Restoration of Chrysler building night lighting from the drawing by W.A. Di Giacomo Associates. North and South elevations.
Inaugural Message

by President Joseph Wasserman

This year I would like to invite our Chapter membership to spend some real time reviewing the quality of our lives as architects. I could be referring to our pleasure in pursuing our chosen careers, to the quality of our days at work, or how difficult it is to find the time to spend on design as opposed to all the other activities that make up our days.

Instead I refer to other qualities of our lives as architects: We are paid far too little for the very considerable work we perform. We undercharge for our services. And we underpay ourselves and greatly underpay our employees.

Now there is nothing new about this condition, is there? I was certainly warned that I should not go into architecture to make money. Architecture was always considered to be a gentleman’s occupation. But, gentlepersons, have you noticed how you cannot afford to participate in gentle society in the ways your friends do who elected other occupations? They have the means to join the clubs, buy the co-ops, entertain and travel, while most of us must content ourselves with an entirely different life style. We, the self-proclaimed leaders of the professional building team, are invariably the lowest paid.

This year I would like us to consider together what the long-term impact of this condition has been and whether we can afford to permit our profession to persist in this fashion. What can we do about it? I think we can do a lot.

Client Awareness

First, and foremost, we have to establish among our natural client base, in the most persuasive ways possible, that fine professional service pays off. It pays off in increased return to the businesses and institutions that use our services—in increased effectiveness, productivity and enjoyment. It pays off because of the quality of the advice we have rendered and because of the many intangible, but nevertheless measurable, ways our work enhances the lives of those who inhabit it.

This year the Chapter will try to demonstrate, in as concrete a way as possible, how quality planning and design have contributed to the economic well-being, respect and pleasure of our clients. Our first foray will be in the field of housing. We have available funds to make a visual survey in the form of a film or automated slide tape of innovative work in the housing field. I hope this will be the first in a series of graphic demonstrations of what architects do to respond to the changing needs of society and the clients we serve.

Adequate Compensation

Secondly, we simply must stop underpricing our services. It takes time and costs money to produce a better, more thoughtful product. Let us, as a group, resolve to get remunerated fairly for the services we perform.

This year a new Compensation Study, under the able leadership of Frank Munzer and Richard Hayden, is about to be undertaken. Please make sure to reply fully when the questionnaire arrives. We can make use of this study to reconsider our entire economic picture.

Even More Sensitive

And now I am going to touch on a rather sensitive matter. While many, if not most, self-employed architects are grossly underpaid, a few principals in our city—perhaps several hundred—profit quite handsomely from their practices. Their employees, who consist, unlike law or medicine, of the vast majority of those working in the profession, do not benefit in anywhere near like manner.

The scale of pay in our profession is medieval. Valued, skilled architects earn a fraction of what they could have if they had elected to go into practically any other profession. We start our school graduates at roughly one-third the pay of young lawyers.
Chapter Reports

South Street Seaport
The terms of the proposed lease agreements between the Seaport Museum, the Rouse Company and the City will be the subject of a Board of Estimate hearing in late September after this issue of Oculus has gone to press. The Chapter is greatly concerned that the Seaport play the key role in design decisions affecting its custody of this remnant of the 19th-century waterfront, and will so testify.

Further, the Chapter has been invited by John Hightower, President of the Seaport Museum, to comment on the development plans from the point of view of the public interest in urban planning, and a committee has been appointed with Stuart Pertz as chairman.

Mass Transit Design
Last spring, then-president John Belle wrote to John Simpson, president of the NYC Transit Authority offering the Chapter's assistance toward improving the design, review and implementation of construction projects. This offer was accepted, and a special committee, Terrance Williams, chairman, has been appointed to work with T/A representatives. The committee will welcome the views of architects with T/A experience.

Midtown Development
The Chapter's committee, Theodore Liebman, chairman, which so carefully reviewed the Planning Department's Draft Report, is now addressing the Department's final proposals. They will soon be making their way through the ULURP process.

New Staff Members
Eileen McGrath has succeeded Angel Betancourt as bookkeeper, and Jeannette Manzo is now in charge of publication sales. Eileen joins her sister Cathanne Piesla; their mother, Evelyn McGrath, was a source of organizing the Florida Central Chapter's office.

Chapter Officers and Directors: 1981-82

Chapter President, Joseph Wasserman, born in Germantown, Pennsylvania, and residing in Manhattan, received his B.A. at Harvard in 1953 and his Master of Architecture degree there in 1957. He also studied at The Architectural Association in London. In January of this year he joined Gruzen & Partners as a Studio Director.

Arthur I. Rosenblatt, First Vice President and President-Elect, was born in The Bronx and resides in Manhattan. He was graduated from The Cooper Union in 1952 and received his B.A. degree from Carnegie Institute of Technology in 1956. He joined the Metropolitan Museum in 1968 as Vice Director for Architecture and Planning.

Tician Papachristou, Vice President, was born in Athens, and resides in Manhattan. He received his B.A. at Princeton in 1951 and his M.F.A. in Manhattan. He received his B.A. at Princeton in 1951 and his M.F.A. in Manhattan in 1953. In 1965 he joined Marcel Breuer Associates, where he is one of four partners. He was elected a Fellow of AIA in 1980.

Robert Siegel, Vice President, was born in New York City and resides in Bedford, New York. He received his Bachelor of Architecture from Pratt in 1962, his Master of Architecture from Harvard in 1963. He has been President of Gwathmey Siegel & Associates since 1980.

Terrance Williams, Secretary, was born in Portland, Oregon, and resides in Manhattan. He received his Bachelor of Architecture degree from the University of Oregon in 1963, his Master of Architecture from Cornell in 1979. He is principal in the firm of Terrance R. Williams, A.I.A.

Alan Schwartzman, Treasurer, was born in Baltimore and resides in Manhattan. He was graduated from Polytechnic Institute in Baltimore in 1940 and received a Bachelor of Engineering degree from Johns Hopkins in 1943. Made a Fellow of AIA in 1979, he is a partner with Davis Brody & Associates.

Names and News

A two-volume Design Guidelines manual for the YWCA has been written by Iris Alex. Carl Meinhardt reports that The Ehrenkranz Group's Woolworth Building Restoration will be finished by the end of 1981... Joseph Roher will speak on "Writing Professional Service Contracts" at fall seminars on Design Firm Management, sponsored by the Professional Services Management Journal to be held in Newark, N.J., Denver, Los Angeles, Atlanta, and Chicago... Der Scutt left Swanke Hayden Connell in August to open his own firm, Der Scutt Architect at 244 Fifth Avenue. The new firm has been commissioned to design the Rouse Bertrand Dupont U.S. headquarters in Teaneck, New Jersey, and a high-rise luxury

cont'd. p. 9, col. 9

Busby Berkeley Lights at the Chrysler Building

The night lighting of the Chrysler Building is finally on—"finally" because we have been teased by tests, and because the lighting turns out to be an extension and refinement of William Van Alen's original lighting proposal, which was partly installed but never hooked up and turned on. Well, turned on it is—earlier last month—and, in design terms, it is the most brilliant lighting of a building—perhaps ever. Designed from the inside out as "backlighting", the scheme perfectly reflects the vintage of the 1930 skyscraper. What could be more wonderful and joyous for the Deco Chrysler Building—the most beloved of all Manhattan skyscrapers (even secretly beloved by Modernists perhaps) than to have it decked out at night with concentric arcs of dancing legs like a Busby Berkeley musical routine? Many thanks for your exuberance, you young flapper.

The lighting consists of fluorescent tubes (30 and 40 watt; 3 and 4 foot lengths) in the legs of the triangular windows of the stainless steel dome, as well as metal halide floodlights on the setbacks of the brick tower and on

cont’d. p. 7, col. 3
Oculus welcomes information for the calendar pertaining to public events about architecture and the other design professions. It is due by the 7th of the month for the following month's issue. Because of the time lag between information received and printed, final details of events are likely to change. It is recommended, therefore, that events be checked with the sponsoring institution before attending.

CONTINUING EVENTS

ALDO ROSSI PROJECTS: THE MONUMENTS OF VENICE

SPECTACULAR VERNACULAR: TRADITIONAL DESERT ARCHITECTURE FROM WEST AFRICA AND SOUTHEAST ASIA
Exhibition of photographs and commentary sponsored by the Columbia Graduate School of Architecture and Planning. Avery Hall, Columbia University. For further information: 674-6383. Opened Sept. 17, closes Oct. 16.

THE BATTERY PARK CITY ESPLANADE
Exhibition of drawings, models, and photographs of the mile-long walk along the edge of New York's newest community. The Municipal Art Society at the Urban Center, 457 Madison Ave. 935-3960. Opens Sept. 23rd, closes Oct. 16.

THE RENAISSANCE OF INTERIOR DESIGN

REVIEWS OF REVIEWS

ART OF THE OLMSTED LANDSCAPE
Historical and contemporary photographs of major landscape designs by Frederick Law Olmstead and Calvert Vaux. Metropolitan Museum of Art, Fifth Ave. at 82 St. 879-5500. Opened Sept. 17, closes Nov. 1.

ARCHITECTURAL ARTIFACTS
Exhibition of stained glass, hardware, doors and gates, grillwork. SPACED Gallery, 165 W. 72 St. 787-8350. Opened Sept. 20, closes Nov. 28.

P.B. WIGHT: ARCHITECT, CONTRACTOR, CRITIC, 1838-1925

THE BATTERY PARK CITY ESPLANADE
Exhibition of drawings, models, and photographs of the mile-long walk along the edge of New York's newest community. The Municipal Art Society at the Urban Center, 457 Madison Ave. 935-3960. Opens Sept. 23rd, closes Oct. 16.

THURSDAY 1
TRANSFORMED HOUSES
Photographic exhibition illustrating the steps taken by urban homeowners to reshape their houses for continued use. Smithsonian Institution Traveling Exhibition Service. Parsons School of Design, 2 W. 13 St. Closes Oct. 25.

ANNUAL CONVENTION: NYSAA/AIA

THURSDAY 2
DRAWINGS BY GIANLORENZO BERNINI

FRIDAY 5
ARCHITECTURE AS A PUBLIC LANGUAGE
A design studio, given by James Wines. Mondays for ten weeks beginning Oct. 5, 6-9 pm at Pratt Manhattan Center, $200. 685-3754 or 636-3453.

P.B. WIGHT'S NATIONAL ACADEMY OF DESIGN: A MONUMENT TO RUSKIN AND THE PRE-RAPHAELITES
Lecture by Sarah Bradford Landau. National Academy of Design, 1083 Fifth Ave. 6 pm $3. general; $2.50 students and Friends of the National Academy. 369-4890.

THE ALPHABETICAL CITY: MODERN URBAN BUILDING TYPES
First session of design studio in Pratt's Post-Graduate Architectural Program, given by architect Steven Holl. Ten Tuesdays beginning Oct. 6, 6-9 pm at Pratt Manhattan Center, 160 Lex. Ave. $10 registration, $200 for studio. Further information: 685-3754.

F.L. WRIGHT IN NY
Slide-discussion series with Edgar Tafel. 7:45 pm. $80. Center for New York City Affairs, 66 Fifth Ave. 741-7900.

THE RENAISSANCE OF INTERIOR DESIGN

THURSDAY 8
MANHATTAN ARCHITECTONICS I: BUILDINGS WITHIN BUILDINGS
First session of a design studio in Pratt's Post-Graduate Architectural Program, given by Andrew MacNair, architect and publisher of Express. Ten Thursdays beginning Oct. 8, 6-9 pm at Pratt Manhattan Center, 160 Lexington Ave. $10 registration, $200 for studio. Further information: 685-3754 or 636-3453.

REVIEWS OF REVIEWS

FRIDAY 9
MONDAY 26
HISTORIC PRESERVATION LAW

TUESDAY 27
FORUMS ON FORM
Lunchtime lecture by Massimo & Lella Vignelli on their book, Design: Vignelli (Rizzoli. Stephen Swid, chairman of Knoll introduces, Urban Center Books, 457 Madison Ave. 12:30-1:30 pm.


WEDNESDAY 28
THE PRESERVATION OF VICTORIAN BUILDINGS: THE PENNSYLVANIA ACADEMY OF FINE ARTS BY FRANK FURNESS Lecture by Hyman Myers, Associate, Day and Zimmerman Associates; Restorer, Pennsylvania Academy of Fine Arts, in a series accompanying P.B. Wight exhibition, National Academy of Design, 1083 Fifth Ave. 6 pm $3; $2.50 students and Friends of the National Academy. 369-4880.

THURSDAY 29
AWARDS November 1, 1981 is the DEADLINE FOR ENTRIES IN THE CONCRETE REINFORCING STEEL INSTITUTE'S AWARDS. The program is open to site-cast reinforced concrete structures of all types. Several architectural awards will be presented, "each equally acknowledging" excellence of achievement. One structural innovation award "if warranted" will be presented. For further information: Concrete Reinforcing Steel Institute, 180 N. LaSalle Street, Room 2110, Chicago, Ill. 60601. 312-372-5059.

FRIDAY 30
ENERGY IN ARCHITECTURE Workshop on Techniques sponsored by the AIA. The Urban Center, 457 Madison Ave. Oct. 30 and 31, 9 am to 5 pm. Fee: $175 (includes lunch both days).

SOUTH STREET SEAPORT HISTORIC RESTORATION Lecture by Jan Pokorny in a series sponsored by the Municipal Art Society, McGraw Hill Building, 49 St. and Ave. of the Americas, conference room 206. 5:30 pm. 925-4505.

FIFTH AVENUE'S VICTORIAN MANSIONS Lecture by Mosette Glaser Broderick, co-author of The Villard Houses, Life Story of a Landmark, National Academy of Design, 1083 Fifth Ave. 6 pm $3; $2.50 students and Friends of the National Academy. 369-4880.

THE ZONING GAME Exhibition designed to show the urban citizen how zoning affects the quality of city life, and to create a better understanding of how it works. The Municipal Art Society at the Urban Center, 457 Madison Ave., 935-3960. Closes Nov. 13.

CAST-IRON COMMERCIAL BUILDINGS IN NEW YORK AND CHICAGO AFTER THE CIVIL WAR Lecture by Margot Gayle in a series accompanying the P.B. Wight exhibition, National Academy of Design, 1083 Fifth Ave. 6 pm $3; $2.50 students and Friends of the National Academy. 369-4880.


FOR ENTRIES IN THE CONCRETE REINFORCING STEEL INSTITUTE'S AWARDS. The program is open to site-cast reinforced concrete structures of all types. Several architectural awards will be presented, "each equally acknowledging" excellence of achievement. One structural innovation award "if warranted" will be presented. For further information: Concrete Reinforcing Steel Institute, 180 N. LaSalle Street, Room 2110, Chicago, Ill. 60601. 312-372-5059.

Dodie Acklie.
Names and News

cont'd. from p. 3

condominium-hotel tower on Central Park South for the Trump organization... Eli Attia and Bradford Perkins have entered into partnership under the name of Attia & Perkins Architects PC... In July Raquel Ramati joined UDC as principal urban designer... The new eyepatched Hathaway Shirt man is architect Clark P. Halstead, Jr., senior vice president of Sotheby Parke Bernet Realty... On his retirement from Harvard University's Graduate School of Design on July 1, Gerhard Kallmann was appointed Professor of Architecture Emeritus... Robert A.M. Stern was guest speaker at the National Home Fashions League's September meeting on "The Presence of the Past, Update: What makes award-winning architecture."... The death of Marcel Breuer in July was commemorated at the Whitney Museum of American Art on September 21.

1. Row houses photographed in Bensonhurst, Brooklyn, by Camilo Vergara are in the exhibition "Transformed Houses" at the Parsons School Gallery. The spirit of Pessac still prevails. Circulated by the Smithsonian Institution Traveling Exhibition Service.

2. A little Doge's Palace, which stood at the corner of 23rd Street and Fourth Avenue, was P.B. Wight's competition-winner for the National Academy of Design building. The work of Wight (1838-1925) is on exhibition at the present National Academy on Fifth Avenue. The campanile of Stanford White's Madison Square Garden rises above the roof. Courtesy of the Burnham Library of Architecture, The Art Institute of Chicago.


9. At Gracie Mansion Labor Day when President Reagan presented a symbolic check for Westway: George Lewis, Lowell Bridwell, Executive Director of West Side Highway Project, Joseph Wasserman, Frank Fish, President of the Metropolitan N.Y. Chapter APA, Craig Whitaker, Director of Design, West Side Highway Project.

Chapter Officers and Directors: 1981-82

Frank Eliseo, born in Brooklyn and residing in White Plains, received his Bachelor of Architecture from Pratt in 1957 and his Master of Architecture degree in 1962. He is a partner with Perkins & Will in the New York office.

William C. Ellis, born in Shreveport, Louisiana and residing in Manhattan, received a Bachelor of Architecture degree from the University of Texas in 1957 and a M.C.R.P. from Rutgers in 1969. He also attended Louisiana State and Cornell. A Fellow of the Institute for Architecture and Urban Studies and assistant professor (adjunct) at The Cooper Union, he has his own office in Manhattan.

Theodore Liebman, born in Newark, New Jersey, and a resident of Brooklyn, received a Bachelor of Architecture degree from Pratt Institute in 1962, Master of Architecture in 1963. He also received an F.A.A.R. degree from the American Academy in Rome in 1966. He is a partner in the firm of Liebman Ellis Architects and Planners, in Manhattan.

Nancy A. Miao was born in Liaoning, China, and resides in Manhattan. She received a B.A. from Tufts College in 1951, an M.S. from Boston University in 1952, and a Master of Architecture degree from Harvard in 1960. She is a partner in Twitchell & Miao.

Stuart K. Pertz, born in Brooklyn, where he resides, received a B.A. from Princeton in 1957, and an M.F.A. in 1960. He also attended the University of California at Berkeley. He is Director of Design at Haines Lundberg Waechler.

Mildred F. Schmertz, born in Pittsburgh and a resident of Manhattan, received a Bachelor of Architecture degree from Carnegie Institute of Technology in 1947, an M.F.A. from Yale in 1957, and was made a Fellow of AIA in 1977. She joined Architectural Record in 1957 and is now executive editor.

Inaugural Message

I suggest that this low level of remuneration ultimately reflects on—and infects—the quality of our services. If we don't value the work of our employees enough, ultimately we won't adequately value ourselves. Then our clients will fail to value our services properly. It is the proverbial vicious cycle—a process infecting itself.

Our Goals

This year we have a tremendous job to do: To improve the quality of our services. To improve our financial rewards at all levels. And to improve the quality of our lives as architects. For years, we have heard from our friends in other professions what privileged people we must be to be doing what we do. Isn't it high time for us to make the practice of architecture as rewarding, in every way, as the world out there believes it to be?

I like the story—which I hope we will not laugh at quite so hard ten years from now—about two architects sitting around grousing. One asks, "What would you do if you had a million dollars?" The other scratches his head, ponders a moment, then replies, "Probably I'd keep on doing what we do. Isn't it high time for us to make the practice of architecture as rewarding, in every way, as the world out there believes it to be?"

This year we have a tremendous job to do: To improve the quality of our services. To improve our financial rewards at all levels. And to improve the quality of our lives as architects. For years, we have heard from our friends in other professions what privileged people we must be to be doing what we do. Isn't it high time for us to make the practice of architecture as rewarding, in every way, as the world out there believes it to be?

Chapter Reports

For those who want to expand their knowledge of energy-conscious design, the AIA is sponsoring a 14-hour workshop in Energy in Design: Techniques, co-sponsored by the Chapter, at the Urban Center, Villard Houses, October 30 and 31, 9:00 to 5:00. The workshop will deal with design fundamentals, techniques, and options. Using a 200-page workbook, recommended reading material, and case studies, experts will guide participants in examining energy design principles, concepts, and tools. The workshop will be limited to 50 registrants; the fee is $175. Detailed notices and registration forms are being sent to all members.

Chrysler Building

the spire. Mechanical engineers are W.A. Di Giacomo Associates with Steven Negrin as project designer. Electrical contractors are Robert B. Samuel Inc. The restoration of the brick skin, which has been pulling away from the steel structure, is being executed by Brisk Waterproofing under the direction of Eipel Engineering, P.C. The owner of the building is Jack Kemp Cook and JKC Realty. CRS

New Editors of Oculus

Editor C. Ray Smith, AIA, author, and editor, critic and historian, writes about architecture and the design professions. He is author of Supermannerism, a book about new attitudes in postmodern architecture, published by E.P. Dutton. He spent ten years as an editor of Progressive Architecture and has been The Editor of Interiors, Residential Interiors, and Theatre Crafts magazines. Besides numerous magazine articles, he has five books in print.

He has lectured widely and teaches a course in "Current Events in Design" at the Parsons School of Design in New York. Currently he is at work on a history of Paul Rudolph's Art and Architecture Building at Yale.

Managing Editor Marian Page, author and historian, is the author of Furniture Designed by Architects (1980) and of Historic Houses Restored and Preserved (1978), both published by Whitney Library of Design. She has been a senior editor of Interiors.

Art Director Abigail Sturges is a freelance graphic designer who has been Assistant Art Director at Progressive Architecture, has designed architectural exhibits at the Museum of Modern Art, and coordinates the graphic design program of books and catalogues at the Institute for Architecture and Urban Studies. She is currently working on a graphic system for Vassar College.
NYC/AIA Energy and Environment Committee

The energy crisis has challenged the architectural community to implement new design criteria as a means of conserving traditional fossil fuels. From programming through the design process the architect has become increasingly aware of site orientation, materials selection, and other passive design techniques to achieve this goal. This program seeks to recognize those architects who have endeavored to meet this challenge.

Evaluation criteria
Passive architectural approaches to energy conservation will be the primary focus of the program, with some consideration also given to effective coordination of architectural approaches with auxiliary mechanical/electrical energy supply systems in buildings.

In addition, each project will be requested to supply the following estimates, based on accepted engineering practices: Residential—Btu's/ft.² °F day for auxiliary system heating. Kwh/ft.² year, cooling. Non-residential—BTU/ft.² °F day heating. Kwh/ft.² year, cooling. Kwh/ft.² year, lighting.

Eligibility
The program is open to all architects located within a 100-mile radius of New York City as well as architectural students from the following New York City metropolitan area schools: City College, Columbia University, Cooper Union, NJ Institute of Technology, NY Institute of Technology, Pratt Institute, Princeton University and Yale University.

Entrants may submit more than one project. Each submission must be accompanied by a $20 fee for professionals and $5 for students.

Submission format
Each project must be presented in an 8½" x 11" binder, which must include drawings, a 100-word narrative and a quantitative analysis. Photographs will be permitted; slides will not. All submissions must be kept anonymous. A 3" x 5" file card with the entrant's name, address and phone number will be sealed in an envelope and attached to the back of the binder. All winners will be required to submit mounted boards for an exhibition to be held later in the spring. All entries must be received no later than January 5, 1982.

Jurors are to be announced.

Awards
First prize and citations may be awarded in the following categories: Professionals—Residential, built and proposed. Non-residential, built and proposed. Students—Residential and Non-residential.

An exhibition of winning entries will be held in February '82 at the Urban Center. An opening night ceremony will be held to distribute certificates to the winners and present a speaker or a panel discussion.

Entry Form
Energy Conservation Awards Program

Name: __________________________

Home Address: __________________________

Office/School Address: __________________________

Office/School Phone: __________________________

Category:  □ Professional  □ Student  □ Residential  □ Non-residential  □ Built  □ Proposed

Make checks payable to NYC/AIA and forward to 457 Madison Avenue, NY 10022