

Today's News - Thursday, April 25, 2002

Health care providers, today more than ever, face the same challenges as every other service-based industry (such as retail - and architecture, for that matter): how to compete for consumers' attention, loyalty, and ultimately, dollars. These days the patient/client (and family members) are demanding more than just the best medical attention. They want it in an environment that is convenient, comfortable, and inspires confidence. Our newest feature article on the home page (and leading today's newsletter) examines strategies and projects RTKL has tackled that address the now-demanding consumer. In other news...is this a case of "too many cooks..." Tomorrow morning, the Civic Alliance to Rebuild Downtown New York (and a stellar group of panelists) will present a draft of its vision at the Regional Plan Association's Assembly. Meanwhile, the Civic Alliance and the Lower Manhattan Development Corporation (which has finally approved a "cooperation agreement" with the Port Authority of New York and New Jersey) are planning a major forum sometime in July. Could there really be a consensus by December? (See RPA and New York Times stories below). And, in case you're not "Pritzker-ed"-out, there are three new takes on prizewinner Glenn Murcutt (the ANN Pritzker/Murcutt feature is still on our home page - with lots of images).

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[RTKL: Designing for the Consumer Revolution in Health Care](#) - ArchNewsNow Feature

[April 26: Rebuilding Downtown New York: Regional Plan Association's Annual Regional Assembly](#) - Regional Plan Association

[Major Forum Is Scheduled to Discuss Trade Center Site \[in July\]](#) - New York Times

[Royal Institute of British Architects and Royal Incorporation of Architects in Scotland sign partnership agreement](#) - The Architects' Journal

[House Master: Glenn Murcutt wins the Pritzker Prize for homes that magnify the beauties of a difficult landscape](#) - Time magazine

[Glenn Murcutt: Crocodile Dundee With a T-Square \[images\]](#) - New York Times

[An architect collaborates with sunlight, wind, and water - Glenn Murcutt](#) - Christian Science Monitor

[S.F. tower could turn into housing: ChevronTexaco building's new owners explore option](#) By John King - San Francisco Chronicle

[The Great Wheel of Falkirk: Glasgow and Edinburgh linked by water: It is the biggest Magimix attachment in the world, costing £17m... By Hugh Pearman \[images\]](#) - HughPearman.com

[Architecture to Show Off the Auto: Mercedes-Benz Museum in Stuttgart - UN Studio \[image\]](#) - Frankfurter Allgemeine Zeitung (Germany)

[Faith in the City and in the Future: Despite setbacks, longtime developer of downtown projects hopes he will see his dream of a vibrant Los Angeles become reality. - Ira Yellin/Urban Partners](#) - Los Angeles Times

[Former navy land to be river suburb](#) - Sydney Morning Herald

[Here's a chance to turn Cleveland into a city that really connects](#) - Cleveland Plain Dealer

[Brand Marketing: Guinness: How do you refresh a 243-year-old brand? By brewing a modern experience that combines the power of history with the allure of contemporary design. - Imagine](#) - Fast Company

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