

**ARIZONA
ARCHITECT**

JULY 1960

NUMBER ELEVEN

VOLUME THREE

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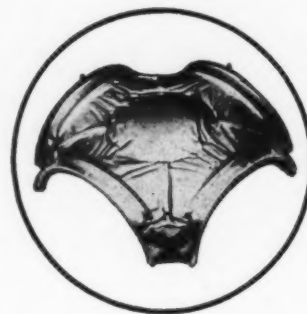
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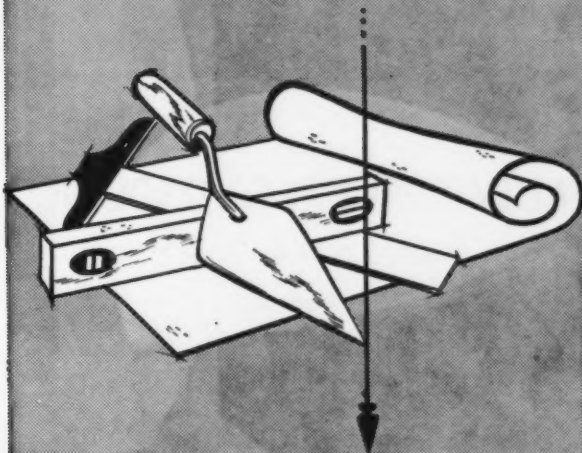
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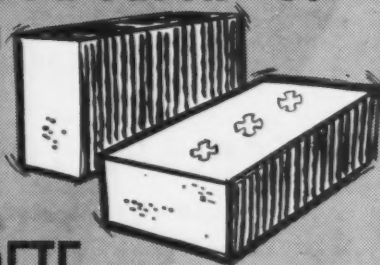


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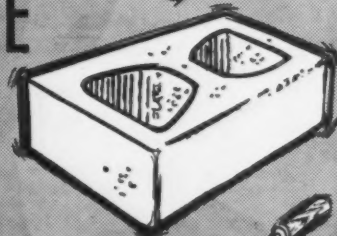
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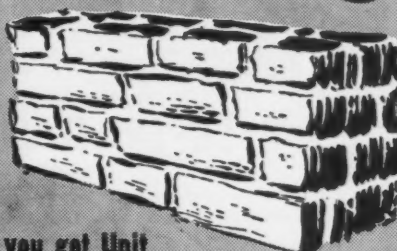
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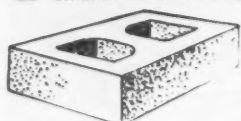


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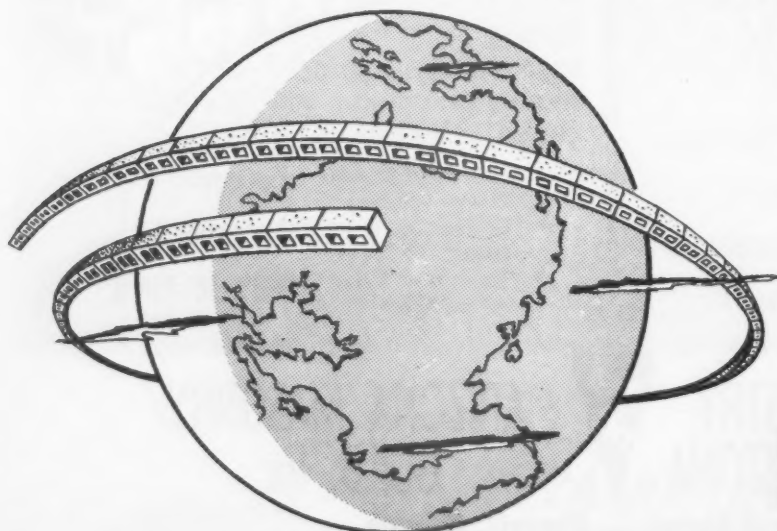
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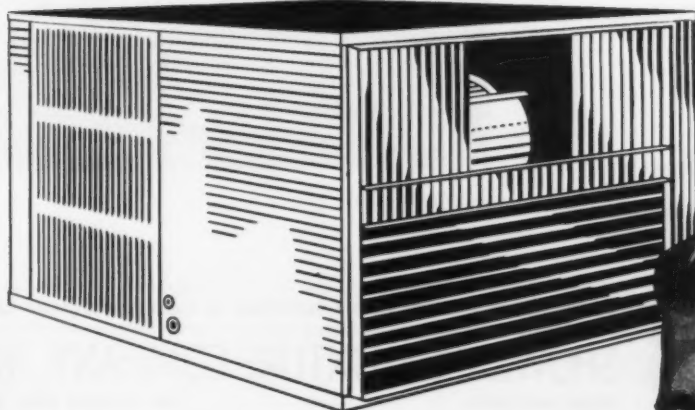


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Arizona Society of Architects and its component AIA chapters turn over the design and editing of their magazine this month to members of an upcoming generation of architects — members of the architectural design class and student AIA chapter at Arizona State University, Tempe. We are impressed with the seriousness and courage of the young editors and admire their enthusiasm and ability. To them, with our thanks, goes a caution. It was expressed by Henry David Thoreau in these words: "The youth gets together materials for a bridge to the moon, and at length the middle-aged man decides to make a woodshed with them." We hope our guest editors will re-read their issue 30 years from now — having reached the moon! The Editor.

We wish to dedicate this effort to our instructor, Mr. Chester Sprague, who conceived the idea of a student-edited and -designed issue of **Arizona Architect**. Without the action and advice of Mr. and Mrs. Sprague this issue would not have been possible.

When we were given the opportunity and responsibility to design and to write this issue of **Arizona Architect**, we sought opinions from those individuals whose ideas and accomplishments we admired. The answer to one question was requested: What is the most challenging issue facing architecture today? The answers appear throughout the issue.

ARIZONA ARCHITECT

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Architects.

Phil Stitt,
managing editor

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Signed articles reflect the views of the authors and do not necessarily represent the official position of the Arizona Society of Architects, the Central or Southern Arizona Chapters, AIA, or Arizona State University.

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"Your request that I write a statement on the most challenging issue facing architecture today is most flattering and I am happy to accept the invitation.

"I hope that the enclosed will be suitable for **Arizona Architect**."

PHILIP WILL JR.
President, The American
Institute of Architects

The Mission Of The
Profession Of Architecture

By common consent a free society looks to each profession to assume responsibility for that aspect of public welfare for which it is qualified by education and training. Thus, one expects of the clergy that they will be concerned with our spiritual welfare and moral behavior. We hold the doctors responsible for our national health and the lawyers for the administration of justice.

The successful discharge by a profession of its responsibilities both individual and collective brings great rewards in recognition of leadership, in gains both social and economic, and in freedom of action. All gain. The public is served; the profession prospers and enjoys the ultimate in satisfaction: complete professional fulfillment.

The failure of a profession to discharge its responsibility is not long tolerated by a dissatisfied public. This is especially true of those concerns collectively recognized by the organized professional associations or institutes as obligations to the public welfare. A dissatisfied public appeals to government. Thus, for example, if the public feels its medical needs are not adequately met, the medical profession loses status, freedom and independence to socialized medicine. Doctors become employees of the State. Patients are assigned and the fees are fixed. The consequences to this nation's fundamental philosophies of government and economics are far reaching, self-evident, and require no elaboration here.

For what aspect of the nation's welfare should the architectural profession be responsible? For what are we (or should we be) educated and trained? For the design of buildings? For groups of buildings? For cosmetics applied to the work of engineers? Or is there a more comprehensive mission to which we may aspire? I hold that there is.

I hold that the architectural profession should assume responsibility for nothing less than the nation's **total physical environment**, including the land, the waters and the air, **an environment in which may be realized the aspirations of man.**

If land is debauched, our streams polluted, our air a nauseous mix of soot, fumes, and the lethal gas of industry; if our cities are exploited jungles of disorder and corrupting ugliness; and, if there is little safety and no amenity, to whom can the public look for help, for guidance, for vision? To the realtor? The developer? The politician?

The answer must be: **the architect!**

So here is the demand, the challenge. Never before in history has America so needed the design professions. Never before has the opportunity for leadership by the architectural profession been so overwhelming and self-evident.

Here also is great risk; for challenge is meaningless without response, and response without success is futility.

We are at a crossroads.

To say that the architectural profession is now totally prepared to meet the challenge would be self-deluding. Some individuals recognize the need; a small number are qualified to perform; an even lesser few are willing to act. In reacting to the magnitude of the task, we therefore have much to do and far to go. The longest journey, however, begins with a single step. That first step will have been taken if we can but agree on a definition of our professional mission. The services to be rendered, the skills, education and training required, the necessary organization and methods of practice all will follow as further steps on the way.

The challenge of society's need faces us now — today! The hands of the clock spin with alarming speed. Will we understand and act in time to save the nation from environmental debauchery? Such is likely without the vision and leadership of an aroused and dedicated profession of architecture!

PRESIDENT'S PAGE

Arizona Architect, July, 1960

GYORGY KEPES

"I see two issues which seem to me central to the healthy development of contemporary architecture. One of them is the personal integrity of the architect. Today, when due to socio-economic conditions, the architectural opportunities are immense, many architects are almost suffocated under commissions. Their primary task should be facing the problems, not self-advertising. Unfortunately a dominant tendency today is to outplay the other with novelty and aesthetic acrobatics, when what is needed is to meet a problem on its own terms both as an individual unit and as a part in the broader fabric of the man-created environment.

"And this leads to my second point: it seems to me that there is an important need to consider each architectural unit in its broader context, i.e., the individual building has to be evaluated in its relationship to the complete environmental field in which it exists. Therefore the most challenging issue I think each architect faces today is the relatedness of building to building, the full awareness of the functional and visual interdependency of the artifacts man creates around him."

ARTICLE ONE

Phoenix is the site of the fastest growth in the southwest. Each year, thousands are attracted as winter visitors and many stay on as permanent residents. They come not because Phoenix is an industrial or business center, but because of the natural climate and beautiful landscape. Within such a context of leisure-oriented desert living, Phoenix has the potential to become the world's most beautiful city. However, it is obvious that Phoenix is not a beautiful city. Our urban area has failed to assume a meaningful structure; it spreads like a cruel cancer, destroying the clear air and clean desert. Its pointless momentum crushes the one asset Phoenix has and leaves in its wake a tinsel-covered asphalt slum.



policy makers

The speed and amount of our growth has upstaged, in terms of prosperity, any noticeable consideration of the quality and soundness of what we are building. It is not clear exactly what we are building or what our goal is. Possibly we have no goal or policy toward building a city, but are merely exploiting the desert and the newcomers as our only means of support.

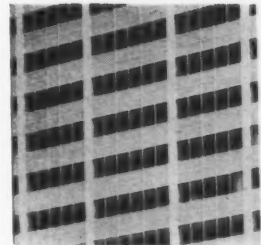
Contributing to the physical growth of our city are realtors and developers, governmental planners, home builders, and architects. Within a context of such diverse policy-makers, no common purpose exists. But of these participants, only architects can achieve an objective contribution. Because the one potential contribution — that for which architects have the interest and background — is the creation of a qualitative environment. Relative to this potential, architects have contributed little — either in their role of influential experts, or in the design of individual buildings which are created with reference to a larger environmental context. Architects lack the authority as respected experts to influence legislation, public aims, or even the majority of their clients. The architect's role in society is misunderstood and his effectiveness unfelt. Possibly such respect is undeserved of current practitioners; possibly they are too modest. However, as the Phoenix urban pattern creeps aimlessly over the landscape without producing desirable living conditions, architects — if they know better — cannot morally remain silent.

The growth of Phoenix cannot achieve worthwhile goals without creative leadership. Such leadership is not coming from current policy makers. Governmental "planners," as they are incorrectly named, have neither the authority, the knowledge, nor the obligation. Their purpose is only to keep abreast of what they consider to be a chronic breakdown of governmental services due to uncontrollable growth. Their responsibility is only to advise the future extension of sewer lines and paved streets. As a police power they can enforce only minimum standards; creativity, like religion, is still separate from the state. We do not have a commissar of culture; the government creates environment only by default. The gridiron of streets and the area definition by sections contributes only to expediting governmental bookkeeping; yet lacking any more meaningful premise we are committed to its established pattern.

Against such a background, realtors and investors effect the most powerful influence on the shape of our city. They have succeeded by encouraging disinterested speculation in inflating the value of Phoenix land so that a disproportionate amount of capital remains in the ground rather than in the building. The extent of their influence is thus seen in the bulk of our buildings which are but three-dimensional representations of leasing contracts. The realtors' greatest achievement has been the development of "frontage" as an exaggerated value; in spite of the fact that "frontage" is the most effective destroyer of public rights of way. As signs loom hugely to catch the eye of speeding traffic, the street begins to die. The asphalt indiscriminately oozes out from the street, inviting traffic to enter frontage anywhere and exit backwards. The street ceases to work; the public must now bear the expense of a freeway to replace the right of way that they gave up with so little fight. The street dies a slow and ugly death, and as a result we are forced to live with our city perpetually at its worst. Eventually the street becomes a pedestrian mall, as proposed for downtown Phoenix. This process of functional decay is an incredible way to create a shopping and business center.

An adjunct to the frontage folly, and equally unopposed, is the tract builder whose secondary interest is to build in a market on what otherwise would not be a valuable commercial site. First come the houses carefully set back; not to create open spaces for parks, but rather to sprout signs indicating the stage has been set for another "investment property." Based on such goals it is no wonder that these low population densities sprawl, they fail to become neighborhoods. Currently it will take an entire section of these "props" to support even an elementary school. Section roads and half-section roads introduce cross-town traffic to challenge the paths of children walking to school. The conflict is smothered under school zones and buses. But still the fact remains that under the bookkeeping pattern of section and half-section roads the largest area free from outside interference, the largest area that could have neighborhood unity, is the quarter section. Either the half-section road should be discouraged, or better, the quarter section should be designed to house the population now dissipated over an entire section. An aimless approach to residential land use is an extravagance we cannot afford. The needless destruction of arable land is an invitation to polluted air. The Phoenix climate and the public rights of way should not be sold for a fast buck. Ultimately each neighborhood must be designed. But if the subdivision ordinance is the sole incentive, we can only expect minimum standards.

The general public has not questioned the inevitability of the **status quo**; the layman's scope of his environment does not contain the alternatives which are known to architects. As a result, architects are asked to produce only that which is familiar. Among their clients, those who build for their own use, their employees' use, or their patrons' use and who therefore are concerned somewhat with the quality of their environment, few have confidence in the architect as anything beyond an equal in "taste." The general public has no image of either architecture or the architect's participation in it. Only when individuals and usually large corporations become "patrons of the arts," for whatever reason,



three-dimensional leasing contract



the stage is set

do clients expect the architect to be expert in the field where he alone expends his entire effort. However, architects cannot wait for a draft from the "patrons" to assume their responsibility. If architects have not yet surrendered to the apathy of technocrats, if they are not yet too insensitive to achieve creative vision, they can be of real service to society.

As freeways are built only because rights of way are strangled, and urban renewal is necessary only because neighborhoods lack the solidarity to resist superficial change, there is a need for a strong voice in the public interest. The AIA could serve such a function, disseminating ideas that stimulate people into real thinking, leading public interest into effective environmental policy making, demonstrating with definite proposals and plans that the possibilities of neighborhood design have not been exhausted in this area, that strip zoning and automobile congestion are not inevitable. Exhibitions with full scale models, drawings and criticisms in newspapers, magazines and television could be part of a new public relations mission for the AIA — not as a publicity stunt for architects, but rather as an exposition of architecture by men dedicated to their profession.

While "planners" are submerged in a study of statistics and projections perpetuating today's problems twenty years into the future, and while developers and builders pursue the "fast buck," the AIA, rather than providing answers, is too often concerned with intramural accolades. When such important policy-making legislation as the city-county subdivision ordinance is drawn up, everyone from realtors to surveyors is asked for help. Architects are neither asked nor is their silence noted.

The profession today is ineffectual in demonstrating and implementing the public's environmental needs. Young men entering the profession must accept, momentarily, the role of the architect as architects have defined it — or have allowed others to define it for them. Possibly a new profession of "drawing preparation" has been formed and the future of trained architects lies in socialized architecture. But, whether architecture becomes the responsibility of architects, realtors or developers, we are facing the problem of implementing a qualitative environment within a free society. As planning in the public interest becomes the unquestioned domain of civil servants under the thumb of pressure politics, creativity is nominal. Architecture does not happen without hard work; life could go on within a sanitary slum. But our choice is between creative leadership or governmental control. Architects are best qualified to make this decision if only by omission.

DESMOND MUIRHEAD

"Our cities are filled with ugly buildings, all competing with one another for attention like advertising in a cheap magazine. National populations are doubling in a generation. Some towns in the West are adding 50 to 100 thousand people to their urban areas annually; yet we are still thinking in terms of individual buildings rather than cities.

"With the present expansion of world population surely it is obvious we must build cities, not individual buildings. They should not be isolated examples, but can, and should, be of a uniform high standard everywhere. The alternative is undiluted urban sprawl, lacking parks or green belts, blanketing the hills and dales of this lovely countryside from one end to the other."

Climb to the highest point of Tempe Butte and look north to the barren remains of erosion over many years. Small swirls of dust can be seen moving from place to place. Turn to the south; see the land — fertile, abundant with green crops.

Yet, if one traveled back through the arches of the centuries, one would observe that among this growth stood seven cities built of adobe, seven cities strong and independent with the desire to survive. These cities were built with integrity and pride from the earth upon which they stood, built to serve the 90,000 people who lived there 1500 years ago.

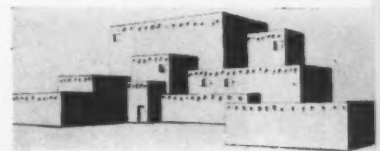
With enduring spirits the Ho-ho-kam designed and built an irrigation system to furnish the desert with water and to allow a civilization to grow. One canal meandered thirty drought-stricken miles across the valley, eventually to empty into the fields and reservoirs of the Ho-ho-kam. The clay bottom and sides were burned until watertight with fire from brush placed in the canal bottom. These canals, engineered with such native genius and conceived with such care, form the basic structure for Phoenix' irrigation system to this day.

With skill this ancient Indian tribe built walls fourteen feet thick to tower six stories above the valley. Another wall enclosed the tower and its small settlement. Beyond this wall acres of tilled land waited for harvest. A harvest that comes no more. A harvest that waited through eternity.

The ground began to tremble. The natives were frightened. Mud walls collapsed and fell back to the earth. A civilization died, a civilization clean with integrity and steeped in beauty. Will man of the year 3000 find our city with such integrity?

Rising from the mounds of clay a new settlement evolved, a settlement from the death of the old. The old canals were filled again and furnished the valley once more with life and growth. This handful of people grew; a town began, a town with a purpose but with no foresight for expansion. The land was staked to a grid, a grid that will paralyze a city. Why must a city suffer for the sake of easy bookkeeping? A city, section or township is filed away for reference; reference to what? Why could not a city, this city, be the organized growth of the people, not a large grid or a number in an index but a complete, humanly determined unit bringing birth to a new city, a true "Phoenix."

ARTICLE TWO



Where does one stand when in the midst of our city? Alone, surrounded by buildings, spiritless in conception, grotesque in shape, deserted by the spirit that could have created beauty. Why must such building continue? Where will it stop? Each hour the earth is marred. Are we as humans so unaware of the happenings around us? Have we become numb? Do we not sense the wrong?

Oh for a fresh start, a start without end.

ARTICLE THREE

During the forty years that remain in the twentieth century the population of the world will double. It is therefore obvious that the density of human occupation of the land will rise. It is therefore also certain that multi-story buildings will play an increasingly important role in solving our large-scale business and residential problems.

The high-rise building, when part of a large integrated land use scheme, can do much to alleviate many of the problems that accompany high densities. Among these problems can be traffic congestion, air pollution, a lack of refreshing greenery and sunshine within the fabric of the city, a general civic asphyxiation and strangulation.

Within a comprehensive plan for city growth, these tall buildings can be used to open the space at ground level for the integration of low buildings, pedestrian malls, automobile terminals, and idle space for public ease. These low buildings, carefully placed in the free space between towers, can house professional offices, shops, and restaurants providing services for the people in the towers. Together, the tall buildings and the servant areas between them form an urban complex of mutually dependent enterprise.

However, short-sighted development can overlook the ideal of tall and small intermixed. High-rise buildings can undoubtedly be adapted to fulfill any function and short-sightedness can then cram them all together along the sides of our streets. The fact that this will automatically lead to intolerable traffic congestion is particularly dangerous in a city like Phoenix, which depends primarily on the private automobile for transportation.

And Phoenix is now beginning to feel the need for high density concentration. Already several tall buildings have risen along North Central Avenue. What determined their functional relationship to the surrounding city? Were they placed as integral parts of a carefully comprehensive city plan? Will these large buildings perform the role of relieving density problems rather than creating and increasing them?

A trip up Central Avenue shows little evidence of serious comprehensive planning. That which is apparent is somewhat ineffective when measured against the broad problem of civic growth. Too often the buildings are slammed against the sidewalk or surrounded on every side by a clutter of smaller buildings and parking lots. The human being must be either in his automobile or in his building; there is no other place left; the trees and grass are gone; the sidewalk is little used. Phoenix is becoming just another ugly large American city.



there is no place left



Even the problem of parking is generally not solved. The parking area of at least one new tower is accessible only by making a right or left turn directly off Central Avenue. An expedient exit of employees from the parking area at 5 o'clock would be nothing short of a miracle. If the employees do not park in this lot, hundreds more cars must be dispersed along the streets. Central Avenue will not be maintained as a thoroughfare for long with the ever-increasing interruptions caused by direct access parking. Only one thoughtful solution has been attempted. In it parking for the building is approached from a side street and is located underground.

There are also some rather strange, nostalgic pedestrian entrances placed, perhaps wishfully, but very prominently, on Central Avenue. The mail man undoubtedly appreciates these entrances; however ninety per cent of the people using the buildings enter through cramped side doors from the parking lots. The designers of these buildings should have been able to discern that Central Avenue is not a pedestrian thoroughfare; it is a vehicular thoroughfare. The buildings could then have been designed with this in mind.

Few attempts have been made to leave open ground space for plazas or for parks. The Mayer-Central Building and downtown Phoenix' proposed thirty-story building are notable exceptions, but two swallows do not make a city. Pedestrian plaza space can be considered an investment in land value, since consumer amenities mean greater desirability to the public. This desirability can be realized in terms of rent or return on a long-term investment.

More architects in Phoenix must realize that sound planning is part of their professional responsibility. This responsibility should be fulfilled in the design of individual buildings by careful attention to the functional relationship of the building to its environment. This task cannot be left to realtors or to overzealous clients. If good planning is to become a reality in Phoenix, the architect must do the job.



vehicular thoroughfare
pedestrian entrance



functional relationship?

"Ours is a civilization of hastiness, but architecture is a fruit of slow maturing.

"Of all tasks concerning architecture the one of making an environment in cooperation with nature and in harmony with man is, as far as I can see, the most comprehensive. In past periods of history this task has been somehow fulfilled and the civilized group became an organic unity with the land.

"There were only two abundant and available media: labor and skill. From both we have some astonishing feats still standing and urging emulation. It would seem natural that the contemporary constructor would take hold of his mastery of materials and energy and act accordingly. We populate the soil with the little makeshift toys with no connection to the environmental conditions, no respect for the humans populating it, no grasping of what should be their dedication."

PAOLO SOLERI

ARTICLE FOUR

What is a neighborhood?

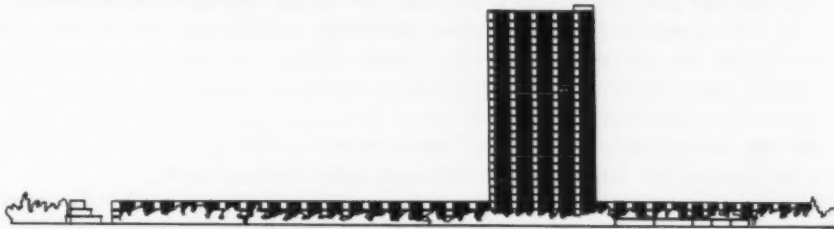
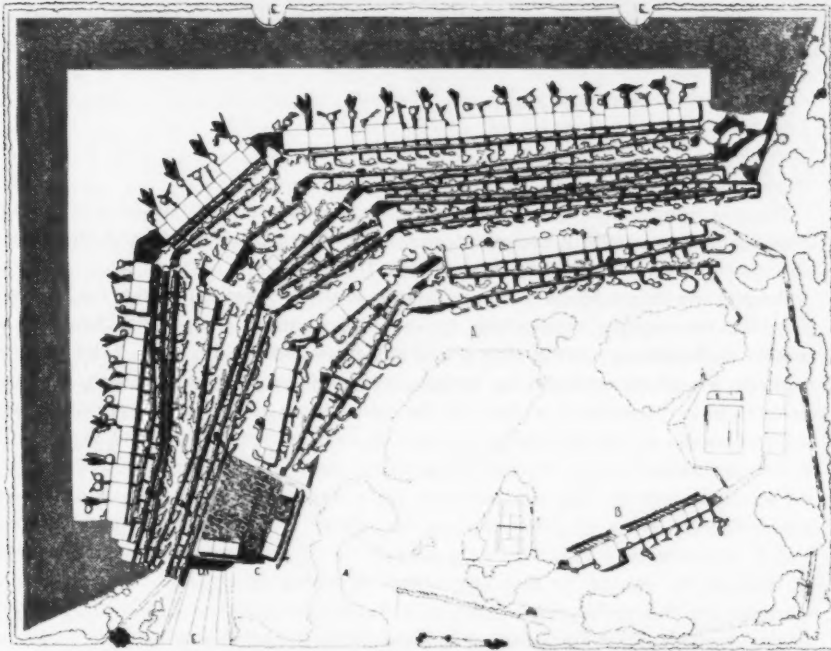
A neighborhood is composed of individual homes and community facilities. It is a relationship between the private home and the public school, park, shop, store, civic center, road, and pedestrian way. Ideally the neighborhood is a well-defined entity isolated from crosstown traffic with public areas within safe walking distance. Psychological and physical privacy are provided in the homes; ease and well-being is felt in the public spaces. The neighborhood becomes one of the city's basic building units. It has an identity all its own: its inhabitants live, not just at a street address, but in a recognizable unit of the city.

Are there any such areas in Phoenix?

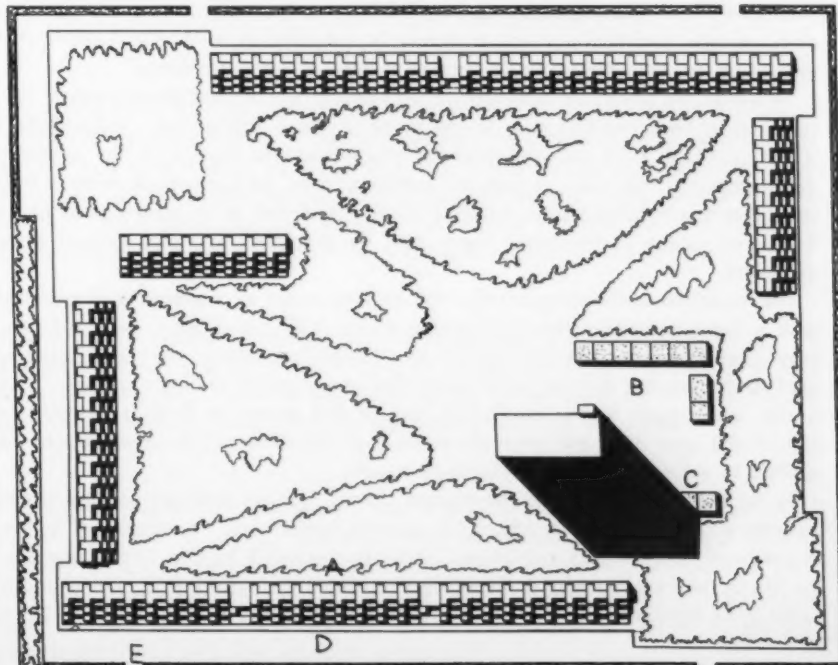
Presented here are two plans suggesting solutions to the housing problems in Phoenix. They provide more services in less space than any existing solution. The first scheme uses an "air well" to obtain water and to provide a base for the individual units. The "air well" is a huge mass of loose rocks which, due to its mass, remains cooler on the inside than on the outside. Air circulates through the rocks and loses some of its moisture when it drops below the dew point. This water is collected and stored to be used for drinking, cooking, bathing, cooling, and irrigation. The homes are terraced up the sides of the air well. The second solution employs prefabricated rooms which are inserted into a concrete framework. These prefabricated units are used in both the three-story and high-rise buildings.

In both, the land is conserved and used to advantage. The row and apartment-like units are grouped to open up large useful areas which become green with foliage. These areas provide cool shade and quiet eddies as well as open play fields and recreational facilities (swimming pool, tennis courts, ball diamond, etc.). The homes all are oriented to take advantage of the sun and prevailing breezes. They look out from private patios and balconies onto the larger spaces they surround. Communal facilities — schools, stores, and a civic center — are provided within walking distance inside the "block." Children need not play in the streets or cross busy thoroughfares. Adults have meeting, social, and entertainment provisions as part of their neighborhood. With higher average density (60 people per acre compared to 17 to 20 in single-house developments in Phoenix today) more residential amenities are provided. The higher density produces support for the community facilities within walking distance. The housing development has become a solid, well-defined unit allowing for variety and growth.

These two solutions are imaginative and daring. They are of the type we need so desperately in Phoenix. In 1980 there will be one million people in Phoenix. We cannot continue to build housing tracts the way we do today. Stop-gap procedures do not solve problems. We must construct a better answer to the question: what is a neighborhood?



- A. Dwelling units
- B. School and community center
- C. Market
- D. Parking
- E. Enter-Exit



EDITORIAL COMMENT

Phoenix needs help. Its citizens are failing to maintain its unique and original qualities — the beautiful mountain and desert setting, clear air and the bright sky. Why are these qualities disappearing?

Among the thousands who have come to Phoenix were self-seekers who were lured by the urge to manipulate, to speculate, and to devour the beauties as profit. Self-seeking, unrelenting greed has triumphed in Phoenix. The original qualities are being replaced by asphalt, air conditioning and pollution, and the nerve-racking necessity of navigating the increasingly inefficient system of streets.

But Phoenix is young and growing. It can change its pattern of growth. This noisesome atmosphere of greed need not remain permanently undiluted.

Phoenix is young, but its problems are not new. It can and should learn from the experiences of older cities in this country and in Europe. Philadelphia, Boston, Providence, and St. Louis are only a few of the urban centers now spending billions to rebuild, to tear apart their strangled hearts and to sort out the mess left by the self-seekers — all at a handsome profit to other self-seekers, no doubt. Still older European cities have been forced to explicit and involved legislation and governmental controls in order to create and to preserve environmental order.

Phoenix is young. If it can gain control of itself, it need not commit the errors of its elders. How can the city gain this control? First by recognition of the fact that it is not in a state of bliss. Of course, genius is not necessary to reach this conclusion, but it will take intelligence, imagination, and self-discipline to deduce the desirable alternatives. From whence will this trio of inhibitions come? We suggest that the architectural profession supply the impetus. We realize that architects have a good set-up in a booming town like Phoenix. We do not want to rock the boat, but we do want to point out that the profession does have certain responsibilities which are now being ignored.

Architects are not, of course, the sole guardians of the physical environment, but as members of the community they do use that environment and help, more than most other groups, to shape it. Theirs is, indeed, the only profession that does operate specifically to serve society in the shaping of its surroundings. If any group can help Phoenix gain control of itself, it is the architects.

However, architects as individual practitioners cannot contribute much if they continue to be concerned only to the limits of the building line. Admittedly it is very difficult even for well-meaning practitioners to cope with the problems that lie beyond this line. A look at "architects' row" on Camelback Avenue indicates that the architect's own building is no less dismal in its contribution to the functional aspects of the urban scene than are the other buildings ranked along the street.

We therefore further suggest that the profession act as a **group** in cooperation with enlightened real-estate interests, lawyers, traffic engineers, and with any other necessary or interested citizens to attempt to produce pro-human alternatives to the present disorder and waste that accompanies Phoenix' growth. Still further we suggest that an important goal of this group be to alert the population of the state to these alternatives so that effective public pressure can be applied to achieve better environmental results.

To do this, architects must themselves control egoism and self-seeking greed in order to cooperate with others for general betterment. Suspicion of fellow practitioners and "what's-in-it-for-me" must be replaced by the knowledge that the life of the individual (and, therefore, the life of the architect) is immeasurably better in an efficiently functioning, beautiful city than it is in a strangled, polluted gold mine.

The first thing that will be needed is information. We strongly suspect that the city planning commission's chief source of information is the newspaper. By then it is too late. The architectural profession should use its public voice, **Arizona Architect**, as a clearing house for all information pertaining to the development of Phoenix and of Tucson as well. Once the information is acquired and analyzed, intelligent professional recommendations of solutions to the problems involved can be aired with conviction and energy. An informed public could then exert pressure for a better city.

The problem of gathering information and of producing intelligent professional recommendations of possible solutions will have to be solved by the profession. Money will be needed; the profession can tax its members. The schools of architecture at Tempe and Tucson could be of help. Cooperation with the Universities would have the added benefit of assisting the training of architects who, because of this cooperation, will be better able to provide future solution of the environmental problems.

Phoenix is young; the original beauties of its childhood are disappearing. Ugliness and functional break-down are fast replacing them. It is the architect's professional responsibility to help guide the city through its adolescence to a dignified and serene maturity. The profession must start now. No one else will do the job.

As students and young men entering the profession, we accept our role in answering the most challenging issue in architecture. We therefore dedicate ourselves in the remainder of our education to the pursuit of solutions to this challenge. We hope that if we again have the privilege we can present in **Arizona Architect** practical answers and proof of our diligence.

What is the most challenging issue facing architecture today?

"I would guess it is the loss of contact with the individual — on both sides of the political drapery. Mass transactions govern the scene of architectural practice, but you cannot serve society, and know it, unless you know and serve the individual. It is for this reason that, in spite of all the large projects I have handled, I have never stopped relishing the meeting with the client of flesh and blood, instead of dealing with bureaux, agencies, public works offices."

RICHARD NEUTRA

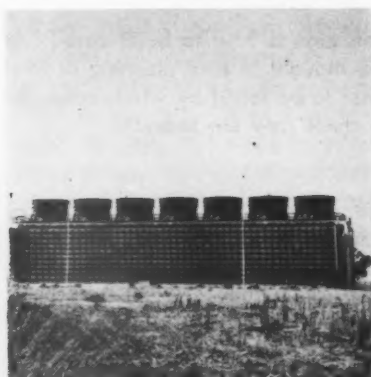
"I think the greatest challenge for the profession is how to build cities. At present, architects just build buildings with no thought of total planning or total unity to form a city. Some larger discipline has to be found by which cities can become homogenous instead of the Klondike chaos they are today."

EERO SAARINEN

"Modern physics has discovered that there are not unit building blocks of nature, there are no things; what they have discovered is a complex of complementary functions cooperatively patterning the evolutionary transactions of a universe of pure principle. Only integrity may successfully win objective capability of man from all the subjective findings of science in respect to the preponderantly infra and ultra sensorial universe."

BUCKMINSTER FULLER

SIX PHOTOGRAPHS



This architecture exists in
Phoenix.

Its effect is positive.

What can be learned from this?

Arizona Architect, July, 1960

We would like to thank Phil Stitt for allowing us to do this issue and for his technical assistance.

We are also thankful to Desmond Muirhead for his generous and stimulating advice.

Guest Editors:

Lyle R. Cunningham
Richard Ley
Donn Logan
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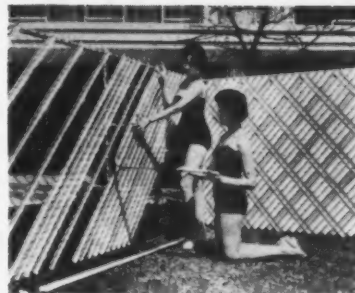
New Products, Publications, Personnel



Holophane Company, Inc., announces its entry into the residential lighting field. In entering the field, the Company has custom engineered a new series of lights, including three models of a "post-top" (see photo) unit for illuminating walks, drives, patios, gardens, etc., a two-lens multi-purpose light for indoor use; and several versions of a prismatic "drum type" unit for porches, breezeways, carports, etc. Each is specifically engineered for its particular function and, through prismatic control, actually multiplies light emitted from the bare bulb.

Also announced by Holophane is a new two-lens luminaire for kitchen, den, playroom, family room, living room, breakfast nook, dining room or most any home location. It is the first all-purpose indoor residential unit to be offered by Holophane. For additional information write to Holophane Company, Inc., 342 Madison Avenue, New York, N.Y.

Architects may find some helpful hints about planning electrical wiring systems in a new six-page folder just published by The Wiremold Company, Hartford, Conn. Titled "Housepower Use-Planner," it includes a long, comprehensive list of portable appliances, together with their average wattages. Other features are blank room settings for arranging furniture and appliances and demonstrations of effective use of multi-outlet systems in the kitchen, living room, bedroom and dining room. Write The Wiremold Co., Hartford, Conn.



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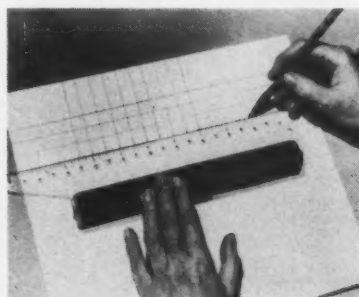
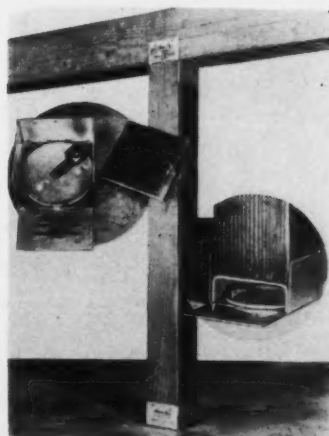
Brochures picturing the fence and complete price lists are available from Panelweave, All Products Company, Department 3, Mineral Wells, Texas.



A colorful catalog page now available features the Coates Electric Swimming Pool Heater. In this folder are facts, figures and illustrations to describe the advantages of heating swimming pools, both large and small, with the Coates Electric "Packaged Heater," as the manufacturer calls it. The folder points out the compactness of the unit with dimensions of 20" x 21 1/2" x 34" high and how the unit is housed in a waterproof metal container, complete with controls, heating elements and tank. Write to Coates Electric Manufacturing Company, 3419 11th Avenue, S.W., Seattle 4, Washington for a copy of this catalog.

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ANCOR-EEZ is available in sizes 4" x 4", 4" x 6", 6" x 6", and 8" x 8". It meets FHA and local building codes. Further information available from Woodmack Products, Inc., 1080 North 11th St., San Jose 12, Calif.



A new West German plastic 12" combination triangle, T square, and parallel ruler is useful for drawing vertical, horizontal, and angular parallel lines in automatically measured distances fast. Built-in rollers allow smooth, easy movement up or down when drawing lines. A spiral index window automatically indicates distances between horizontal and angular lines as close as 1/16". Lines can be spaced the same or varied distances apart. Vertical lines are made by placing ball point or pencil in any hole and rolling ruler up or down. Circles and arcs can be scribed up to a diameter of 22". Fits in brief case as a portable drafting tool. Write Rol-Ruler Co., Riegelsville, Pa., \$3.95.

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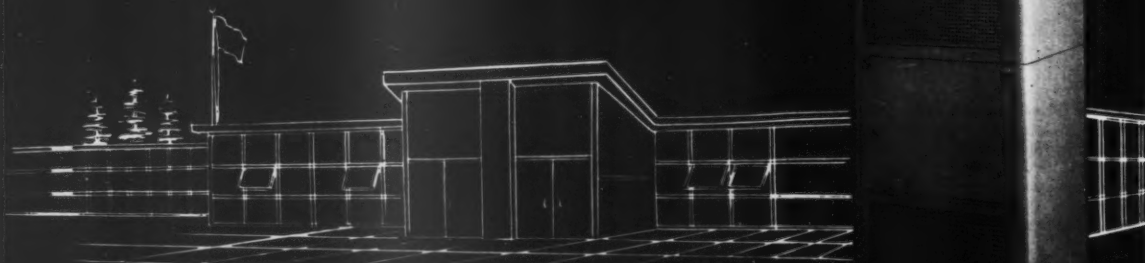
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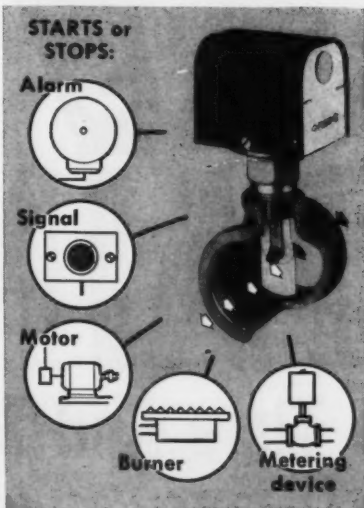
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TO THE POINT

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* * *

The National Steel Door & Frame Association, which has recently been formed, will be of direct benefit to architects and their specifiers. The new association will aggressively develop and introduce standards within the industry to assure the architect of getting the quality he specifies. If there are some points you'd like aired, write either to the Secretary, Joseph N. Saino, Saino Manufacturing Co., Memphis, Tenn., or to the Association President, H. W. Wehe, Jr., care of Overly Manufacturing Company.

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"To The Point" is published by Overly Manufacturing Company for the express interest of the architectural and building professions. Your comments are welcome and will be discussed in this column. Write: H. W. Wehe, Jr., Executive Vice President, Overly Manufacturing Company, Greensburg, Pa. Other Overly plants at St. Louis, Mo., and Los Angeles, Calif.



HARDWARE TIPS

by Veron Junger, A.H.C.

SAFETY IS EASY

Time was when panic devices were ugly, too hard to install and too expensive. As a result, however desirable their more general use might have been, architects were loath to specify them anywhere other than

where called for by building codes.

Today architects need not use codes alone as criteria. Because panic devices have been vastly improved in recent years in appearance, ease of application and price, they can now specify panic devices wherever they consider them desirable purely from safety considerations — that is wherever the assurance of a safe, swift exit at all times is desirable.

Modern panic devices, which function as exterior door locks and quick release exit devices, are stylish and streamlined. They come in all metals and finishes and to fit all doors, including narrow-style metal doors. Reversible devices are on the market and concealed types. Fancy escutcheons are available, too.

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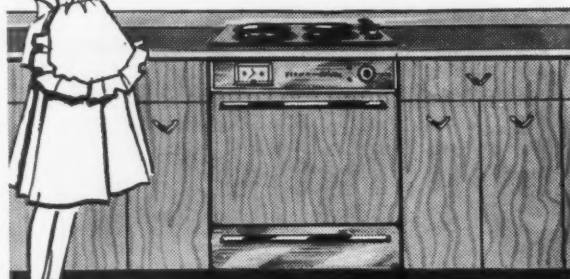
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ACOUSTICS — A SCIENCE, NOT JUST A COMMODITY

If acoustical tile has become merely something with which to cover up the ceiling — if the true scientific and functional use of acoustical corrective materials has become lost in the morass of "accepted practice" — the industry has only itself to blame.

Certainly, covering an entire ceiling with acoustical tile is the decorative, convenient and conventional thing to do — and nothing makes your local acoustical contractors happier than to see a building well saturated with acoustical treatment. However, except in general offices, restaurants, bowling alleys and similar areas of high and fairly uniform ambient noise levels with little need for communication over distance, the use of acoustical tile on the entire ceiling area is not only incorrect, but often detrimental.

Space does not permit, nor is it the desire of our company, to conduct a course in architectural acoustics on this page. We are alarmed, however, that so many of the drawings and buildings we have seen in Arizona incorporate poor acoustical practice. In countless cases, the wrong type, amount or location of acoustical treatment has created conditions far more grievous than would have existed if acoustical treatment had not been used at all.

Let us cite three typical examples which, we hope, will cause you to think twice before using acoustical treatment in the "conventional" manner:

CLASSROOMS

In a typical classroom the lack of any acoustical treatment will, of course, result in an almost intolerable condition. However, overall ceiling treatment using even the least efficient acoustical tile not only introduces almost twice as much absorption as is required but, more important, by placing absorptive materials directly over the absorptive audience, teacher communication is made more difficult. There is an effective, simple and less expensive approach to this problem which we would like to discuss with you.

AUDITORIA

The literal meaning of "auditorium" in itself is usually sufficient warning to the architect to carefully study the basic design, dimensional ratio and shape of the room. Recently we have seen several auditoria in which these basic criteria were so grossly neglected that no amount of acoustical treatment could correct the rooms or produce good hearing. May we suggest that you consult with us in your preliminary studies of any room to be used as an auditorium ("room for listening").

CHURCHES

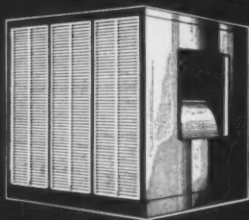
The ideal design of churches accomplishes good acoustics by dissipation of sound energy in travel. That is, the ratio of room volume to occupancy generally negates the need for acoustical corrective materials. Moreover, since most church denominations prefer reverberation periods nearly twice as high as those acceptable in auditoria, architects who design acoustical ceilings in naves are courting client dissatisfaction. May we have the opportunity of discussing church acoustics with you?

ARIZONA ACOUSTICS

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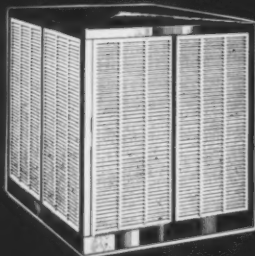
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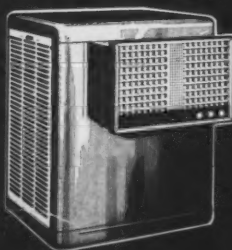
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ARCTIC CIRCLE

FRESH-AIR COOLING

Built-in quality and efficiency — the result of more than 20 years of specialization in the design and manufacture of evaporative cooling equipment have made Arctic Circle Air Coolers the first choice of Arizona's leading architects for all types of commercial and industrial buildings and homes where low initial cost and economical and dependable operation are required. Catalog with specifications on request.



ADVANCED FEATURES INCLUDE:

- Duro-coated steel cabinets
- Water flow equalizer†
- Self-adjusting water dispersion
- Aquatrol® attachment for pump
- Microglass† evaporative cooler pads that clean air as they cool it
- Two-speed controlled cooling
- New easy-out snap-in pad frames in all residential models

INTERNATIONAL METAL PRODUCTS DIVISION
McGraw-Edison Company
500 South Fifteenth Street • Phoenix, Arizona

Arctic Circle Coolers are made by the world's largest manufacturer of evaporative cooling equipment.

† Patented
 © Patent Pending

