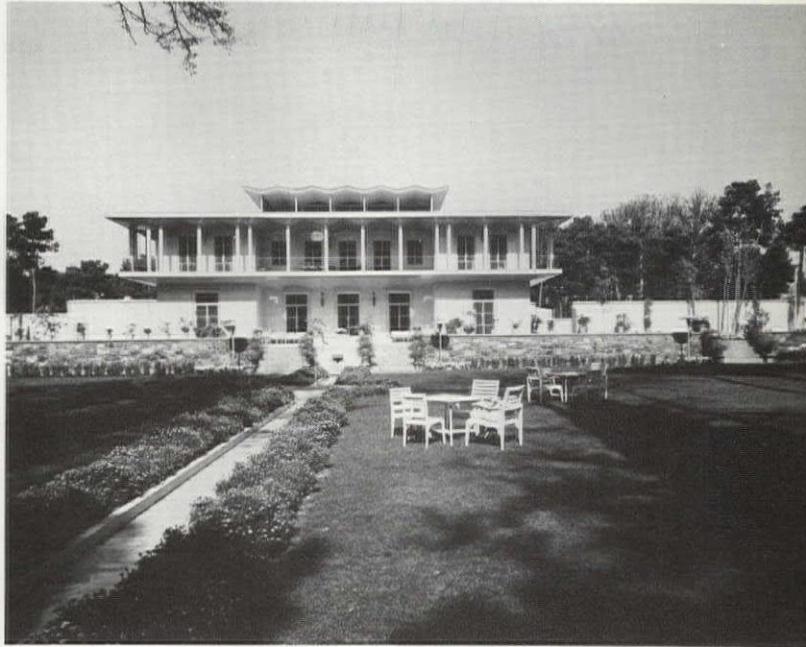
And varied their designs are, though always with the accent on the same ingredients: flexibility, simplicity and quality.

The Homseys, who very appropriately met in an architectural office, were married in 1929 and the same year established their firm, Victorine and Samuel Homsey, Inc.

Their initial works were concentrated in Delaware but before long spread to several states on the Eastern Seaboard. Besides their small and large residential designs are several schools, a library, a health center, a hospital and an art center. Then, there's the office building of the Winterthur Museum and, recently, the Pavilion and Lecture Hall, also for that museum. The latter two projects no doubt were of particular interest to the Homseys since the Winterthur house was originally built for one of Mrs. Homsey's ancestors, a du Pont.

Both Homsey, who was a vice president of the Institute from 1965-67, and his wife have served on various Institute committees. Mrs. Homsey is chairman of the Committee on the Octagon House, a task she took on with devotion and determination, hoping "to leave no stone unturned" during the research phase.

Their firm, which has room for 25 but presently employs nine due to "a rash of men starting their own offices," presently is working, among other projects, on a 15-story apartment building for the elderly, a church, a school and a block of townhouses. □



The US Ambassador's Residence, Tehran, Iran (top), faced with local, pale pink travertine; Pavilion and Lecture Hall, Winterthur Museum, Wilmington (center); and a Maryland residence.



**Architectural Criticism.** "If the Civic Center is judged in total context, it typifies; it inspires; it belongs to a larger and remarkably, in this permissive day, coherent environment, one constantly threatened . . . by imported architectural exotica."

## The Chicago Civic Center as Public Architecture

BY HARRY WEESE, FAIA

Public architecture is inspired by and built for the public sector, of, by, and for the people. In recent times government has become so suspect that much of its architecture has become either mean, utilitarian, or corrupt. In this sense, the Chicago Civic Center is a reversal.

The center is both a courthouse and office building, containing 119 courtrooms and hearing rooms of the Circuit Court of Cook County and two courtrooms for the Supreme Court and the Appellate Court of Illinois, as well as related judicial offices and general office space for the City of Chicago and Cook County.

It was developed primarily to relieve the backlog of civil cases in the Cook County courts that mushroomed to the point where, by 1955, there was a period of five years between date of filing a law case and date it came to court.

In response to this, a proposal had been made by a group of private developers in the early 1950s to build a complex of commercial and government buildings, including a new courthouse, on the north bank of the Chicago River. With this in mind, the 1955 Illinois State Legislature passed the Public Building Commission Act. The act permitted counties, or towns designated as county seats, to create Public Building Commissions, which were empowered to build office space for local governments. These buildings would be financed by bonds, issued by the commissions and secured by lease agreements with the future government tenants.

Daniel Burnham's plan of 1909 placed a symbolic and monumental city center on axis considerably west of the river intersected by grand diagonals. His was a horizontal city and therefore viable over a broader area. A 1949 plan commission study developed a gigantic city/

county/state proposal just west of the loop bordering the river and bridging streets. Other proposals to make up for 40 years of nonbuilding ranged from filling the light wells of the present city-county structure with extruded twin skyscrapers, to incorporating it in the nearly forgotten Fort Dearborn urban renewal plan north of the river, the impetus which led to forming the Public Buildings Commission.\*

When the PBC moved to build the Civic Center, planners both public and private (Central Area Committee) agreed to spread the benefit of public sector development to two separate sites placing the Federal Center three blocks south in the underdeveloped trough between State and LaSalle, the retail and financial streets, creating a third north-south axis, the new Dearborn Street, the northernmost next to City Hall, the southernmost on the site of the Old Post Office.

The background may seem involved, but the *parti pris* determines the result. And the separation of the local and the federal was not only wise politically but symbolically and architecturally as well. It broke down the governmental monolith to a reasonable scale. It allowed dealing with masses and volumes compatible with those existing. The Civic Center did for a moment hold the height record from 1965 to 1969 at 647 feet or 31 stories. It has since been eclipsed by several private endeavors. Government's moment of glory was brief. Its location

\*Members in 1960 when the architects were selected: Richard J. Daley, mayor, Chicago; Arthur S. Bowes Sr., chairman, H. M. Byllesby & Co.; Henry Crown, chairman, Material Service Division, General Dynamics Corp.; Willis Gale, chairman of the Executive Committee, Commonwealth Edison Co.; Vincent D. Garrity, trustee, Metropolitan Sanitary District of Greater Chicago; Stuart List, publisher, *Chicago's American*; Thomas L. Marshall, member, Chicago Board of Education; William L. McPetridge, commissioner, Chicago Park District; John G. Sevcik, president, Burton-Dixie Corp.; Seymour F. Simon, president, Board of Cook County Commissioners; Philip K. Wrigley, chairman, Wm. Wrigley Jr. Co.



The role the architect might undertake in architectural criticism is a question being probed by the AIA Committee on Design (formerly Esthetics), with the approval of the Institute's Board of Directors. In collaboration with the committee, we publish here a critique, presented as written, by a corporate member. The rules of the game provide for a simultaneously appearing rebuttal by the designing architects, who in this case chose not to reply. Hopefully, this presentation will inspire thought on the entire subject.

THE EDITORS

in the center of the core rather than on the periphery further confirmed the admirable compactness of downtown.

In the center, the First National Bank, in what is probably the world's largest demolition project including a 44-story hotel, developed a third open space as a setting for its monumental new headquarters.

Thus three open spaces — two public, one private — symmetrically spaced, ventilate the core area, forming an appropriate setting for public sector architecture in two cases and a centerpiece for a private institution in the other. The

**The author:** Mr. Weese, principal in the Chicago firm bearing his name which has won numerous awards for excellence in design, has a list of memberships on national advisory and planning boards and wide experience as an architectural juror.

three plazas are enough of a good thing. Hopefully the emphasis will now shift to arcades. Any further setting back would erode the street space that is the character of Chicago's canyon commercial core. In any case, open space in cities only works properly when it is public. Private plazas are ambiguous in law as well as use.

Chicago, unlike many cities, chose not to use urban renewal downtown and its unbulldozed central area is alive and doing well, more architecturally interesting and certainly containing in small compass more significant architecture old and new than probably any other American city. Foreign visitors tell us so. This is in contrast to desolate scenes in smaller cities like Cincinnati, Louisville, St. Louis, Norfolk or Syracuse where overzealous clearance has destroyed viable old environments before a substitute was ready.

With the location settled, the question of architecture was next. After duly interviewing all comers, the PBC selected a team of three prestigious firms, who, to their credit, performed as one: C. F. Murphy Associates, supervising architects; Skidmore, Owings & Merrill and Loeb, Schlossman, Bennett & Dart, associated architects. And on the federal site to the south, the General Services Administration, in a rare mo-

ment of inspiration, already had chosen Mies van der Rohe as design architect.

It was no accident that at least two of the firms on the Civic Center site were Mies-oriented, and the program of the Civic Center readily lent itself to office building rationale.

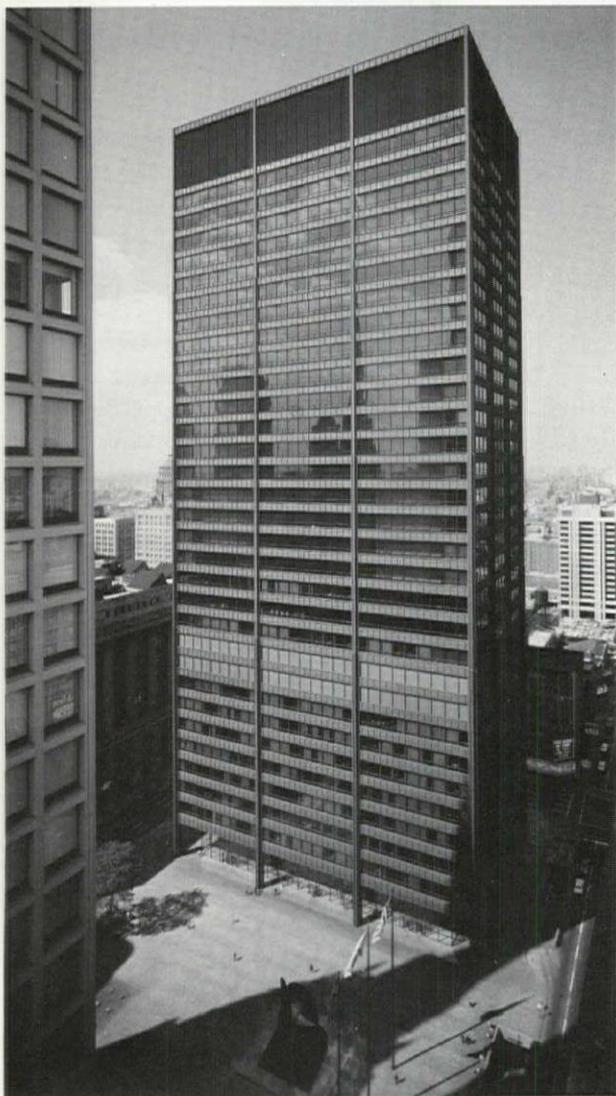
So it happened that two joint ventures comprising seven firms produced nearly at the same time coherent, functional and monumental environment. The time, the place and the programs were right. In this ambience, Mies loomed large, as does the Chicago School of Architecture.

Michelangelo's Campidoglio is probably the standout government complex of all time. It has a controlled environment with its three-sided cornice line enclosure and monumental entrance with Marcus Aurelius at the center: a total composition. Chicago's Campidoglio is flat and more like the sculptor's table viewed from without, contained by four streets and what fronts them. Yet its surround is relatively under control for a North American city.

The setting is a large granite floor relieved by sculptural elements: the tall slab itself 647x145 x261 feet standing on 30-foot columns; recessed ramps to garage (with their elegant prestressed granite roof slabs); stairs to the lower level system; a rectangular fountain 58x58 feet; three large honey locust trees (probably chosen for hardiness and transparency); three flagpoles and one Picasso plus assorted light standards.

The 2.83 acres of granite has become a truly public place, site of many unscheduled as well as scheduled events. Its frontages are interesting: to the west, more monolithic with the city/county building happily preserved in neoclassic splendor, but unfortunately defoliated of its rich cornice for practical reasons, giving it a profane profile; to the south, a richly sculptural wall-bearing concrete cage by SOM, an undeveloped open court and Gothic-spired church/office building of singularly high aspect ratio; to the north, a neon happening of movie palaces.

To the north also, in place of Louis Sullivan's Garrick Theatre, a parking ramp — one of the lost battles for preservation and scene of the



Critic Weese takes issue with the scale of the plaza, its lighting, trees and size of the Picasso rather than the building, which "breaks ground in several dimensions."



first picket lines in behalf of Chicago history. This agitation led to the formation of the Chicago Landmarks Commission, a pioneer but still toothless effort for environment by accretion.

Clearance for the project demolished Henrici's, one of Mayor Daley's favorites and scene of breakfast meetings of the establishment. This rare survival, absolutely intact of the high period (viz. Krantz Candy Store) was demolished. It should have been moved across the street to cover the exposed flank of the Garrick for the best of both worlds. Fake Henrici's abound. We only miss the real thing when it is gone.

The plaza—a bad word and with private connotations: zocolo, plateia, place, square, pi-

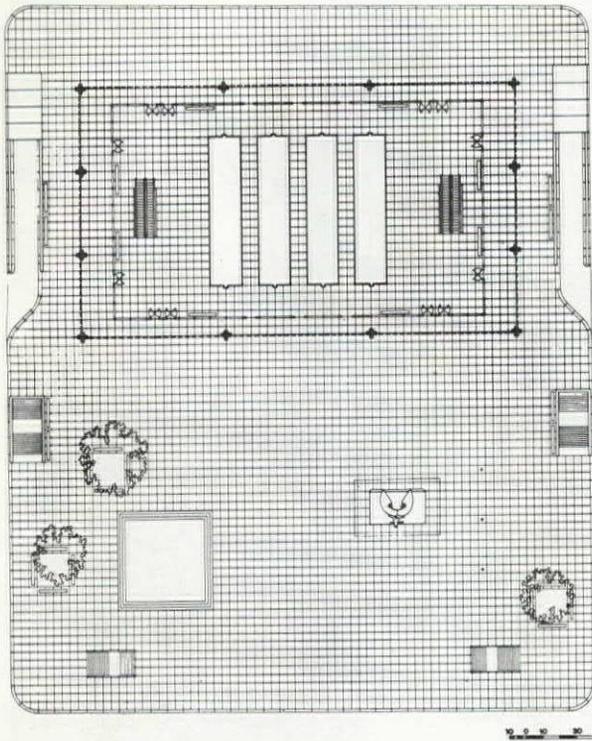


azza, all ring truer — itself was woefully vacant until Picasso's intervention. Even now one can wish the sculpture were larger, maybe twice as large? A bosque, if possible, would be happier than specimen trees in invisible pots, insufficient to represent remote nature in their fragile elegance. But most grievous to the scene, and almost invisible by its very ubiquity, is the gooseneck street lighting. The single dominant tyrannical element in all environment, be it out your bedroom window or in your park, this graceless gibbet hanging its fruit of fluorescence in its aggressive reach, spoiling the sky, marches around the Civic Center with its awkward articulation. It is not as bad as State Street, of course,

which holds the world's record for flamboyant lighting fixtures waving their arms in blinding desperation. The fact that the architects were able to remove goosenecks from the entire block and shorten the arms of those across the street is a testimonial to the fact that street lighting is not relevant to the lighting of people or scene.

The lighting of the Civic Center should be the lighting of people, ceremonial and for the scene, not for streets. Cars are self-lit. Most people aren't. There are no goosenecks in the best parts of Paris, nor in downtown Portland, nor in St. Paul. Down with goosenecks!

Underneath the plaza is a rudimentary but promising network of shops and passageways



connecting adjoining buildings and the subway. It has, fortunately, no chance of becoming as full blown as Montreal's which sucks life from the surface, leaving it a kind of treeless carbon monoxide zone. But Chicago's climate is said to be better. Maybe the populace is tougher, but in any case, sheltered arcades with shops on surface separating and protecting pedestrians would be a proud way to go from plaza to plaza up Dearborn Street with the idea that the earth's surface belongs to its inhabitants.

The building itself breaks new ground in several dimensions. Its scale is heroic, being nearly double that of commercial buildings. Its floor to floor height is 18 feet and its bays, 87x48 feet, 4 inches. This has a simplifying impact in that the building would appear to be nearly half again as high with a normal bay. And it is clad in self-weathering steel, the first used after John Deere (1964) and the first in a downtown area.

The courage of this decision has been justified: Rust is in! Growing old gracefully and having the elegance of any permanent material, it has a russet warmth on its sunny side; more sober, to be sure, on the north.

If one accepts the office building prototype first enunciated by Louis Sullivan in which he spoke of the succession of cellular spaces stacked on a base and crowned by an attic, the slab building is inevitable. Office buildings are in the highest state of the art, at which point the elegance of proportion, detailing and spanning are nearly everything. The Civic Center is the embodiment of this to the highest degree with its discipline and restraint. It uses three mate-

rials — self-weathering steel, tinted glass and granite — all of which are permanent. Given wide spans, proper elevating, airconditioning and permanent materials, one could say that a building of this sort could last forever. It has been designed with that amount of care.

The articulation of web stiffened spandrels and mullions makes a satisfying tracery of fine lines over the heavy structural elements and disguises discoloration or lack of plane, and satisfies the eyes' desire for absorbing minutiae. Stepping-back cruciform columns, diminishing in size on upper floors, transom bars with verticals carrying into web stiffeners engage glass and steel together in an overlapping tracery are refinements analogous to the scale-giving and shadow-making *modénature* and stereotomy of load-bearing masonry.

Inside, the building is a marvel of studied precision and careful detailing in good taste. It is said that no tile was cut in the myriad toilet rooms. The architect on the scene personally supervised the moving of walls to bring them on module. Jacques Brownson is the single person who by his dedication over five years saw to the concept and execution, carrying on the day-to-day responsibility for the joint venture.

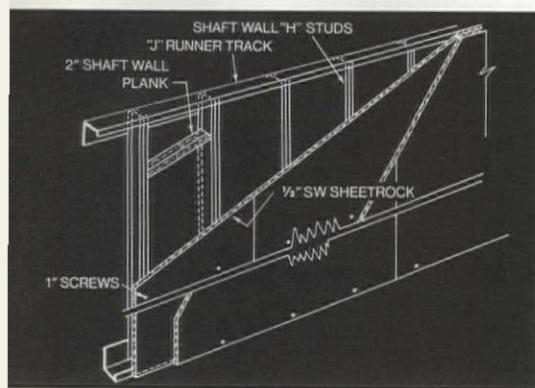
If the Civic Center is judged in total context, it typifies, it inspires; it belongs to a larger and remarkably, in this permissive day, coherent environment, one constantly threatened but so far little invaded by imported architectural exotica. While Toronto, Boston and Fresno, among others, held competitions, Chicago did its thing. While history is the judge, it seems already clear that both Boston and Toronto have fallen into already obsolete stylistic traps.

How much government should show? Perhaps it is best kept underground, or like an iceberg, with only the vital public parts showing. Certainly the vast beehives for civil servants lining Independence Avenue or concentrated in the Pentagon are embarrassingly symbolic and vulnerable. The idea of the CIA institutionalized in its suburban area for all to see is lacking in taste and/or intrigue. However, the Civic Center does more than house computers or government employees. It serves the public directly; its visibility can be justified.

It is rare that government is more progressive than the private sector. In Chicago it is a stand-off, and Mayor Daley should be proud. But without all the pervasive influence of Mies, the architectural community would not have had the rallying point and the Chicago School tradition would not have been carried on. There is more to cities than their cores, and skyscrapers are only one gauge of vitality. But at least downtown Chicago is alive and well. □

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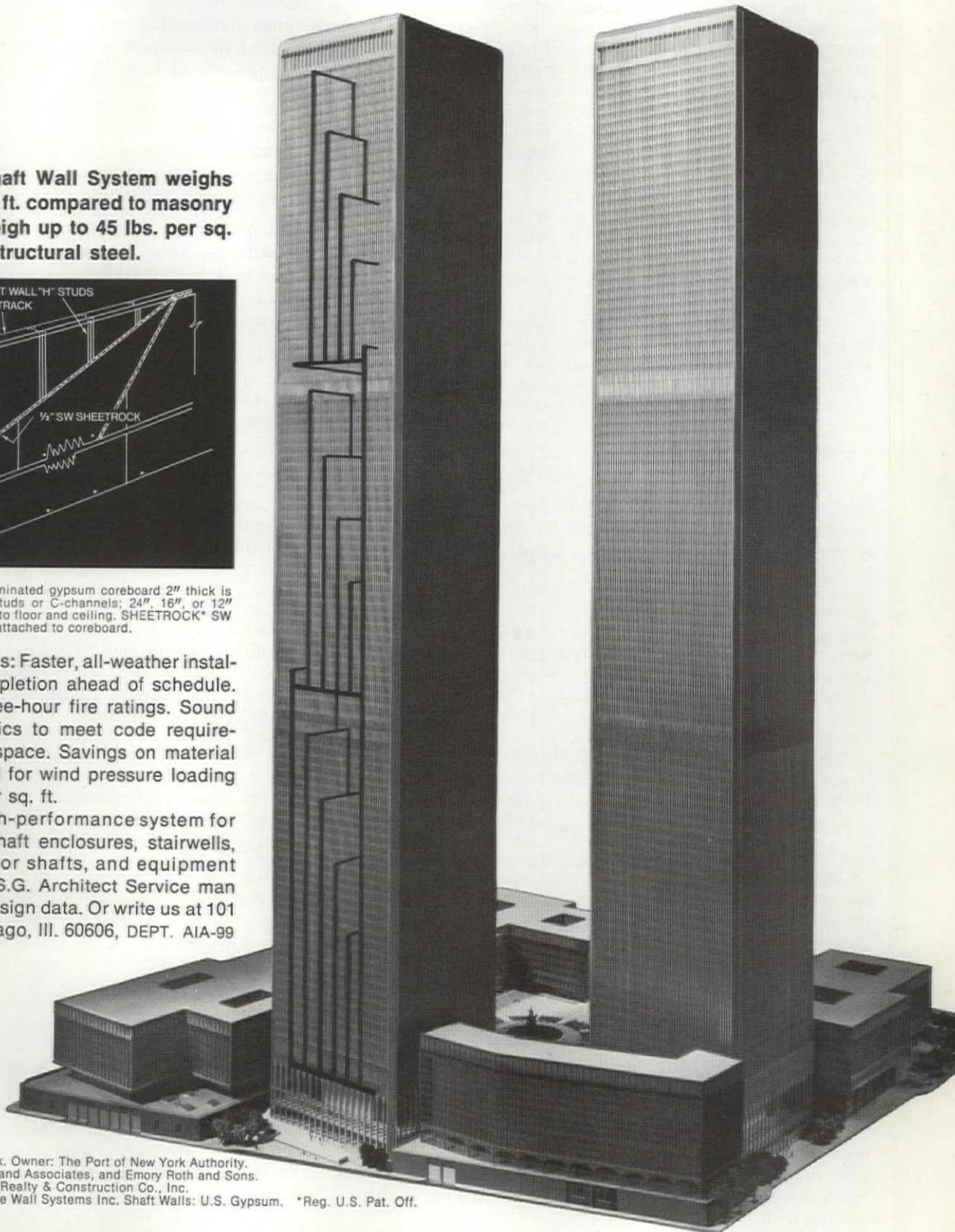
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## UNITED STATES GYPSUM

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# Planning, Regional Style

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**Unique among activities of members of the AIA is a mid-America organization known as the Lake Michigan Region Planning Council. Its goals and functions are described here by its present chairman, Frederick J. Schweitzer, AIA, who practices in Milwaukee.**

The Lake Michigan Regional Planning Council was organized as a committee in 1960, representing the four American Institute of Architects chapters of Western Michigan, Northern Indiana, Chicago and Wisconsin. Its founder and first chairman was Paul F. Jernegan, FAIA. Because of the wide interest in the organization from other planning professions, governmental units and foundations, it became a council formally incorporated under the laws of the State of Illinois in 1962.

Deeply concerned over the hazardous urban development of the rapidly expanding megalopolis encompassing the entire region from Detroit through Chicago to Milwaukee and beyond, the council dedicated itself to inspire every means, influence and device to bring order, sanity and beauty to this indiscriminate chaos.

To this end the architect and those allied must be foremost, not alone through the skill of their professions but in voice as well. Visionary planning is basic in the fabric of the architect's art, and it is natural that he should be the builder (and rebuild) of our cities and the champion and protector of our countryside. While our profession is currently consumed with the problems of the inner city, here is a group of architects who have broadened their sights to the regional influences which, after all, brought their communities into being and still command the pulse of their existence.

The LMRPC council performs two functions: It is a forum for regional dialogue and an interstate research and planning group. Its membership currently includes six representatives from each state appointed by the participating AIA chapters; membership privileges are extended, as well, to the AIA chapters and regional officers; governmental and other professional

planning groups; society members of the American Institute of Planners, the American Society of Civil Engineers, the American Society of Landscape Architects and the American Bar Association; geographers, political and economic scientists and sociologists representing the various universities in the region.

Financing of LMRPC's activities is done through member chapter contributions, annual personal membership dues and project grants from federal agencies and private foundations. Its publication *Planning Memo* is a news-gathering digest which reports on all planning actions and related matter of interest in the region. It is circulated, in addition to LMRPC members, to a special qualified list of governmental units, universities, state officials, etc.

Perhaps the most significant accomplishment of LMRPC is its interstate research and planning activity. This work is represented in a series of in-depth study projects conducted by council members on a committee basis, often in cooperation with faculties and graduate students of region universities.

This year a special effort is being made to relate the work of LMRPC more closely to these schools, and these schools with one another in a common effort. Examples of projects range from a survey of existing planning units, a technical and environmental study of the Great Indiana-Michigan Dunes and Lake Michigan shoreline area; the effect of population density on highway planning; and a geographical treatise on waterfront planning which covers a wide range of shoreline studies including industrial development, recreational areas and the problems involved in land fill.

Most noteworthy as a comprehensive research and planning demonstration is the recently completed Little Calumet River Project, dealing with the river basin problems and flood control of an important and historic waterway which extends from Burn's Harbor, Indiana, across the state through visually and physically polluted industrial areas and con-

trasting sectors of great potential but with neglected beauty, and extending into Illinois to its inland termination at the Chicago Drainage and Sanitary Channel.

The study deals in detail with the reclamation of this indiscriminately abused land's beauty, its recreational potential, the engineering of its flood and drought control retention basins and self-cleansing fresh water flow.

Graduate architectural students, working with and under the direction of LMRPC members in quarters provided by the Chicago School of Architecture in the Glessner House, produced an imposing number of charts, graphs and diagrams now published in prints, lecture slides and publicity displays. The project serves eloquently to illustrate LMRPC's effort, in the name of good planning, to replace the straight line boundaries between counties and states with the comprehensive logic of a river.

Currently, LMRPC has launched a vast transportation study, perhaps the first of its kind in the country. It may just possibly have been touched off by the agonizing daily experience of today's American traveler flying cross-country in all the comfort of luxury jets only to be dumped from this air-conditioned heaven into the preposterous confusion of the "modern" air terminal.

Be as it may, LMRPC resolves that all mass travel, the movement of freight and the transportation of the individual in the air, on land and water is and must be interrelated and that none can stand alone on its own. It foresees the necessity for balance in the type of transportation in relation to time, distance and destination and a great and still unknown sophistication for rail transport which an antiquated industry has all but kissed away as dead.

The best laid schemes can only launch disaster without a comprehensive regional study of the planning criteria. With this hypothesis and with the admonition of that great Chicago architect-planner Daniel Burnham in mind and heart, "Make no little plans," LMRPC faces the future. □

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# Canada's on the BEAM

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**The communication gap is bad enough in English, but our neighbors to the north have to contend with French as well. Undaunted, they're devising a construction information system, described here by W. A. Marshall, Materials Branch, Department of Industry.**

A communications bottleneck is a disturbing factor in the operation of any business. For the Canadian construction industry—the largest in the country—it has become a problem of major proportions.

Accounting for about 20 percent of the Gross National Product, construction is expected to grow at an annual rate of more than 8 percent. If it is to grow as anticipated, measures must be instituted to overcome the communications problem and those related.

With this in mind, the Canadian Department of Industry, Trade and Commerce in 1967 implemented the BEAM (Building Equipment, Accessories and Materials) program to increase productivity and efficiency in manufacture and assembly of building equipment accessories and materials. It has five immediate objectives:

1. Establishment of a construction information system.
2. Adoption of modular coordination throughout the industry.
3. Greater industrialization of the building process.
4. Adoption of more uniform building regulation; establishment of a means of accessing and approving new materials and techniques.
5. Provision of incentives to encourage innovation.

The BEAM program is one of considerable complexity. The planners of such a system are faced with an industry that is diversified, fragmented and regionalized and one that conducts much of its business in both English and French. Being concerned initially with technical product information, the planners' concept must allow the dissemination of both digital and graphical data in a form compatible with the user's

needs and with his ability to pay for it.

To know that a problem exists in the communication of information is one thing, but to prove it is another. This was the department's first task. A firm of consultants was retained to conduct a feasibility study, to identify the existing method of disseminating information and to define the needs and requirements of both users and suppliers of construction data.

The consultants questioned over 10,000 firms and individuals by mail, conducted 100 personal in-depth interviews and organized several two-day in-house studies. The study revealed that:

- Production, dissemination, storage and retrieval of information is costing the Canadian construction industry in excess of \$300 million per year, equal to 3 percent of the total annual value of all construction work.
- Twenty to 30 million pages of product literature are disseminated annually, a flood growing at 8 percent a year.
- Sixty-five percent of this literature is discarded either on receipt or after first reading.
- Four-hundred million pages devoted to product literature and building technology are stored on users' premises.
- Twenty percent of this data is more than three years old, 35 percent from one to three years old.
- Currently it takes six months to create an awareness of a new product, with this period often extending to one year.

The study also revealed that the priority of information needs as indicated by the potential users are 1) products, 2) codes, 3) standards, 4) specifications, 5) technology and 6) commercial data. The system should therefore deal initially with technical product information, but provisions should be made in its design to include all other types at a future date.

As a result of the initial study, the department, together with an appointed Industry Advisory Com-

mittee on Construction Information Systems, agreed that:

1. The role of the department should be that of a catalyst which will exhibit initial leadership, guidance and assistance.
2. The department should actively seek, in association with industry, the formation of an independent, nonprofit, financially responsible group which should have authority to establish, operate and provide for continued development.

The next step, now underway, is to develop a practical system which will meet the needs and requirements of the system's users and suppliers. Again, consultants have been retained to do this work, which is divided into three phases.

Phase 1 is the preparation of a standardized method of presenting technical product literature. Fortunately, the Specifications Writers Association of Canada has, upon its own initiative, undertaken this work and, in collaboration with the department, is developing a compatible format.

Phase 2 consists of formulating an English and French language thesaurus of Canadian construction terms together with the necessary indexes.

Phase 3 is concerned with the design of the system itself and requires that consultants undertake the preparation of performance specifications. In addition, financial needs will be considered and sources of revenue evaluated.

It is anticipated that by mid-1970 all phases of the development program will be completed and the Canadian construction industry will have a framework around which a viable national information system can be established.

The use this new system receives from industry will determine the success of the whole operation. Too many similar systems have failed because they imposed a service on the subscriber without considering his actual requirements. By developing this system in close cooperation with industry, their requirements should be met. □



Caterpillar Administration Building and Employees Parking Garage, Peoria, Illinois. Architect: Smith, Smith, Haines, Lundberg & Wæhler; New York. Contractor: Huber, Hunt & Nichols, Inc.; Indianapolis.

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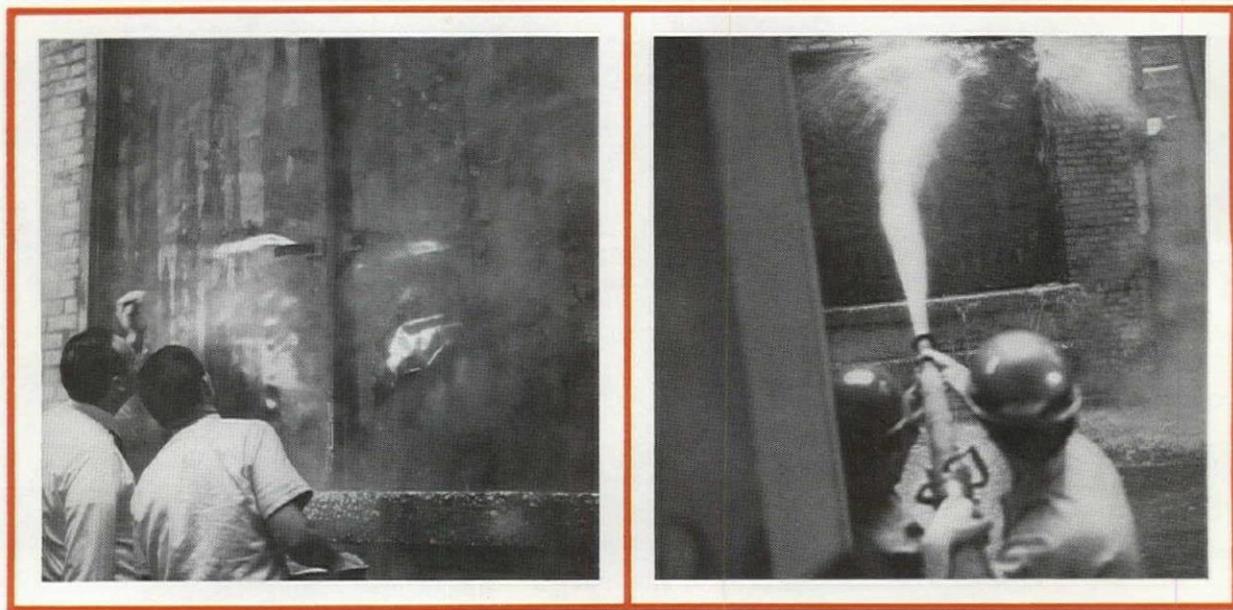
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# NCARB: Motion for Change

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The "strong winds of change" that have been sweeping the National Council of Architectural Registration Boards, as reported here following the 1968 annual convention, continue to blow.

This was clearly evident by the time this year's sessions had concluded at Chicago's Palmer House July 21.

Among the resolutions adopted by the delegates, representing 50 states and territories, were these:

- Broadening the eligibility of senior practitioners.

- Acceptance of new standard streamlined application and certification forms for all the states.

- Acceptance of corporate practice where two-thirds of the directors are licensed design professionals and where licensed professionals represent controlling ownership.

- Recognition of graduates at the time of the first professional degree by granting the title "intern architect."

- Continuance of studies of a new core-type examination.

**'No Longer Protectionists':** In another development, reciprocal registration that could lead to much freer professional movement between the United States and the United Kingdom neared final approval.

Noting that "we are no longer protectionists," William A. Allen, London architect and chairman of the Joint Reciprocity Committee which met during the convention, expressed hope that the agreement would be put into effect this fall. There are certain details which have to be ironed out between the two participating organizations.

Representatives from six Canadian provinces—British Columbia, Manitoba, Quebec, Ontario, Newfoundland and New Brunswick—sat in on the meeting as observers.

The NCARB Board of Directors has been exploring a similar agreement with Mexico.

**Change Is the Thing:** The convention theme, "Motion for Change," was underscored in a review of the past year's work of NCARB and its committees by Dean L. Gustavson, AIA, of Salt Lake City, who later was installed

as president, succeeding Howard T. Blanchard, AIA, of Garden City, Kansas.

Said Gustavson: "We want to change for positive accomplishments and at a pace rapid enough to lead rather than lag the needs of our profession and the people we serve." [Details of the report will appear in a later AIAJ.]

**Good Housekeeping Seal?** Convention keynoter Archibald C. Rogers, FAIA, of Baltimore, recalling that present registration laws throughout the states, for the most part, originated in the early '30s and thus were based on a set of Depression-oriented values and goals, raised these questions:

"Should we not be dismantling these laws? Should we not suggest that professional licensing is really a sort of Good Housekeeping Seal of Approval? It certifies that the practitioner is what he says he is."

Rogers also endorsed the concept that the principal basis for certification should be a master's degree from an accredited school rather than an examination. He added, however, that the examination "could be used for those who are taking the practical experience route rather than the academic, or for those who go halfway along the latter."

In closing, Rogers re-emphasized his point: "I do not think we need registration laws. I do think we need a fresh look at the purpose of the laws and the examinations within the framework of reference of our time, recognizing change and the unpredictability of change as

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## McClure Heads NAAB

The dean of Clemson University's School of Architecture, Harlan E. McClure, FAIA, took office as president of the National Architectural Accrediting Board during its annual meeting in Chicago in June. He has served as secretary for the past three years and is the first from the southeast to head the 29-year-old NAAB.

The eight-member board evaluates the standards of all professional collegiate curricula.

the constant which we must all address."

**Not Moonstruck:** In the annual luncheon address, emphasizing national goals and reflecting on the upcoming man-on-the-moon landing, Stewart L. Udall asked:

"But when are we going to turn this energy and this money to the soul of the environmental problems here? The moon is lifeless. We are going to spend in the next two or three years apparently several billions of dollars going up to study it. There's nothing we can learn from it except its geology."

The former Secretary of the Interior continued: "I don't want to pick on the space program, but I would like to see some of this talent, energy and skill used to tackle the problems of pollution and the problems of environmental tragedy in this country."

Udall suggested that America undertake a program that would involve not the reshaping of a single city or two but of scores of them across the land.

"Let each city not only plan, but let each city have one vital project; each could decide where it wanted to begin, what public project was most important as the first keystone in its effort toward its own renewal. And if we could do this, if we could turn these kinds of energy inward, it seems to me that so many of the problems, so much of the unrest that blights our country today, could not only be eased but would disappear as our people saw their lives and environment changed."

**Geddis Is in Line:** In addition to Gustavson, these officers, all AIA members, were elected: William J. Geddis, Brookline, Mass., first vice-president and president-designate; Charles L. Graves, Lexington, Ky., second vice president; Harry E. Rodman, FAIA, Troy, N.Y., secretary; Daniel Boone, FAIA, Abilene, Tex., treasurer.

The new board includes the following directors: Andrew S. Cohen, Waterbury, Conn.; Richard J. Chorlton, Princeton, N.J.; John L. Turner, Jackson, Miss.; Thomas J. Sedgewick, Flint, Mich.; Ken G. Miller, Hutchinson, Kan.; Worley K. Wong, FAIA, San Francisco. □

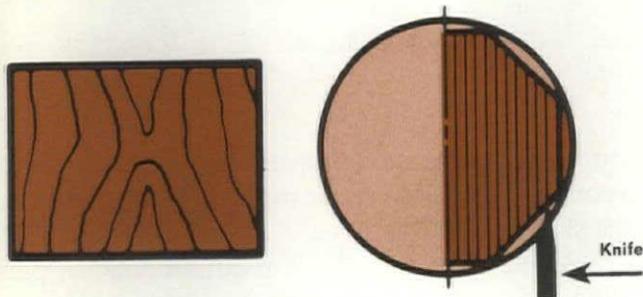
# The art and science of cutting and matching veneers.

By John Lentz

Simply defined, veneers are thin sheets of fine woods glued to core stock, such as Novoply® or lumber cores. This definition, however, leaves a lot unsaid. For cutting and matching veneers for architectural paneling and doors—as done by the skilled woodworkers of U.S. Plywood—involves many careful and complicated procedures.

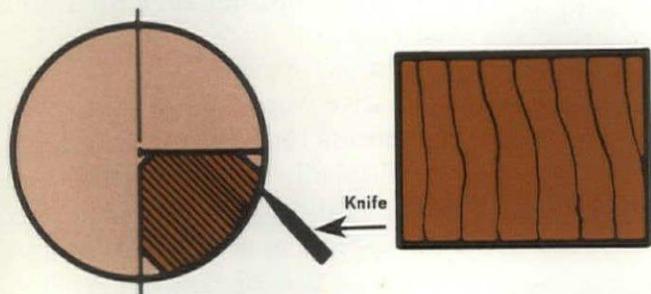
## Veneer cutting

Our veneers are cut from sections of choice logs—called flitches—by one of several methods, depending on the wood species as well as the veneer figure or growth pattern produced by a particular log. Most architectural veneers, however, are either plain, quarter or rotary sliced, as shown here.



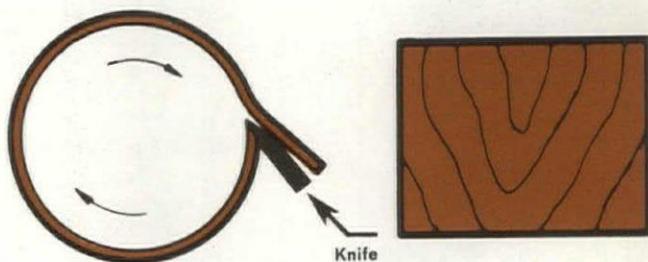
## Plain slicing

In plain or flat slicing, the half log or flitch is mounted with the heart side flat against the guide plate of the slicer. Slicing done parallel to a line through the center of the log produces a cathedral figure.



## Quarter slicing

In quarter slicing, the quarter log or flitch is mounted on the guide plate so that the log's growth rings strike the knife at approximately right angles. Result: a series of stripes which are straight in some woods and varied in others.



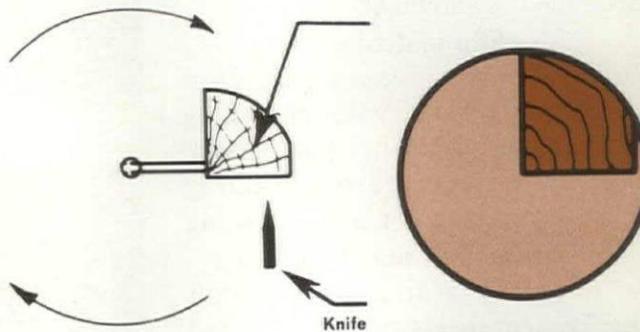
## Rotary slicing

In rotary slicing, the log is mounted centrally in the lathe and turned against a razor sharp blade, like unwinding a roll of paper. Since this cut follows the log's annular growth rings, a bold variegated grain marking results.

As the plain and quarter sliced veneers fall from the knife, they are attached in the exact sequence in which they were cut. (Rotary cuts, of course, cannot be sequence matched.) All logs or flitches are identified by number. After laminating, each panel is identified by both its sequence and flitch number.

## Other cutting methods

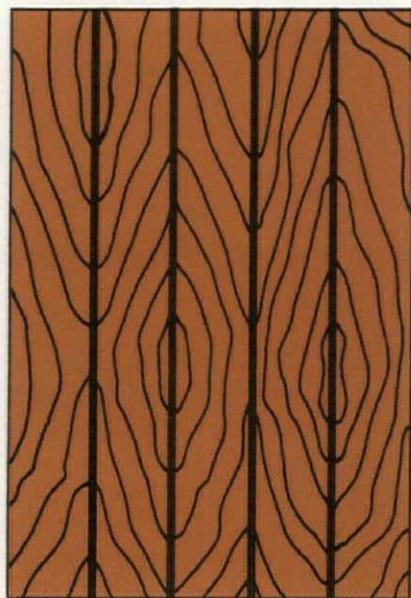
In addition to these methods of slicing, U.S. Plywood produces veneers by other types of cutting to yield a wide range of veneer configurations. Rift cutting, for example, produces a distinctive pattern.



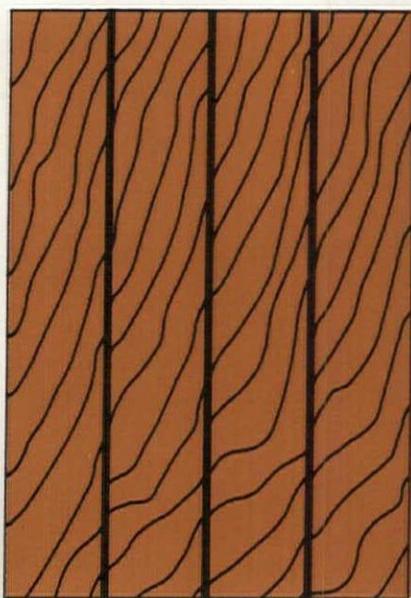
## Rift cutting

This method of cutting produces Comb Grain Oak veneers. The medullary rays of oak radiate from the center of the log like the spokes of a wheel. By cutting perpendicular to these rays, a comb effect results.

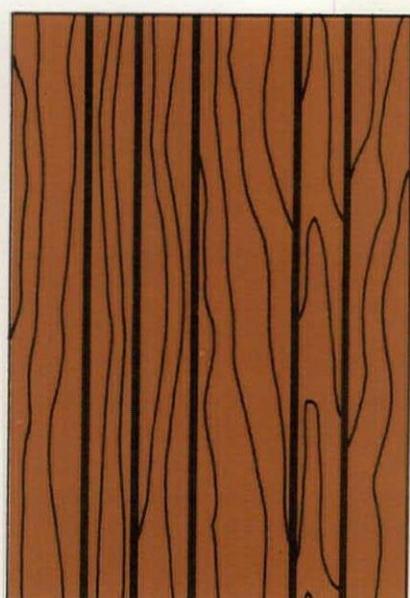
# Veneer matching by U.S. Plywood



Book matching



Slip matching



Random matching

Three matching patterns are most often used: Book, Slip and Random matching.

## Book matching

*In Book matching*, every other sheet of veneer is turned over, like the leaves of a book. Thus, balance at the veneer joint is produced as shown above.

## Slip matching

*In Slip matching*, veneer sheets are joined side by side, without turning. Consequently, the flitch pattern is repeated from sheet to sheet, resulting in a more even color after finishing.

## Random matching

*In so-called "Random mismatching,"* veneer sheets are carefully mismatched for the most effective appearance. Veneers from several different logs are often used for one set of panels.

U.S. Plywood has one of the world's largest and most varied inventories of veneers for use in creat-

ing our Weldwood® architectural paneling and doors. Samples of veneer matching are shown in the sketches on this page.

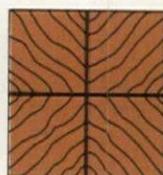
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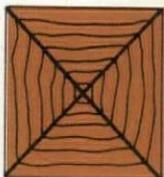
Reverse Diamond



"V"



Herringbone



Box

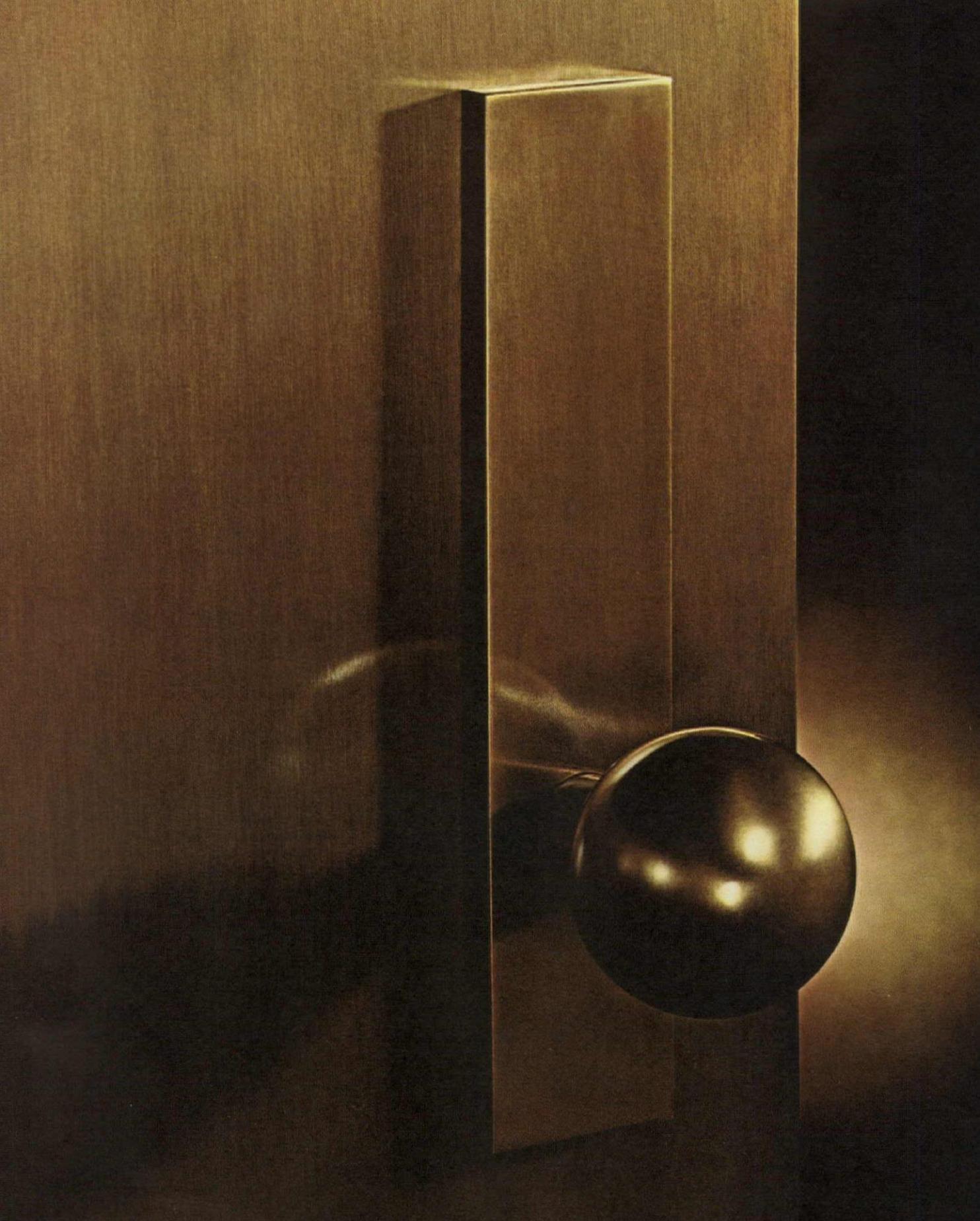


Reverse box



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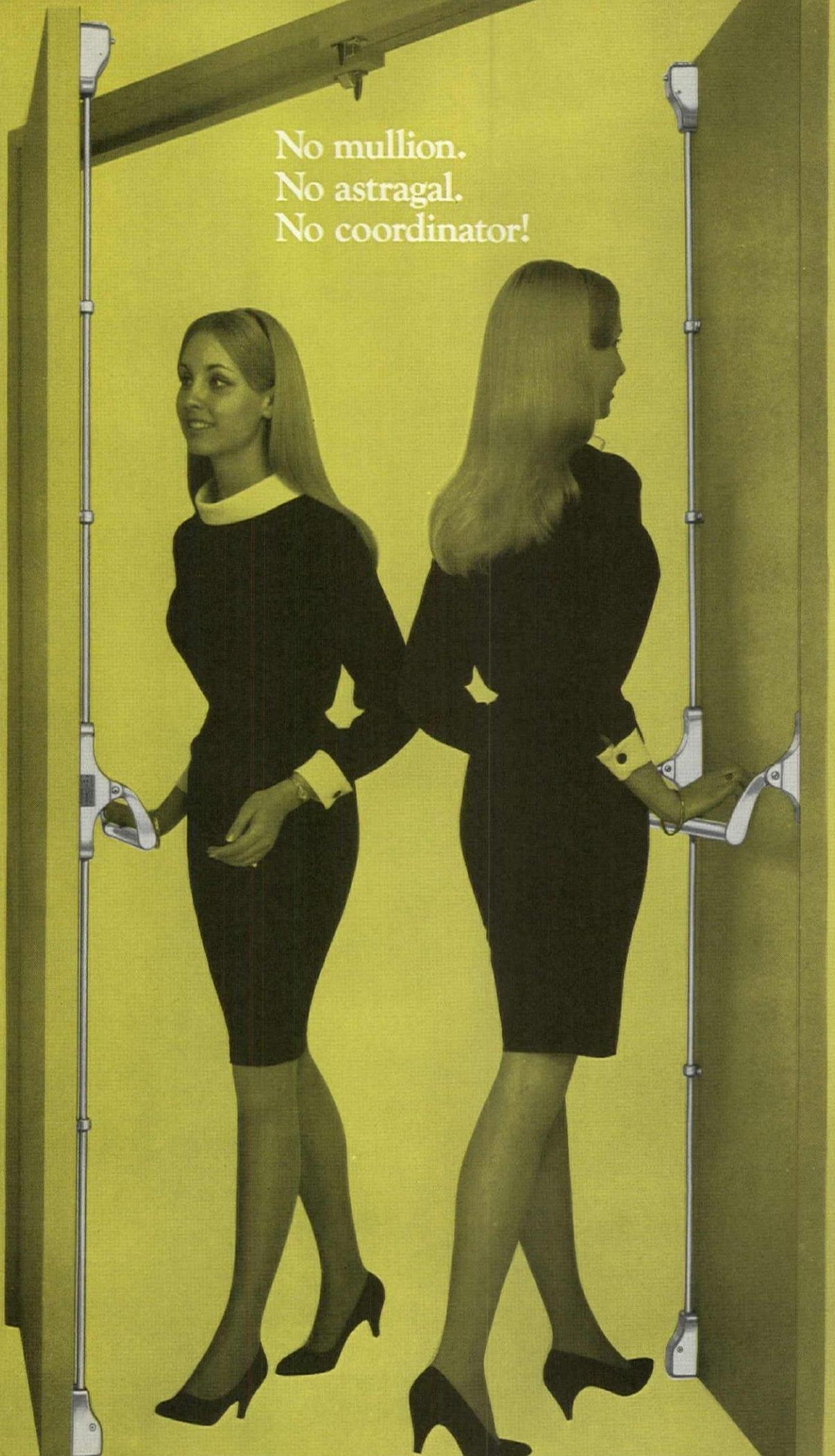
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# ACSA: The Architectural Community

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A three-way meeting of students, faculty and practitioners was programmed for the 55th annual meeting of the Association of Collegiate Schools of Architecture in Chicago June 19-21. Representatives of the three groups were put on common ground by relating them to current social concerns such as minority students, advocacy planning, institutionalism and, as well, the inner city of Chicago.

Discussions seldom got abreast of the educational developments already pursued at many delegate schools. The more provocative sessions came out of talks by representatives from the inner city. The issues at stake, the binds placed by institutionalism on social opportunity, were familiar to most. But for those less familiar with Chicago, the descriptions of the processes of inner city urbanization made these issues real.

**Relevant Education:** The observations by a panel of students, teachers and practitioners discussing "Relevant Education for New Imperatives" might make up a complete list of the urgencies confronting architectural education.

The detachment and the rigidity of the educational institution were suggested by such phrases as "four years in a morgue," "most of our schools are design orientated," and references to "the almost total inability of the schools to find out what other schools are doing." A student, teacher or practitioner might have been quoted, for these viewpoints were generally shared by all of the panel.

Most architectural educators would agree with, but at the same time expand and elaborate on, the observations made by the panel touching on relevant education. The statement that the architect "should not only be a generalist or a specialist but a humanist" might summarize what was said.

Much interest focused on the need for architectural programs to take in a greater share of the university, to relate to a variety of other disciplines.

**Action and Advocacy:** Another session centered on oppressive conditions in the city, lack of low cost housing, advocacy planning and institutionalism. "Nobody is opposing the renewal of the city;

what people are opposing is that the renewal is only the renewal of the civic elite in the city."

Architecture and planning should include "education for working with institutions," said Robert Gordan from KOCO — Chicago's Kenwood Oakland Community Organization architectural training center. In other words, "when we talk about advocacy planning, we have to be talking about values and politics."

Robert Heifetz of the University of Illinois most nearly summarized the conference when he said: "Having identified the goals that we say we are for, are we willing to investigate the means for achieving these ends? Will these groups, will the schools of architecture and the ACSA take the lead in all this?"

An indication of ACSA's response to Heifetz' query is found in the president's yearly report in which Robert Bliss wrote: "With our pressing social needs, architectural education is in a far more critical revolution than that of the 1920s and '30s. Unless we are able to adjust, change, communicate and guide the process, our hopes that our students will make a major contribution to our environment are in vain."

A visit to slums and urban renewal sites on the South Side followed the session. Guides were members of the Black P. Stone Nation, a 5,000-member amalgamation of some 50 gangs. Their concern was concentrated on an area less than a mile square formerly housing 10,000, which jumped to 52,000 following expansion by the University of Chicago. Despite these conditions the community interests of this gang has apparently brought about marked decrease in crime in the last few years. Some of the severest problems in the area were reported to be those brought to it from various outside institutions.

**Concerns and Needs:** The delegates' response to several innovative committee actions expressed concern with environmental problems; need for more opportunities to focus examination on specific problems and to study their implications for professional education; need for better communication among the schools; opportunities

for more participation within the ACSA; need for extensive funding to implement and develop environmental research and educational programs.

The technical training committee's report included recommendations that:

- architectural schools promote active alliances with the physical and behavioral disciplines
- a statement be made to The American Institute of Architects of the need for two- and four-year technician training programs
- the ACSA establish organizational relationships with the faculties of the junior and community college architectural programs.

Recognizing that communication difficulties isolate most architectural schools from opportunities to know of or profit by other individual educational experiments, the professional education committee distinguished its work by a unique action which involved seven schools in the Midwest, Great Lakes region. Funded in part by the Graham Foundation, the ACSA/Consort Group was developed to provide a student exchange concerning the programs and teaching techniques of the participating schools. For a week, one student from each school went to each of the other schools; part of their experience involved discussion with the host school on its program. Later, each student wrote a report on all seven schools.

A majority vote affirmed the resolution of the professional education committee in support of an independent Educational Services Agency which is under development by AIA, ACSA and HEW's Office of Education:

"Be it resolved that the ACSA warmly endorses the establishment of an independent educational services agency that will provide broad funding for the schools of architecture for 1) research coordination, 2) curriculum development, 3) program coordination, 4) compilation of statistical information, 5) scholarships and like purposes, which are all strongly needed by the schools."

The Committee on Internship and Licensing made recommendations, put into a motion, which

*Continued on page 110*

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- 34 Binders for AIA JOURNAL, information and prices
- 36 Reprints in quantity, information and prices
- 37 1969 Steel Deck Institute Design Manual
- 40 Clearinghouse for Federal Scientific and Technical Information, subscription price
- 43 1966 Design Award Program (HEW-AIA-EFL), brochure of higher education facilities
- 44 Your Building and Your Architect, 18-page booklet for clients
- 45 Checklist for Cities, a working guide for urban analysis
- 46 NACA Ceiling Systems Handbook, order form

ACSA from page 108

would distinguish between architect, professional architect and architectural specialist and the means for conferring each designation. Discussion which urged a review of and report on the implications of these three new definitions led to tabling of the motion.

A motion was passed recommending to the AIA Committee on Preprofessional Education that graduate assistantships be made available to any schools of architecture for a graduate student to supervise and teach a course to primary and secondary school teachers to develop an awareness of environmental issues and implications.

Many schools lack the resources to fund a program to attract minority students to architecture. The ACSA Committee for the Education of Minority Students described the proposal it has developed to meet this problem. It would use \$600 per school to seed a crash program in the Northeast; then attract further funds to collect and disseminate information about the various schools through a clearinghouse; to identify talented minority students; and to develop suitable programs.

**Burchard for President:** Charles Burchard, dean of the College of Architecture, Virginia Polytechnic Institute, was elected ACSA president, replacing Bliss.

A majority vote supported a resolution that "whereas the ACSA is currently included as a sponsor of the OCD Fallout Shelter Program and, whereas the inclusion of the ACSA's name as a sponsor implies endorsement of this program, be it resolved that the ACSA's name should not be related in any way to the OCD Fallout Shelter Program."

City College of the City University of New York, Stanford University and Cooper Union were admitted to full memberships. Carlton University, Ottawa, whose School of Architecture was founded in 1968, was admitted to associate membership.

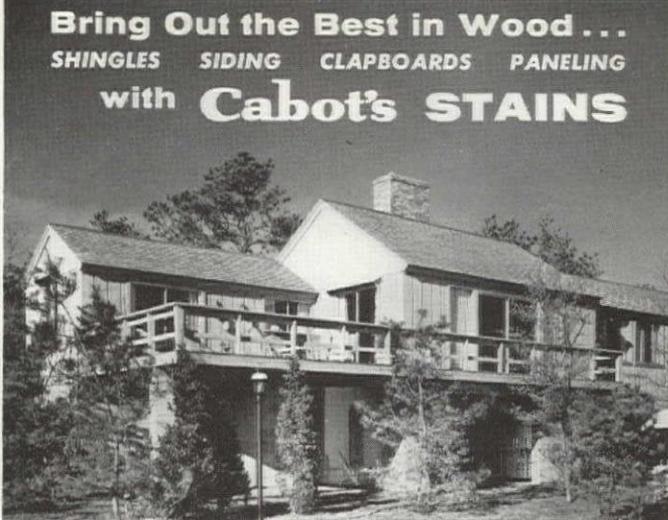
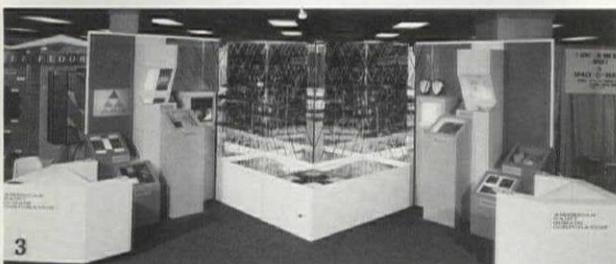
Several delegates queried the structure of ACSA as well as the objectives of the convention. The June 1970 meeting in Cambridge, Mass., promises to be responsive to such concerns — a review of ACSA's "Governance" will be the topic. For an organization celebrating its 56th year, examination of purposes and structure would be timely.

PHILIP DOLE

# Exhibits

From among the 100 displays at the 19th annual Building Products Exhibit at the Chicago convention, a jury of 12 picked the top three booths and gave a special Gold Medal Award for Distinction to Canada. The winners:

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3. American Saint Gobain Corp. with rolled, plate and sheet glass in a variety of uses from mirrors to entire walls.
4. Canada's Department of Industry, Trade and Commerce received its special award for an imaginative showing of the products of 12 firms, ranging from keyless locking systems to stone and marble.



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# Books

**Adventure into Architecture.** Bernard John Grad, FAIA. New York: Arco Publishing Co., 1968. 192 pp. \$12.50.

At long last — a really fine basic book on the profession for the layman in general and the potential architect in particular. What's more, Grad's volume is most readable and well illustrated, not only with first-rate photographs but with diagrams and charts as well.

Perhaps the book is best summed up in the preface by William H. Scheick, FAIA, executive director of The American Institute of Architects, who says:

"Here is a voice of experience telling you about our profession in entertaining fashion. Architect Grad is one of that generation whose practice\* has spanned the greatest era of change in the history of architecture, all packed into less than 40 years."

For one of the nicest features is that the author has incorporated his own experiences so that it is a personal book in a way; yet the first person singular never gets in the way of the reader or makes him feel uncomfortable.

What Grad has done is to present an intimate view of the architect at work. Particularly helpful to a client would be the chapter devoted to a typical project. The author chose the New Jersey Cultural Center in Trenton which, he explains, involved "an elapsed time of 4½ years," adding that "The timetable of the major intervals between the two dates [Feb. '61 and Sept. '65] is instructive." Indeed it is, for Grad is short on words and long on graphics, including everything from a topographical survey to bubble diagrams showing space relationships to working drawings to photos of the completed job.

No book, of course, is perfect, and this one has its little flaws, for which the author is probably not responsible. In the case of the already cited typical project, the text proper jumps from page 139 to 161, being separated by the artwork itself, without any guidance for the reader.

One wonders, too, why the locations of the illustrated buildings

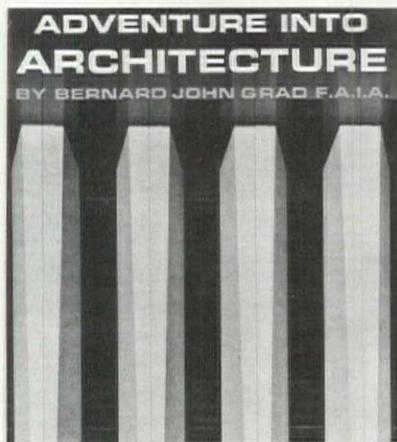
are not given, but to the credit of Grad and/or his editor, restraint has been used in showing the work of the firm.

Although page 36 refers to an appendix for a list of accredited colleges, which would have been a welcome addition, nowhere can it be found.

But all in all, the book does well what it set out to do. And returning to the preface:

"If you aspire to become an architect and do, chances are that you yourself will experience another fabulous era of change and opportunity. Chances are that you will find the career of an architect as fascinating as Bernie Grad obviously does."

This is precisely why he has turned out a good book — one that any architect can proudly give to a client, a student or any layman who wants to know about this profession in terms he can understand. ROBERT E. KOEHLER



**Church Architecture and Liturgical Reform.** Theodor Filthaut. Baltimore: Helicon Press, 1968. 109 pp. \$1.75.

The Second Vatican Council introduced far-reaching reform in the liturgy of the Roman Catholic Church. Liturgy and church architecture are closely related, and the church structure must be adapted now to the new liturgy.

This book is for architects, building committees and others who want a simple, straightforward statement regarding the spatial requirements for public worship. Filthaut emphasizes basic principles, supplying plans and photographs to illustrate his ideas. Certainly, this little book will be of primary importance to the architect charged with designing a new church or with the renovation of an existing structure. For a very small investment, his returns will be great.

**Redoing America: A Nationwide Report on How to Make Our Cities and Suburbs Livable.** Edmund Faltermayer. New York: Harper & Row, 1968. 242 pp. \$6.95.

Faltermayer is an associate editor of *Fortune*. Over a 14-month period the magazine published five of his articles on the urban environment. In response to reader interest he was given a leave of absence to expand the articles into book form.

The author believes it is not too late to do something about the "mess we live in." He thinks the political obstacles to a better environment are not insurmountable and that we can master the situation without loss of personal freedom and property rights.

Faltermayer outlines what he believes needs to be done to solve the problems of "creeping chaos." He examines the defilement of our air and streams, our transportation problems, man-made ugliness and suburban sprawl.

In a section on "Building Great Cities," he cites two characteristics as being common to all great cities. They have, first of all, "an exciting downtown filled with a great variety of shops, theaters, museums and other attractions, and laid out as a place of great beauty" and, equally important, there is a middle-class population residing in or near downtown. Most American cities, he writes, fail miserably on both counts. He presents some concrete, sensible ideas about what can be done, and he does not resort to the usual artificialities regarding the central business district.

**The Great Tradition of Western Architecture.** Bruce Allsopp, Harold W. Booton, Ursula Clark. London: Architectural Book Publishing Co.; Adam & Charles Black, 1966. 319 pp. \$12.50.

Travelers who have used and enjoyed the handy pocket-size Oriel Guides to the architecture of Italy, Spain, France and England no doubt will recognize the materials from the guides included in this larger scale, inclusive book. In addition, a concise introductory section gives unity to the book and sets the stage.

The book shows graphically how Western architecture had its beginnings in the classical world and how it has evolved until it is what we know today. The authors want the book to be a "visual experience," and they set forth the architectural history in a sequential

\*The reviewer's Practice Profile on the Newark, New Jersey, firm — Frank Grad & Sons — appeared in the AIA JOURNAL for October 1968.

arrangement, not always strictly chronological. The book shows clearly how the architecture of the four countries is interlocked.

**Air Transportation 1975 and Beyond: A Systems Approach; Report of the Transportation Workshop, 1967.** Co-chairmen: Bernard A. Schriever and William W. Seifert. Cambridge: MIT Press, 1968. 516 pp. \$20.

We have come to look upon mobility as one of our inalienable rights. This book warns that unless something is done immediately to plan for the future of the air transportation system our cherished mobility may be greatly curtailed.

A state of crisis exists. Delays and congestion are already the norm. Polluted air and shattering noise of jets are only two of the problems that cause alarm, and all is compounded by the increasing cost of moving people and goods. Upward trends in population growth and burgeoning demands for goods and services will place even greater strains upon air transportation in the future.

In 1967 a group of experts from industry, government and the uni-

versities came together to try to come to grips with the crisis and to formulate plans for the future. The discussions of the workshop centered around a number of themes: socio-economic trends and their potential impact on air transportation; the air vehicle; air traffic control; airports and terminals; collection and distribution of passengers and air freight; and government policies and trends. These deliberations should be required reading for any architect involved in airport planning.

The overall conclusion reached is that much more is needed than technical know-how. Rather, modern policy guidelines must be established. "If we can enunciate a policy that will encourage the development of transportation systems that serve society in which they will operate, and in the best interests of that society, then American technology and American industry can provide the systems. The technological basis is adequate to any transportation task levied against it. Designing to policy could be, in the long run, far more effective than designing to marketplace decisions."

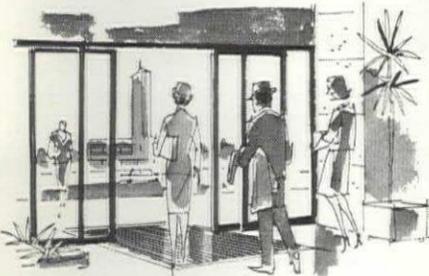
The participants in the workshop did not pretend to offer all the answers to all the problems. But as the publisher says, this book is very likely "both a landmark and a beacon."

**Tensile Structures: Design, Structure, and Calculations of Buildings of Cables, Nets, and Membranes.** Vol. 1. Edited by Frei Otto. Cambridge, MIT Press, 1967. 320 pp. \$22.50.

This is the first volume of a work intended as a report on the present technical development of nonrigid structures. The volume is concerned with pneumatic structures; Vol. 2, to be published later, will be devoted to suspended structures, based on the theory of ropes and nettings.

As Otto indicates, the use of tensile structures is rapidly increasing. Many details necessary for a fundamental understanding of these structures are not yet established, however. This book, then, is only "a first attempt to survey a new branch of technology," and it is published in the hope that "the unfinished will prove more stimulating than the complete." □

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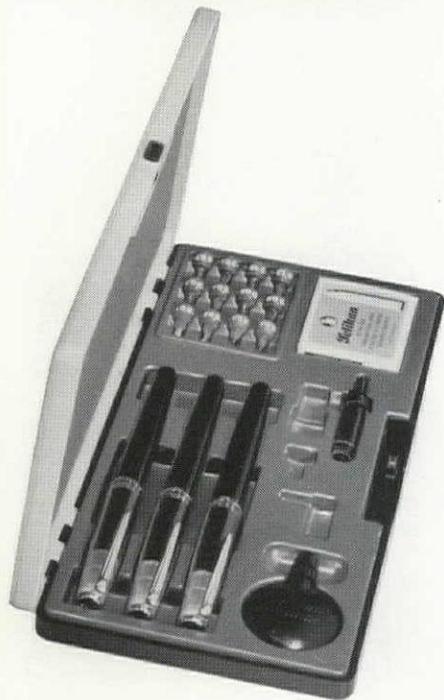
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## Calendar

### National

- Sept. 24-26:** Conference on Precoordination—the Basis for Industrialized Building, National Bureau of Standards, Gaithersburg, Md.
- Sept. 25:** Exhibition opening of French Aubusson Contemporary Architectural Tapestries by Mathieu Mategot, International Monetary Fund Building, Washington, D.C.
- Oct. 5-9:** Prestressed Concrete Institute Annual Convention, Sheraton-Boston Hotel, Boston
- Oct. 16-17:** AIA Architects/Researchers Conference, Houston
- Oct. 26-30:** AIA/ACSA Teachers' Seminar, Miyako Hotel, Japanese Trade Center, San Francisco

### AIA Regional and State Conventions

- Sept. 18-20:** Central States, Cornhusker Hotel, Lincoln, Neb.
- Sept. 25-27:** Pennsylvania Society, Hilton Hotel, Pittsburgh
- Oct. 1-3:** East Central States, Ramada Inn, Evansville, Ind.
- Oct. 2-4:** New Jersey Society, Chalfonte-Hadden Hall, Atlantic City
- Oct. 9-11:** Architects Society of Ohio, Commodore Perry Hotel, Toledo
- Oct. 11-14:** Northwest Region, Salishan Lodge, Glenden Beach, Ore.
- Oct. 15-19:** California Council, El Mirado Hotel, Palm Springs
- Oct. 17-19:** New England Region, Wentworth-by-the-Sea, Portsmouth, N.H.
- Oct. 20-23:** New York State Association, Nevele Hotel, Ellenville
- Oct. 23-25:** Illinois Region, Wagon Wheel Lodge, Rockton
- Oct. 23-25:** Middle Atlantic Region, Lord Baltimore Hotel, Baltimore
- Oct. 24-27:** Florida Association, Grand Bahama Hotel, West End, Grand Bahama Island
- Oct. 29-31:** Texas Society, Hilton Palacio del Rio, San Antonio
- Nov. 5-7:** North Central States and Minnesota Society of Architects, Hilton Hotel, St. Paul
- Nov. 9-14:** Western Mountain Region, Dunes Hotel, Las Vegas

### International

- Oct. 13-25:** UIA Assembly and 10th World Congress, Buenos Aires

### Continuing Education

- Oct. 2-3:** Plastics in Building Retec Conference, Marriott Motor Hotel, Chicago. Contact: Lewis O'Donnell, Nerings Plastics Co., 730 Center St., Des Plaines, Ill. 60016.
- Nov. 14-15:** School Conference. Contact: School of Continuing Education, Box 1099, Washington University, St. Louis, Mo. 63130.

### Tours

- Oct. 7:** Architecture and Garden Tour of Japan, departing from Los Angeles for 24 days with optional extension to Hong Kong and Bangkok. Contact: Kenneth M. Nishimoto, AIA, 263 South Los Robles Avenue, Pasadena, Calif. 91106. □

# Letters

## The June Issue in General

### EDITOR:

Mega-words of appreciation should go to the convention committees who worked hard — and successfully — to include students in meetings and social activities in Chicago. A well-structured event for us all. Your convention issue is superb! Really in *Focus*.

GERI DECKER

Librarian

Department of Architecture  
University of Notre Dame  
Notre Dame, Ind.

### EDITOR:

The June AIA Journal is tremendous. The in-depth coverage of issues which you have introduced during the last several years is exciting.

ROBERT LAWTON JONES, AIA  
Tulsa, Okla.

### EDITOR:

I was unable to attend the Chicago convention; therefore, it did me a great deal of good to have in my hands the splendid June JOURNAL which took into account the ecology and overview of the goals of the Great Lakes region.

I think the nonarchitectural and environmental slant was very good for the members who had an opportunity anyhow to see the pretty buildings without help from you editors.

ABRAHAM D. LEVITT, AIA  
Jamaica, N.Y.

## The Great Lakes in Particular

### EDITOR:

Your special report is absorbing and challenging. It can be an important factor in both planning and action to make better use of this great resource. FRANK E. SMITH

Director

Tennessee Valley Authority  
Knoxville, Tenn.

### EDITOR:

The section, with its emphasis on the action possibilities of planning and on ecological planning, has great relevance to us who are attempting to plan the growth and development of this great recreational area.

D. BLAKE CHAMBLISS, AIA  
Grand Junction, Colo.

### EDITOR:

The 32-page special section is a contribution to an understanding of the critical resources problems now confronting the Great Lakes region — problems which have serious implications for our entire nation. As the foreword pointed out, "the Lakes are dying, and the pangs of death are not confined to the water's edge."

I hope the report will help to persuade architects and their design colleagues to join with other disciplines in an intensified effort to preserve and enhance the resources of the Great Lakes region. It is certainly true, as you stated in the concluding section, that "design professionals are

among those who share the responsibility of educating the public to an awareness of the resource values of the Great Lakes region."

The report correctly, it seems to me, emphasized the importance of planning, particularly with regard to the establishment of an environmental inventory and the development and implementation of workable resource management principles. It was made abundantly clear that industrial, residential, recreational and commercial fishing usages and the environment all suffer in the absence of adequate planning.

I thought it timely that the section on ecology cautioned us



## The Tie That Binds

Reproduced here is a cross section of letters, many of them in abbreviated form, in response to the special 32-page section on the Great Lakes in the June AIA JOURNAL. (For a related article on AIA involvement, see p. 94 in this issue.)

The contents of the section have had wide publicity, ranging from a full-page feature in a Sunday edition of the *Detroit News* to a 6 p.m. spot on CBS News in Chicago.

In addition, the section served as the basis for Resolution No. 13 submitted by the AIA Board of Directors and approved by the Chicago convention, which reads as follows:

The Great Lakes were recently described by the editor of the AIA JOURNAL as "our greatest continental resource" and "our greatest environmental despair." It is an apt description. Five of the 25 most populous metropolitan areas of the United States are located on the shores of the Great Lakes. Four others within that 25 are located nearby. Five of the 15 largest metropolitan concentrations of Canada are located directly on the Great Lakes-St. Lawrence waterway system.

The Great Lakes system provides one of the most important inland waterways in the world. Much of the basic industry of the two nations surrounding it are dependent upon it for the movement of bulk commodities. Industrial development and urban growth have crowded the shore-

line of the basin and pose grave challenges to beaches, dunes and the unspoiled recreational areas that still remain. These same factors, coupled with the shallowness of the Lakes themselves, have produced increasingly serious problems of erosion and pollution.

Several regional commissions and agencies, one of which is international, exist to deal with problems of air and water pollution and economic development. These groups, however, work within narrow jurisdictions, without means of enforcement and without effective coordination with each other or with other public groups or agencies. Nor does there exist any comprehensive inventory of the resources of the Great Lakes Basin or a master plan to develop them.

Therefore, be it resolved that:

1. We urge, to use the words employed by US Representative John A. Blatnik of Minnesota, a "grand design for mutual economic progress," in which the two nations of Canada and the United States cooperate fully for the benefit of both nations and the people of the Great Lakes Basin.
2. This design should begin with a comprehensive inventory of resources which includes a sophisticated cost-benefit market study, made not only to define precisely the character and solutions of the problems that now exist but to define and pinpoint the potential benefits of these solutions in economic and social terms.
3. Through coordinated planning by multidisciplinary professional teams, development and, where appropriate, legislation and enforcement, this grand design should concentrate on effective abatement of air and water pollution, the creation of consolidated transportation and power systems, and the architectural development of new towns and recreational amenities throughout the basin area.

against a preoccupation with water quality in our efforts to preserve the Great Lakes.

Threaded throughout the report was welcome recognition of the fact that any resource restoration and protection program in the region cannot succeed without energetic public support and new levels of governmental cooperation.

I appreciated in particular the "goals" presented by the AIA JOURNAL editors which called for 1) an aroused citizenry to pressure elected officials to mount a clean-up campaign and 2) more extensive utilization in the campaign of the "councils of governments" concept. DAVID D. DOMINICK  
*Commissioner, Federal Water Pollution Control Administration  
US Department of the Interior  
Washington, D.C.*

EDITOR:

It is truly an excellent presentation. It is provocative, educational and inspirational. More people should be given the chance to read it and, hopefully, do something about the situation.

HARRY C. THOMA  
*Acting Director  
Vacation and Travel Service  
State of Wisconsin  
Conservation Department  
Madison, Wis.*

EDITOR:

Representing the Third Congressional District of Indiana, I read the several articles with some interest. To my thinking, juxtaposition of the points of view presented in this report is a useful idea, particularly when synthesized into concrete guidelines and programs for action.

JOHN BRADEMAS  
*Member of Congress  
Washington, D.C.*

EDITOR:

Its purpose is commendable and its topic timely. However, I was disappointed regarding two points.

The first was omission of mention by Dr. Mayer or others of the superb new Port of Indiana on Lake Michigan. The second was neglect of the fact that Indiana, in 1925, acquired the three finest miles of Lake Michigan beach — and 2,000 acres of superb dunes behind the beach — for Dunes State Park.

Both the new port of Indiana and Dunes State Park are rather derogatorily alluded to on page 67, a dunes area being represented

in the sketches as being ravaged by an industrial development. The fourth of the sketches even resembles, rather crudely, the design of the new port. But Indiana Dunes State Park was a very popular recreation and conservation area long before certain special interests began weeping big crocodile tears about "save the Dunes."

HERBERT R. HILL  
*Director  
Public Information and Education  
State of Indiana  
Indianapolis, Ind.*

ED. NOTE: Mr. Hill has been reading between the sketches — and seeing more than the artist intended.

EDITOR:

As a member of the House Interior and Insular Affairs Committee and as the federal representative from the 11th Congressional District of Michigan, I am deeply concerned about each and every aspect of the Great Lakes region, and I will keep this information as a valuable reference for future study.

PHILIP E. RUPPE  
*Member of Congress  
Washington, D.C.*

EDITOR:

Had I known in advance such a series of articles was contemplated, I would have rushed you a copy of the enclosed article from that voice out of the past: *The Literary Digest*. This Jan. 2, 1926, account of "A Sixth Great Lake," offers a solution to a number of the ailments currently besetting these five magnificent bodies of water.

From what I have been reading in *Engineering News-Record* and some other publications, this 1925-26 solution, or a modification thereof still is very much under consideration, even at today's date.

It has been said that the St. Lawrence Seaway sponsors have deep reservations about such a solution because, among many other advantages, more water would be available to permit year-round barge traffic between the Great Lakes and the Gulf of Mexico, as a result of the frequent low-water navigation problems being not only overcome but actually eliminated.

MURVAN M. MAXWELL, AIA  
*New Orleans, La.*

ED. NOTE: The scheme as reported in the *Digest*: "Two dams would form in the natural basin of the Albany River a new lake, 2½ times as large as Lake Ontario. A canal less than 2 miles long would carry the water from this lake into Lake Nipigon, through the Nipigon River and into Lake Superior."

EDITOR:

The section has special significance now that we are planning for an air pollution conference in October. The articles serve to support the fact that the problem of pollution is rapidly becoming one of growing concern.

MRS. LUCILLE H. SHRIVER  
*Director, National Federation  
of Business and Professional  
Women's Clubs, Inc.  
Washington, D.C.*

EDITOR:

This is certainly an excellent report. It vividly calls attention to the problem of environmental pollution affecting our Great Lakes and the entire central midwestern states.

DONALD R. PACEY  
*Manager  
Illinois State Chamber  
of Commerce  
Chicago, Ill.*

EDITOR:

The background assembled is essential to undertake for anyone involved in future planning and programming for the region. You are to be congratulated for bringing so much relative material together.

STEWART L. UDALL  
*Chairman of the Board  
Overview  
Washington, D.C.*

EDITOR:

This informative, comprehensive report has been placed in our library as a valuable reference on the subject. J. A. Seefeldt, municipal port director, has also reviewed the report and has asked me to convey his appreciation to you.

BEVERLY J. STRIKE  
*Administrative Assistant  
Board of Harbor Commissioners  
Milwaukee, Wis.*

EDITOR:

I think you have rendered an outstanding service to the people of this region, and I am confident that this document will prove an invaluable tool in formulating future thinking as well as action programs in the Great Lakes area. It presents a unified overview of the problems and opportunities.

JOHN A. BLATNIK  
*Member of Congress  
Washington, D. C.*

The AIA JOURNAL encourages expressions of opinions from its readers but reserves the right to edit for length and style. Address letters to the Editor at the Octagon.

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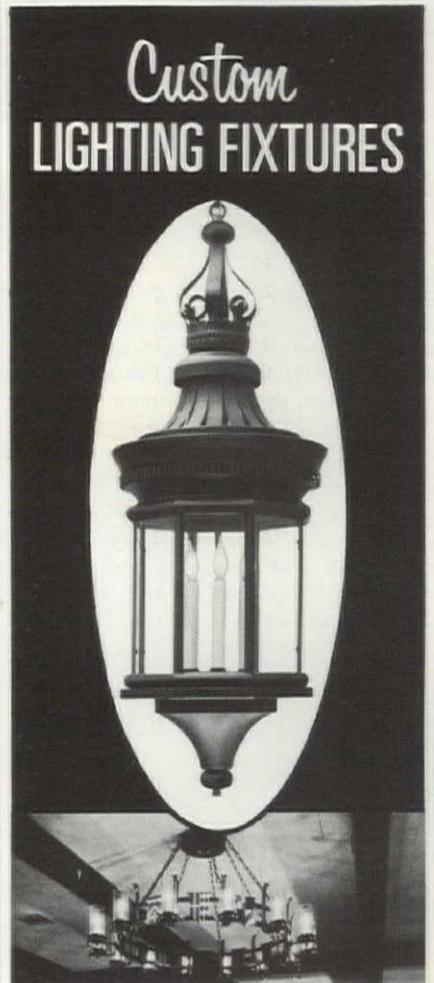
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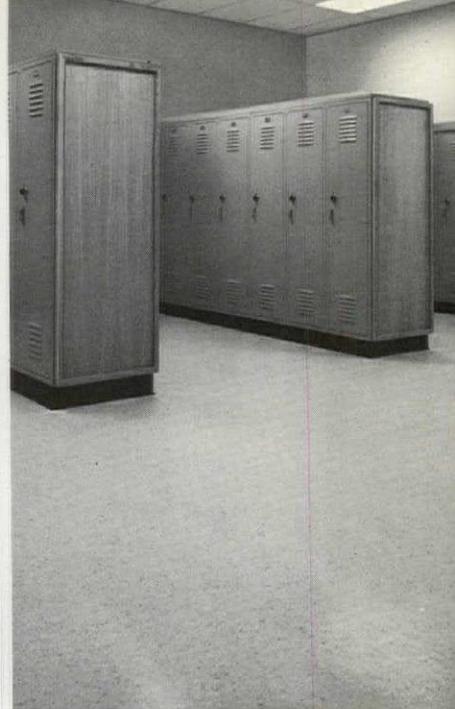
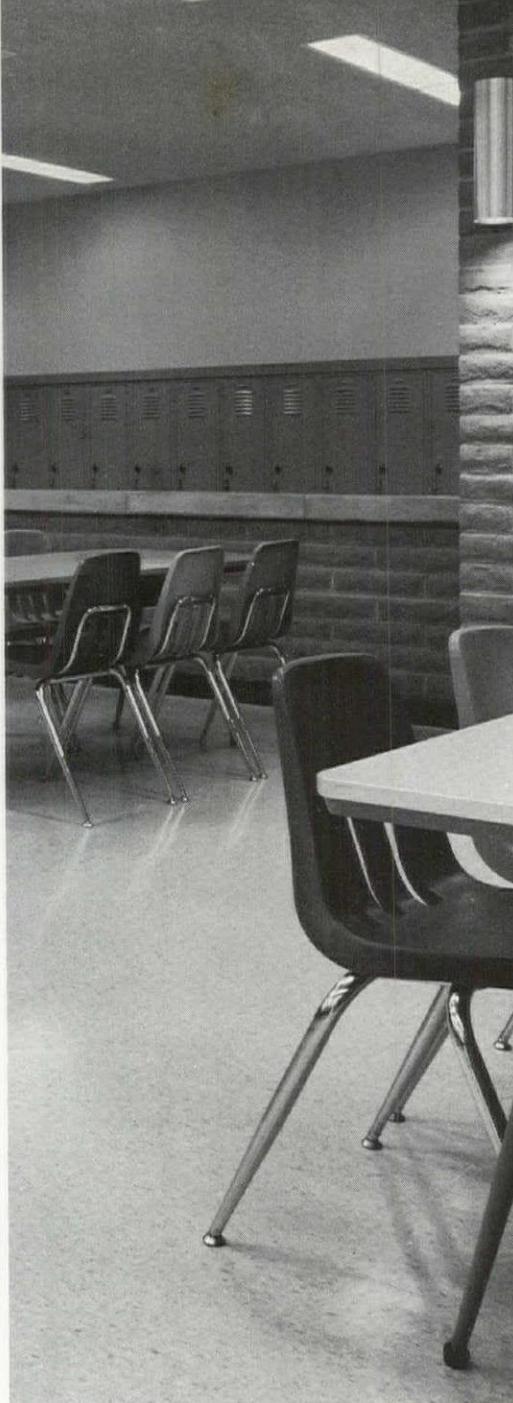
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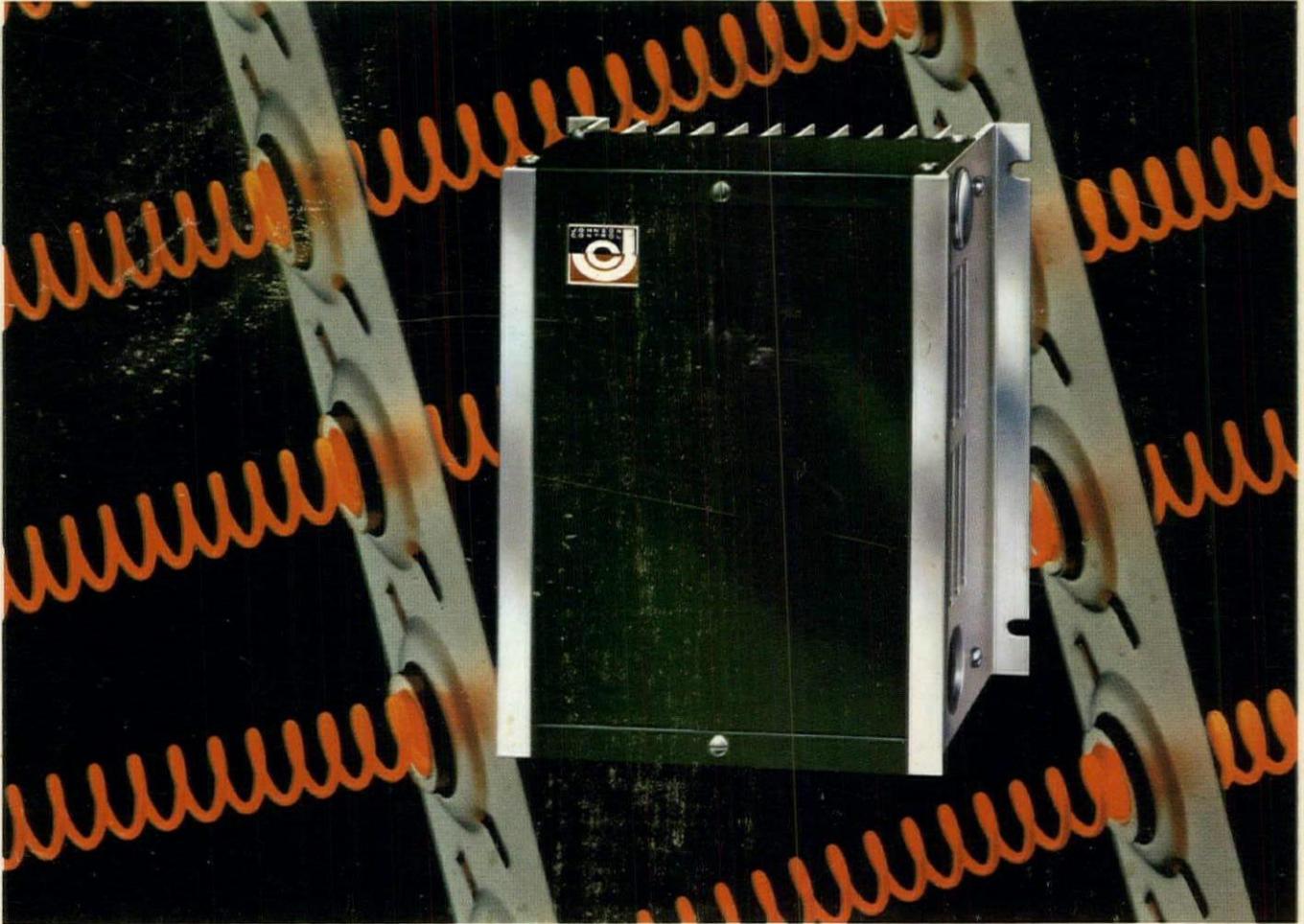
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