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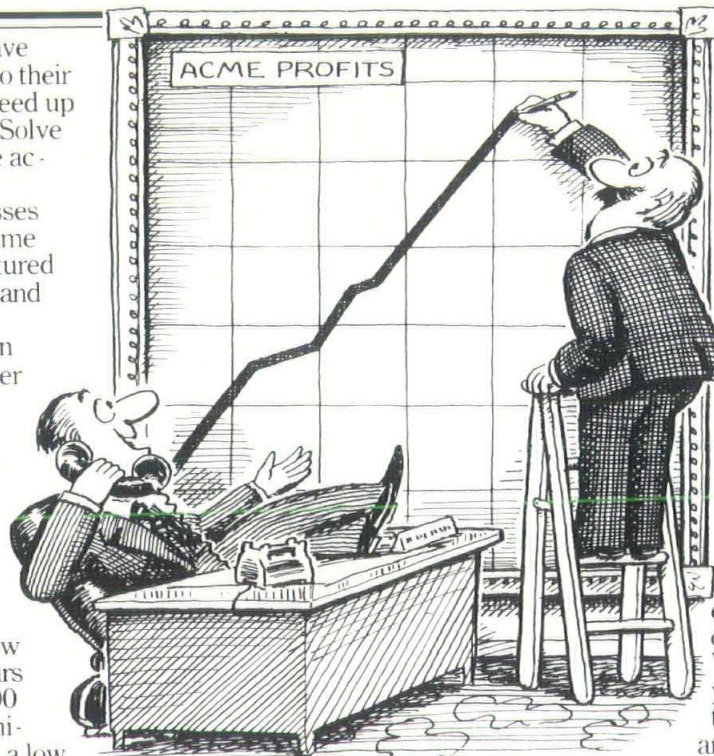
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the mississippi architect

Volume 13, Number 2
Spring, 1983



Cover:

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Information sessions, product exhibits, and several social sessions are on the agenda for the Mississippi Chapter's state convention July 28-30 in Gulf Shores, Alabama.

Bigger, better and now ten years old: the School of Architecture at Mississippi State University celebrates with the dedication of a new 50,000 square foot addition.

8

Take an architectural journey through the results of the recent photo contest.

10

A new architecture library at the Mississippi State University School of Architecture is building a special collection of material on Southern Architecture.

11

C.D. Coleman is the new president and chief operating officer of one of the state's largest brick and tile suppliers.

2

A glimpse at what the future holds is the topic of Editor Ivy's remarks on page 2. Ivy reflects on some of the high points of a talk by John Naisbett at the AIA National Convention last May. Naisbett is the author of **Magatrends**.

3

For those who did not attend, highlights of the national convention held in May in New Orleans are featured on page 3.

4

Three experts in design, sales and marketing programs will share their expertise with those attending the state convention.

From the Editor

by Robert A. Ivy, Jr., AIA

Have you read **Magatrends** yet? If not, you should. John Naisbett, the author, was a featured speaker at the AIA National convention in New Orleans this May, and he has neatly outlined where we Americans are headed. Without gazing into a crystal ball or hallucinating on peyote, he charts our progress toward the future by examining present facts. His "content analysis" is a human understanding imposed on a computer aided compilation of newspaper articles.

As architects, we are trained to change the focus of the microscope from the minute to the absolute with

a blink — it's all a question of scale. Naisbett has merely jumped to the larger scale (to national and global trends) by examining the particular (the cost of heating oil or the frequency of divorce among statisticians), and the results are instructive for our society and for our profession.

First Naisbett says that we are changing from an industrial to an information economy. In this white-collar world, knowledge is power; the architect who knows and **continues to learn** holds the key to the future.

Computers hold the key to the management of the knowledge explosion. Mastery of this technology promises to free us (who have limited capacities to retain information) to focus on what we choose.

Second, (and this has specific implications for architects) as we advance in technology, our human nature demands a counter-balancing. Naisbett says, "We must learn to balance the material wonders of technology with the spiritual demands of our human nature." As our High-Tech kitchens plug in microwave, personally computerized, digital, L.E.D., automatic, self-cleaning deep fat fryers, our living room lines shrink away from the puritanical severity of dogmatic modernism and get squishy. The bright reds and blacks and blues of the gridlocked de Stijl soften to rose. The design implications are self-evident.

Naisbett states that our economy has expanded to a global one, that the U.S. is already in partnership with the Third World, and that we are all inextricably bound into "production sharing." Your daughter's American-marketed softball mitt, he explains, was made in Japan of leather tanned to the rolling Carioca of Brazil. The globe has shrunk, and we all need to learn Spanish or Portuguese. What Mississippi architect has not already done a building out of state? And who has not at least dreamed (or actually planned) a trip to Riyadh to discuss a university building with a minor Saudi prince?

One of the most intriguing trends cites a change from Physics towards Biology as society's paradigm (the model around which we organize things). The straight vectors, the ninety-degree verticals of Physics bend into a cellular microbiotic

structure. The soft, metamorphosing cell becomes the building block rather than the abstract atom. Have you read **Animal Architecture** recently?

Better get it out.

Here is a trend we as architects must applaud: our view as a people is changing from short term to long term. "Life-cycle cost" or honest-to-gosh value is an implication of this trend for architects. The yearly balance sheet weighing so heavily on our designs is slowly giving way to the long-term strategy.

Demographers are telling us that we are de-centralizing, Naisbett's fifth trend. We are moving back to the small town for the first time in decades, as business discovers that improved methods of communication allow it to scatter. And the result has architectural implications. A new regionalism should find reflection in our buildings. What are our traditional building elements in Mississippi? How can they be reorganized in new buildings to reflect our contemporary needs? What is unique about our green-growing, rolling-flat, fly-buzzing homeland? Its heat? Its wetness? Its stillness on a summer night? Its shadows or its sunlight? Let these elements find reflection in our buildings and tailor out contemporary architecture true to our place.

Naisbett shows that we are becoming self-reliant, rather than dependant on traditional institutions. As Uncle Sugar melts away, the consumer-conscious, survivalist, tomato-growing, home-building design/build architect emerges. We will create our own markets as the Federal government's role in funding decreases.

Naisbett shows that we are changing from a representative to a participatory Democracy. Since we want a direct voice in matters affecting us, we write our Congressmen. (Did you wire Washington over the U.S. Capitol expansion controversy?) Who among us does not already serve on a local board or commission? We all should serve, particularly where we have something to offer professionally, such as on the City Planning Commissions across the state.

Commissions are vital, but the

Continued on page 19

Architecture — A Living Heritage

by Mississippi Architect Staff

Mississippi Architects joined architects from throughout the country in The Crescent City of New Orleans recently. Five thousand members strong swelled the meeting hall of the New Orleans Hilton for the 1983 AIA National Convention held May 22 through 26.

Events centered on the Hilton, site of formal meetings and seminars, and the adjacent Rivergate Convention Center, site of product displays. While some early birds flew in on Thursday, the 19th, for the AIA Board of Directors meeting, most hardcore conventioners waited until Saturday or Sunday.

Sunday began with a running downpour. Owens-Corning and the New Orleans Chapter of the AIA co-sponsored the fifth annual Heritage Run. Kathy Jackson, Bob Canizaro, Adam and Robert Ivy were foolish enough to be caught in the torrential downpour which bathed participants. At least the convention got off to a clean start.

No one wanted to miss the Dodge/Sweets party held at the Superdome. McGraw Hill and Dodge/Sweets put on a Bayou Bash in the cavernous hallways and gathering rooms surrounding the grand central space, and although everyone drank and ate with abandon, most longed to be

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Continued on page 14

Agenda

Thursday, July 28, 1983

1:00 pm

1:00 pm - 6:00 pm

1:00 pm - 6:00 pm

1:00 pm - 5:00 pm

6:00 pm

Check In

Registration

Exhibit Booth Set Up

Golf and Tennis Tournaments

Cocktail Party - Cash Bar (Lounge)

Friday, July 29, 1983

8:30 am - 8:45 am

8:45 am - 9:30 am

Introduction and Welcome

Robert E. Farr II, AIA

Session I - Introduction to Sales and

Marketing Programs

Frederick R. Frank, AIA

(Lounge)

9:30 am - 11:45 am

Exhibits Open

Robert Canizaro, AIA

(State Room)

10:30 am - 11:30 am

Spouse's Meeting

Virginia Farr

(Lounge)

11:45 am - 1:00 pm

Sponsor's Lunch

(Dining Room)

1:00 pm - 3:00 pm

Exhibits Open

(State Room)

3:00 pm - 3:30 pm

Exhibit Prize Drawings

(State Room)

6:00 pm - 7:00 pm

Cocktail Party

(Dining Room)

7:00 pm - 9:00 pm

Seafood Jamboree

Las Vegas Party

(Dining Room)

9:00 pm

Lounge Open with Cash Bar and Band

Saturday, July 30, 1983

7:30 am - 9:00 am

9:00 am - 12:00 Noon

9:00 am - 9:50 am

Executive Committee Meeting

Registration Opens

Session II - How To Compete

William Viehman, AIA

Heery & Heery Architects &

Engineers in Atlanta

(Neptune Room)

10:00 am - 10:50 am

Session III - Point-Of-Sales Materials

Jeffrey Corbin

Corbin Design in Michigan

(Neptune Room)

11:00 am - 12:00 Noon

Annual Business Meeting

Robert E. Farr II, President

(Neptune Room)

All Afternoon

Volleyball Tournament (Beach) (Beer)

Sponsored by - Old South Brick Company

7:00 pm - 8:00 pm

Cocktail Party

(Neptune Room)

8:00 pm -

Honor Awards Banquet

(State Room)

After

Lounge Open with Cash Bar and Band



**GULF SHORES
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Speakers

Competitive Marketing By The Small Firm

A presentation by
William Viehman, AIA

Viehman will speak on the issue of competitive marketing by the "small firm." "It is encouraging to see a state component of the AIA focus on marketing," he said. "I hope this establishes a trend of collaboration between the AIA, SMPS, and other professional societies, associations and special interest groups to make such presentations effective," he added.

William C. Viehman is president of Heery & Heery, Architects and Engineers, Inc. in Atlanta. He is director of the General Architectural Practice Group with primary responsibility for marketing and business development and collateral responsibilities as principal-in-charge of discreet projects. His previous responsibilities include business development representative 1978, general manager of Heery's London office 1980-81, and vice-president/director of marketing for Heery International 1982 (corporate staff role accountable for strategic marketing planning and monitoring of market plan and presentation). He joined Heery in 1969 as a project architect following his graduation from Georgia Institute of Technology with a bachelor of architecture.

A Birmingham, Ala. native, he is the southeast regional director of the Society for Marketing Professional Services and also chairman of its national marketing committee. He serves this year on the faculty of the SMPS-PSMA joint conference "Managing Your Marketing Effort... For Profit" in Atlanta, Boston, Denver, and San Francisco. He is also selected to participate in Leadership Atlanta, 1983-84. A demographically balanced group of approximately fifty participants with the objective of establishing relationships among existing and emerging leaders of the metropolitan area.

Design Sells: Looking As Good As You Are

A presentation by Jeffry Corbin

Corbin will discuss the creation of marketing materials that have impact and authority and show how to overcome "sameness" by emphasizing uniqueness. Bring your existing marketing materials with you for a quick critique by Corbin following his seminar.

Jeffry Corbin established his design office in Travers City, Mich., in 1976. Prior to that, he was vice president of Caudill Rowlett Scott in Houston, Tex., serving as director of the firm's interior and graphics division. Before joining CRS in 1968, Corbin worked with the firms of Eliot Noyes & Associates, New Canaan, Conn. and Alden B. Dow Associates, Midland, Mich. He has bachelor of arts and bachelor of architecture degrees from Rice University.

Since forming his own firm Corbin has completed projects in the field of corporate identity, print and graphics design, environmental graphics design, interior design and historic restoration. He is an associate member of the American Institute of Architects and his works have been published in Communication Arts, Interior Design and Architectural Record. He has served on the faculty of the Harvard Graduate School of Design's continuing education program on marketing communications for the design professional. In addition to substantial clientele in the mid-west, Corbin works with such organizations as the AIA and Herman Miller, Inc. for whom he serves as a design consultant for the Facilities Design Group.

Introduction to Sales and Marketing Programs

A presentation by Frederick R. Frank

For his former MSU School of Architecture students (as well as for Chapter members in general) Frank will draw upon the sales and marketing programs course which he teaches at Mississippi State University when he makes his presentation at our 1983 convention.

Fred Frank joined the School of Architecture at Mississippi State University as an associate professor in 1975 and was named a full professor in 1979. He has also been an adjunct faculty member of the College of Veterinary Medicine at MSU since 1980 and served as facilities planner and adjunct professor for that college from 1975 to 1980. Since 1976 he has served as president of VFC Inc. - Facilities Consultants Division - The Ehrenkrantz Group of New York, London, San Francisco, Washington and Starkville.

A former president of the Mississippi Chapter of the AIA, Frank received bachelor of architecture and master of regional planning degrees from Cornell University. He has served as principal or project architect for projects ranging in size from the \$16 million main addition to the Crouse Irving Memorial Hospital in Syracuse, N. Y., to much more modest projects in Mississippi, Wyoming, New Jersey, New York, Virginia, North Carolina, Montana, Oregon, Oklahoma, and California.

Prior to his move to Mississippi he was a principal with the Syracuse, N. Y. architectural firm of Dickenson, Gamble, Frank Architects and before that was associated with King and King Architects in Syracuse.

He is a member of the AIA, the American Institute of Planners, the American Hospital Association, Institute of Environmental Sciences, the Society for Marketing of Professional Services, the Association of Collegiate Schools of Architecture, the Association for the Advancement of Medical Instrumentation.



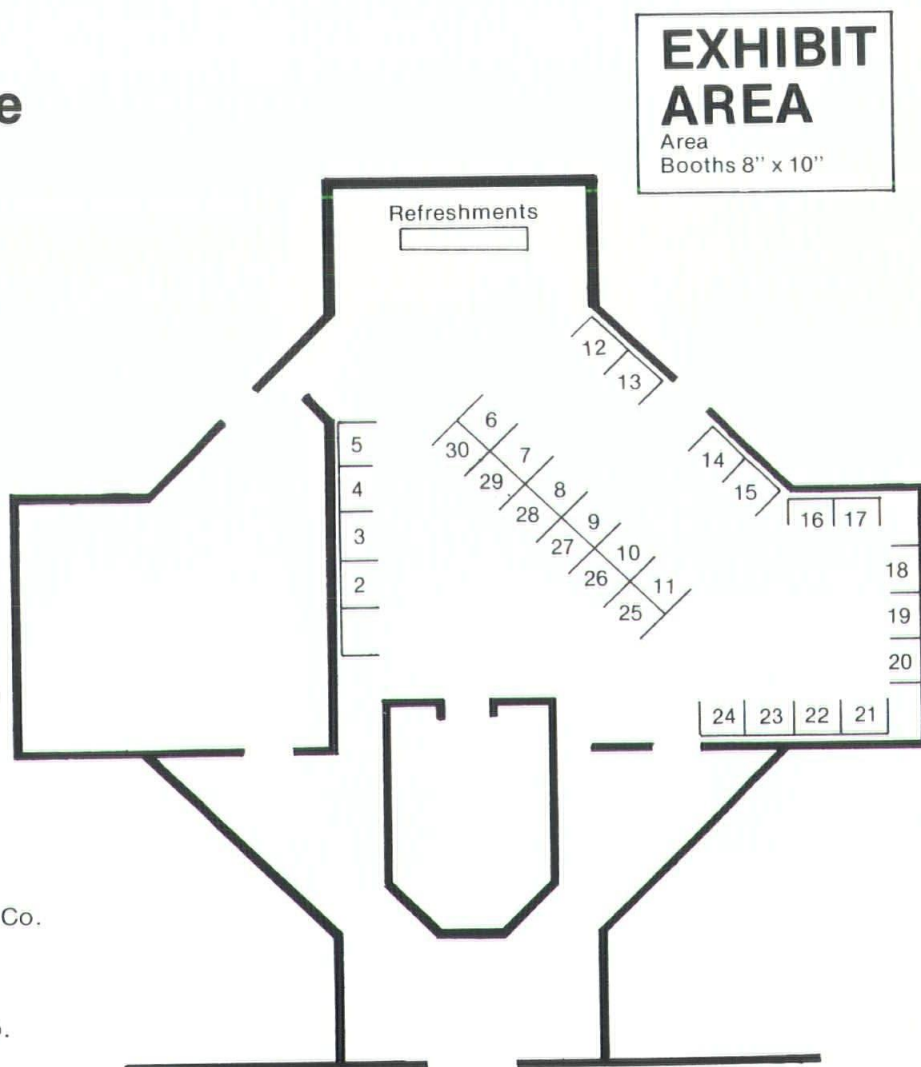
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10. Neely Reprographs
11. Design Architectural Building Products
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15. Martin School Equipment
16. General Elevator
17. Available
18. Dixie Rubber Stamp and Seal Co.
19. thru 23. - booths available
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28. C.C. & W. Enterprise
29. Jackson Blueprint Company
30. Dow Chemical Company





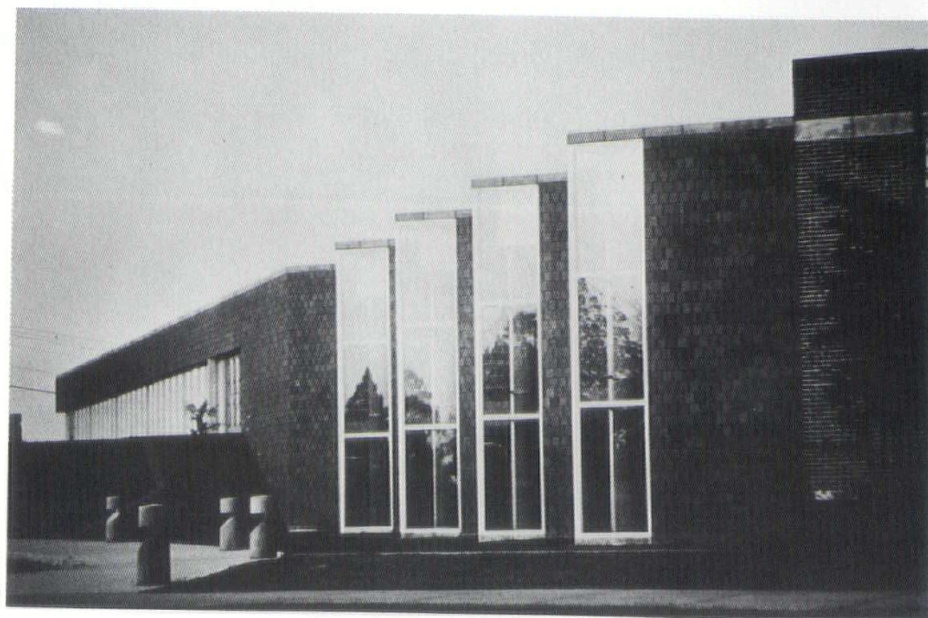
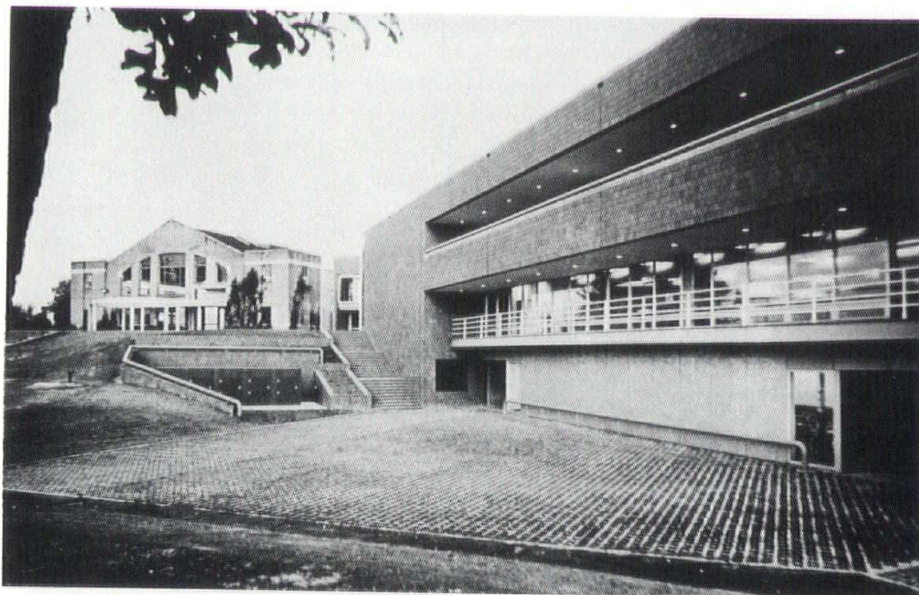
Bigger, Better and Ten Years Old

by
Sammy McDavid

The School of Architecture at Mississippi State University dedicated its new 50,000 square-foot addition and celebrated the 10th anniversary of its creation and the fifth anniversary of its first class graduation with a series of events April 29-30 at MSU.

Public events included a lecture entitled "Faulkner's Architecture" by Oxford native Thomas S. Hines, a "blues luncheon" featuring Delta blues legend "Son" Thomas, and the building dedication ceremony attended by presidents of five national architectural organizations.

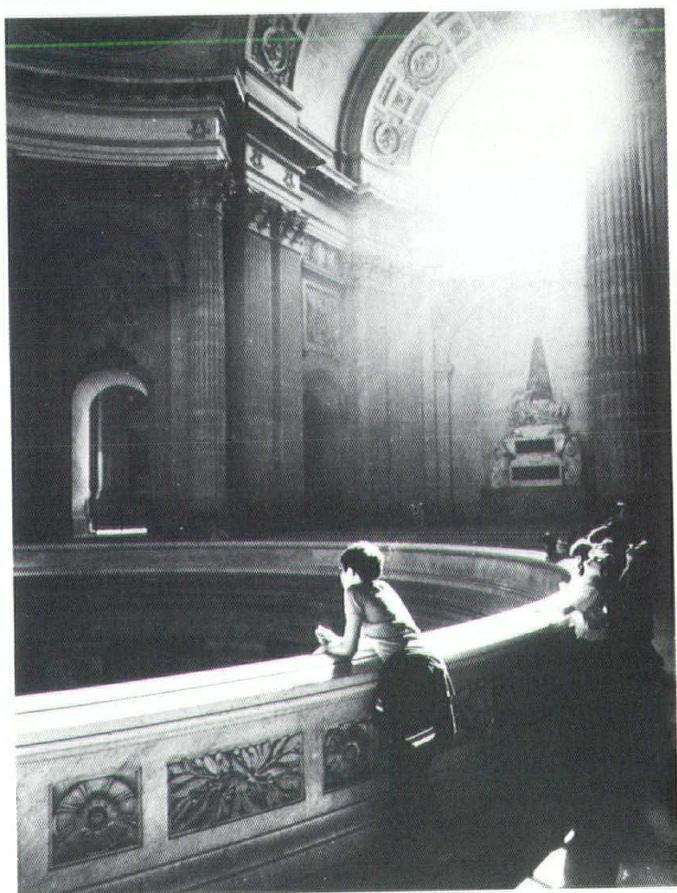
Hines' lecture kicked off the proceedings on the evening of the 29th in the School of Architecture auditorium. Hines, who received his bachelor's and master's degrees from



Continued on page 9

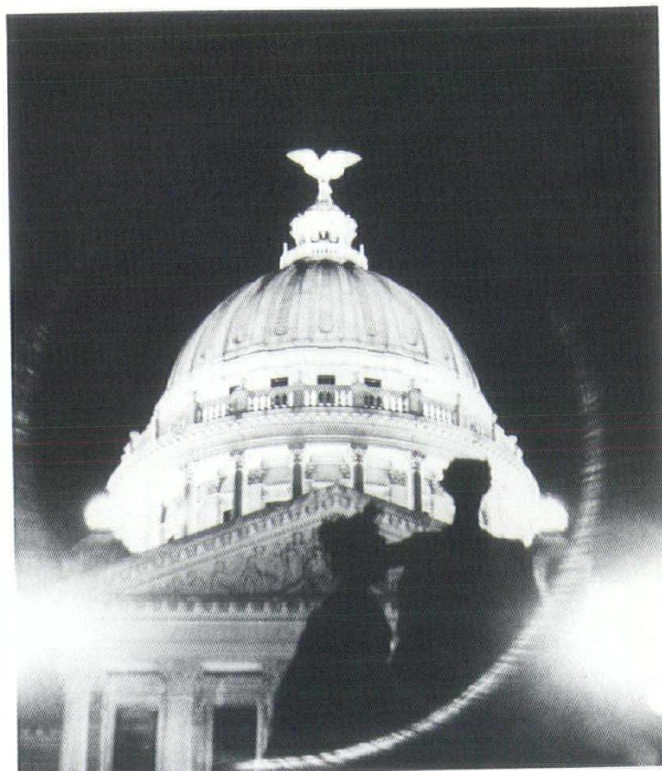
Photo Contest

The contest was open to all residents of the state of Mississippi. The categories included the following (all of which were Mississippi buildings): 1) contemporary building 1950 or later exterior; 2) older buildings earlier than 1950 exterior; 3) interior any age; 4) architectural details. (The photo at Napoleon's tomb fit no category but was too good to pass up.) Congratulations to all the winners.



Interior

Napoleon's Tomb — The Invalides - Paris, 1981, Craig Baird



Old Capital Building

T. Whicker



Detail

Cobb Institute of Archeology, David L. Harris



Older Buildings

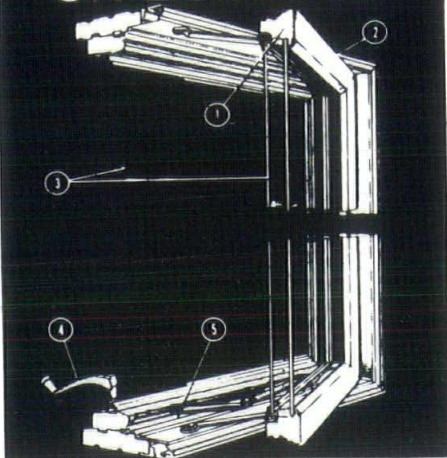
Mississippi, 1982, David Peabody

Interior

B. Imes III



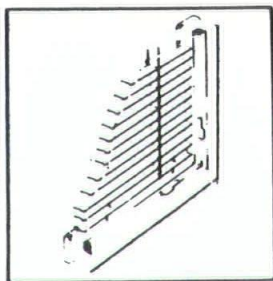
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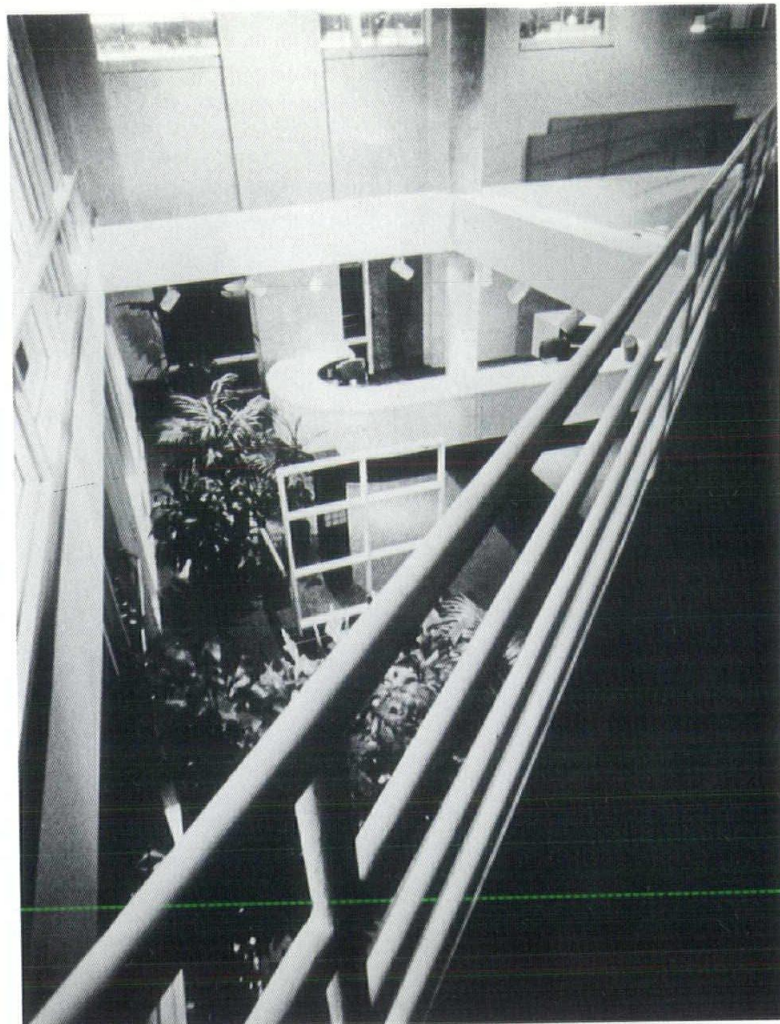


Photo by Tom Joynt

Southern Architectural Collection

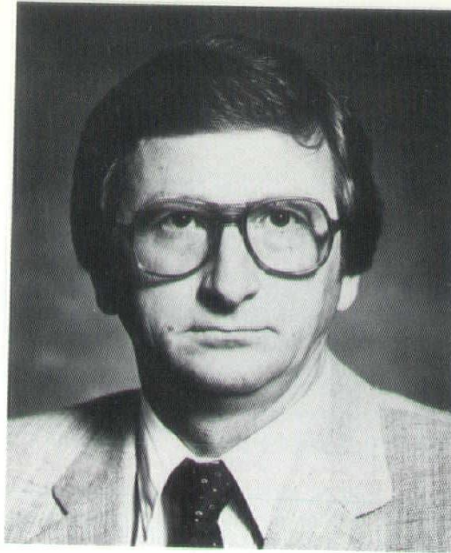
by
Tom Henderson, Honorary AIA
Architectural Librarian

The Architecture Library at the Mississippi State University School of Architecture is building a special collection of material on Southern architecture, a subject in which no other library specializes. There are several distinctive regional architectural styles which developed in the South in the eighteenth and nineteenth centuries which deserve scholarly investigation and research. We are interested in books, pamphlets, articles and slides which document buildings in the Southern states from colonial to modern times.

The Architecture Library has recently expanded its facilities in the new addition to the Architecture Building where it has become an

Continued on page 14

Coleman Named Tri-State President



JACKSON - C.D. Coleman has been promoted to president and chief operating officer of Tri-State Brick and Tile Co., Inc. He succeeds Robert D. Robinson, who has advanced to Chairman of the Board and Chief Executive Officer of Tri-State. Coleman joined the firm in 1980 as vice-president and general

manager of the company. He was previously executive vice-president of Delta Brick and Tile Company in Indianola and has 22 years of experience in the industry.

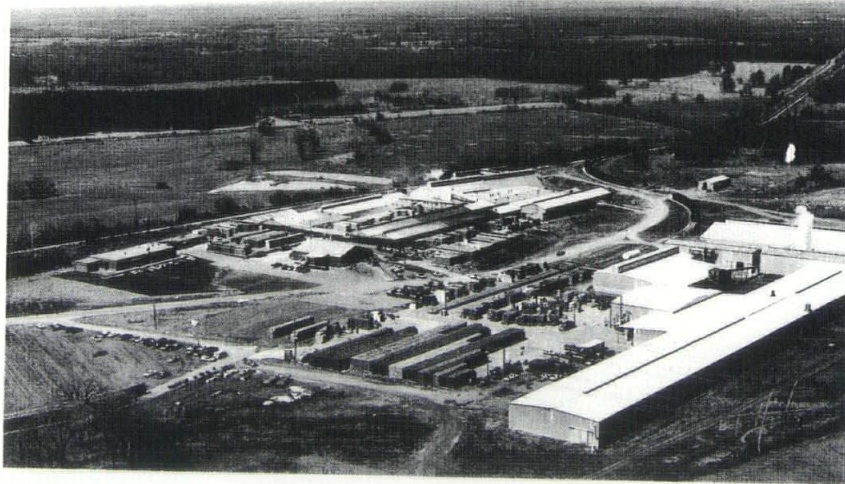
Coleman is past president of the Mississippi-Louisiana Brick Manufacturers Association and is a member of the Board of Directors of the Barnett Reservoir Association. A native of Shuqualak, Coleman joined Delta Brick in 1961 and managed the company's Macon headquarters.

Robinson is a member of the board of directors and executive committee of the Brick Institute of America and a past president of the Mississippi-Louisiana Brick Manufacturers Association. A native of Natchez, Robinson graduated with a degree in industrial management from Georgia Tech. He is a director of Deposit Guaranty National Bank and Deposit Guaranty Mortgage Cooperation.

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Continued from page 7

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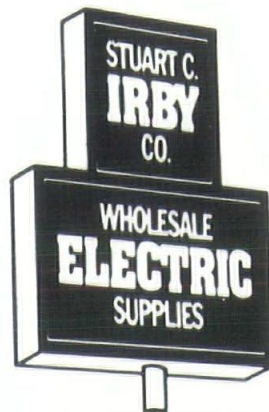
MOBILE, AL

MONROE, LA

VICKSBURG, MS

JACKSON, MS

SHREVEPORT, LA



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the University of Mississippi, is currently professor of history and architecture and urban planning at the University of California-Los Angeles.

The "blues luncheon" began at noon on the 30th at the school's amphitheater. In addition to "Son" Thomas, architecture student Michael Barranco of Jackson also performed.

The dedication ceremony took place at the amphitheater at 4 p.m. on the 30th. Speaking at the program were Robert Broshar, president of the American Institute of Architects; William C. Carlisle, president of the National Architectural Accrediting Board; Sid Frier, president of the National Council of Architectural Registration Boards; Robert Klancher, president of the American Student Chapter of the American Institute of Architects; and Jack Mitchell, president of the Association of Collegiate Schools of Architecture.

A number of social gatherings and business meetings were also held during the two-day period.

The new addition, completed at a cost of \$3.6 million last year, includes a 200-seat auditorium, 150-seat amphitheater, administrative offices, exhibition areas and studios, learning resource center, computer center, photographic department, and a building systems laboratory. Work began in October of 1980.

The architecture school was established in 1973, also the year students were first admitted to the five-year program. In 1977, a branch was added in Jackson to provide fifth-year students with an urban setting for their final year of training. In June of 1978, 16 students became the first in Mississippi to receive degrees in architecture.

In 1979, the school announced the creation of its Center for Small Town Research and Design to help meet the needs of Mississippi's municipalities, three-fourths of which have population under 10,000.

In 1982, the school began offering a master's degree program in small town studies — the only one of its kind in the nation — and a traditional master's program in architecture.

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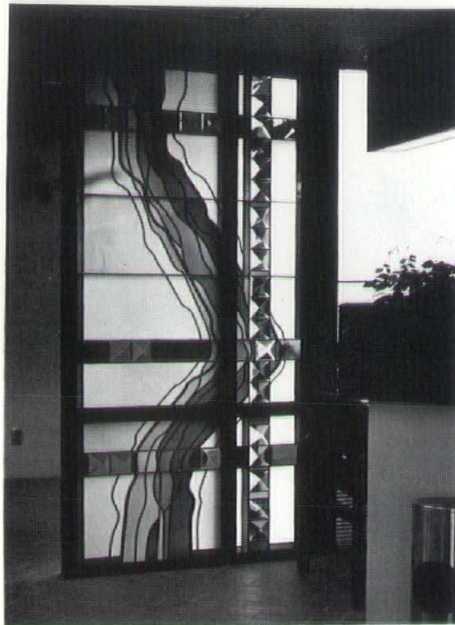
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Same Journal: New Name

The AIA Journal, official magazine of the American Institute of Architects published in Washington, D.C., will change its name in July to **Architecture: The AIA Journal**. The AIA says the new name will portray more accurately the magazine's expanding editorial goals. Says editor-in-chief Donald Canty, "The new name reflects the fact that the magazine speaks for the profession, not the AIA per se, and that reporting on AIA activities, while part of its content, is by no means the major part." The May issue of the magazine, incidentally, was the largest in its history at 408 pages. Moreover, says the AIA, it produced more revenue than any other architectural publication in history and contains the greatest number of four-color editorial pages ever to appear in a business publication.

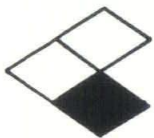


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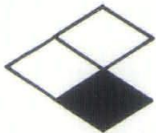


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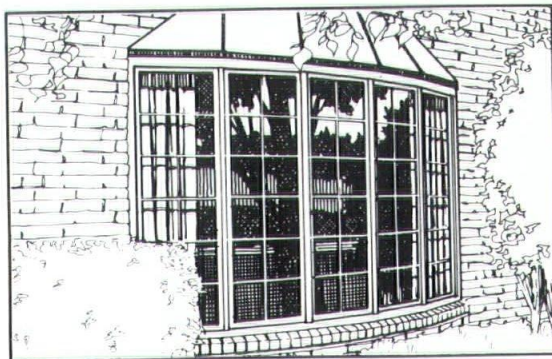


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Continued from page 10

important part of the School of Architecture. The School and the University Library have been very supportive of the Architecture Library, but recent budget cutbacks have left the Library's book purchasing power drastically low.

To assist in building the Southern Architecture Collection donations are being requested from architects, other interested persons and groups. Already we have received gifts from garden clubs, patriotic societies, professional groups, and individuals. A number of memorial gifts have also been made, and while some gifts have been books, most are monetary contributions.

Each book carries a special book plate designating it as part of the Southern Architecture Collection and indicating the name of the donor and persons in whose honor or memory a gift was made.

Persons interested in making contributions to the Architecture Library, either for the Southern Architecture Collection or for the general architecture collection, may send a check (payable to "MSU Libraries — Architecture") to the Architecture Library, MSU Libraries, P.O. Drawer 5408, Mississippi State, MS 39762. Persons wishing to donate books may send them to the same address; however it is advisable to call or write before sending them. All contributions are tax deductible.

Continued from page 3

wandering around the floor of the Dome listening for the echoes of Super Bowl plays or the carry cries from Ringling Brothers.

Things grew formal on Monday. A preservation breakfast featured Creole specialties and "discussion of the nation's historic preservation initiatives" by Russell Dickenson, Director of the National Park Service.

The opening session followed in the full, efficient confines of the Hilton Grand Ballroom. Spied across the throngs was Mississippi's own Bob Harrison, our Gulf States director. Many faces familiar to slick magazine pages were obvious in the crowd including Nathaniel Owings, recipient of the 1983 AIA Gold Medal. A celebrity hound would have had a

field day.

John Naisbett led as the first of the three daily theme speakers. Naisbett, author of the bestseller **Megatrends**, delighted the crowd with his quick wit and penetrating analysis of where we are going.

Later speakers included Dr. George Sternlieb, founder and director of the Rutgers Center for Urban Policy Research, who focused on the neighborhood/city scale. Wednesday brought author William H. Whyte, who limited his topic to the specific elements that combine to make successful and unsuccessful streets.

Professional Development Seminars filled each afternoon and ranged in subject matter from Preservation Technology to Small Business Techniques to Computer Applications. For those who slept through the seminars or went trolley riding, the AIA sold at a nominal fee tapes by mail of the proceedings. This reporter acquired several and has enjoyed them in his car's cassette deck as he buzzes from here to there.

Wives and lovers were not forgotten in New Orleans. The city lies at the feet of the Hilton, and many an architect emptied his wallet or filled his stomach. Organized events included moonlight jazz cruises on stern-wheelers, tours of romantic French Quarter patios, breakfast at Brennan's, and on and on and on.

Special mention should be made of the excellent product displays which seemed to feature two primary trends: first, the use of "systems"

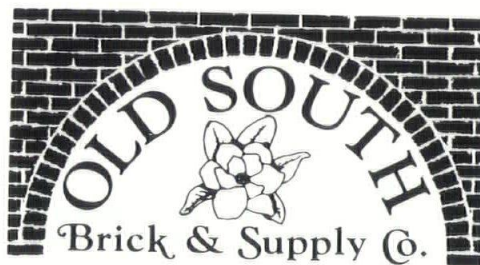
building technique (such as sandwich wall panel construction, floors, and ceiling); and second, the proliferation of computer-aided drafting systems. A simple stamp of the architect's credit card-type registration badge brought reams of literature to the industry.

This National Convention was nearby and worth every moment and

dollars. It differed from our Regional or State meeting in tone and subject matter, and it lacked the easy familiarity with which we greet next month's annual summer gathering, which we all look forward to. But in the quality of its offerings and in the refreshing change of scope it considered, we should have all dropped in.

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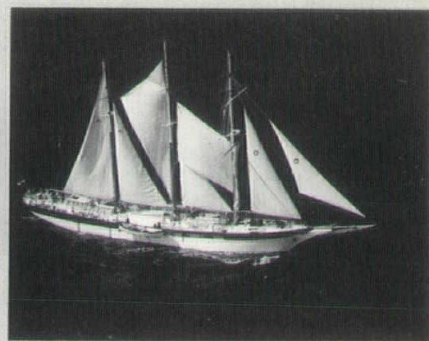
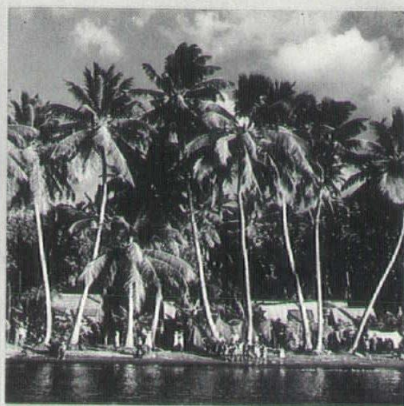
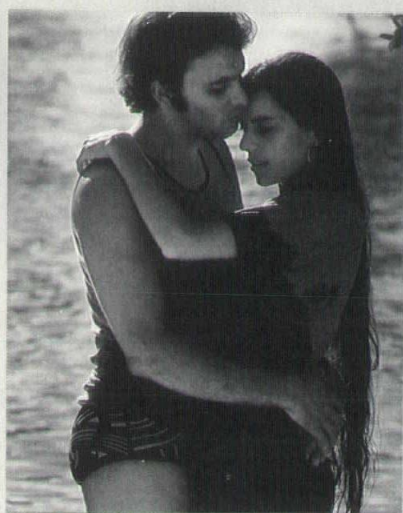
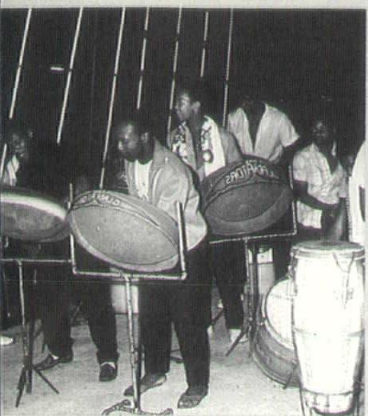
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Continued from page 2

"pyramid has been smashed," Naisbett says. Hierarchical organization with king above, peons below is dying and we are "networking" — sharing ideas, information, and resources (Naisbett's eighth trend) with our fellow workers. While the "Good Ole Boy," hierarchical pyramid still carries considerable clout at home, we are talking to each other, phoning, flying, writing memos, photocopying, and having conferences, conferences, conferences. We are sharing information to the extent that the president's office door is ajar, or even taken down from its hinges. Naisbett says we still need bosses, that a "conference is not a committee," but many of the old elitest formulae no longer function. In architecture, the trick is to provide access among individuals (as in the open office) while retaining privacy (as in the private office).

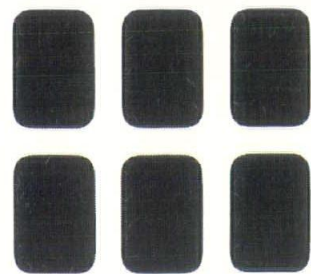
Our options have broadened, however, according to Naisbett; "More" might be the book's themesong. Malls contain more kinds of specialized shops. More and more types of families explode onto the scene: the single parent, the dual-career couple, the previously married but currently unmarried duo, the Social Security live-ins, the condo-payment-sharing youngsters. And the individual becomes society's building block. The "Melting Pot" never reached room temperature, Naisbett says. Instead, we have all somehow retained our highly individual identities. In architecture, that translates to choice and strengthens the argument for new individualized multi-family housing design, for example.

"We are at the time in the parentheses," Naisbett concludes. The time in between "()." A time of transition is confusing: what's going on and what should we do about it? Naisbett has taken the raw facts, the data about the way we live today and organized them in a meaningful way. His work is full of truisms. Many of his profundities come too easily. His book is not particularly well-written. But that is not the point. He has raised issues we all need to respond to, and he has illuminated the path we are pursuing. It is our challenge to take that path with open eyes and to lead the pack.



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