The June, 1962

FLORIDA ARCHITECT

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS, INC.

F/A Panorama...

DATA AT YOUR FINGER TIPS . . .

If you haven't yet ordered your copy of the AIA'S 1962 edition of "Building Products Register", you'd bettery hurry.Of 5,000 copies printed more than half have already been sold; and at the reduced price to architects ($15 instead of $25) the remainder won't be long on the shelves . . . The 1962 edition contains almost twice as much data on standards and specifications than did the original 1960 edition. Comparative data on 1700 individual products in 24 product categories are included, and in addition 1200 abstracts of technical standards and specifications.

THERE'S A WELCOME WAITING AT SEATTLE . . .

President Hugo W. Osterman of the Seattle Chapter, AIA, has issued a blanket invitation to Florida architects attending the 1962 World's Fair to visit the Chapter Hospitality and Information Center at the Fair site — or contact the Chapter office, 810 Central Building, MA 2-4938. Members will help you out with information and furnish you with a guide to points of architectural interest.

COMPUTER DESIGN HAS ARRIVED . . .

A Chicago firm — Meissner Engineers, Inc., — recently demonstrated the amazing capabilities of a computer-plotter system which can automatically design a wide range of engineering and architectural projects directly from information fed to it. The firm's president predicted that shortly 80 percent of all engineering design work could be done by the new system in a fraction of the time now needed. In the demonstration, the system completed designs within 30 seconds; and within 30 minutes delivered completely dimensioned erection drawings and a complete set of shop fabrication details. The machines made designs for various types of structural frames and in half a minute accomplished what would otherwise have required 10 hours of engineering time.

BOARD MEETING AND SEMINAR . . .

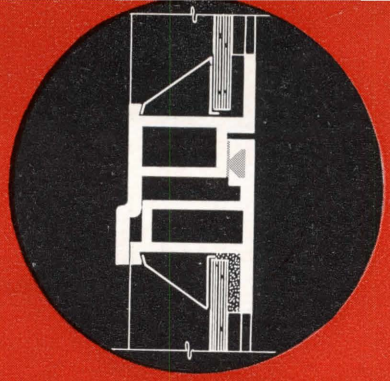
The FAA Board of Directors has scheduled a meeting for July 20 in the St. Petersburg area. Following this meeting the FAA Public Relations Committee will conduct a P/R Seminar chairmanned by Edward G. Grafton. Specific location for both meetings will be announced next month.

NEW SPECIFICATIONS FOR ALUMINUM PRODUCTS . . .

The newly formed Architectural Aluminum Manufacturers Association, with headquarters in Chicago, has issued the industry's first comprehensive specification for sliding doors. The 16-page booklet includes a section on general requirements applicable to all aluminum doors. Section two covers specific requirements applicable to various particular types of doors. The third section contains design information and specifications for doors that must withstand hurricane conditions of unusually high wind loading . . . The Association has also issued a revised — and upgraded — specification covering all types of aluminum windows. Performance requirements under water tests have been specified and include all types of windows.

THEME SET FOR 1962 FAA CONVENTION . . .

Chairman of the Convention Committee of the Florida Central Chapter, Dana B. Johannes, has announced the theme of the 1962 FAA meeting for which the Chapter will act as hosts. It is to be "ANATOMY OF ARCHITECTURE". A program for development of the theme is now being put together by Program Chairman Mark G. Hampton.



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The

Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

In This Issue ---

THE COVER . . .

This photograph, by Joseph Brignolo, pictures one of the most generally successful buildings in Coral Gables. Successful it is as an architectural accomplishment — but far beyond that in the guidance and fun it has given to the community's children for which it was built. It's the Coral Gables Youth Center; and more illustrations on it start on page 13.

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NUMBER 6 **1962**

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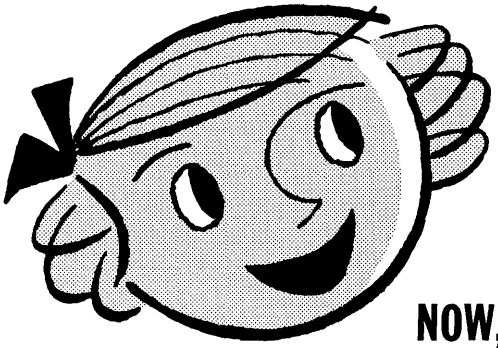

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New Hotel for San Juan

San Juan is now Puerto Rico's most important tourist center as well as the focus of most of the island's commercial and industrial enterprises. To serve the growing needs of this basically old-world city, the H. R. WEISSBERG CORPORATION is planning the construction of a new hotel.

Named the Ponce De Leon, the 400-room project is scheduled for completion next year. It is being designed by the Miami firm of M. TONY SHERMAN & ASSOCIATES; and CAROL GERMAINE SHERMAN has accepted the responsibility for designing the interiors. Site of the new hotel is a craggy spit of land fronting on both lagoon and ocean — with a difference of 28 feet between high and low levels. Pictures here — the upper drawn from the ocean side — suggest how the designers have taken full advantage of the double waterfronts and the differences in elevation. The hotel will have complete recreational facilities in addition to luxury hotel accomodations.

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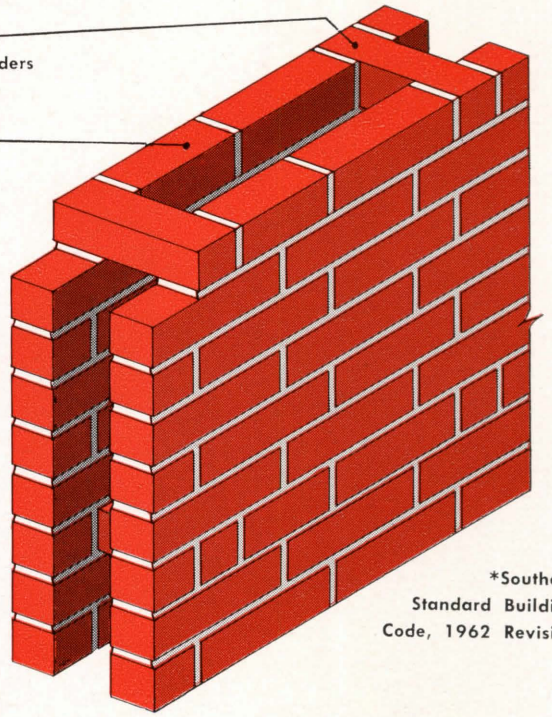

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The Architect as The Entrepreneur

The address of a distinguished West Coast architect during the second of four professional program sessions contains sound commentary on the problems and possibilities of the expanded service ideal . . .

By WILLIAM L. PEREIRA, FAIA
Southern California Chapter

When I was asked to take part in this panel, and speak on the subject, "The Architect and the Entrepreneur," the first thing I did was to reach for the dictionary and look up "entrepreneur." (In our office we put great faith in research.)

I discovered that the word comes from the French, which was not an overwhelming surprise. Literally I guess it means the "in-between-taker." Given just a little more English it would become "enterpriser," which is probably as good a definition as any. Webster says an entrepreneur is "one who assumes the risk and management of business." The Encyclopedia Brittanica goes a little further. According to it, the entrepreneur is "a person who assembles the various means of production and, by mobilizing them, renders them operative and useful. He is a promoter or initiator of production."

That was as far as I got at the time. For just then the telephone rang. It was a friend who happened to own a good bit of land in Southern California and who had been approached by an "entrepreneur" who claimed he had a company interested in leasing a facility on his property. Would I talk to him, my friend asked, and see what the story was?

I said yes, and immediately found myself in the familiar round-robin of conferences and telephone calls. The promoter, at least in this case, was serious. The prospective tenant was interested in a lease, but first there had to be a commitment from the mortgage company, and for that there must be plans. And before they can be drawn up the architect must sit down with the client, and then with the lending institution and then — if it becomes a job — he goes back through the whole circle again, interpreting everyone to everyone else.

Can you blame him if sometimes, when nobody is watching, he stands in front of his mirror and, paraphrasing Louis XIV, whispers, "L'entrepreneur, c'est moi!" He, more than anyone else, has "assembled the various means of production." He has mobilized them, and rendered them operative and useful. He is, in this instance, the real enterpriser. He could even be described as the "in-between-taker" except that he is not taking

(Continued on Page 10)

Henry Wright Takes the Reins

Henry L. Wright, FAIA, of Los Angeles, who has served for the past two years as first vice president, was elected president of the AIA at the organization's 94th annual convention at Dallas.Other new officers of the Institute are: J. Roy Carroll, Jr., FAIA, of Philadelphia, first vice president; Arthur G. Odell, Jr., FAIA, of Carlotte, N. C., second vice president; and Clinton Gamble, FAIA, of Ft. Lauderdale, Florida, secretary. Raymond S. Kastendieck, FAIA, of Gary, Indiana, was re-elected as treasurer . . . In his acceptance speech the new AIA president noted that in the next 40 years the number of existing buildings will be doubled. "The task," he said, "demands solutions of quality as well as quantity; and it is the responsibility of our profession to provide them. The job we have to do as architects is staggering. It cannot be calculated on a quantitative basis alone."

Incoming prexy, HENRY L. WRIGHT, left, and retiring president PHILIP WILL, JR.

The Convention At A Glance

The Institute's 94th Annual Convention at Dallas was well attended. The official count was "more than 2300" — and of these the Florida Region accounted for 17. Not all chapters sent delegates, but of those who did (Broward County, Florida Central, Florida North, Florida Northwest, Florida South and Palm Beach) Florida South was the most heavily represented — six architects including two of Florida's three new Fellows.

Reactions suggest that this was one of the "speechiest" annual meetings ever. The four Professional Program Sessions accounted for 11 more or less lengthy addresses — excluding opening and closing remarks by moderators. There were the inevitable talks at luncheons and dinners; and even the business sessions were much more vocal from both rostrum and floor than the majority of past conventions.

In large part the discussions at the two business sessions were the result of the issues at stake. There were two chief ones. The first, considered at the Wednesday session, concerned the establishment of "affiliated organizations" which the AIA *Journal* called "Councils". It was the subject of a lengthy and sometimes heated debate; and the Board's proposal that the By-laws be changed to permit formation and operation of such councils was finally tabled by a vote of 475.67 to 464.93.

Defeat of the measure might well have resulted from a lack of understanding among those who opposed it — a lack that was not mitigated by the floor presentation of its proponents. Basically the idea seemed good to many — a practical means by which architects could promote overall professional and technical capabilities in certain specific fields of building technology and professional practice. But implications of "the favored few", "splinter groups" and "big-office specialists" were spotlighted early in the debate; and with the main purpose of the proposal inadequately presented and obscured by misundertsanding, its proponents could not muster sufficient strength for its passage.

The proposal that after 1963 the Institute's first vice president automatically succeed to the presidency passed handily. In effect this gives the Institute a president and a president-elect — an arrangement that has proved both effective and efficient in other professional organizations; and which, in addition, limits the term of president to a single year. Similarly, the convention put debt-delinquent members on notice of suspension or termination after a 30-day chance to achieve "good standing" through payment.

The second important proposal failed of adoption due to lack of a quorum-for-action at the final business session on Friday. It concerned the general subject of "headquarters expansion" and involved the construction — via a design competition — and financing of a new and larger building for the Institute's operating staff. Here the debate was vigorous but abortive. A total of 742 votes were required to pass the measure. Attendance at the meeting was but 710. Of these, however, 669 voted "yes"; and presumably this is an indication that the proposal will be approved at the next convention.

As usual, everybody seemed to be having a good time!

As Entrepreneur...

(Continued from Page 9)

anything — cash or credit — for his entrepreneurial efforts.

And this is the paradox of our profession. The architect who by experience, training and natural inclination, is in the most strategic position to correlate and control the diverse forces that create environment has had his place usurped by an individual (or group) whose livelihood derives from the liquidation of land, rather than its preservation, from the manipulation of short-term assets rather than the maintenance of lasting values.

This entrepreneur is generally a man of considerable business acumen who would have done well in any commercial undertaking. But the attractive economic climate created by our tax structure and financing techniques has drawn him irresistibly instead into the field of land development or, more precisely, land exploitation. He is found most prevalently, perhaps, in the tract housing field, where a combination of architectural gadgetry, gauranteed mortgages and the promise of "cheaper - than - rent" home ownership allows him to profit on the increment of the land. His houses *are* cheaper to buy than they are to rent; and they are also, when something goes wrong, cheaper to walk away from than to hang on to. Meanwhile the so-called entrepreneur has taken his money and gone home, leaving the seeds of blight to take root behind him.

The story is much the same in the commercial field, though the ingredients are slightly different. Here the recipe calls for land on option, an imposing professional document that we know as schematics, an unprovable cost, a sackful of prospective tenants, an if - and - when - mortgage commitment, and an ephemeral equity that remains poised on the project just long enough to permit him to dissolve his tentative ownership. Our cities and suburbs are pockmarked with the by-product of this witches' brew.

To this kind of entrepreneur the architect is important — not for the real service he can render, but as a lure to attract those who will assume the risk the enterpreneur is reluctant to accept himself. And it is curious: the entrepreneurs have an almost uncanny faculty for finding the right architect — the one who will render

At Dallas-The Florida Region Gained Three New Fellows

With traditional ceremony Chancellor Morris Ketchum Jr., FAIA, welcomed newly-elected members to the AIA College of Fellows. Three from Florida were accorded the honor. Shown here receiving the Chancellor's congratultions are, left to right, Herbert H. Johnson, FAIA, Florida South Chapter; G. Clinton Gamble, FAIA, Broward County Chapter, and H. Samuel Kruse, FAIA, Florida South Chapter.

just the servicies he wants for the fee he is willing to pay.

Sometimes, of course, the project has some reality. But more often than not it has only questionable justification; and the architect finds himself developing the sketchiest kind of material — and permitting its unlimited promotional use—for a deservedly paltry fee.

Often the architect rationalizes his participation by telling himself that when the project is financed he will be able to study it properly and give it the research and planning and thought it needs. But the process of creation cannot be reversed this way. The germinal idea, good or bad, has been planted and what evolves from it can be pruned, perhaps, but never basically altered.

Of course not all entrepreneurs fit this description. Many of them are men of imagination and good will, who are sincerely anxious to see the best job done. But there is one thing that even the best-intentioned entrepreneur is not equipped to provide, and that is *continuity* of leadership. In the lineage of all great projects there has almost always been an entity that furnishes this continuous direction—whether it has been the popes of the Renaissance, the regents of a university, the stockholders of a corporation, or even an individual owner. When and where this leadership exists, the various elements that must be united in a project — the landowner, the architect, the builder, the lending institution—are given a collective force and effectiveness frequently greater than the sum of their parts.

Where such leadership does not exist, the competent entrepreneur becomes an essential element—the catalyst — in project development. He deserves our help, our knowledge, and our integrity — no more, no less. But what's more, the project deserves at least the same. The architect still bears the basic responsibility for authership and the ethical entrepreneur will have it so. The professional leadership is there and must be maintained.

When such leadership does not exist, however, a vacuum is created which the hit - and - run entrepreneur often rushes in to fill. But the leadership he offers is of only the most desultory and limited kind. In fact, it is usually only the illusion of leadership, a mirage. Where, then, shall we look for guidance? Who is going to call the signals in this increasingly complex game of "society-planning"?

I submit that it must be the architect. I have already mentioned that many of us are already performing many of the functions of the entrepreneur, though not profiting particularly thereby. We are agreed, I am sure, that no one is better placed vocationally to act as liaison among the various agencies whose combined resources are need to shape our brave new world. What do we have to do before we get our badge, the one that says LEADER in letters big enough for everyone to read — including the entrepreneur?

Firstly, we must look at ourselves—at our own individual ability to become both judge and jury of our own competencies. We have agreed that it almost always takes a good client combined with a good architect to make a good job. This means a high-standard goal on the part of both. The entrepreneur is not the goal—he is the "midwife." The child is ours—the goal is our responsibility.

So in the final analysis it matters little whether the architect is at work today on a project which has a conventional or traditional origin, or one in which the catalyst is an entrepreneur. The standards of performance can and must be the same. Our opportunities are no more and no less. To meet them, we have suggested to ourselves the need for the expansion of our services.

There are many ways to interpret that magical phrase, "expanded services." It can be equated with expanded professional responsibility—an extension of the visible spectrum of architectural practice to include, at one end, planning and at the other, interior design. It means taking a good hard look at the services we already offer, and making sure that they cannot be improved, expanded in quality. It may even mean finding someone

(Continued on Page 12)

As Entrepreneur...

(Continued from Page 11)

else besides ourselves to perform the service.

We like to compare ourselves to doctors as a professional caste, and yet we are reluctant to be specialists. An obstetrician, confronted with a cardiac patient, sends her to a heart man without giving it a second thought. And yet how many of us, offered a job — a school, a store, a factory — that we know is not our forte and that someone else could do far better —how many of us, honestly, are going to refer that job to another office? In our effort to be all things to all men we run the risk of becoming professional amateurs. And by refusing to relinquish the little authorities, we compromise our claim to the larger leadership.

As well as expanded responsibility, expanded service demands expanded knowledge. I know this sounds like one of those vague, safe generalities that find their way into speeches of this kind, but I mean it in a very practical and, yes, profitable sense. What our growing, changing, confused world wants of our profession, and is willing to pay for, is knowledge —knowledge of the forces that shape our society and its environment, and the ability to distill from this knowledge physical solutions to the problems that beset us and the promises that beckon to us. Call it master-planning in its broadest sense if you like, but this is the manifest destiny of architecture and where I firmly believe our future lies.

In my own experience, for instance, one of our most important expanded services is research. Our library is as significant a center of operations as our drafting room; and our director of research enjoys equal status with my partners. And when I speak of a library I do not mean just a repository for Sweet's catalog and back issues of the architectural magazines, but a place where we can conserve and consult source books in literature, geography, history, philosophy.

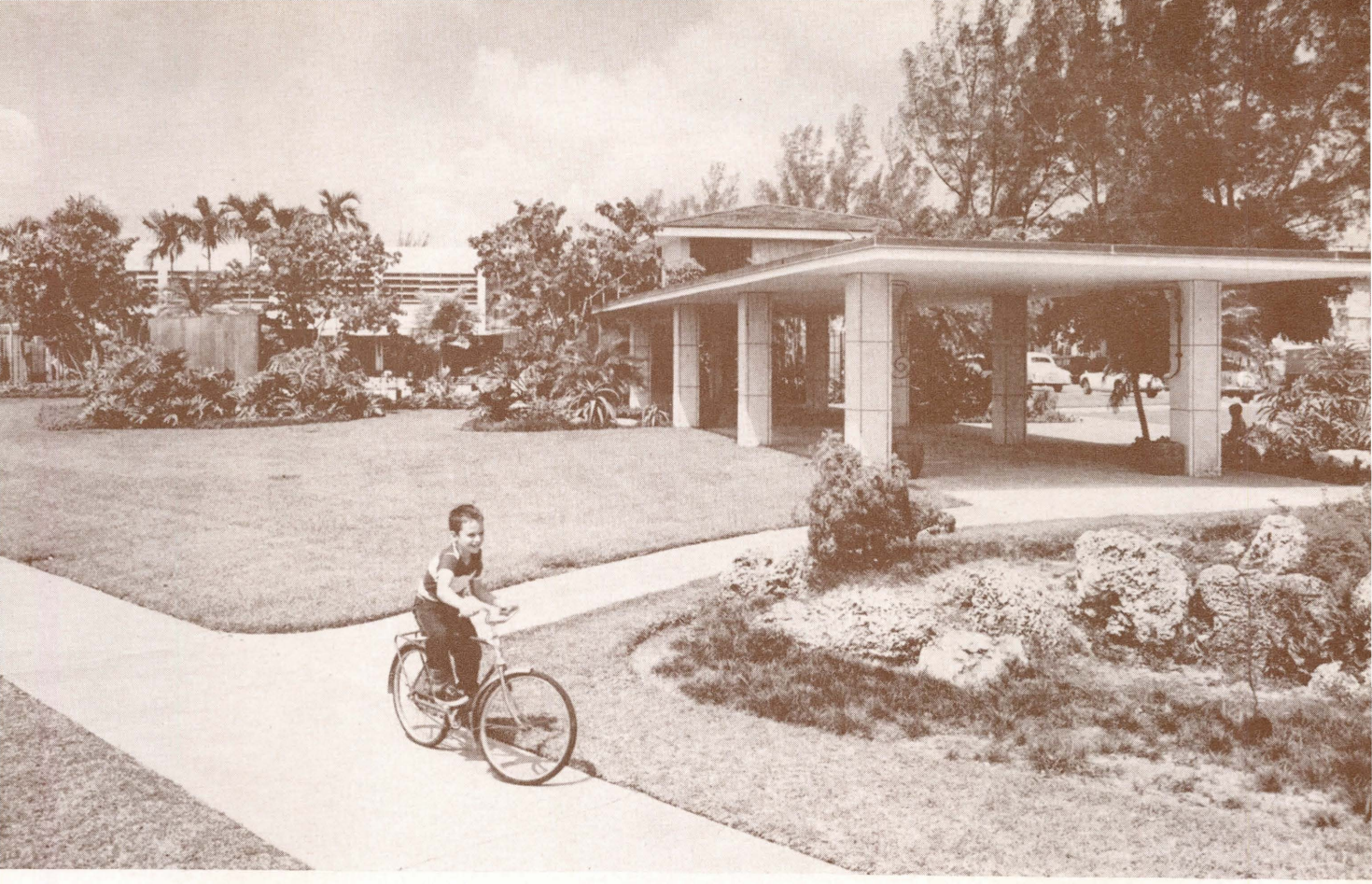
Economics is another area where the architect must be knowledgeable if he is to expand his services. I do not suggest he become a professional economist — he should not try to appropriate the place of the expert—but he must educate himself sufficiently to be able to interpret to, and for, the economist. Science is still another field for study; if the architect is going to practice effectively in the world of today — and tomorrow — he must be at least literate in the new technologies that will in large part determine our way of life. And, as always, the architect must know history and inform his design for the future with his knowledge of the past.

We are prone to think of architecture as a graphic art. Yet, in its true dimension, the drawings we make are only part of our professional responsibility and really not the most important part at all. We must spend as much time at our desks as at our drafting-boards, as much time reading and writing as we do drawing, as much time listening as we do talking, if we are to fulfil our function as the new entrepreneur of environment design.

We must acquire knowledge, remembering that its acquisition takes time. At the moment our firm is planning a new campus for the University of California. Only within the last few weeks have we even begun to consider the configuration of the buildings. Yet my associates and I have been preparing ourselves for this project for almost ten years. During that time we have studied universities, and how they came to be, over the last two thousand years. We have filled a dozen volumes with our background studies. We still feel we have much to learn.

Yet a few days ago an architect friend telephoned me to say he had a contract for a comparable project and that he had 90 days to come up with something. Could he look over our stuff? I said yes, but I don't think I was doing him or his client whoever it may be, a favor. In this case a little knowledge is a very dangerous thing indeed.

Francis Bacon claimed that he had taken all knowledge to be his province. I do not recommend this as a panacea for our profession. But I do suggest a broadening of professional horizons as the best way to expand our services and eventually our incomes. Whatever we call ourselves—architects, planners, environmental designers—our obligation and our opportunity is to provide leadership. If we do not, someone else will. And we will all find ourselves at future conventions still trying to decide, in panel discussions like this one, why someone else is getting a bigger piece of our birthday cake than we are.



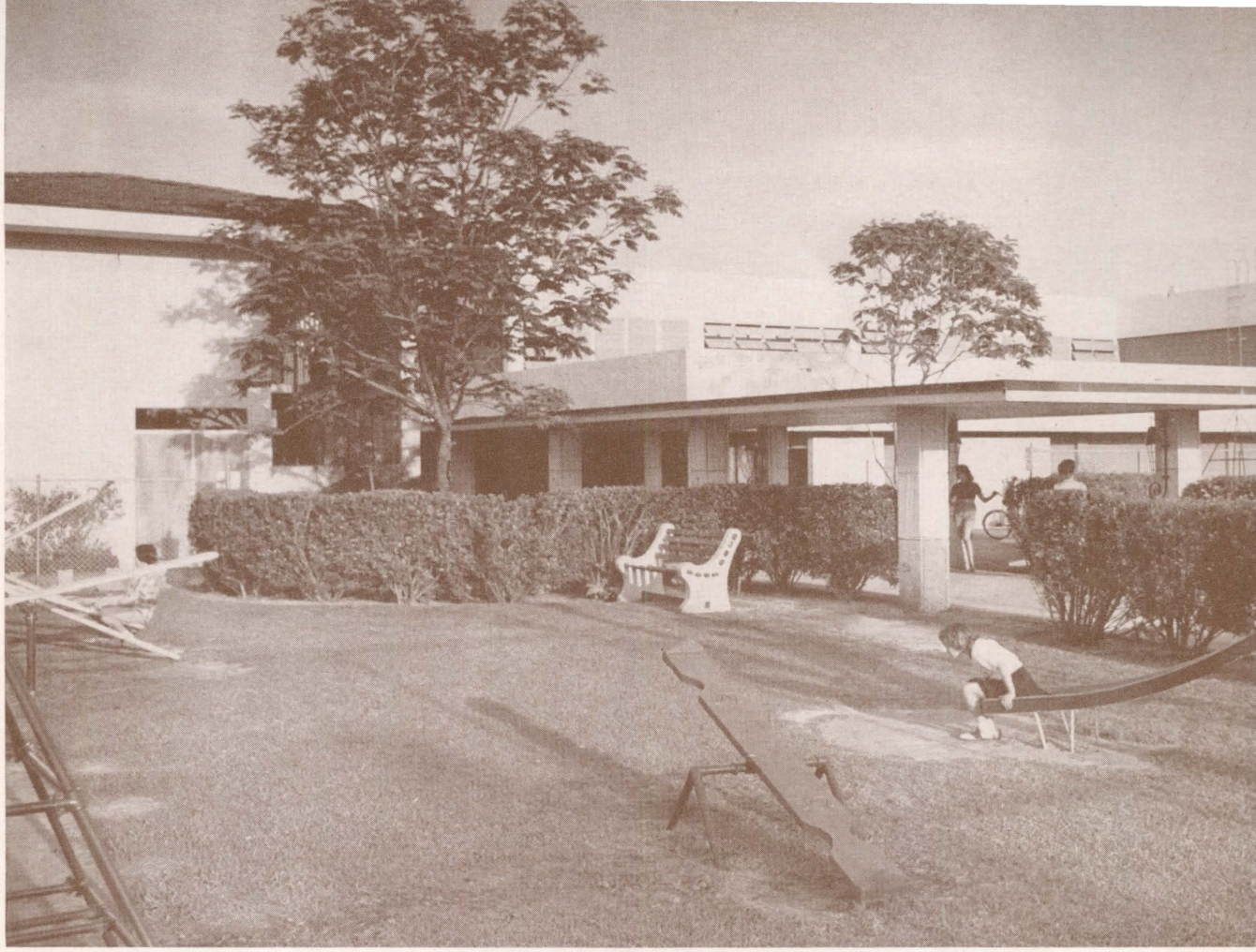
The Coral Gables Youth Center

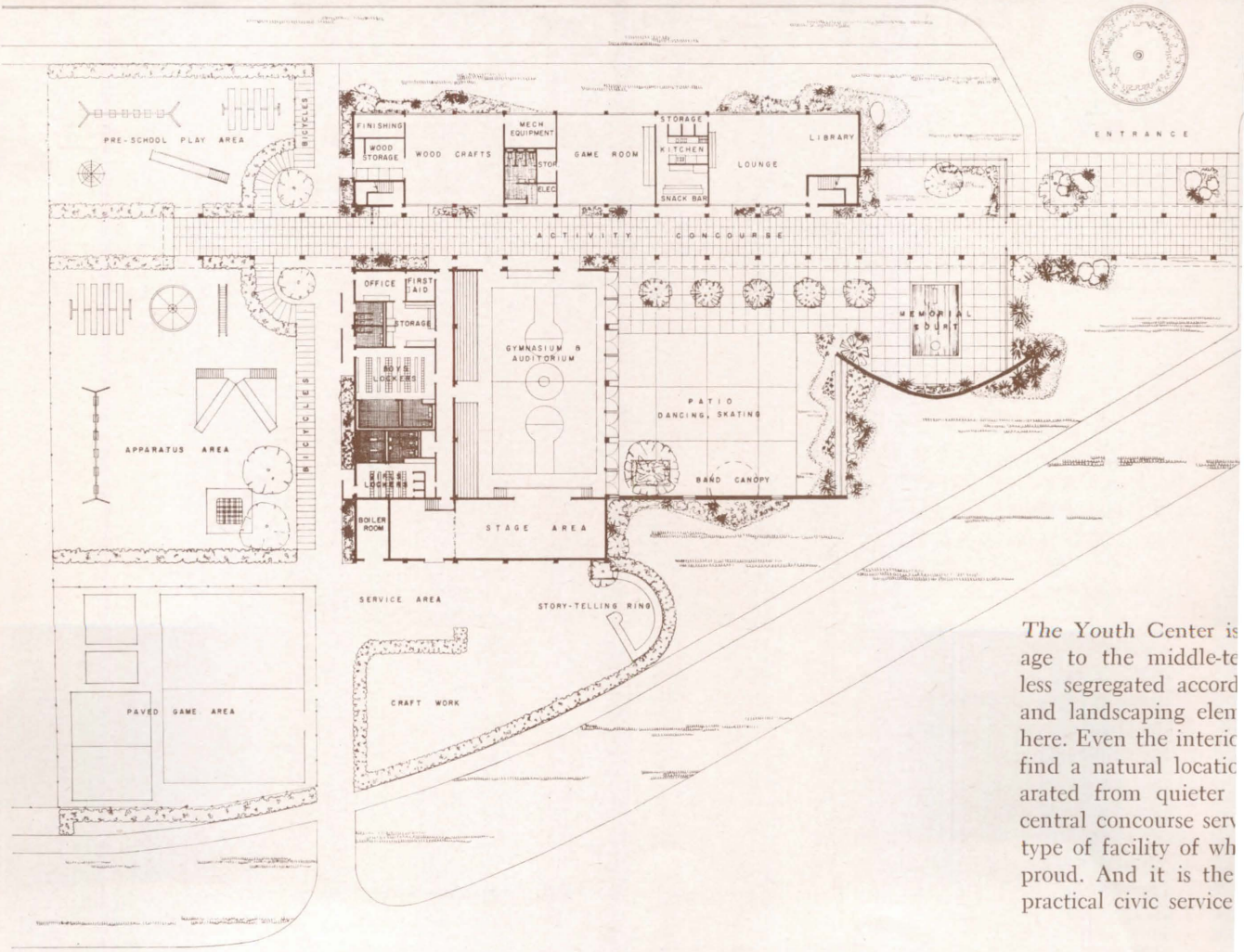
WATSON, DEUTSCHMAN and KRUSE
Architects

This is the type of building that is encountered too seldom in most American communities. It is the sort of facility that is vitally needed in crowded city areas — and might well be included as a necessity in a variety of urban renewal plans. But its practical popularity in the heart of one of Florida's most thriving and notable suburbs attest its value as a place where juniors of both genders can gather to play, to learn, to make friends.

Grown-ups promoted it, planned it, operate it, supervise its use. But it has been designed and built for children. It has been scaled for children; and it offers to them varied outlets for their energies and interests.

Because children use it, individually and in groups, it has become an important center of activity to which parents, too, are inevitably drawn. And thus it has brought a cooperative richness to the adult community.





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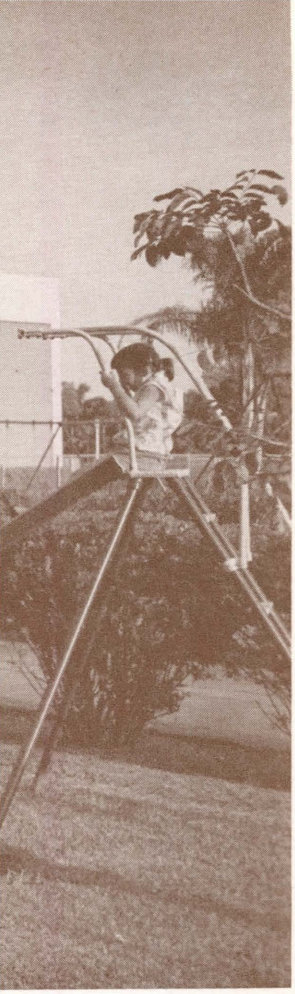

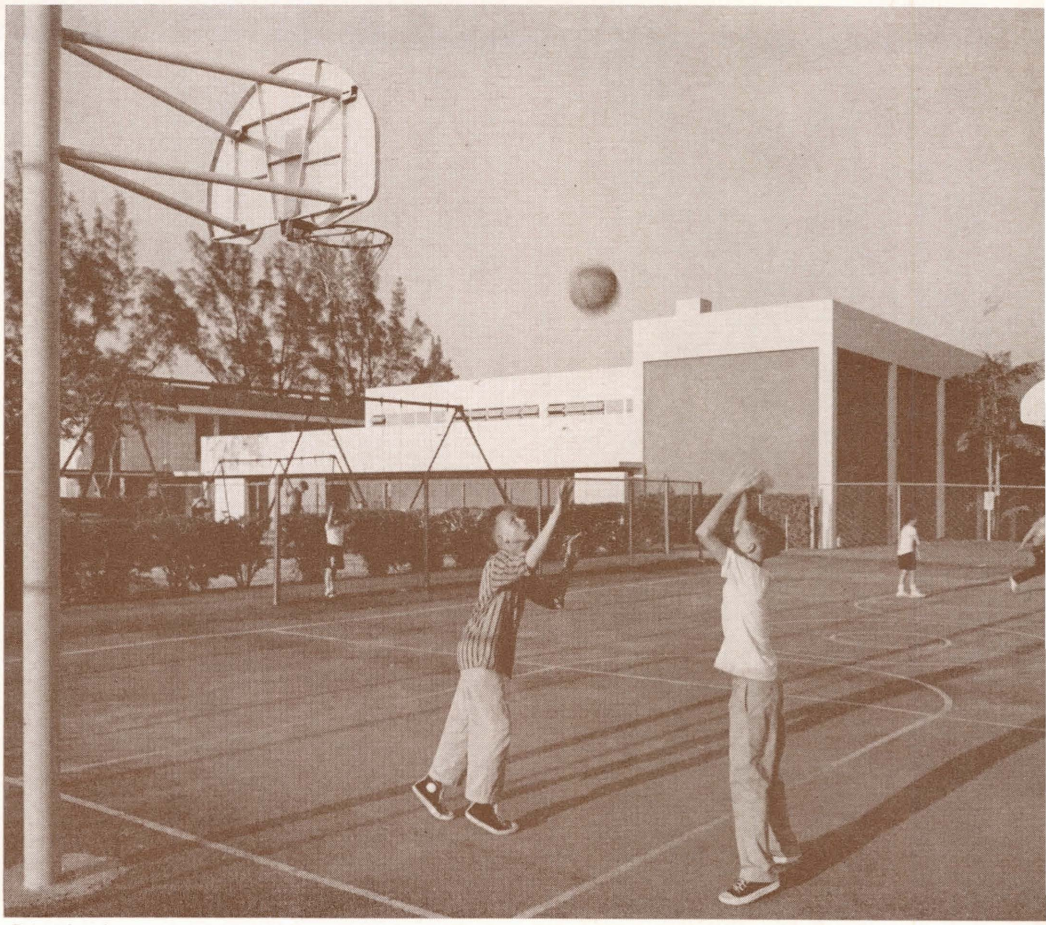

Brignolo photos

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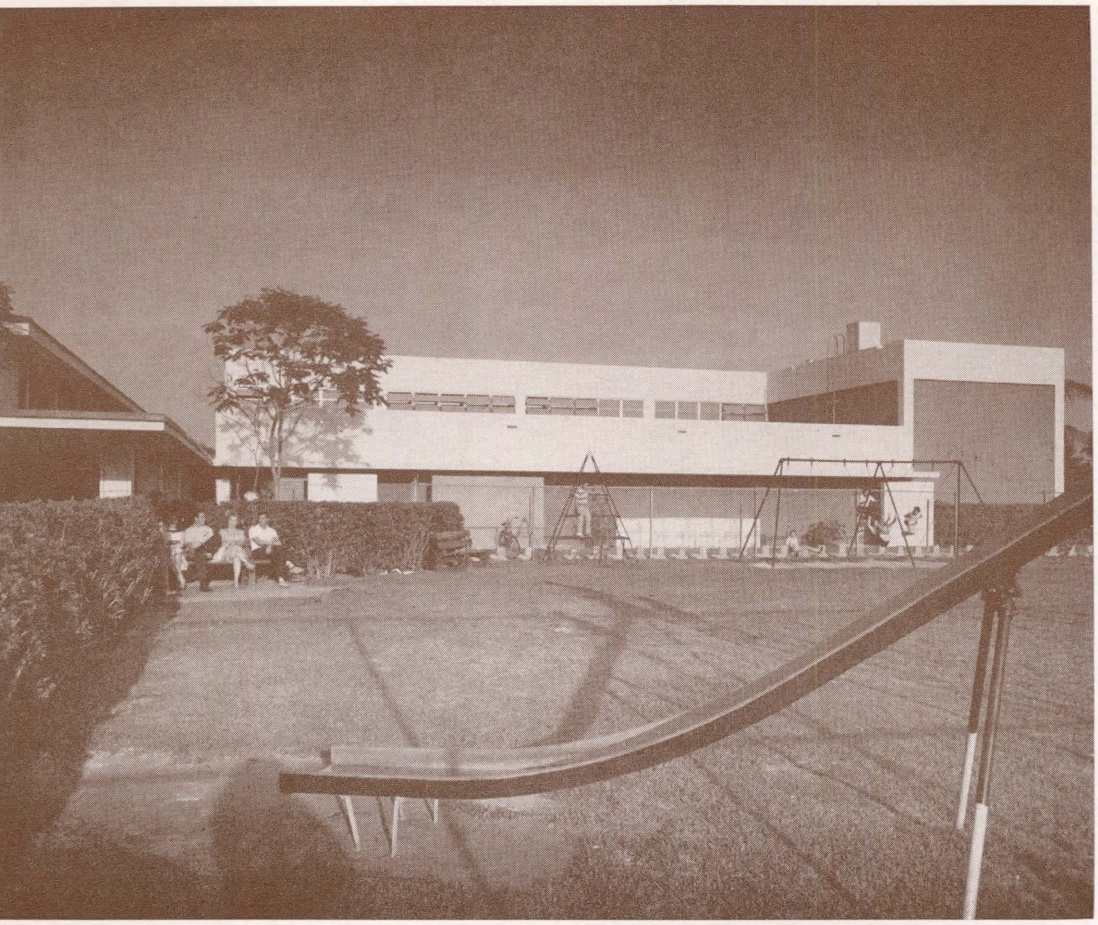

A view of the service areas and gymnasium from across the apparatus area. At the far left is the end of the activity concourse with the wood crafts, indoor games, lounge and library areas adjoining.

The activity concourse is primarily an open, airy canopy—or a sort of cool and shady cloister-walk. This is a view from entrance at the very east end of the Center, with the memorial court at the left and the gym structure behind it.

The BRI Spring Conference-Part 1

Solar Effects on Building Design

By JOHN M. EVANS, AIA

During what have now become traditional Spring and Fall conferences, the Building Research Institute makes noble attempts to untangle the skein of American building research and design by exploring specific areas of interests from a very broad viewpoint. The Conferences draw together three groups: the Product Engineer, the Research Technician, the Architect and Engineer. The amalgum of their two days' efforts is the base material from which, more and more, we will be drawing our building products research and techniques. Information in the full and published proceedings of the Conferences will, in all probability, work increasing changes in our drafting room practice. With a little luck it may even permit us finally to design buildings with which the clients are pleased and the users contented!

Last month the BRI 1962 Spring Conference was held in Washington, D.C., its two-fold subject being "Solar Effects in Relation to the Design of Buildings" and "New Joint Sealants: Criteria, Design and Materials." The program on each subject covered a tightly-organized period of two days. Unfortunately the programs were run concurrently, so that those attending that concerned with solar effects had necessarily to forego even a cursory coverage of joint sealants.

One of the attendants at the solar effects seminar was JOHN M. EVANS, *AIA of Fort Lauderdale. At the Editor's request, he served as an observer for The Florida Architect. He generously consented to report the four-session meeting. This is the first of two articles on a subject of first importance to Floridians—not only to the professionals who design buildings, but as well to all those who use buildings and rightfully demand the high standards of living comfort and convenience which our expanding technology is making available in ever-increasing degree.*

"We should think of a modern building as a selective filter which takes the load of natural environment off man's body and frees his body for social productivity." That is a quotation from a speech by DR. HENRY L. LOGAN, vice president in charge of research for the Holophane Company, that keynoted the BRI sessions on *Solar Effects in Relation to the Design of Buildings*. It made me realize that we have reached the end of an era—an era in which the architect's intuition and limited experience constituted the basis for his design decisions. Whether he likes it or not, the architect must now rely on the researcher, the scientist and the *informed* building product engineer to provide him with information that will enable him to design a good building.

Most architects, I think, have been dragged screaming into the twentieth century. They are finally beginning to realize that their clients do not expect *just* a beautiful building. They expect a building to have the characteristics of permanence and function. They expect the air conditioning to cool and the heating to heat and the roof not to leak—not to mention the curtain walls. All this and heaven too!

The architect who thinks I'm overstating the problem might worry a moment about a comment from one of the seminar's panelists. It was his opinion that technical people lose about ten percent of their knowledge each year because of obsolescence of their training. After ten years we might find ourselves back where we all started. A modern corporation should spend about ten percent of its income for research; and, placed in slightly different terms, an architect should spend ten percent of his time each year for basic research. And this means more than thumbing through a trade journal. Unless the architect really keeps up with his private research program, he might become so obsolescent that he could become extinct. Adaptation to changing conditions is a fundamental law of nature—and it behooves every architect to remember this.

In most conferences it is hard to say which is more important—what you hear during the official proceedings, or the comments that follow during bull-sessions or over martinis at the end of the day's session. I appreciated the frankness of the engi-

(Continued on Page 18)

BRI Conference . . .

(Continued from Page 17)

neers of large corporations who could comment bluntly on the virtues and vices of their respective products—a frankness which could well be adopted by lesser-fry salesmen who, either in enthusiasm or ignorance, fail to spell out the limitations of their products.

If you are struck by the selection of the *Solar Effect* theme for upper latitude building specialists, you must consider that the problem of solar intrusion is as germane to New York during the summer months as it is in Florida ten months a year. Our 1960 Convention in Hollywood dwelt at length on the theme of "*Man, Climate and the Architect*"; and the BRI in Washington further explored the problem of solar heat gain through glass areas. Since this solar heat represents close to 25 percent of the air conditioning load, considerable cost factors are involved here.

As a graphic illustration of these Dr. Benjamin Y. H. Liu, of the Univeresity of Minnesota, presented a paper which included some startling statistics. In an experimental house at the University electrical heating demands virtually ceased during the sunny January days when the temperature was 18°F on the outside. Of course, this house had a proper southern orientation and was well insulated; but it is a vivid illustration of the importance of solar heat gain.

The problem of heat gain in a high rise building which has as a minimum 55 percent glass and a maximum of 85 percent glass is not a minor one; and the proper design of sun shades (*The Florida Architect*, July, 1960) is not one that should be approached lightly. One of the panelists, Mr. Vincent G. Kling, FAIA, had strong criticisms of the "fish bowl" style of architecture and predicted its decline. I wish all architects could have heard Mr. Kling's excellent description of designing technique for sun shades and openings on his buildings. Elaborate full size mock-ups are constructed, complete rooms built with typical furniture layouts, and heat gain is measured before final drawings are done.

In a former article (*The Florida Architect*, July, 1960) I made some comment on heat absorbing glass. Now I hope to be permitted some second thoughts on the subject. For the spectrum of glass products, including heat absorbing glass, laminated reflecting glass and new refractory glass, needs some clarification as results come in from years of experimentation and usage.

Figure One gives total solar radiation passed to the interior of some typical glass products. The pigmented glass products offer a halfway solution to solar intrusion. They have, by their

(Continued on Page 22)

Figure One. Comparative data on the solar radiation characteristics of some typical glass products.

GLASS DATA		
TYPE OF GLASS	TOTAL RADIATION	*COST/$/S.F
COMMON 1/4" PLATE	85% - 90%	$ 1.15
GREY GLASS-1/4"	46%	$ 1.50
REFLECTIVE GLASS	15% - 20%	$ 4-6.00

* NOT INCLUDING INSTALLATION

General Engineering Building, University of Washington, Seattle, and reflection mirrored in Frosh Pond.

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Stanford University Medical Center, Palo Alto, Calif. Architect: Edward D. Stone, New York. Structural Engineers: Pregnoff & Matheu, San Francisco, Calif.

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BRI Conference . . .

(Continued from Page 18)

nature, developed problems related to the high temperatures that occur in the glass as they absorb radiant heat. This can raise temperatures so high that thermal breakage has occurred by expansion of the glass against moldings or frames. Mr. Alfred L. Jaros of Jaros, Baum & Bolles, New York consulting engineers, and Mr. Kling both mentioned the problem of this expansion causing water intrusion.

In some cases where twin glazing was used a rise of temperature in the closed-in area caused rubber gasketing to explode. Since this has happened in the north, it certainly can happen in Florida where high radiant temperatures are year-round and not merely summer conditions. Heat absorbing glass can also be a source of considerable discomfort to a person who is obliged to sit or work near it. Heat-absorbing glass does just that. It absorbs the radiant heat, radiates one-half back to the outside, re-radiates one-half into the interior. This must be considered as a problem where rows of desks are planned to be located near the glass areas.

The newest glass on the market is heat-reflecting glass. Like reflective aluminum insulation, it reflects the infra-red spectrum back through the glass permitting only 15-25 percent to enter. As Figure One indicates, this is a considerable efficiency over the heat-absorbing glass and vastly superior to ordinary plate glass. One manufacturer applies a film of aluminum to the glass by a vacuum process and laminates another sheet to this to prevent damage to the film. This glass approaches the efficiency of the most efficient sun shades. It has a mirror-like look to it which might, or might not, be appreciated by the architect. The Corning Glass Co. has a similar product, just out the experimental lab —a glass on which has been fired a refractory reflective coating to accomplish results. Currently the cost of this glass is extremely high, but production can certainly lower it to the point of economic suitability as an alternate to complex sun shades.

It is well to remember that solar shading units such as grills, eyebrows, vertical louvers, etc. can be an esthetic devices as well as mere shading screens against solar intrusion. The architect must weigh the cost factor of the va-

(Continued on Page 25)

BRI Conference...

(Continued from Page 22)

rious glass types against the pleasing effects shading devices can give the eye as compared to bare glass.

Insofar as the specific design of sun shades is concerned, the ventilation of the shades was mentioned several times as being very necessary. A heavy, unventilated eyebrow of concrete has

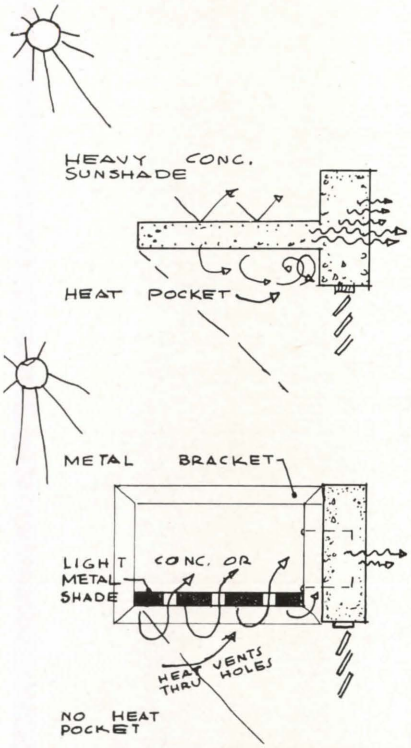

Figure Two, above; and Figure Three

basic deficiencies because the concrete absorbs radiant energy and re-radiates a good part of this back into the building through the opening or through the structure. Figure Two and Figure Three illustrate graphically this problem. An attempt should be made to have as little mass as possible in the sun shades. In one instance the steel supports of the sun shades were finned for efficient heat transfer—a precaution taken to insure a minimum amount of heat being transferred to the building structure.

NOTE—*The practical influence of solar shading devices on the costs of air conditioning equipment installation and operation was the subject of substantial comment during the conference. This matter will be discussed in the second part of Mr. Evans' BRI Conference report. Also included will be commentary on the third and fourth sessions of the Conference.*

Significant Quotes . . .

"It is on the individual, his sensitivities and understanding, that our whole success or failure rests. He must recognize that this is a new kind of civilization in which the artist will be used in a new and different way. The neat categories of bygone days do not hold true any longer. His job requires a curious combination of intuition and crust. He must be sensitive and adaptable to trends and needs; he must be part of, and understand, our civilization. At the same time, he is not just a mirror; he is also a co-creator and must have the strength and urge to produce form, not compromise.

"Architecture is not just to fulfill man's need for shelter, but also to fulfill man's belief in the nobility of his existence on earth. Our architecture is too humble. It should be prouder, more aggressive, much richer and larger than we see it today . . ."
—EERO SAARINEN, *FAIA, 1962 AIA Gold Medalist.*

"Fantastic as it may sound, we are literally facing an age when, in the western world at least, the problem will be to consume rather than pro-

duce. . . . We may be within 20 years of a time when whole classes of people will be without usable skills and our politico-economic system will be tested as never before . . ."—PHILIP WILL, JR., FAIA, *Retiring AIA President.*

"We are surrounded by a crumbling social system and amoebic new ones that all of us know too well through our practices. We again come to the platitude of the total responsibility of architecture. It must be reweighed in terms of social responsibility of our acts.

"It seems to me we must conceive of architecture in its very broadest terms as the all-encompassing mother art that creates order out of space and harmony in all man-made things. But with broader knowledge and against the total spectrum of our objective, we must recognize that none of us individually can do the whole job; that we must accept a small slice of that total knowledge and give it a depth of understanding that has not heretofore existed."

CHARLES R. COLBERT, FAIA
Dean, Columbia University School of Architecture

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A Message From The Secretary . . .

The Task Ahead

By CLINTON GAMBLE, FAIA
Secretary, American Institute of Architects

The culmination of much hard work by a really dedicated group of architects resulted in my being elected Secretary of AIA, the first time a Floridian has been elected to national office. I feel certain that I happened to be in the position where time and circumstance produced this result rather than through any personal ability. Florida with its growing importance in the national scene is bound sooner or later to have a larger voice in national affairs.

Now, of course, I must turn from any regional attitudes that the foregoing statements might indicate and devote myself to the truly national affairs of the Institute. It is an exciting prospect. Over the past several years the Institute has been in an upheaval of changing its structure, reorganizing the headquarters staff and very recently examining the basic concepts of architectural practice itself and the ethic standards the AIA represents as being vital to our profession. "*It is time now,*" President HENRY WRIGHT said in his acceptance speech, "*to consolidate our gains.*" It was a wonderful experience to stand behind him on the platform at the convention and know that all of us on the national Board are in total and real agreement that this is the task.

It might be interesting to tell you of some of the Secretary's duties. All membership questions go through the Secretary's office, all competitions held under the AIA code are administrated by this office, and a considerable amount of the correspondence on questions of ethics also is handled through the Secretary. When I said the challenge of the Secretary's position was to maintain and improve two-way communication between chapters, states, and the national level, I did not myself at the time quite recognize the formidable task this represents. As the full impact of the size of the job has come home to me in these few days since taking over the office, you may be sure it has been a humbling experience. However if sincere effort and determination to warrant the responsibility will see the job done, then I shall merit the confidence that has been given me.

The major program that was generated during President PHIL WILL's term is "comprehensive services." It is clear that to translate this idea from generalizations into practical action is going to require that we examine our own professional knowledge and be very certain that when we offer these expanded services we will be thoroughly able to deliver them. As our buildings become more complex through the mechanical devices that we can use, so do the problems multiply. One of the ways that the national organization can help is to see that we are given all the continuing education possible, not only on a high plane of inspirational communication, but at the "nuts and bolts" level as well.

Finally, I would hope that there is to be real effort made toward our profession accepting a major role in our present day responsibilities to society. Like our buildings, our total lives are becoming more complicated in our relations with other people. In having this responsibility we are no different than all the other professions or other occupational groups. But we do have a significantly different part to play. It is our unique opportunity to see that the esthetics of human environment keep pace with our technical advancement — since we do stand at the crossroads where these two disciplines meet.

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FAA

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