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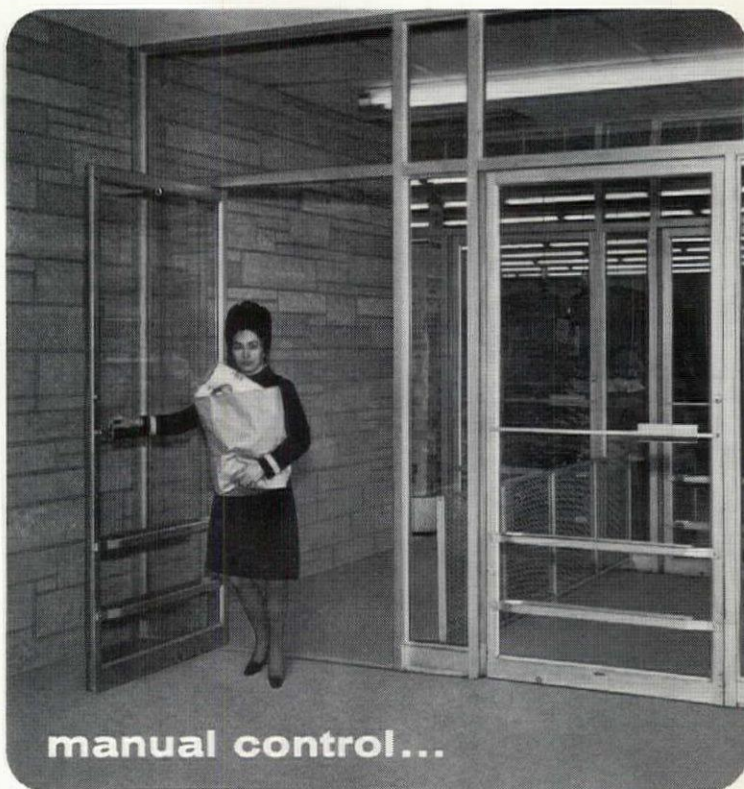


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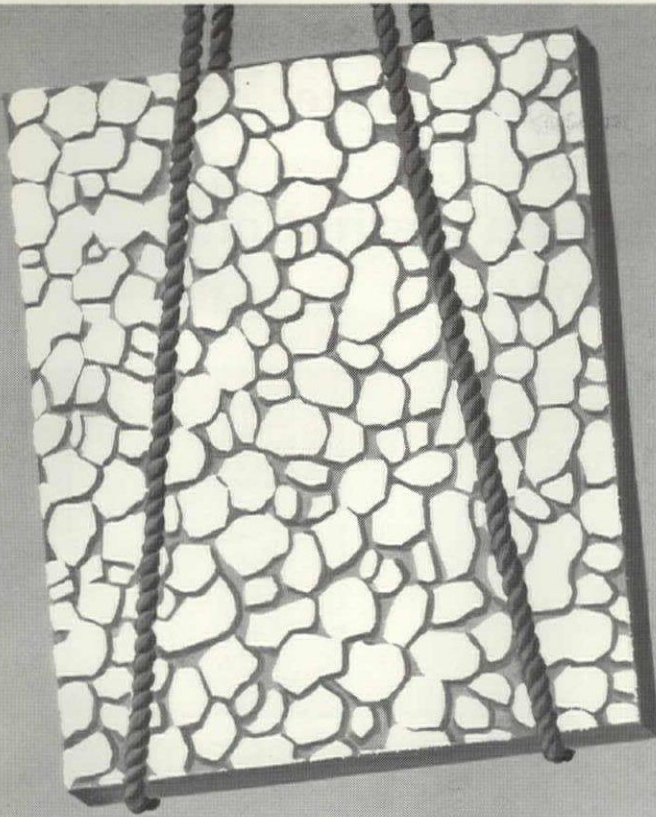
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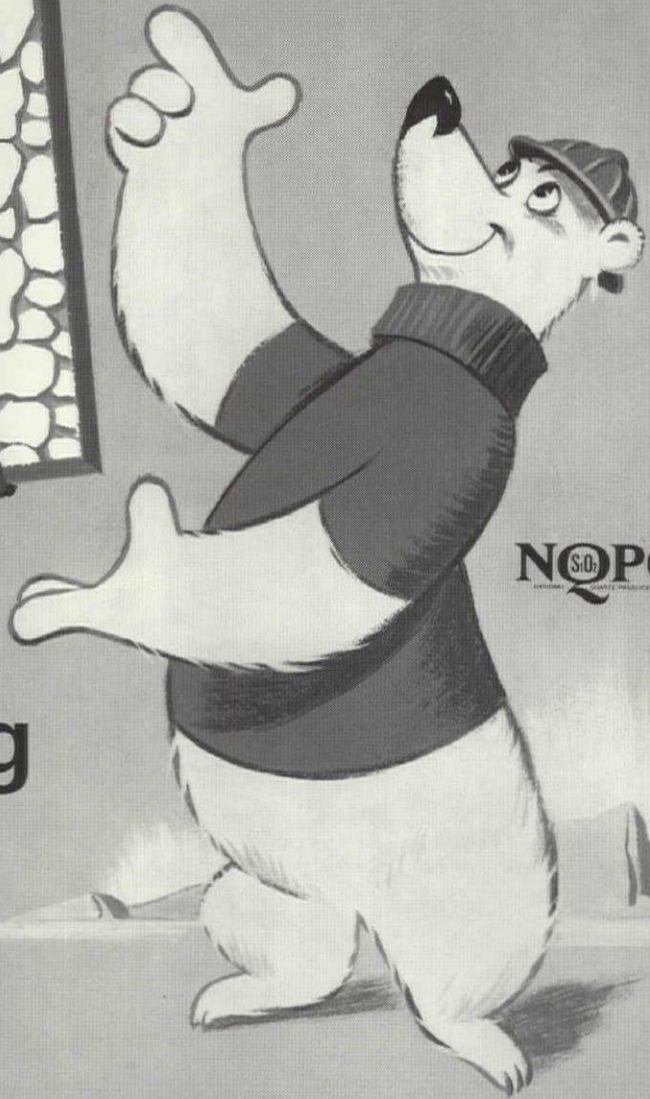
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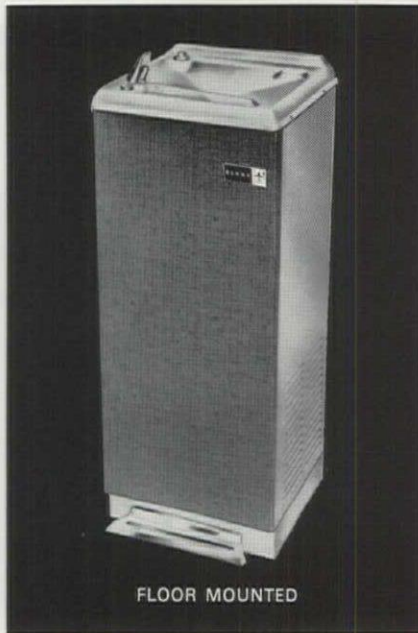
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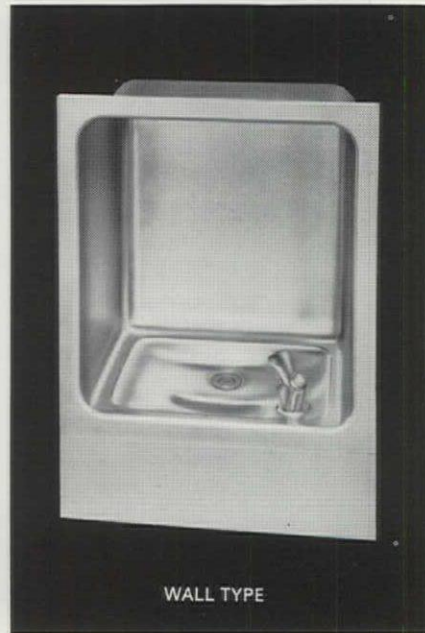
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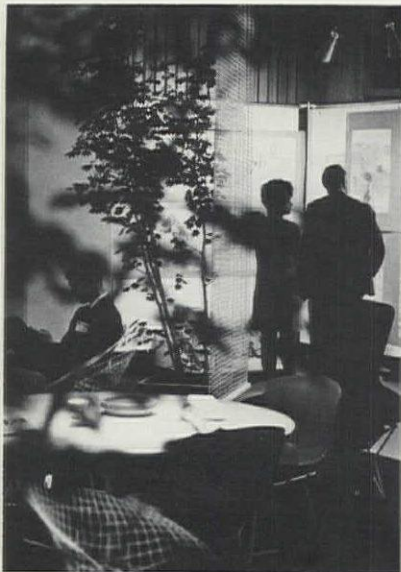
Cover: Salishan on the Oregon coast. Art Hupy photo

Asides

Next Month: The 1968 Craftsman-ship Medalist calls himself "a weaver and a fabric designer trained in architectural disciplines." But Jack Lenor. Larsen is much more than that as indicated by his "Swatches of Thought," not only on fabrics but also on light, color and the personalization of spaces. What he has to say has relevance for architects and particularly for those with a special interest in interiors.

Also in October: A California architect describes her love affair with Mexico, host for the Olympic Games next month; an AIA JOURNAL editor analyzes the cost control techniques of a New Jersey architectural firm in a Practice Profile; a qualified instructor in the OCD nuclear defense design program presents the first of three articles on radiation shielding; and a veteran newspaperman takes a good hard look at real estate pages in the Architectural Criticism series.

Convention Postscripts: With a registration totaling 3,431, the Portland gathering was the fourth largest in the Institute's 100 conventions. The top three: Washington, D.C., 1957 (3,508) and '65 (3,689); and New York City, '67 (5,120). But for many 1968 participants, the outstanding feature was the exhibit area, with



its informal, gardenlike atmosphere (see cut) and imaginative graphics.

In lieu of a honorarium, a check for \$2,500 was given in Lady Bird's name to the Community Design Center of San Francisco. The money will be applied toward the construction of the center's first mobile playground. *Continued on page 122*

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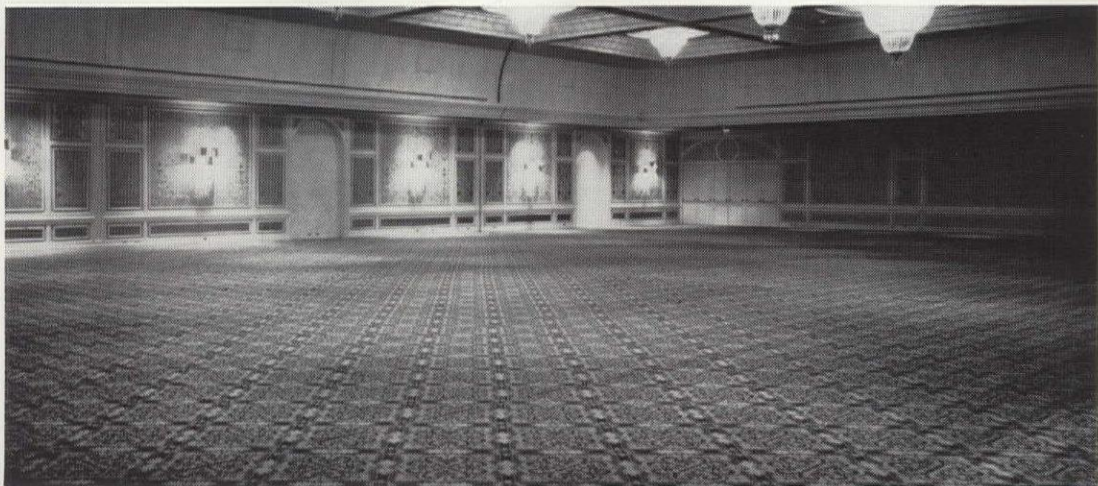
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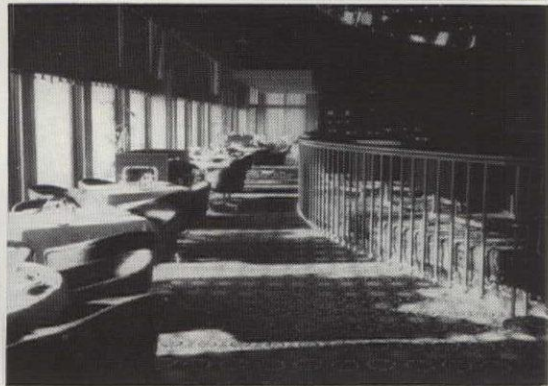


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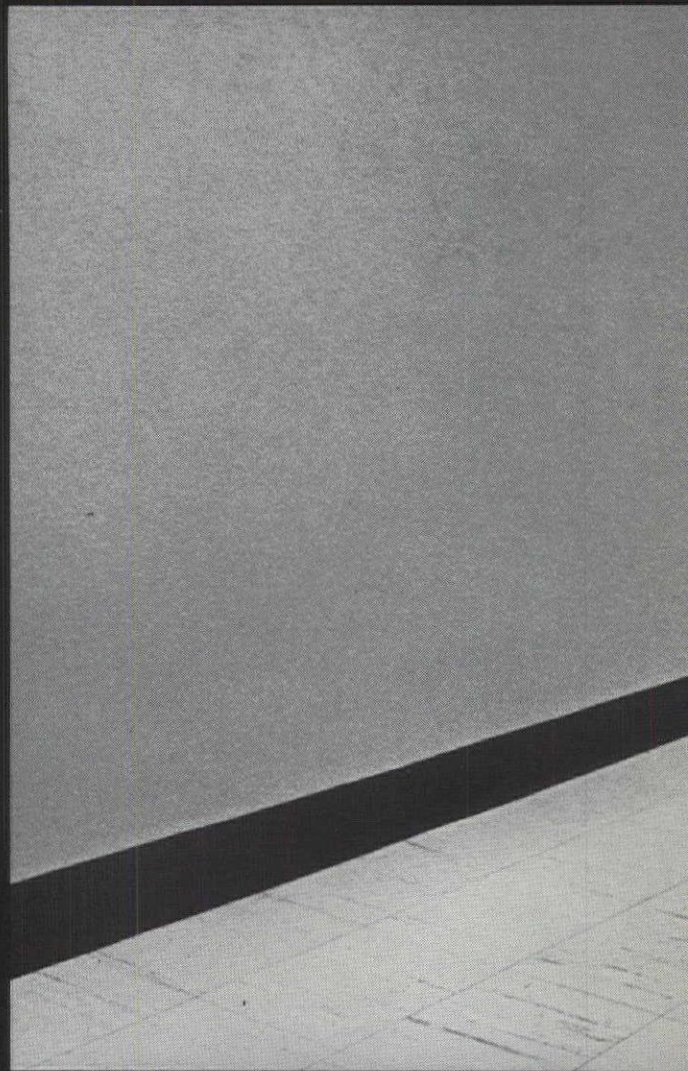
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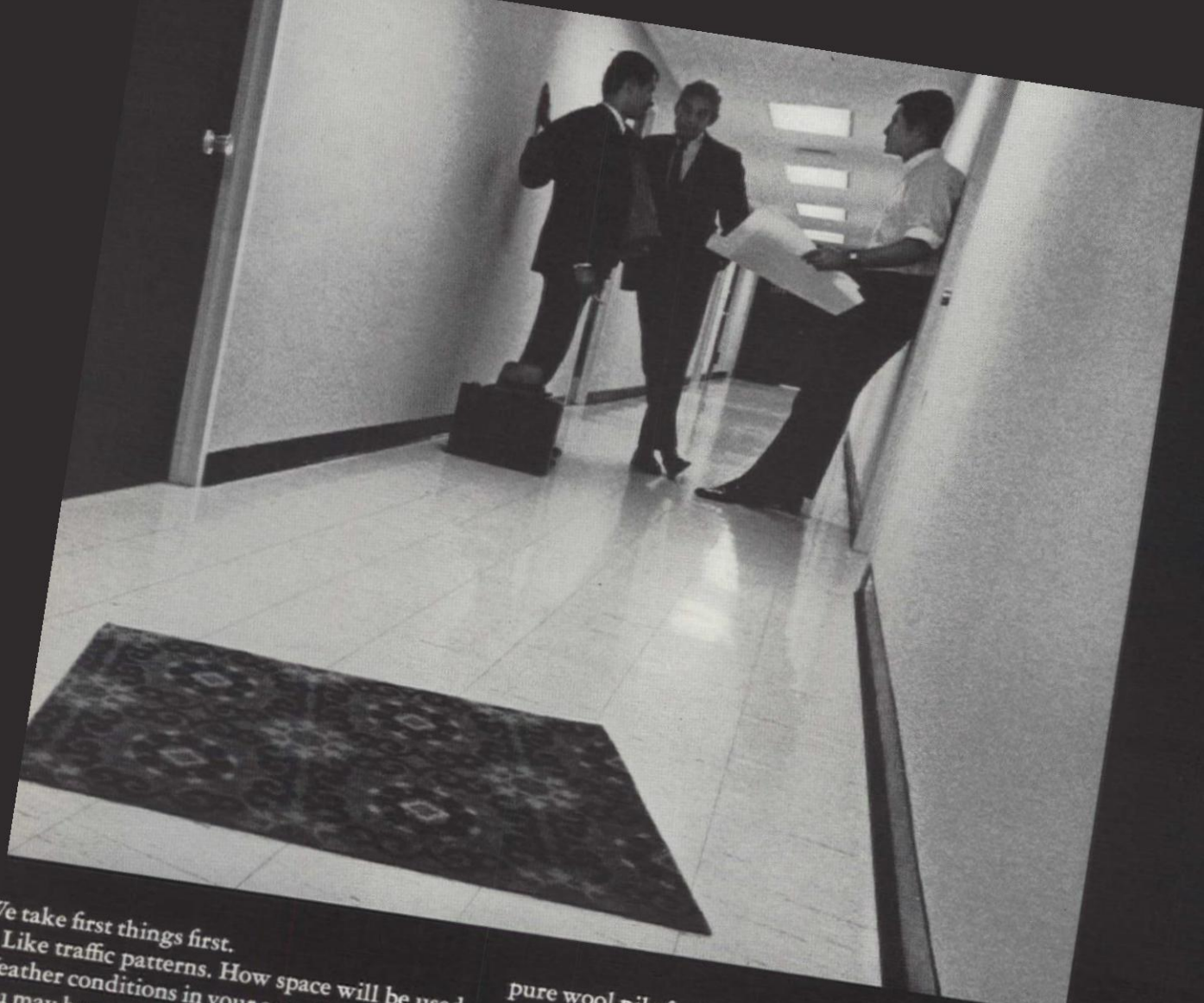
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Newslines

Liability Insurance Rates Go up; Study Underway; Board Backs Cerny Efforts

Rates for professional liability insurance have been jacked up sharply. Running around 50 percent, the increases are being put into effect as policies come up for renewal.

The Insurance Committees of the AIA and the National Society of Professional Engineers were left with "no alternative but to accede" to the increase after being told of its underlying reasons.

This was reported last month in an AIA Committee on Insurance memorandum alerting the Institute's Board of Directors to what was described as a "serious problem."

Dominating the picture are statements of the insurer, the Continental Casualty Co., that it has lost \$9 million in 11 years of participation in the program and that the trend in these losses continues upward.

The half-again rate hike will be in effect for several months. What happens after that will depend largely on the outcome of a study to see what changes might be made in the program "so that the insurer can and will stay in this field," said the memorandum to the board.

Actuary Is Employed: Continental, the AIA and NSPE Insurance Committees and the Schinnerer Co., broker-administrator for the program, will conduct the study. Additionally, the AIA and NSPE have jointly engaged an actuary to examine records and insurance projections. Both Continental and Schinnerer agreed to this to avoid "any cloud of suspicion about the program," the memorandum said.

The study is expected to be completed early next year with Schinnerer and Continental, in the meantime, rating renewals and new policies on a basis aimed at yielding about 50 percent more in premiums.

Most new applicants will be accepted but a few, as is customary, will be turned down, the memorandum said, adding that a review of Schinnerer screening practices found that the company has been "completely fair." After 11 years, rejections number fewer than 50.

Erosion of Responsibility: While actuarial reasons for the increase are varied, one is sure to be with a

construction industry in which areas of responsibility are under erosion, a condition that Robert G. Cerny, FAIA, is striving to have corrected.

The Minneapolis architect, who also happens to be a corresponding member of the AIA Insurance Committee, proposes the establishment of a Construction Industry Foundation which would join all segments of the industry in a long-term study of liabilities and inequities.

The AIA board in its post-convention meeting "heartily" endorsed Cerny's efforts and authorized him to indicate the board's approval in soliciting funds. It also authorized the appointment of a task force to work with Cerny.

Money No Problem: The study would require not only time but considerable funding. Cerny, however, sees no problem on the latter score. "Everybody seems to agree that we can pick up a lot of money from those people who are desperately involved," he said.

The problem at the moment is seed money, or more particularly, getting it—and finding the time to get it—from architects, for Cerny wants architects to have control of the project, to not be "standing outside looking in."

He has already spoken to groups of architects in Minneapolis (who pledged \$7,000) and in St. Louis (they pledged \$6,000) and has scheduled talks with architects in Los Angeles and elsewhere. His aim is to employ someone to help get the foundation going.

The paramount problem, Cerny said, is "getting the time to get it set up."

Seminar on Merger Trend Touches off Debate; CEC And Metcalf & Eddy Part

In the past year alone, 27 member firms of the Consulting Engineers Council were involved in mergers, some of which, said CEC President John Reutter, "raise serious questions regarding eligibility for continued CEC membership."

Many of the mergers were consolidations of existing engineering firms, but some involved purchase by holding companies or industrial affiliates.

Reutter made the comment at a Chicago conference called "Trend Toward Merger?" which attracted

some 200 architects and engineers who, according to CEC, continued to wrestle with the issue two hours after the conference closed as they awaited departure from O'Hare International Airport for such distant points as Alaska and Puerto Rico.

Among those taking part in the session was Andrew C. Paton, senior vice president of the 500-employee, Boston-based civil engineering firm of Metcalf & Eddy. The firm recently separated from both CEC and the American Institute of Consulting Engineers.

Prompting the resignations, CEC said, was a desire to avoid any embarrassment over the firm's becoming a wholly owned subsidiary of the Bangor-Punta Corp.

Reasons for the Wedding: "We gained," said Paton in explaining the firm's association with a holding company, "adequate financing for any undertaking, including possible acquisition of engineering firms in areas in which we are not now represented. We also gained establishment of estate values for each of the 10 former owners who are now along in years, and we are assured of continuation of the firm and the employment of its large staff."

Concern was expressed that benefits, such as adequate working capital, might require merged firms to specify products and services of fellow subsidiaries.

Said C. A. Ferguson, a vice president of Rust Engineering Co., recent addition to Litton Industries: "We lost neither our decision-making power nor our initiative. In fact, we now have more, because details of financing, real estate and legal matters are handled by Litton rather than Rust."

Wake up to Mergers! Charles T. Blair, of Daniel, Mann, Johnson & Mendenhall, urged CEC to "wake up to the growing trend toward merger." Chairman of a California committee on CEC membership, Blair said his state favors revision of membership requirements to permit affiliation by merged firms when professional freedom has been protected and possible conflicts-of-interest avoided.

But Donald Ostrower, president of CEC's New York City chapter, sparked a burst of applause when he advised conferees to seek means other than selling out to gain the advantages and benefits of merger.

Continued on page 14

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Neither CEC nor the overflow seminar sought to take a position on the subject.

Reutter invited expressions of opinion from members on possible relaxation of membership rules.

City Campus Should Both Mirror and Contribute to Community, Report Says

Urban colleges and universities ought to discard the idea they can maintain bucolic islands of academe and instead plan campuses that reflect their environment.

But beyond that, these institutions "must make a physical commitment to their cities, a commitment that may produce an intermingling of campus and city."

These are recommendations of *Campus in the City*, a report issued last month by the Educational Facilities Laboratories. The report suggests that city colleges directly tackle such problems as health, employment, pollution and housing.

It discerns trends toward high-rise campuses, the use of air rights, conversion of existing commercial

and industrial buildings, the creation of underground space and joint occupancy. The report notes developments such as:

- Tunnels for traffic—at least two institutions have buried major streets, gaining open space.
- Megastructures—a handful of institutions are erecting such buildings to house their entire operation.
- Mega-campuses — increasingly, urban educational and cultural institutions are being planned not as individual campuses but as multi-institutional complexes.

Direct Involvement Stressed: But the report's main emphasis is on the trend toward the direct involvement of urban colleges and universities in their cities.

It traces origins of the trend to Chicago in the mid-1930s when the Illinois Institute of Technology undertook the first university-sponsored urban renewal program.

Other programs followed over the years but were primarily defensive in nature, aimed at the stabilization of university neighborhoods, the report notes. Recently, however, a number of universities, Chicago among them, have made a deeper physical commitment to their cities.

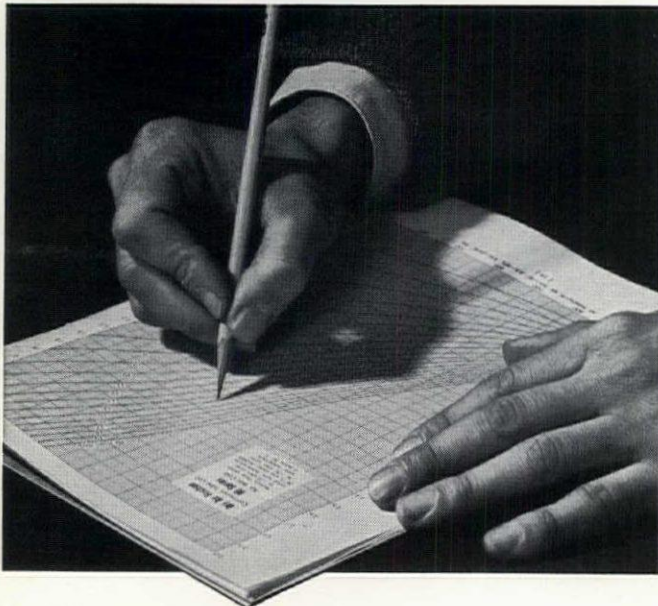
The report is the latest of a series on problems and trends in educational facilities planning published by EFL, a nonprofit organization established in 1958 by the Ford Foundation to help schools and colleges with physical problems.

Four Good Examples: The report cites four notable cases of town-gown intertwining:

- The building of a proposed college in Brooklyn's Bedford-Stuyvesant section into renovated housing and commercial buildings, weaving it through the community to provide campus-community links.
- Taking planning responsibility for its surroundings to a half-mile from the campus perimeter, as has Macalester College, St. Paul.
- The "extended perimeter" approach under study at Cleveland State University, calling for the extension of institutional "fingers" into the community.
- Perhaps the most dramatic, a plan under study by the trustees of Detroit Institute of Technology through which DIT would adopt 100 square blocks of central Detroit and become the prime mover in the development of a viable community in the heart of the city.

Continued on page 16

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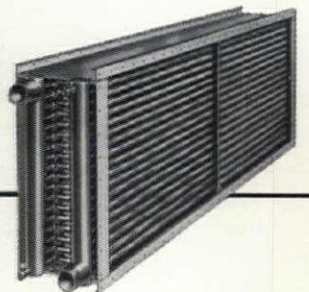
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Education: Year to Mold At Buffalo; German Made Cornell Department Head

A number of schools of architecture opening their doors this month for the 1968-69 academic year will be doing so under new regimes.

New in itself is the School of Architecture and Environmental Design at the State University of New York at Buffalo, which is not expected to have students enrolled until next academic year. For this year, the school's program will be molded by, among others . . .

John P. Eberhard, former director of the Institute for Applied Technology at the National Bureau of Standards, its first dean.

The school will be based in three of the academic faculties at the Martin Meyerson-led university—arts and letters, engineering and applied sciences, and social sciences and administration.

"It won't," Eberhard said, "be a conventional school of architecture which trains the architect simply as an artist. Environmental design is more than artistic license; it should be the infusion of our technological processes with a sense of man's individual and social needs, so that the resultant products (from buildings to cities) reflect their users' lifestyles and aspirations."

O. M. Ungers will switch from the Technical University of Berlin to Cornell University's College of Architecture, Art and Planning where he has been named department of architecture chairman.

Dr. Walter H. Walters has been named acting dean of the College of Arts and Architecture, Pennsylvania State University. Walters, who joined the Penn State faculty in 1950, succeeds . . .

Dr. Jules Heller who is now dean of the faculty of fine arts at York University in Toronto.

Robert C. Weaver, who in January leaves his post as Secretary of Housing and Urban Development to become president of the new Bernard M. Baruch College of City University in New York, says he wants Baruch to become "the prototype of the urban university as an idea-generation and action-implementation center" for meeting urban problems.

Howard Sayre Weaver has stepped up from acting dean to dean of Yale University's School of Art and Architecture.

George Anselevicius is another
Continued on page 26

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who has been named dean, after serving as acting dean—of the School of Architecture at Washington University, St. Louis. Lithuanian-born, a graduate of England's Leeds School of Architecture and a partner in the firm of Anselevicius & Rupe, he succeeds . . .

Joseph R. Passonneau, FAIA, who resigned to direct the design of the Crosstown Expressway in Chicago and who is on leave of absence from the university as a professor.

Robert C. Metcalf, AIA, is chairman of the department of architecture at the University of Michigan. Metcalf, with the university since 1955, succeeds . . .

Jacques C. Brownson, AIA, who resigned to return to architectural practice in Chicago.

Aluminum Group Adopts Safety Glass Standard

All sliding glass doors made by members of the Architectural Aluminum Manufacturers' Association

will contain safety glass "beginning in 1969," according to the AAMA.

Every year more than 100,000 injuries are attributed to the absence of safety glass in sliding doors, says Dr. Richard E. Marland, chief of the US Public Health Service's Injury Control Program. He said 35,000 of the casualties involve children.

AAMA President George R. Stoltz said the organization, whose members account for nearly 80 percent of all aluminum sliding glass doors manufactured, has been working toward safety requirements since 1959.

"During this nine-year period many alternatives were considered, including the use of muntin-bar with annealed glass. However," Stoltz continued, "evidence presented by both the National Safety Council and the Public Health Service provided documentation that the muntin-bar alternative would not solve the accident and injury problem. As a result, AAMA has adopted what it feels to be the minimum safety requirements."

New, high-strength tempered safety glass seldom breaks, an AAMA spokesman said. If the impact is severe enough to cause breakage the glass crumbles into small pieces.

Kassabaum Sets up Unit To Meet Young's Challenge

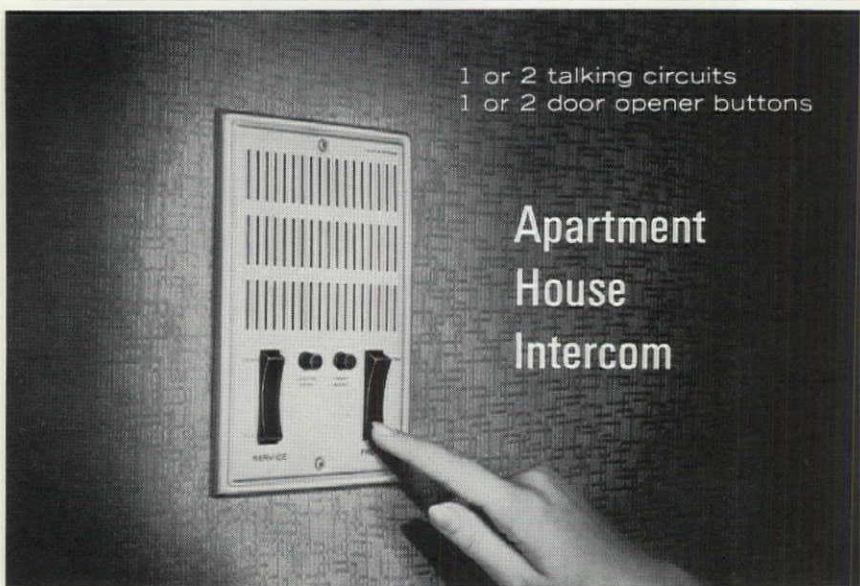
As pledged in Portland, Institute President George E. Kassabaum, FAIA, has assembled a task force to "implement the challenging suggestions" of convention exhorter Whitney M. Young Jr.

The interracial group has already met with Kassabaum. Members are Leon Bridges, Seattle; Jeh V. Johnson, Wappinger Fall, N. Y.; Robert J. Nash, Washington, D. C.; Dewey A. Somdal, FAIA, Shreveport, La.; and Alan Y. Taniguchi, Austin, Tex.

In the main, the first session was addressed to the questions of how to provide greater opportunities in architecture for Negroes and members of other minorities, and how to provide ghettos with architectural services.

Numerous suggestions were made, and Kassabaum asked that these be reviewed and any new proposals be prepared preparatory to a fall meeting in which the task force will consider the implementation of what Kassabaum called "specific, positive programs" for both chapters and individual AIA members.

Continued on page 30



1 or 2 talking circuits
1 or 2 door opener buttons

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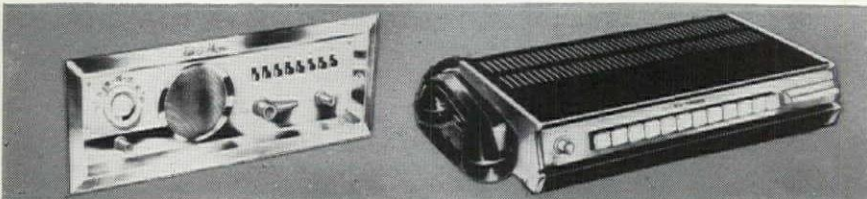
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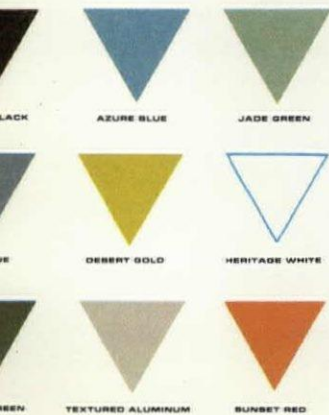
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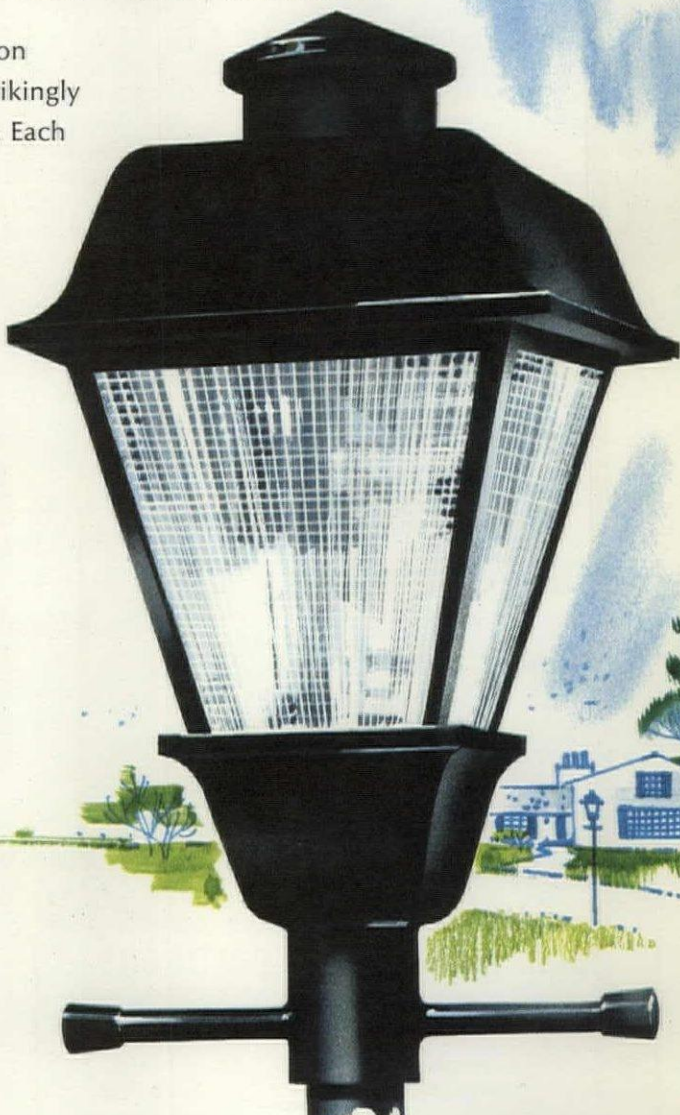
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CANONSBURG, PA. 15317

Year-old 'Surplus' Scheme Yields Sixth Housing Site

Planned new settlements using federal surplus land have been cropping up at a rate of about one every two months.

New Bedford, Mass., is the sixth city to take part in President Johnson's year-old program for converting military and other surplus federal properties into residential areas.

Atlanta was first to break ground under the program (May 30) on a former prison site in the city's Thomasville section. The land was released by the Department of Justice.

Other new community projects are in Washington, D. C.; San Antonio, Tex.; Louisville, Ky.; and Clinton Township, Mich.

The New Bedford site is a former Army installation known as Fort Rodman and was, until a few months ago, used as a Job Corps Center by the Office of Economic Opportunity.

Preliminary plans entail the combining of the federal land with

city holdings at the nearby Poor Farm, producing a total of 100 acres. Twelve hundred dwelling units of various kinds, from luxury apartments to public housing, are planned.

Money for the Ill Cities: Astronomical, Attitudinal

How much money is needed to cure the ills of American cities is a bulky question. It seems to stagger a lot of state governors, among others.

Take \$1 billion. Even Robert C. Weaver, Secretary of the Department of Housing and Urban Development and a man used to big figures, grants that this is "an exciting and encouraging sum."

But it buys only 100,000 houses, he told a conference of insurance executives, while the need is for millions of housing units. The life insurance companies have pledged to pump \$1 billion into inner-city housing.

Then there was the statement of Urban Coalition Chairman John W. Gardner before the 60th annual National Governors' Conference:

"Everyone who has seriously and honestly reviewed the problems of the cities has reached the same conclusion. To do the job that urgently needs doing is going to cost more money—a great deal more . . . we will have to raise new taxes. We will have to design new programs."

But Gardner encountered heavy gubernatorial flak. Missouri's Warren Hearnes said there are jobs available in his state along with "people who won't get on a bus and go five miles to work."

Delaware's Charles L. Terry Jr. said his state's unrest "stems from the hard-core unemployed who won't work."

Michigan's George Romney said Gardner "had the priorities wrong" in laying so much emphasis on money and that the most successful efforts in the ghettos were "self-help projects," while California's Ronald Reagan presented "the carrot and the stick" theory.

Vermont's Philip Hoff branded his peers guilty of "the greatest oversimplification I've heard in a long time." Money, he said, "is only a symbol. What is really needed is a change of attitudes on our part."

Continued on page 32

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DRINKING FOUNTAINS

Ghettos Weigh on Mind; Ghettos Mine to Weigh

There is *no* question that the "sick cities must be saved, not only because of social responsibilities to those existing in ghettos, but because these cities represent an economic necessity to business. Markets today deteriorate in slums and thrive in healthy areas."

This was part of the message brought to last month's National Builders' Hardware Association Show in San Francisco by W. Wilfred Groves, general manager of the USA lock and hardware operations of Eaton Yale & Towne.

By the century's end, the ghettos will need at least 10 million dwelling units, Groves said, adding:

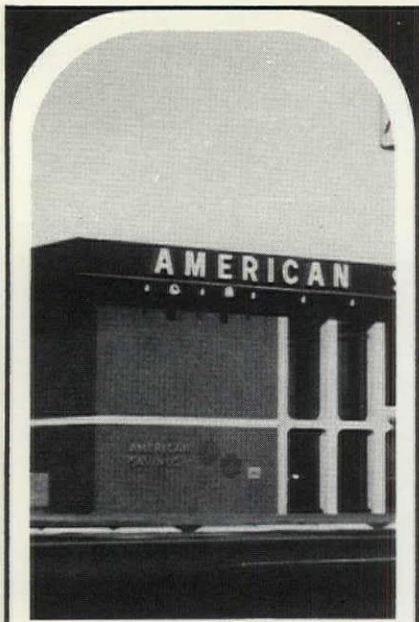
"Construction of new educational and science buildings as well as schools, churches, hospitals, health treatment centers and other institutional facilities will accompany this construction increase.

"All of this is going to create at least \$250 billion in today's dollars in new business for developers, contractors and building product manufacturers."

Necrology

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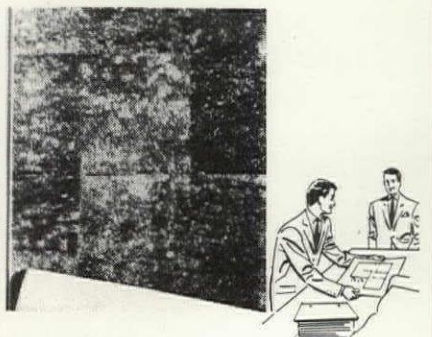
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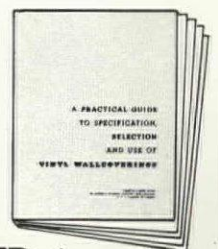
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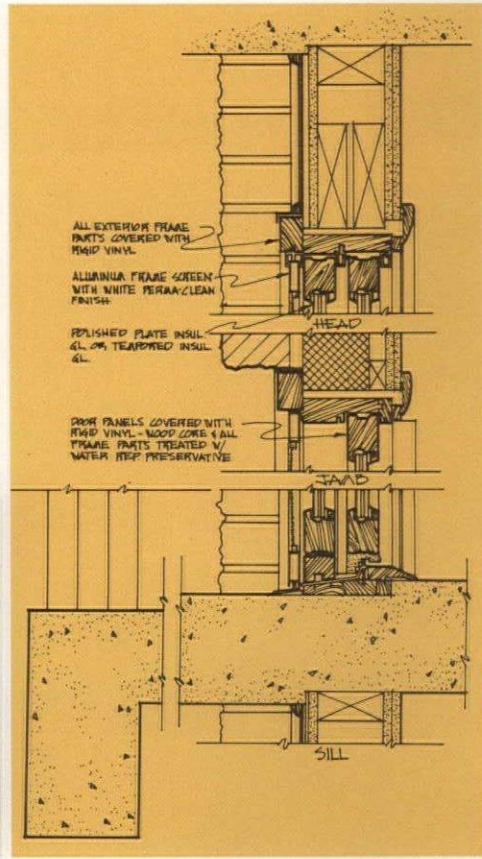
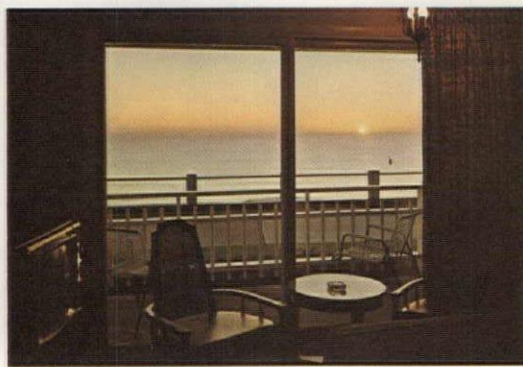
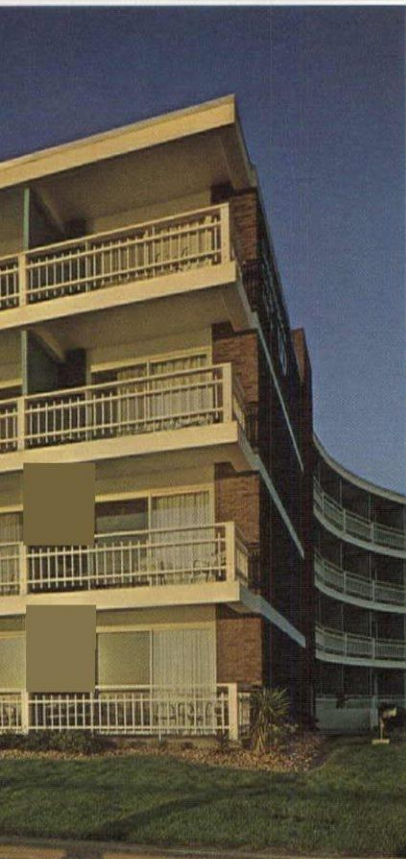
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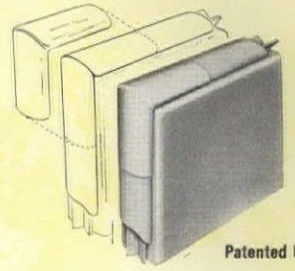
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UNFINISHED BUSINESS

BY WILLIAM H. SCHEICK, FAIA
Executive Director

AIA and the Challenges of Change

For more than 10 years, all of the talk about what the AIA must do has been predicated upon the conviction that the name of the game is change for our profession.

When the 1968 convention voted approval for the dues increase, it was giving the board a mandate to expand activities designed to keep the profession in step with change and to initiate new activities for this purpose.

Predictions on the future made 10 years ago were wrong in one respect. What was supposed to happen 20 or 30 years ahead of that time is happening now. The future is arriving ahead of schedule. The nature of the forces of change are also clearer. Here is my interpretation of the most significant changes affecting the building process and ourselves as key performers in it:

1. The magnitude of the building job to be done. After years of building boom, there is more to be done than ever. The insatiable needs are translatable into insatiable markets which attract all sorts of newcomers who want a piece of the action. Some are getting into design, construction and management.

2. The complexity of the building job to be done. It is not a matter of building buildings. It is a matter of building and rebuilding cities. The plight of our cities *exclusive of their social problems* represents complexities for the building process which tax our ingenuity in planning, design, technology and economics, and in the integration of the total process.

3. The newly recognized dimension of social crisis in our cities which complicates the job still further. We simply cannot ignore the environmental needs of the lower-income and underprivileged segments of our society. So we must add to the complexity these new social and political problems. Architects must become *involved* with them whether they like it or not.

4. The necessity for total teamwork in meeting the environmental needs of our society. The fragmented building industry is already aware of the inherent weaknesses of its own fragmentation. The leadership of the teamwork is up for grabs.

5. The necessity for innovation in a time when science has undertaken problems like getting to the moon with the advantage of no interference from obsolete experience. Everything, it seems, could be translated into a "systems" approach, including the rebuilding of a city—though this is vastly more complicated than reaching the moon. Such a solution to urban problems implies innovation in design, technology, politics, sociology and management. No large-scale systems approach is possible without super management.

6. The increasing significance of the role of government. Urban affairs involve government at all levels, even without introducing the problems related to underprivileged people. The financial sector of the building industry has been involved for years with federal legislation regulating the flow of mortgage money. Highways and schools are built for governments. So is mass transportation. Health facilities and colleges are tied to government aid. Your city will not adopt a comprehensive plan or undertake renewal without action through government bodies. In a completely different sense, governments are the owners who need public facilities of all kinds, and thereby function as clients or customers of the building industry. The attitudes of federal agencies as "clients" is transmitted to state and local agencies.

These six overriding characteristics of change are having a profound effect upon the building industry and the architectural profession. Actually, of course, the overall force for change is urbanization. Everything else derives from that.

The AIA reads into all of this a requirement for new concepts of the architectural profession. We started doing things about it several years ago and are planning to increase our efforts to create a new kind of profession.

We made a sweeping research study of architectural education. As we implement a revolution in education, we expect to produce a new generation of architects with greater and more varied capabilities in the total creative process.

We are examining every aspect of architectural practice as a business and as a productive operation. We will adapt computerized processes to take our practice out of the category of a handcraft.

We are moving to increase this generation of architects' capabilities in urban affairs.

We are arousing the profession's realization of its role in public affairs and its communications with legislators and government. We are moving to translate this awareness into action programs.

We see the public's new-found awareness of its urban needs, of the values of order and beauty, as a tidal wave of favorable opinion. We can catch and ride this wave like a surfer with our public relations programs, as much for the benefit of the public as ourselves, if we thereby lead them to want better communities.

We are adapting our activities into integrated programs related one to the other as the creative process itself must be integrated.

We have one pioneer committee engaging in research on the future of the building industry and the societal changes affecting it. We have one task force examining our ethical code—the Standards of Professional Practice—for their specific relevance to forces for change. Another, for the first time, is examining our concerns for the problems of minority groups.

These are only the highlights. All are indicators of a viable, dynamic professional society. □



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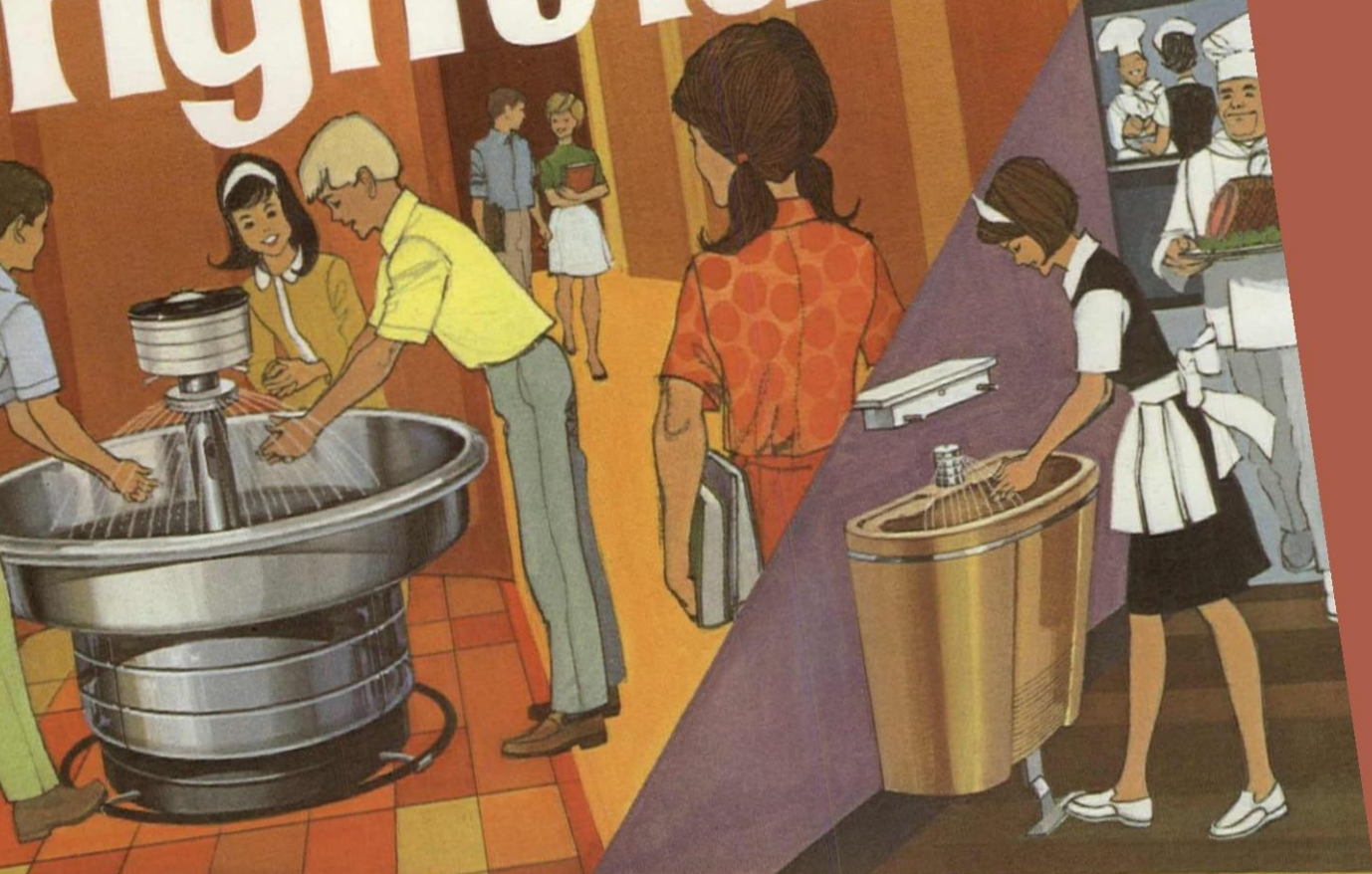
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"Man is more important than architecture and nature," the adopted resolution began. "The real urban crisis we suffer today is truly not a crisis of the cities but rather a crisis in the hearts of men," it continued, echoing the words of keynoter Whitney M. Young Jr. The resolution went on: "Our total culture and its full environment, however sophisticated and esthetically appropriate, becomes a mockery if it is not gracefully shared and equally enjoyed by all men and all races." Finally, it resolved to "applaud and endorse the general spirit and recommendations" which Young, the executive director of the Urban League, had made in his opening address, taking to task the profession for its apathy, generally, in the field of civil rights.



Thus the die was cast at the 100th convention of The American Institute of Architects which drew a total of 3,431 registrants (1,105 corporate members) to Portland, Oregon, June 23-27, with 650 persons going on to Honolulu for the June 28-29 sessions.

It was a convention that made front-page headlines and live television coverage in the Northwest with the arrival of the First Lady who urged the architects of America to become "thoughtful political activists" and work for a "new conservation" that is concerned with the total human and community environment.

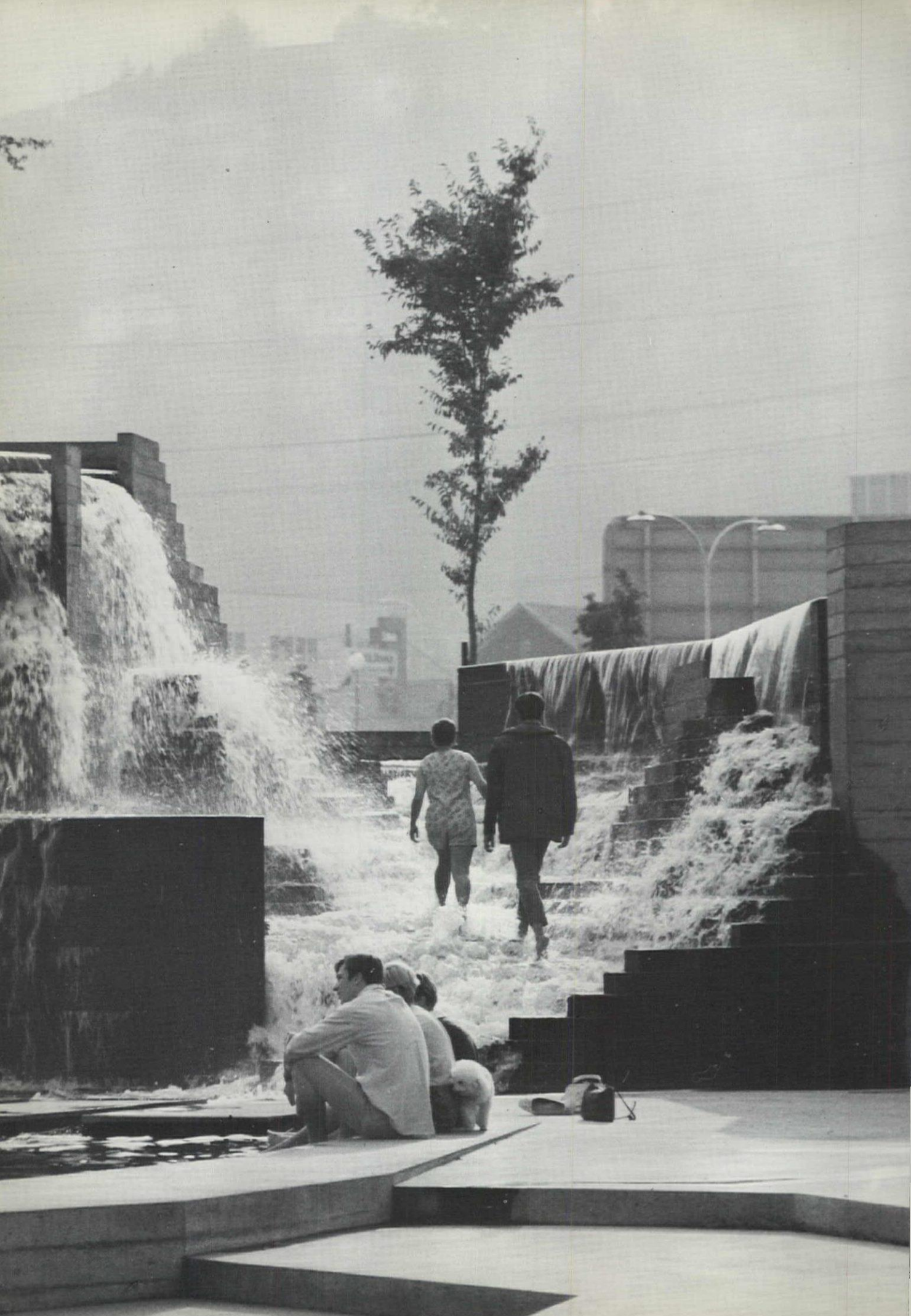


Economist Barbara Ward warned her Purves Memorial Lecture audience that continued unplanned and chaotic growth of cities may bring "violence, revolt and collapse" to our civilization, and said the application of a systems approach to urban problems is "the only adequate intellectual response to the challenge of the urban revolution."

Yet, despite the seriousness of the major speeches and of professional issues as presented in a series of workshops, to be reported later, it was a convention characterized by the informality of both host cities.



President Robert L. Durham, FAIA, who had the pleasure of ending his term of office in his own region, said with understandable pride: "You have come to an area rich in the heritage of nature where the opportunities for quality in architectural design have been keenly enjoyed and where the idea of man as an individual has long been nurtured." And if any one thing became a convention symbol, it was the Lawrence Halprin-designed fountain (next page) in the Portland Center which says a lot about "Man/Architecture/Nature." ROBERT E. KOEHLER



An Environment for Architecture

Excerpts from the welcoming remarks by the Governor of Oregon

BY TOM McCALL

It is appropriate that you have selected man and nature as the framework for an in-depth exploration of your profession. In Oregon we give top priority to programs dealing with our people and our natural resources.

Here we have combined progressive public and private programs nourishing a full life with a high-quality natural environment of lakes, woods, ocean, beaches, mountains and valleys.

In short, I hope the human and natural environment you find here will be a catalyst for penetrating discussions about man and nature to which the field of architecture must address itself. Your goal is the perpetuation of a viable profession which can help solve our nation's problems during the last third of this 20th century.

In our cities we come face to face with some basic conflicts between man and nature. Somehow, we must find in our communities a more sensitive integration of people and environment.

The earth can be likened to a spaceship on which man must carry all his needs and live with all his waste products. It is within this closed-system context of our predicament that we must consider our environmental crisis.

You need to be concerned, too, about the subtle relationships between man and nature.

What bearing does endless asphalt and appalling blight have upon the economic decline of our central cities?

Can monotonous housing subdivisions produce vital, creative people; or will they turn out a dull, regimented society?

What relationships might there be between materialistic displays of wealth in our public buildings and the despair of our jobless citizens?

Does our environment breed violence?

You might ponder the trend that sees our suburbs and rural areas filling up with former city dwellers. What are they seeking that can't be found in the city?

Those who don't own a second home in the country or a home in the suburbs today depend upon the parks, the forests and the beaches for a brief interlude away from the oppressive urban environment where they live.

You as responsible professionals in the design fields must help us bring the best of nature back into our cities through spacious and generous landscaping and through a more satisfactory separation of automobiles from people.

You must develop innovative means for bringing fresh air, greenery and variety into our daily

lives. And when we do build in the country, let us for nature's sake and man's leave our cities' scope behind.

Architects are frequently termed the master builders. But no longer can this description apply to brick and mortar alone. No longer can the fruits of your labor be looked upon as pieces of art hung in the museums of our cities.

You must not permit your structures to become hollow containers for mindless people. They must be designed so that people can work, play, live and love in a manner which reflects the dignity and esteem of individual human beings.

It will do little good to construct fine buildings today, only to see them burn tomorrow. It is a futile effort to force upon future generations the need to renovate the suburban and urban slums that are being built for them today.

Your profession must therefore seek closer alliances with others: the sociologists, the psychologists, the economists and political scientists as well as the engineers and planners.

The program of this conference reflects your awareness of this need. Particularly is it important to bring in governing officials because of their vast impact on the quality of environment—and none is a greater champion of nature's virtues than Lady Bird Johnson.

The time has past when architects can afford the luxury of just designing buildings. You must actively concern yourselves with the mechanics of social change and the chemistry of community building.

The opportunity for you, then, is great. Your profession has the potential for so very much more than creating shapes out of steel, wood and concrete; so much more than shelter for a family, a place for business to operate or for public officials to work. Your field of endeavor can extend itself into helping to create a healthy, social environment for this rat-race society.

I suggest that it is your civic and professional responsibility to become a vigorous participant in providing solutions to what many call our urban crisis. Your decisions and actions as America moves into the '70s will help determine the quality of life in the United States to the year 2000 and beyond.

William Hazlett wrote: "Man is the only animal which laughs and weeps because he is the only creature who is aware of what things are and what they ought to be."

May the figurative "weeping and laughing" of this conference lessen the gap between what our society is and what it must become—or perish. □

Man and His Social Conscience

The keynote address by the executive director of the Urban League

BY WHITNEY M. YOUNG JR.

Not so long ago a group of miners suddenly found themselves after an avalanche entombed unto their death in one of the diamond mines of South Africa, starving for food and thirsting for water and the need of spiritual comfort. Diamonds were worthless, and they slowly met their death.

So it is increasingly in our society today. We are skilled in the art of making war; we are unskilled in the art of making peace. We are proficient in the art of killing, particularly the good people; bad people are in no danger in this country. We are ignorant in the art of living. We probe and grasp the mysteries of atomic fission and unique and ingenious ways to handle brick and mortar and glass, and we most often forget such simple things as the Sermon on the Mount and the golden rule.

Somehow, there must be a place in our scheme of things for those broad human values which transcend our materialistic grasping and our values that are concentrated more around things and people, or else we shall find ourselves entombed in our diamond mine of materialism.

It would be the most naive escapist who today would be unaware that the winds of change, as far as human aspirations are concerned, are fast reaching tornado proportions. Throughout our world society, and particularly in our own country, the disinherited, the disfranchised, the poor, the black are saying in no unmistakable terms that they intend to be in or nobody will be comfortably in.

Our choices are clear-cut: We can either engage in genocide and the systematic extermination of the black poor in this country and poor generally, and here we have an ideal model in Adolf Hitler; or we can engage in more formalized apartheid than we already have, and here we can use as our pattern Ian Smith in South Africa. Or we can decide that the American dream and promise and the Judeo-Christian ethic are more than rhetoric and a collection of nice clichés to be mouthed on Sunday morning and the Fourth of July, and that they are principles to be practiced. Here we can take as our model the Constitution and the Bible.

But the disinherited in our society today, unlike the past, are fully aware of the gap between their standard of living and the large majority of Americans. No longer are they the sharecroppers on farms and in rural areas where they have not the benefit of newspapers and radio. Today, for the most part, the poor live within a stone's throw of the affluent. They witness on their television sets and read in their newspapers and see personally how the other 80 percent of Americans live. The poor no longer assume that their status is God-made. They no longer believe that they are congenitally and innately inferior because of their color or because of a condition of birth. The poor are fully aware today that their conditions are man-made and not God-decreed or constitutionally derived.

The poor today also are quite conscious of how other people have managed to lift themselves out of the mire of injustice and poverty—whether it was the leaders of civil disobedience in the Boston Tea Party or the revolutionists in the American Revolution, or the labor movement or the woman's suffrage movement, or the struggles of the Irish, Italians, Jews and what have you. They know that their techniques today, which sometimes are so glibly discredited, are the same techniques that others have used in other periods of history when they found themselves similarly situated.

The poor today are determined. We ignore that at our peril. It is not a passing phenomenon of the moment. It is not a transitory thing like panty raids or the swallowing of goldfish or crowding in telephone booths. This is a growing trend in our country. And any institution or any individual who feels that he is immune to confrontation or that he somehow will avoid being affected by this is guilty of indulging in smoking of opium.

There is one other factor that tends to accelerate and, if anything, complicate. The poor and disinherited of our society today have found strong allies. The allies are the young people of this country and of the world—young people whom I've had an opportunity to talk with in some 100 universities, colleges and high schools this year, and many in these last few weeks, who

themselves are experiencing a degree of cynicism at best and contempt at worst for adult values, who can document with unerring accuracy the inconsistency in our society, the pervasive gap between what we practice and what we preach, who point at the tragic paradox of a society with a gross national product approaching \$1 trillion and yet would permit 20 percent of its people to live in squalor and in poverty; a society that willingly taxes itself to rebuild western Europe, to rebuild West Germany. There are no slums today in West Germany; the slums are in the Harlems of our community where black people live who have been in this country several centuries, whose blood, sweat and tears have gone to build this country, who gave it 250 years of free labor and another 100 of cheap labor. They are the ones who live in the slums and who are unemployed.

These students point out how a budget of approximately \$140 million was spent last year: less than 20 percent for things that are esthetic and cultural and educational, for health, education and welfare, and almost 70 percent for weapons of destruction or defense against destruction.

No other country has quite this record of disproportionate expenditures. No other country ever dreamed of this great wealth.

We are not at a loss in our society for the know-how. We have the technology. We have the scientific know-how. We have the resources. We are at a loss for the will.

The crisis is not in our cities. The crisis is in our hearts, the kind of human beings we are. And I submit to you that if you are a mother or a father, today you are being challenged either silently by young people or you will be challenged even more violently by them, but you are risking the respect of generations not yet adults and generations yet unborn.

In this situation there are two or three positive aspects and possibilities that are present today that were not present in the past. One is that we today are all aware of the problem. The black person—and I make no apology for singling out the Negro, although I am fully aware that there are poor white people in Appalachia, poor Mexican-Americans, poor Puerto Ricans and Indians—the Negro is a sort of symbol, the only involuntary immigrant in large numbers. I make really no apologies, but the Negro today is at least on the conscience of America. This is not to say that he loves it. Probably it is irritating to most people, a source of great unhappiness, but it is better to be hated than ignored. The Negro has been largely the victim, not of active hate or active concern, but of active indifference and callousness. Less than 10 percent of white Americans wanted to lynch Negroes; less than 10 percent wanted to free them. Our problem has been

the big 80 percent, that big blob of Americans who have been so busy "making it," getting ahead in their companies, getting a little house in the suburbs, lowering their golf scores, vying for admittance to the country club, lying about their kids' I.Q. that they really haven't had time to be concerned.

Our sin, then, is the sin of omission and not of commission, and into that vacuum have rushed the prophets of doom, the violent people, the vicious people who hate, and they have come all too often around the world to be the voice of America. But at least we recognize the existence of a problem. The communication is probably more candid, though more painful than ever before, and this is progress.

Race relations
are no longer
a spectator sport.

And today, for the first time, we have the full attention and concern of the establishment in America, the decision makers, the top people—I'm talking about the Henry Fords and the Tom Watsons and the George Romneys, the truly big people in the field of business and in government and in your field as well. The most enlightened governors, the most enlightened mayors, the most enlightened college presidents, even the religious leaders, are now beginning to decide that race relations are no longer a spectator sport and in their own enlightened self-interest they have to get involved.

This is important. Nothing happens in this country really until the so-called decision makers and the power structure in the country decide that they had better get busy, and that's a very powerful ally.

A final positive thing is that we today are no longer in a quandary as to the extent of the problem and the cause. We've been now the beneficiaries of a report from the Kerner Commission, a group composed of predominantly white, respectable, conservative, responsible people who, the first time they met as a group, set out to identify the conspirators who were causing the disorders and to suggest ways of suppression and control.

But a funny thing happened on the way to the final report. We invited these gentlemen to take a visit to the ghetto—more specifically, to a tene-

ment house. They smilingly, but naively, agreed, and that was the beginning of a significant report. We took these men into a typical tenement house, some 14 floors, and immediately they discovered that as sophisticated as our communications media happen to be, they still are not able to give all the dimensions of the situation—the dimension of smell, for example, of feel, of taste. The minute these men walked into the building, they smelled the stench of urine. And why shouldn't they. Little 2- and 3-year old boys out in my neighborhood, just when they have to go to the bathroom and can't make it into the house, go around to the bushes—sort of an accepted pattern. When you live in the 14-story tenement house with no elevator, little boys can't quite make it and do what little 2- and 3-year old boys do normally.

These men went up the stairs. They made it as far as the seventh floor; they weren't in the best of physical shape. We took them into an apartment, typical, six people living in it, two rooms, four children. They saw the little 1¹/₂-old with a shrunken stomach. All he had to eat that day was a bowl of cornflakes, and it was 2 o'clock in the afternoon.

They talked to the mother whose eyes were bloodshot because she had stayed awake all night trying to keep the rats from biting the children. They saw the rat holes, saw the roaches. Then they talked to the father—alienated, bitter, because he suffered the daily humiliation of not being able to support his children, not playing the role of father, not being able even to buy the kid an ice cream cone.

Repeated experiences like that left no choice except to, as we say, tell it like it is. It upset many Americans, accused of being racists, to be told in no uncertain language that, in fact, there is this gap between how some Americans live.

We are a proud people. We like to kid ourselves into believing that we are good Christians, good human beings; but it isn't true. These men were not starry-eyed liberals, not sentimental do-gooders. These were white conservatives. I've always been told that white people were always right; I assume they're right. Rap Brown didn't write the report. The report was written by these people that you know as well as I do. And you know that when good people want a social audit, you take it just as seriously as a fiscal audit that says you're in arrears and bankrupt, or a health audit that says you have tuberculosis and you wouldn't go out to see a mechanic and try to get him to dispute the claim.

We are a racist nation, and no way in the world could it be otherwise given the history of our country. Being a racist doesn't mean one wants to go out and join a lynch mob or send somebody

off to Africa or engage in crude, vulgar expressions of prejudice. Racism is a basic assumption of superiority on the part of one group over another, and in America it had to happen because as a society we enslaved people for 250 years, and up until 1964 it was written into our laws and enforced by social custom—discrimination against human beings that a man because of the color of his skin couldn't go into a restaurant or hotel or be served in public places.

Now, there's no way in the world, unless we are more a nation of schizophrenics than I think, that we could have this kind of law tolerated and this kind of social custom and still have gone to church on Sunday and mouthed all those platitudes if we didn't honestly believe that some were superior to others. Racism reflects itself in many little ways—little to you, but big to some people.

What I am really talking about here is your role. To realize it as a citizen, it begins in the home. Dear Lord, let there be peace at home, and let it begin with me.

You are not a profession
that has
distinguished itself
in the cause of
civil rights.

A young man stood up in a meeting a couple of weeks ago—a white fellow, an SDS student—and he really blasted the white audience for its prejudice and bigotry and hypocrisy, and then ended up by saying, "So if it means we have to level down with them to achieve equality with all human beings, then white people must do this."

This is a racist statement. I pointed this out. The only reason he could think of leveling down was that he was assuming that superiority relates to acquisition of material things, technology, money and clothes. It's conceivable that it might be a leveling upward, or it might be a bringing together on the one hand qualities of humanness, compassion and style. This society needs a great deal of technology and money and material things. And so we are giving to each other.

If we are going to do anything about changing the individual, let us first admit that it is easier

to have lived in a leper colony and not acquired leprosy than to have lived in America and not acquired prejudice. You don't start changing until you first admit you have it.

Second, you are not a profession that has distinguished itself by your social and civic contributions to the cause of civil rights, and I am sure this does not come to you as any shock. You are most distinguished by your thunderous silence and your complete irrelevance.

You have a nice, normal escape hatch in your historical ethical code or something that says after all, you are the designers and not the builders; your role is to give people what they want.

That's a nice, easy way to cop out. But I have read about architects who had courage, who had a social sensitivity, and I can't help but wonder about an architect who designs some of the public housing that I see in the cities of this country—how he could even compromise his own profession and his own sense of values to have built 35- or 40-story buildings, these vertical slums, and not even put a restroom in the basement and leave enough recreational space for about 10 kids when there must be 5,000 in the building. That architects as a profession wouldn't as a group stand up and say something about this is disturbing to me.

You are employers, you are key people in the planning of our cities today. You share the responsibility for the mess we are in in terms of the white noose around the central city. It didn't just happen. We didn't just suddenly get this situation. It was carefully planned.

I went back recently and looked at ads when they first started building subdivisions in this country: "Easy access to town, good shopping centers, good schools, no Negroes, no Jews allowed"—that was the original statement. Then they decided in New York that that was cutting the market too close, so they said the next day, "No Negroes allowed." And then they got cute when they thought everybody had the message, and they said "restricted, exclusive neighborhood, homogenous neighborhood." Everybody knows what those words mean.

Even the federal government participated, saying that they must be compatible neighborhoods for FHA mortgages, homogenous neighborhoods. The federal government participated in building the nice middle-class housing in the suburbs, putting all the public housing in the central city.

It took a great deal of skill and creativity and imagination to build the kind of situation we have, and it is going to take skill and imagination and creativity to change it. We are going to have to have people as committed to doing the right thing, to "inclusiveness," as we have in the past to exclusiveness.

You are also here as educators. Many of you are in educational institutions. I took the time to call up a young man who just finished at Yale. I said, "What would you say if you were making the speech I'm supposed to make today?" Because he did have some strong observations to make, he said he did want you to become more relevant, he did want you to begin to speak out as a profession, he did want in his own classroom to see more Negroes, he wanted to see more Negro teachers. He wanted while his classwork was going on for you somehow as educators to get involved in the community around you.

When you go to a college town—Champagne-Urbana, for example, where the University of Illinois is about the only major institution—you will see within two or three blocks some of the worse slums in the country. It is amazing how within a stone's throw of the School of Architecture you have absolutely complete indifference—unless you have a federal grant for research, and even then it's to study the problem.

I hope you accept my recommendation for a moratorium on the study of the Negro in this country. He has been dissected and analyzed, horizontally and vertically and diagonally. And if there are any further studies—I'm not anti-intellectual—I hope we'll make them on white people, and that instead of studying the souls of black people we'll be studying the souls of white people; instead of the anatomy of Watts, we'll do an anatomy of Cicero, an anatomy of Bronxville.

What's wrong with the people in these neighborhoods? Why do they want—themselves just one generation removed from welfare or in many cases just one generation within the country, where they have come here sometimes escaping hate and have come here and acquired freedom—why do they want to turn their backs and say in Cicero, "Al Capone can move in, but Ralph Bunche can't?" Why are they so insecure? Why do people want to live in these bland, sterile, anti-septic, gilded ghettos, giving sameness to each, compounding mediocrity in a world that is 75 percent nonwhite, in a world where in 15 minutes you can take a space ship and fly from Kennedy to South Africa? Why would anybody want to let their children grow up in this kind of a situation?

I think this kind of affluent peasant ought to be studied. These are people who have acquired middle-class incomes because of strong labor unions and because they are living in an unprecedented affluent period. But in things esthetic and educational and cultural, they leave a lot to be desired. They wouldn't know the difference between Karl Marx and Groucho Marx.

This is where our problem is. We can move next door to Rockefeller in Tarrytown, but I couldn't move into Bronxville. Any white pimp

or prostitute can move into Bronxville. A Jew could hardly move into Bronxville, incidentally.

As a profession, you ought to be taking stands on these kinds of things. If you don't as architects stand up and endorse Model Cities and appropriations, if you don't speak out for rent supplements or the housing bill calling for a million houses, if you don't speak out for some kind of scholarship program that will enable you to consciously and deliberately seek to bring in minority people who have been discriminated against in many cases, then you will have done a disservice to the memory of John Kennedy, Martin Luther King, Bob Kennedy and, to yourselves.

The decent people
have to
learn to speak up.

You are part of this society. It is not easy. I am not suggesting the easy road, but the time has come when no longer the kooks and crackpots speak for America. The decent people have to learn to speak up, and you shouldn't have to be the victim to feel for other people. I make no pretense that it is easy.

You have riots and shouts of black power. Anybody who looks for an excuse to cop out in this can use it, but I insist that if you believe in equality then we have as much right to have crackpots. There is no reason why white people should have a monopoly. If we have been able to put up all these years with the Ku Klux Klan, with burning and lynching, with the George Lincoln Rockwells, with the citizens' councils, with slaveowners, and still don't generalize about all white people, why should white people generalize about all Negroes on the basis of a few? All Negroes didn't riot in Watts. All Negroes didn't riot in Newark. One out of three in Newark were whites and one out of five in Watts, and that's why Newark had more violence. White people are more experienced.

It's the same business of generalizing—no such thing as a black is a black man, a white is a white man. We have our right to an Adam Clayton Powell if the Irish have the right to a Curley. He would make Adam Clayton Powell the epitome of political morality. Nobody generalizes about the Italians because of the appearance of a disproportionate number in the Mafia. Nobody indicts all of them. Nobody indicts all white men

because a white man killed President Kennedy, Senator Kennedy, or Martin Luther King, or a white man stands in a tower in Texas and kills 14 people, or a white man assaults and kills eight nurses in Chicago. They didn't call him "white." We called him "sick," and that's what he was. With the Negroes, it's "the black man." We fall victims to clichés like "law" and "order." The best example we've ever had of order in this world was that created by Adolf Hitler with his gestapo and his police. He got perfect order. There was no dissent—goose stepping all over the place—and he used that order to bring about the death of 14 million people, 6 million of them in ovens.

There will never be order without justice. And the first prerequisite for order in this society is that there must be justice. The women would still be disorderly in this country if they hadn't gotten the right to vote, and the workers would have torn it apart if they hadn't gotten the Wagner Act, and America would still be fighting England if we had not won the war.

We must have justice. Civil disobedience and lawlessness have been practiced not by black people in this society but by white people who denied the laws of God and the laws of the Constitution.

A Wallace stands up and talks about law: Who was more lawless, engaged in more civil disobedience than that man? Who stands in the doorway of the courts and constantly berates the Supreme Court of the United States? Talk about respect for law and order! We who have been the victims of the most unscrupulous practices by merchants, by landlords, by employers, by public officials, we know something about lawlessness.

When you talk about crime, talk about the syndicate boss who lives downtown; and he's white and responsible for the dope and the prostitution and the numbers racket that causes 60 percent of the crime in the ghetto. Talk about the guy who charges too much interest rate or the guy who makes people pay \$500 for a \$175 television set.

The people who talk about neighborhood schools—Mrs. Hicks, for example—want little segregated neighborhoods. Now, we make the big deal—neighborhood schools and you can go to the same schools and you see these same people bussing their kids to private schools, or 300 miles away to prep schools if they've got the money. They don't really like the neighborhood that well. But it has become the new code word for racism in fact.

Finally, let me dwell on your role as men, because I think this is probably more basic than anything. Sure, you're architects. You're a lot of things—you're Republicans, Democrats and a few John Birchers. You're a good many things,

but you're men and you're fathers. I would hope that somehow you would understand that this issue, more than any other of human rights, today separates the phony from the real, the man from the boy.

Baseball's Rickey solved the problem of attitudes and how long it takes. I disagree with you that it takes a long time to change attitudes. It doesn't take any time to change them overnight. When he brought Jackie Robinson to the Dodgers, there was this ballplayer who said I'm not going to play with that "nigger." He thought Rickey would flap like most employers. I imagine most architects thought he would say that he'd pull away. But he didn't know Rickey very well. Rickey was kind. He said, "Give him three or four days." Well, at the end of a few days, Robinson had five home runs, stolen many bases. This fellow was reassessing his options: He could go back to Alabama and maybe make \$20 a week picking cotton, or stay there with the Dodgers and continue to work. And, now it looked like Jackie would get him into the World Series and a bonus of \$5,000, which he did. The only color he was concerned with was green.

We see it happening in Vietnam. White boys from Mississippi in Vietnam develop more respect and admiration for their black sergeant in one week because they too have made their own assessment and have decided to be liberal white boys from Mississippi instead of dead white bigots. They're interested in survival and the sergeant is skilled in the art of surviving, and they say "Mr. Sergeant"—changed overnight.

Why is it that the best example of American democracy is found in the muck and mire of Vietnam? Why is it that the greatest freedom the black man has is the freedom to die in Vietnam; and as he dies, why do his loved ones, his kids and his wife and his mother have to fight for the right to buy a house where they want to? There is something wrong with that kind of society.

I do want to relate one last story. Mel Batten, who is the chairman of the board of J. C. Penney, about four months ago was having breakfast with his kids, one girl 21 and a boy 23, and they asked what he was going to do that week. He said, "I'm going out with Whitney Young and I have a series of luncheons in some three or four cities. I'm hosting these, and I'm going around talking about expanding employment opportunities for Negro citizens and giving money to the Urban League. (Incidentally, I don't want to miss that plus: You also are distinguished by the fact that I bet we have fewer architects and fewer architectural firms contributing to the national Urban League than any group in the country. That is probably my fault and I apologize—you have not been solicited. Next time it will be your fault.)

But when he told these kids, his boy said, "You're going to do what?" He repeated it to him. And the boy said, "You mean you're not going to maximize the profits of J. C. Penney today! You're not going out this week to undercut Woolworth's; you're not going out to see if you can get something a little cheaper and increase the margin of profits of some product?" And the father answered, "No."

The 21-year-old daughter, without saying a word, ran over and hugged and kissed him with tears in her eyes. He said to me, "I never had as much respect and affection and admiration from my kids that I had in that one moment."

Here is a man who gives his children everything—sports cars, big allowances, clothes, big tuition. That isn't what counts. They take that for granted. Here is a man who suddenly became a man with guts concerned about other human beings. Here is a man who is willing to stand up and be counted. That's what these kids care about.

You talk about communication with these kids; they tell you why you don't communicate. They tell me you are inconsistent. You tell them they shouldn't smoke, drink and pet because everybody else does, that you have your own value systems, stand up for what you believe in, do what you know is right. Then, they say "My mother and my dad never do. They never lift their finger to let a black man in business at the top level, never try to get a Negro into the neighborhood, into the club or church. They just go along."

I submit to you that this is a mistake in your role as a parent and as a human being. If you cannot identify with the kind of thing I described, that the Kerner Commission saw—it happens even today in this country—if you can't as a mother and as a father, you are in worse shape than the victims.

So, what's at stake then is your country, your profession, and you as a decent civilized human being. Anatole France once said, "I prefer the error and enthusiasm to the indifference of wisdom." For a society that has permitted itself the luxury of an excess of callousness and indifference, we can now afford to permit ourselves the luxury of an excess of caring and of concern. It is easier to cool a zealot than it is to warm a corporation.

An ancient Greek scholar was once asked to predict when the Greeks would achieve victory in Athens. He replied, "We shall achieve victory in Athens and justice in Athens when those who are not injured are as indignant as those who are."

And so shall it be with this problem of human rights in this country. □

Man and His Environment

Excerpts from an address by the president of US Plywood-Champion Papers, Inc.

BY GENE C. BREWER

When we read in our newspapers about the problems of lower-income housing in our major cities such as New York, Chicago, Cleveland, Los Angeles or whatever, we find similar problems exist in other countries—and they are the same basic ones that existed in ancient nations whose once proud and great cities have long since decayed and vanished.

With that lesson before us, how did our cities get in their present shape? Perhaps it would be sufficient to say that we went at the job of creating our cities haphazardly: piecemeal. As our cities grew, we added to them by sections, neighborhoods and districts without conscious design or concept, often unrelated to any functional overall purpose. As our horizontal mobility increased with the coming of the automobile and the development of electric power, our cities exploded in every direction.

I believe that the business community, including the design professionals, should play the key role in rebuilding our existing cities and designing and building entirely new ones. For business, in the purest sense, is the dynamic force that gathers resources and knowledge, transforms them into goods and services of negotiable, concrete value and distributes them broadly to our people.

I cannot see how we can hope to reap maximum benefits from rebuilding housing only in the blighted areas unless we do a thorough job in the entire city itself. The decline of adjacent middle-income housing also must be met. This is a potential billion-dollar challenge. Can your imagination provide some practical answers?

A rehabilitation job on the entire city, in all of its staggering ramifications, would bring it back to viable and enjoyable life and allow it to fulfill the promise it once had and must have again.

Several of our nation's largest corporations are becoming active in this field in an interesting way. They have accepted contracts from the Department of Housing and Urban Development to work on experimental housing programs. They are applying the systems engineering techniques, perfected in space exploration, to the problems of our cities.

Another aspect of the problem is land use, and the best land use at that. We in the forest industries have been obliged by economic realities to learn how to use our forestlands at the highest

levels, to make them produce greater volume and higher quality trees and then to replant in growing cycles that can last anywhere from 25 to 75 years or more.

This fact of forest resource responsibility, I regret, sometimes appears to be wholly ignored by extremists who seek, from time to time, to forbid wood harvesting forever. We face daily the struggle to retain enough commercial timberland to fulfill our national wood fiber requirements. Even our friends, the architects, who love wood as a construction and decorative material, have sometimes arrayed themselves against us when huge new parks, wilderness or scenic areas appeared more compelling than the economic viability of our rural society which is so necessary to the industry's continued prosperity.

It is predicted that by the year 2000, land use for homes, schools and factories will be up 200 percent; for reservoirs, 180 percent; and for transportation, 125 percent.

There is a myth abroad that we do not have enough land for these and other purposes. The key here is not the amount of land available; it is how we use the land.

One of the techniques we could perhaps apply would be to make our city core more vertical than horizontal. We cannot house twice as many people by letting our cities sprawl twice as far into the countryside. They are already in their great bulk, too far removed from the center city, with continuing withering away of downtown areas and convenience for employment. This will force us, at long last, to face something we have never yet faced, making high-density living pleasant, whether in existing cities or in cities yet to be built.

And here is where the architectural profession should introduce and insist upon design integrity. This problem cries out for creativity of the highest order.

Secretary of Agriculture Orville Freeman, deeply concerned with urban/rural imbalance, is hopeful that entirely new towns and cities may provide a better answer than we have today. In discussing "cities of tomorrow," his department envisions an American landscape dotted with communities that include a blend of small cities, new towns, and growing villages—each of these a cluster with its own jobs and industries, its own college or university, its own medical center, its own cultural, entertainment and recreational centers, and with an agriculture fully sharing in the national prosperity.

The Secretary asks whether it would not be possible, by creating numbers of these communities, for 300 million Americans to live in less congestion than 200 million live in today? With more than 70 percent of our people concentrated in urban areas, this is worth serious consideration.

There are several conditions that must exist if together we are to solve this monumental problem of building and rebuilding our cities. My list numbers 10 preliminary but essential elements, and while they may seem impossible to accomplish, I would remind you that Hercules faced 12 such tasks—and did them all.

1. We must recognize the enormity of the job and approach it with full recognition of the united national effort it will require.
2. We must develop new technologies to match the task and new designs using them.
3. We must create the financing to make it feasible, a major consideration.
4. We must bring about a vastly improved relationship between government at all levels and business and labor which in the end will carry major responsibilities.
5. We will have to overhaul the antiquated property tax structure which penalizes improvements and subsidizes deterioration.
6. We must achieve the best practical building codes and improved zoning regulations consonant with technological advances.
7. We must have willing acceptance by unions of more realistic labor practices, modern technology and construction techniques. The craft unions must accelerate their programs of training the "untrained."
8. We must have the fullest opportunity for all elements of our society to participate. Education must play an important role here. All our youth must learn economic and social responsibilities.
9. We must have the fullest possible participation and guidance from the design professions in planning and following through with the work so that its great creative talents can be translated into positive urban progress.
10. We must not lose sight of the fact that this effort is not confined to improving housing but to all aspects of human environment. It must be a common effort to bring the disadvantaged and untrained into the mainstream of the American society.

A great challenge—you bet it is. But those of us who have benefited the most from the American system must be willing to demonstrate that free men in a free society can work for the common good and that whether it is a barn raising or city reconstruction group effort, we can make it happen, and quickly.

Now you are probably thinking to yourselves, "Just where do we come in?"

Everyone involved in the construction industry must be prepared to go far beyond his traditional scope in order to reach our goals. The architect must be prepared to be freed from technical details that may be better solved by manufacturers or installers. The architect must be able to work with technical information and not be bogged down with it. The architect must be prepared to work with broad environmental, social and economic problems and rely upon others in the chain of construction events in order to solve detailed systems and subsystems problems. However, he must grasp the new systems and work with them, or risk being pushed to the background.

I earlier referred to the need for new technologies as one of the necessary elements in the solution of urban reconstruction. We also need new technologies in planning, in design, in construction methods, in the manufacture of building materials and components.

Architects must design with lower costs and greater efficiency in mind, and the costs must be accurately estimated. To do this, the plans must be adhered to closely and not used as a general guide. There is a great opportunity to let your creative genius flow. Henry Willard Austin said that "Genius, that power which dazzles mortal eyes, is often perseverance in disguise."

You have it in your power to be modern-day Leonardo da Vincis, possessed of esthetic sense, engineering acumen and the virtue of ingenuity inspired by creativity.

I've heard that you are concerned that the "big corporation" is taking over. It is true that a number of industrial organizations are getting involved, and high time. The motivations are several: a growing sense of social responsibility; the demand for a broad array of skills; and enlightened self-interest, embracing a host of things.

The big corporation is but one approach as the record already shows a number of successful efforts by smaller entrepreneurs regularly engaged in the building industry. In this national crisis, we must employ all our talents if we are to prevail.

Within this framework, the contributions of your profession are essential as a vital ingredient in a success formula. However, no one is going to knock your door down. Like the rest of us, you must be concerned and involved. And let that concern and involvement be known. Offer your dreams, your plans, your designs and your professional services.

Our cities cry out for innovation and livability in design. It is also urgent that you plan the new cities that are bound to come so they will have the warmth, the grace and the efficiency that will encourage people to dwell there. These are not easy tasks, but they are great challenges and great opportunities for you. □



FROM DOWNTOWN TO THE WOODS TO

The social program of the Northwest portion of the 1968 AIA convention officially begins and ends in the Portland Hilton Hotel, but in between, the genuine local spirit breaks forth as registrants enjoy the informality of Alderbrook in Washington State. The Hilton's International Club with its garden plaza is the site of the President's Reception on a delightful summer evening. Robert L. Durham, FAIA, and wife Marjorie are joined in the receiving line by the president-designate, George E. Kassabaum, FAIA, who makes his acceptance speech two nights later at the Annual Dinner and Dance. The Host Chapter Party takes place on the country estate across the Oregon line as dancers, musicians and a wood carver are housed in a half-dozen tents sprinkled about a sprawling lawn that ambles toward a lake. The evening is topped by an old-fashioned picnic supper with smoked salmon, of course.

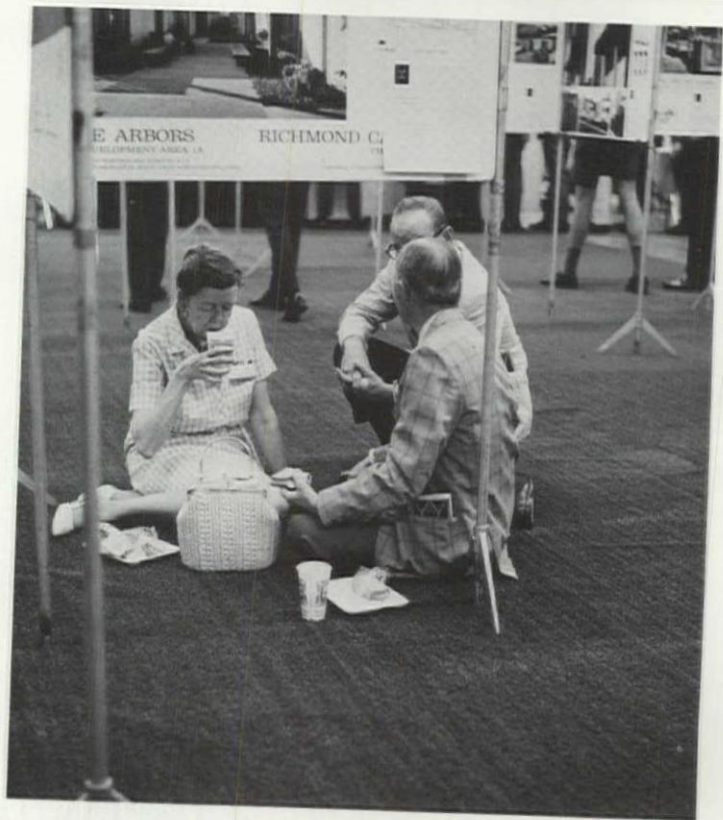




THE COLISEUM: FUN, FLOWERS & TREES



With delegates housed in several major downtown hotels and in neighboring motels, the Portland Memorial Coliseum, in essence, becomes the hub of convention activity. It is the locale of a variety of events—from the opening theme session of "Man" (President Durham, Whitney M. Young Jr., Gene C. Brewer, Donald Canty) to the professional and product exhibits to the computer center equipped with teletype consoles and to the traditional Awards Luncheon (I. M. Pei, FAIA, accepting the coveted Architectural Firm Award on behalf of his partnership). The Festival Hall of Exhibits, with registration and related service facilities, truly lives up to its name with colorful banners, trees and flowers. The queues for the beer and sandwich buffet seem to get longer and longer—and even the telephone booths are doing a SRO (sitting room only) business a good part of the time.



The Challenge of Urbanization

Summary of the Purves Memorial Lecture by the British economist and author

BY BARBARA WARD

The world is urbanizing. Cities grow by 4 percent a year, the biggest cities twice as quickly. By the middle of the next century, 80 percent of the people in developed countries will live in urbanized areas. So will 50 percent of the human race. When we talk of the cities, we talk of the future of humanity.

But what kind of future? Throughout most of history, the city has been the image of the full, stimulating, urbane and civilized life, parent of the arts and sciences, builder of culture, innovator, creator. But there have been times when the city became the symbol of social disintegration and collapse. As the Roman Empire declined, disorder and rebellion at the core of Rome, the great imperial city, began to make the whole system ungovernable. So the growth of cities does not of itself promise us a more urbane world. It may bring violence, revolt and collapse.

In many parts of the world, the second alternative is becoming a menacing possibility. All through the developing areas, cities are the targets of mass migrations from depressed rural regions as population piles up ahead of jobs and peasants move from the workless countryside to the only slightly less workless cities. In parts of the developed world, notably in America, the emergence of urban ghettos threatens civic order and advance. Everywhere, from San Francisco to Vladivostok, big cities are centers of congestion, pollution and frustration. The urban world threatens to become an urban mess.

One fundamental reason for this is that urban change is, on the whole, not subject to rational control or purposive policy. Like Topsy, the cities "just grew" and continue to do so. They are, in a very real sense, a byproduct of the various phases of the technological and industrial revolution. It would be expecting too much of blind events if out of such an undirected and flamboyant release of energy, social convulsion, man-made artifacts, machines, congestion and dirt, chance had fashioned a gracious, beautiful and fully functioning urban system.

We know the phases of the urban revolution. Industry took work out of the fields, into the cities, into urban lofts, sweatshops and dark satanic mills. When the wealthier people could escape from the new dirt and congestion, they did, and the suburban phenomenon began in the 1850s. First trains, then the all-triumphant automobile took the suburbs further and further out. As they expanded, the city's spread reached out to the next city's sprawl, and unused nature and farmland vanished before the inexorable advance. At the same time, the journey to work, in lemming-like surges, morning and evening, lengthened and lengthened, and as the freeways grew to meet peak-hour travel, crawling concrete obliterated more of the city surroundings, scooped through urban communities and, converging at the center, buried slums deeper under skyways and overpasses—and still accommodated only 20 percent of the commuters. The final triumph of this uncoordinated growth may be those vast megalopolis: Chipitts, San-San and Boswash. In Europe, Belgium is very nearly a "spread country" and without drastic controls all southeast England could become an extension of London.

In the developing world, the pattern is a little different. The great cities are nearly all seaports set up to serve the export sectors of otherwise undeveloped countries. They grew ahead of the whole economy. But now, with massive growth in population and stagnation on the land, they fill up with the despairing squatters and ring the better areas with the miserable rings of favelas and barrios which make even Dickens' London a salubrious place.

We all know the rising intensity of the evils which flow from the urban avalanche. We can begin with the inconvenience of travel which all can share. We can go on to the retreat of the non-urban so that recreation in healthy, beautiful surroundings increasingly costs hours in traffic blocks and enough advance planning to fight the equivalent of a military campaign. Suburban life isolates communities and, in particular, condemns women to a vitamin-deficient diet of

chauffeur and chores. Communities are built which lack a full, rich range of education, culture, age groups, income groups, class and, in many nations, race. The polarization along lines of class and color grows more intense. And finally we reach the really murderous, self-perpetuating evils of poverty breeding poverty in the ghettos and the slums. Here, poverty is the spark to ignite an urban conflagration. Here are the festering centers of revolt in developed lands, of full-scale revolution in what, 20 years from now, with another 2 billion inhabitants, may well be ghetto continents.

What can be done? The first step is to admit that further drift will not correct what drift made inevitable in the first place. Leaving the urban system to take care of itself is the first recipe for disaster. The second is to see that the reforms are on a scale to meet problems which have been created by a vast number of interlocking changes and which demand recognition on a comparable scale. This is not to say that immediate relatively small-scale improvements should not be attempted. After the war, with half central London flat, the rebuilding of whole areas was preceded by the installation of prefabs, the little temporary houses which could be plugged into existing facilities—gas, power, water mains—and house the homeless while the larger plans went forward. Rehabilitation in every ghetto by local labor—the amount of refurbishing to depend on the useful length of life of the houses, so much for five-year houses, so much for 10-year and so on—should be underway this summer, to restore the sense of movement and hope.

But really effective urban action demands something much more comprehensive. We have in fact to ask what purpose an urban order should serve, how men can live in it as citizens, how they can stop suffering it and begin enjoying it—and this demands answers of scale, of vision, of courage which, happily, are beginning to show signs of breaking through citizen apathy or, more often, citizen bewilderment. I would call these new plans the first attempt to apply systems analysis to the urban problem and to see to it that solutions are as complex as the evils they are supposed to cure.

Let me give one or two examples from Europe. After trying the greenbelt and the new town, Britain is now looking at the whole urban region. Drift would leave London to reach Brighton by the usual road—the land sales of private owners and private developers pushing sprawl ever further out. Thus a new principle: There must be urban centers of high culture and activity to offset London's sucking pull. Southampton, Swindon, Milton Keynes have been surveyed as possible counterforces. Within them,

neighborhoods will be built round facilities and centers of attraction: universities, technical schools, cultural areas. Within them traffic is small-scale; people can walk. Between them quick transit takes people all over the urban region. Between regions, even more rapid transit, on Japanese lines, keeps communication open to the great centers. The rebuilt neighborhoods offer a restoration of the small-scale community needed for young families, but the traffic mix enables citizens to have access to all parts of their urban world.

At the same time, between the urban regions, agricultural and natural areas are fully protected against the urban tide and strip parks, starting at the heart of the city, lead out to the non-urban world, giving lateral access to greenness and freshness inside the city and protecting the essential ecological and biological balance needed for fresh air and water in the whole urban environment. Naturally, pollution control goes with this concept and already, after three years of more stringent regulation along the Thames, herons are nesting again and fresh water fish are reappearing below Teddington Lock.

Paris is evolving a similar approach. It involves linked communities along the Seine basin and constructing a side connection with rapid transit to Orleans. In Japan, the latest schemes look to multiple urban centers to take the intolerable pressures off Tokyo. In the United States, comparable concepts underlie the Detroit metropolitan plan which calls for a wholly new twin city at Lake Huron to enable Detroit to be rebuilt without another engulfing wave of population which would make impossible that massive provision of new housing without which escape from the urban ghetto is ruled out.

This systems approach is without question the only adequate intellectual response to the challenge of the urban revolution. It has its new and liberating instrument: the computer which permits men to gather and correlate information about the whole operational field in time to formulate policies that are not outdated by events. It calls on the most exciting pattern of work to emerge in this century: the team of diverse talents and disciplines working within a common strategy. It also has very strict implications for society which citizens have to confront. It implies a strategy of urban development in which a master concept is accepted in place of the wholly undirected operations of the market. The savings to the community are, of course, vast if urban development follows designated poles of growth where facilities can be installed at less cost and scarce time saved by rational transportation. But there will be protests from some

Continued on page 108



THE NATURAL ENVIRONMENT

Four Statements

Addresses from the theme session on "Nature," including the initial B. Y. Morrison Lecture delivered by the nation's First Lady

1

Mrs. Lyndon B. Johnson

2

Orville L. Freeman
Secretary of Agriculture

3

Dr. M. Gordon Wolman
Chairman,
Department of Geography,
Johns Hopkins University
Member,
President's Potomac Planning
Task Force

4

Marvin B. Durning
Seattle Attorney
1965 "US Conservationist
of the Year"

1

BY MRS. LYNDON B. JOHNSON

I can think of no more perfect setting in which to discuss the subject of man and design and nature than this great city with its snowy peaks on the horizon, its spectacular setting near a great river and a great ocean. Portland is blessed to have such a setting where men can enjoy both the pace and excitement of the city and the solitude and beauty of the countryside.

And then it's good to be here among people whose handiwork I have seen across the face of this land. The man whose name this lecture bears—B. Y. Morrison—was a horticulturist of great skill and knowledge and imagination.

So I hasten to tell you that I speak to you today not as an expert but only as a citizen deeply concerned about the relationship between the natural world and the world we are building.

As you may know, my concern has been expressed in an effort called "beautification." I think you also know what lies beneath that rather inadequate word. For beautification, to my mind, is far more than a matter of cosmetics. To me, it describes the whole effort to bring the natural world and the man-made world into harmony; to bring order, usefulness and delight to our whole environment. And that, of course, only begins with trees and flowers and landscaping.

When the President called for a planning study for the great Potomac basin, you—the AIA—responded with a task force report which expressed all that I imply by the word beautification. It stressed not only esthetics and pollution control but economic development, transportation and industrial and residential patterns. Now that the President has placed many of your recommendations before the Congress, I hope all of you will join the effort to translate into reality the dream of a model Potomac basin.

If you think I mean writing your Congressmen and Senators to support the Potomac National River Bill, you are absolutely right! If you

think I mean urging local implementation in Virginia, West Virginia, Maryland, the District of Columbia, you are also right.

If we are to obtain the vital balance of nature and architecture and man, the architects must become thoughtful political activists.

As a people, Americans have prized the virtues of the land: simplicity, honesty, hard work, physical courage, individualism, optimism, faith. A preponderance of concrete and asphalt, of fumes, haze and screeches, go against our grain in a cultural way, as well as a biological way. Both dimensions of our makeup have been offended and poisoned.

Today, environmental questions are matters for architects and laymen alike. They are questions, literally, of life and death. Can we have a building boom and beauty, too? Must progress inevitably mean a shabbier environment? Must success spoil nature's bounty?

Insistently, and with growing volume, citizens everywhere in America demand that we turn our building to a sensible human purpose.

We are being asked to develop a wholly new conservation. For the American architect, I think the new conservation means first, a concern for the total environment, not just the individual building but the entire community. No one knows better than you that the loveliest building can be nullified if there is no sign control ordinance, or if it sits in a pocket of hazy gray smoke.

The answers cannot be found in piecemeal reform. The job requires really thoughtful interrelation of the whole environment: not only in buildings but parks; not only parks but highways; not only highways but open spaces and greenbelts.

When the new conservation speaks of the vast rebuilding that America must undertake, it does not mean on the old terms of freeways ripping through neighborhoods and parks, or of drab public housing, so all-alike that it reminds one of Gertrude Stein's phrase, "There's no there there." It means a creative environment where people's imagination and variety of choice can flourish.

In the realm of transportation, one has only to think of Williamsburg, where cars are the exception, or of Expo where there were a half-dozen charming ways of moving about, to imagine what our communities could be like if we applied all that we can do.

In a related field, Congress has been considering a modest measure, the Highway Beautification Act, that would help states landscape their new freeways, build some picnic areas and diminish the advertising that sprouts along public rights-of-way.

Vermont has moved faster and this spring passed a measure to ban all billboards in the state. Instead, they substituted an ingenious system of roadside information booths. As Vermonters know, tourists were not attracted by a forest of signs.

The great challenge now is to rally citizens outside the architectural community so that not only designers but city officials, businessmen and plain citizens will share your concern for the total environment.

Second, the new conservation will ask that the architect design with people in mind: seek to build an environment on a truly human scale.

I earnestly hope that our civilization is remembered for more than its mammoth freeways and vast urban superblocks; for more than the isolated, impersonal, gigantic

B. Y. Morrison Lecture

Sponsored by the US Department of Agriculture's Research Service to recognize and encourage outstanding accomplishments in the science and practice of ornamental horticulture, the lecture is to be given annually by an individual chosen for significant contributions to the field.

"The choice of Mrs. Lyndon B. Johnson to give the first Morrison Memorial Lecture was almost inevitable," said Secretary of Agriculture Freeman in introducing the First Lady to the AIA audience. "She has been one of the single most powerful influences on ornamental horticulture that this country has ever known. She has generated unprecedented interest and support in this science."

The first director of the National Arboretum, B. Y. Morrison, created the Glenn Dale azaleas. It was particularly appropriate, then, that Mr. Freeman should use the occasion of the lecture to announce the development by department scientists of two new azaleas—one to be known as "Ben Morrison," the other as "Mrs. LBJ." Mr. Freeman suggested that the latter would be a natural in the new Blair House Gardens.

public housing projects of our cities. Too many of these great projects seem to me to be reproaches, not signs of progress.

The architecture which excites me most is made for delight and intimacy, for the enjoyment of those who inhabit it.

For instance, Philadelphia has found a way to depress its new Delaware River Expressway and will put a pedestrian plaza on top, binding the city to its waterfront. It says, "People matter, not just traffic." Ghirardelli Square in San Francisco is a marvel of attractions and surprises for the strolling shopper. Niccolet Mall in Minneapolis is an inviting, lively, commercial area built to make shopping a pleasure.

This concern for human values, human scale, human enjoyment also means preserving what is historic and good. Georgetown, of course, is a famous example of how the past can serve the present. And in Savannah, Georgia, history-minded architects have marked 1100 priceless old homes to be restored.

At HemisFair, the planners have built a great modern exposition area, but 30 old buildings have been lovingly preserved and restored, and they are among the most colorful punctuation marks at the HemisFair complex.

Concern for the whole environment; attention to the human scale; and, finally, a new emphasis upon areas of natural beauty, both inside the city and beyond its borders, are three essential ingredients.

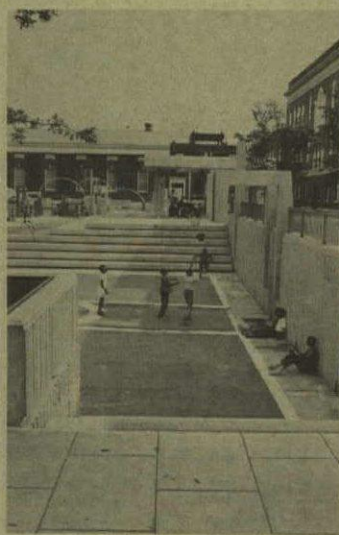
The 20th century citizen, no less than his ancestor of another age, craves and needs to be reminded of his place in nature. The park, the public garden, the shady forest trail, the tree-lined river winding through a city: These are not only physical but spiritual resources.

Fortunately, our ancestors realized this. So New York has its Central Park, and more than a dozen other cities once had their park systems laid out by Frederick Law Olmsted.

Who can imagine Washington without its hundreds of green oases—526 triangles and squares to be exact, the legacy of l'Enfant—its old Chesapeake and Ohio Canal, its thousands of trees and open skies? Who can fail to delight in San Antonio's meandering little river, through the heart of the city, lined with walkways, terraced gardens, busy outdoor cafes? New York's



To bring delight to our environment is, in the words of Mrs. Lyndon B. Johnson, part of the effort of bringing the natural and the man-made worlds into harmony. Mrs. Johnson's Committee for a More Beautiful Capital brought delight to Buchanan Elementary School in Washington in the form of a playground by landscape architect Paul Friedberg. The basketball court, used also as an amphitheater, was designed with Simon Breines, FAIA.



Paley Plaza with its rushing waterfall is more than a triumph of urban design. It is a reminder to the city dweller that there is a world beyond the asphalt and concrete: It is a touch of nature in the city din.

It is a challenge to every public-spirited American architect, to every planner interested in the new conservation: a challenge to provide such pleasant lingering places wherever they are needed. The Land and Water Conservation Fund which is before Congress at the present time is offering a once-in-a-

lifetime opportunity to acquire vanishing open space, both in the city and on its fringes.

For too many of the youth in our cities the experience of nature has been polluted water, and a "no swimming" sign. The tensions and ill effects of a poor environment will continue until there is enough open space, for challenge and refreshment, close to home.

In my own experience right now, nature is encountered most closely when I leave the city to go to our ranch. I quickly then come in tune

with the great rhythms of life. I always know whether it's a new moon or a full moon or the dark of the moon. When storms come, I participate in them—thrill at the great black thunderheads and the crackle of lightning and the majesty of thunder. I rediscover a sense of hearing and I smell all the blossoms and grasses in the afternoon air after a rain. And it's good for my spirits.

This participation in the seasons and the weather is one of the most vital and renewing experiences of life, too important to be reserved for vacations or for the few.

Accomplishing all these things will require a major undertaking by America's architects. So deep is the environmental crisis, so urgent is the demand for change, that architecture must become not only a profession but a form of public service.

When so many are affected by your work, you are serving not only the client who commissions your work and pays your fee: The public is also your client. When so many need your help, it becomes urgent that you look beyond the usual market for new areas to serve.

That is why I was heartened—no, jubilant—when your new president, Mr. Kassabaum, told the House Public Works Committee that AIA members are entering the ghetto, tackling urban blight, whether the client can afford traditional fees.

And now, I hope that I can enlist you in solving three specific problems which are very much on my mind.

First, there is the problem of creating design conscience in every major community. Well over a century ago, Henry Thoreau said, "It would be worthwhile if in each town there were a committee appointed to see that the beauty of the town received no detriment."

Washington has its Fine Arts Commission and its Committee for a More Beautiful Capital. Surely it might be a major step if other cities had similar public bodies, led by architects and planners, to act not as censors but as educators and guides and leaders toward a sane and decent environment. I hope that each AIA chapter might consider this and persuade your local governments to establish such catalytic groups.

Second, there is the problem of unsightly shopping centers. How many are monuments to our lack of imagination, to our indifference?

Too many suburban shopping centers offer a depressing spectacle: vast, desertlike parking lots, and dull and uninviting buildings. The shopping center has become a sort of urban strip-mine—a place of exploitation when it could be a vital and attractive village center.

Finally, there is one of the most difficult problems: the ugly, ragged city fringes, the blatant neon jungles at the entrance to metropolis. If there is any place in urban America where the natural world and the man-made world are at odds, it is at the city's edge. I hope that architects and planning commissions and metropolitan governments address themselves to this blight now and find some solutions before the visual chaos becomes irreversible and unendurable.

We meet here to talk about nature, about design, about the environment. But what we are really discussing is people, not abstractions but human beings.

One day I was walking by a drab and crudely vandalized elementary school in Southeast Washington. One of your members was with me,

and looking at the broken windows he made a remark I couldn't forget: "A rock through a window," he said, "is an opinion."

Today that school—Buchanan—is a new place. A private donor underwrote the efforts of our committee, and now the school's community plaza offers city children delights once found only in the country: cascading water, hills to climb, a deep amphitheater for games, dancing and other diversions. Seeing that hopeful place, I know that the nature we are concerned with, ultimately, is human nature. That is the point of the beautification movement and that, finally, is the point of architecture.

Winston Churchill said, "First we shape our buildings and then they shape us." And the same is true of our highways, our parks, our public buildings, the environment we create: They shape us.

You are shaping people, shaping lives. And so your countrymen are looking to you for creative insights, deep compassion, bold leadership. I am sure you will give them nothing less. □

2

BY ORVILLE L. FREEMAN

James Fergusson, whose historical work is a classic in your field, referred to architecture as queen of the fine arts. I feel privileged to speak to you members of the AIA who are in the service of that queen.

My theme today is a rather broad one: the philosophy and operation of public forests and open ranges as a trust for future generations. Perhaps my job can be made easier if I were to borrow something from the subject of architecture and use it as a framework for my brief exposition.

The ancient Roman architect Vitruvius, as you know—and as I recently learned—maintained that the three qualities that distinguish a fine building are stability, utility and beauty. These three qualities lend themselves perfectly to my theme. For if they are the marks of

a fine building, then the National Forest System has been built well according to architectural principles—and conservation principles too, which are pretty much the same, as I will show.

This edifice to conservation reared by the US Department of Agriculture has been a landmark by which others have guided their efforts in almost the same way, in a manner of speaking, that the Gothic cathedrals served as landmarks for similar though smaller constructions.

The qualities that Vitruvius spoke about are, in essence, the foundation on which the philosophy and operation of the public lands entrusted to our Forest Service rests. Let me touch briefly on them, one by one, in the hope that they will illuminate the entire structure as it appears now and will in the years to come.

Stability in national forest management means the assurance of a continuous supply of renewable natural resources from these public lands. The days of cutting down vast tracts of timber, leaving behind a badly impaired land and moving on to other areas ready for the axe, are gone forever.

Both government and private industry have long recognized that

forest resources are limited and that more can be gained in the long run through scientific management of these resources than through the long past "cut-and-get-out" method.

Stability in the national forests—and, I might add, in many large private forest holdings—is attained through the sustained-yield principle. In practice, such renewable resources in our forests as water, wood, wildlife and forage are developed individually in a way that assures a high-level output of each resource without impairing the land's productivity.

Through the sustained-yield principle, it is possible to maintain an indefinite state of resource abundance. This is made even more possible when our efforts are aided by forestry research, by effective planning and protection, and by controlled production and harvesting.

Based on this principle alone, we need fear no shortage of forest resources for future generations.

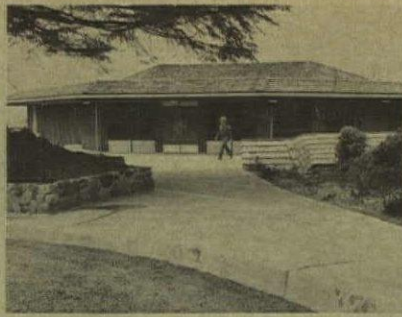
Utility is the second architectural quality I want to talk about as it applies to the conservation of forest resources. These resources, I would emphasize, are not frozen assets. From the beginning of the national forests they were meant to be used for "the greatest good of the greatest number in the long run."

This utilitarian philosophy is the backbone of national forest management. We call it the multiple use principle. In essence, it recognizes the needs of all forest users and motivates foresters toward managing forest lands in a way that will benefit most people.

Though this principle had been in practice for years it was not until 1960 that Congress gave it official recognition with the passage of the Multiple Use-Sustained Yield Act.

A look ahead to the year 2000 will give you some idea of how important this principle of using all forest resources is to the nation. In just a few decades, there will be over 300 million of us in this country, on the same amount of land.

It should be quite obvious that a planned, systematic use and renewal of all forest resources is the only way that we can meet this variety of increased future needs. There will be exceptions to this public land policy, to be sure. The Forest Service has pioneered the concept of setting aside certain lands for wilderness and esthetic



Information Center, Cape Perpetua, Oregon, above, and Ranger Station, Inyo National Forest, California, are compatible additions to our parks.

purposes. These lands have a special significance for many of our people and are as necessary in their way as are the working, productive forests.

Our National Forest System rests, then, on utility: multipurpose uses for many different kinds of forest users. You can well see that conflicts over the priority of uses or misunderstanding about the philosophy of multiple use may sometimes occur. In many cases, this could be cleared up if certain forest users looked beyond their particular interests and adopted the long-range vision of forest managers who see enough for all through planned development and use of all resources.

The third quality—beauty—is synonymous with our public lands. Some of the most esthetically pleasing landscapes are found in our national forests.

To demonstrate our concern about esthetic values and our ability to safeguard them, our Forest Service is now engaged on a large scale in "environmental architecture." Its members are aided in this by a staff of professional landscape architects and by research into the development of better concepts and methods of landscape management. Our objective is to fit into the forest landscape such activities as road construction, watershed work, recreation development and logging

in a way that will enhance or protect scenic values. We are, for instance, beginning to get away from the square and rectangular blocks characteristic of cutting a limited area clear of timber. This, we found, can be done in patterns resembling natural configurations of the landscape and be less objectionable to the eye.

I would like to mention two other points that are connected with our trust. Since 1961 architects in the Forest Service as well as architects outside of the federal government have been designing visitor information centers for the national forests. We have over 30 of these centers, ranging from converted forest guard stations to the newest, architecturally advanced facility at Cape Perpetua on the Oregon coast.

These centers were designed and built according to their environment and the function they were to serve. Public response to them has been excellent. There we try to get across, to a population that is becoming more and more urbanized, the values and benefits of forest conservation—benefits not only to the people but to the national economy and well-being.

This need to inform people of the importance of resources is an extension of what we have been doing, in a different way, with small private forest landowners. Through technical help and other assistance we seek to encourage more of them to adopt the sustained yield principle and other scientific forest management in order to better meet the nation's future timber needs.

It is an important job for us because over 70 percent of the commercial forests are owned by private citizens. Also, better rural conditions and development in many instances depend a great deal on a good and continuous supply of local wood. While the public-forest sector may be secure as far as future generations are concerned, there is much to be done to bring our private-forest sector up to a more acceptable level of development and productivity.

But here, our own National Forest System is a landmark and a beacon pointing the way to forest conservation in the best sense of the term. A system based on stability, utility and beauty. As more private forest owners build on the same principles I have outlined, the surer we will be of the capability of the nation's forest resources to meet future demands. □

3

BY M. GORDON WOLMAN

It seems appropriate for me to direct these remarks to what I believe to be the close relationship between the concepts of the natural scientist and the practical and humane considerations of the architect, a view reinforced by my association with the architects on the Potomac report.

Certainly there need not be a conflict between city and nature. To achieve balance, however, will clearly require both design and management. Like many laymen, I have a naive faith in architects and their ability to give us a beautiful world. Now and again this faith is shaken by what I see; but architects do write well and are apparently eager to save and be saved. I should like to help out, even if only by providing a point of view.

As a professional I am mesmerized by complexity. Thus, I am often addicted to telling other professionals and the larger public how complicated things are (indeed because they are) and equally given to saying so in a specialized jargon adapted to my specialty, not to the problem. While I believe firmly that it is often "the little things that count," I feel equally strongly that a conscious awareness of general principles is essen-

tial in dealing intelligently with the environment. I believe equally strongly that while ethical and moral values are not absent from many of these principles, they do not provide infallible one-way guides to human decision making.

Keeping these cautions in mind, perhaps I can usefully venture to restate a few principles that might be considered fundamental, whether one's concern is conscious "enhancement of the environment of man through creative design," an objective which I believe architects would accept, or, more often I fear, the appraisal of the consequences of wanton destruction. None of these principles will be new to you. I only hope by restatement and homely example to urge their current relevance.

The first principle relates to the wholeness of the environment. The in word is system, and a watershed such as the Potomac River basin provides a perfect illustration. The significance of the system clearly lies not in incantation of the word but in recognizing and acting upon its meaning specifying the relatedness of the parts. The principle is so common as to be almost a platitude, yet ignorance of the consequences of failure to apply the principle is equally common. A clean river, bay, harbor or waterfront in any city demands that the land be managed, not simply the water. Thirty percent of the mud in the Potomac at Washington comes from construction activities in the metropolitan area. Clearly, treating the water won't solve the problem.

My reading of the real estate section of the paper tells me that lakes are the rage in suburban housing.

Many of these will probably fill with mud before the project is even finished, ironically with mud from construction of the houses themselves. In the small and in the large, it will not be enough to treat the confined effluents; it will be necessary to regulate land use, to reduce erosion and sedimentation, and to control runoff if the surroundings are to be truly livable.

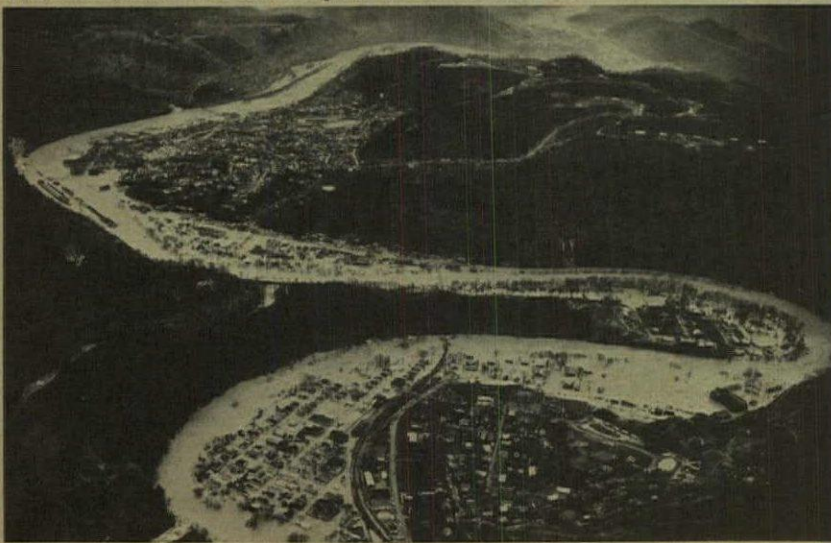
Continuity and wholeness are also nicely illustrated by stream valley parks. These ubiquitous symbols of urban planning, despite the best intentions, will be sorry degraded sloughs unless it is recognized that they are part of the watershed and attention focused on runoff regulation, on the quality of surface runoff, and on the esthetic design required by the dynamic behavior of both watershed and channel system.

Not only are natural systems whole, they are dynamic. While often in balance, neither forms nor processes are static. Because the parts are interrelated, to maintain and enhance one part, the whole must be managed. To manage, one must understand the processes. Even a wilderness cannot be preserved by simply setting it aside. In today's defined spaces, the land including the wildlands and their animal populations must be managed.

Characteristic of this dynamism are the cycles in nature, a second natural principle. Water moves from air, to land, to sea and returns through rainfall, runoff and evaporation; salmon from fresh water to ocean and back. It is surely carrying coals to Newcastle to talk about the preferences of salmon for different kinds of ladders here in the Northwest, but other examples are close at hand. Water seeps into grass and alfalfa. It runs off of asphalt and roofs. With more runoff and less seepage, water is not stored in the ground and small streams may dry up in summer drought. Some always have, but if these were intended to be the babbling brooks of new suburban villages, resident response may be less than enthusiastic if these brooks are, instead, nothing but mosquito breeding puddles.

Interruptions to these natural cycles, of course, occur at far larger scales. More water may be evaporated from a huge reservoir than is added in regulation provided by the reservoir. So, too, the spawning cycle may be interrupted by the filling in of shallow wetlands in estu-

The north fork of the Kentucky River shows how 1963 flood remolds the form.



aries, or even as in the Northwest by the blanketing of clear streams with sediment derived from construction of roads and bridges. Each of these last illustrate what is perhaps a corollary of the principle of cycles and systems, i.e., a concept of the weakest link. Water warmed by thermal discharge may be tolerated by mature fish but have more marked effects on eggs or maturation stages. In the same way, despite an abundance of food from nitrogen and phosphorus, a brief oxygen deficiency in the water may cause the demise of fish, along with an increase in bottom dwellers.

Consider for a moment a third and equally common principle, one which states that the landscape and the vegetation upon it result from processes active upon them now coupled with those active in the past. On a grand scale, a kind of equilibrium may prevail when hillslopes, valleys and rivers are nicely adjusted to the forces of erosion provided by the climate. Landform and process are interrelated and, at a smaller scale, specific processes produce specific forms. Surprising? Not at all. Why, then, are all of us—architects, realtors, homeowners—surprised when somewhere each day, each month, each year, new houses and old, factories, roads and railroads, go under water? Simply stated, floodplains are made by rivers, and now and again the process remolds the form. For many reasons this principle, relating process and form, appears strangely difficult to adopt.

That the hapless dwellers of riverine plains are not amphibious is amply demonstrated, but what of their cousins on the hills: Are they goats? Here again, process and form are nicely related. The hummocky pitted topography of landslide terrain is textbook material. So, too, are the gradually descending houses in the Palos Verdes hills.

One can easily go on creating applicable principles. These I believe are sufficient for the natural scene, but I think it important to add two direct links, or forces, operating between the landscape and man. First, today's landscapes and tomorrow's in a given region are often determined by pressures and forces wholly external to that particular landscape. Thus the historic changes in the landscape of New England from woods, to farms and pasture and back to woods may follow botanical principles of plant succession, but the ultimate rea-

sons for the changes lie in the market for pine boxes, the local markets for milk and in the increasing speed of transport. Nowhere is this more apparent than in the consumption of space for suburbia. It is no less apparent in the landscape of the redwoods where it is not the winds and rains on the watershed but distant markets which may bring changes to that landscape.

Lastly, there is what might be called the principle of incompatibility. Simply put, conflicting values may in fact be conflicting. We have tried on occasion to use the tools of semantics (multiple use) to reconcile in a single place the value of solitude and the value of fuel consumed by motorboats. I doubt it can be done. One cannot always have one's cake and eat it too. Thus a reservoir built to store floodwater for use during droughts must be drawn down to provide water when that drought arrives. The unsightly margins of the reservoir are not a

necessary consequence of the drawdown, but the lowered water is. Such conflicts in values are inevitable. Along with the division of space for competing uses, it is perhaps to creative design that we must look for methods of softening the conflicts of competing values.

Recognition that man and society are part of the environment, that the environment is characterized by order, not chaos, and by wholeness, not fragmentation, can hopefully lead to greater awareness of the consequences of action. More important, heightened awareness must lead to exploration of the environmental effects of alternative ways of achieving the goals of a vibrant society in a land suited both to action and contemplation. A few principles and a point of view will certainly not provide the answers, but a conscious awareness of their existence might go a long way toward getting the right questions asked. □

4

BY MARVIN B. DURNING

Fellow revolutionaries! We live in a revolutionary America, growing and changing at a fantastic pace:

- * adding 50 million people since the outbreak of the Korean War
- * moving 12 million people off the land into and around the cities in the last 15 years
- * with a gross national product of \$800 billion, adding each year as much as all but seven of the nations of the world put together produce
- * building things on the land at such a rate that we shall rebuild America in the next 40 years
- * turning the United States' part of Columbia River in one generation from a roaring torrent to a series of slack pools behind power dams unparalleled anywhere on earth—Grand Coulee, Chief Joseph, Wells, Rocky Reach, Rock Island, Wanapum, Priest Rapids, McNary, John Day, the Dalles, Bonneville—and raising the temperature of the river itself as it cools the world's largest concentration of nuclear reactors at Hanford, Washington.

Fellow revolutionaries! We

Americans are changing. Individually, each of us is growing older, but as a nation, we are growing younger, and at a rapid rate. By the early 1970s we shall be the youngest nation in the free world, and the richest and most productive nation in the world, the most technologically advanced nation in the world, and one of the best educated nations in the world. Faced with this kind of revolutionary change—with a revolution in population, urbanization, production, incomes, technology and people, with a revolutionary America—if you are a deep thinker, a dreamer, a maker of bold plans, a visionary, you are a practical man.

President Johnson is a practical man with a vision about the land, the waters, the air of America. Mrs. Johnson is a practical American woman with a vision of what a truly beautiful America can be. We here in the Northwest are practical too. We know that the Columbia River, running from the Selkirk Mountains of British Columbia through Washington and Oregon to the Pacific, is a great river still unfulfilled. Its energy has been harnessed, its waters have changed deserts into farms, but its magic, its history, its beauty, its wildlife, its wisdom lie mostly undiscovered.

The time to conserve and to develop these resources of the Columbia River has come. The time for the Northwest's next bold step is now. Work pursuant to the Cana-

dian-American Treaty will cause all the powerhouses of existing dams to be remodeled in the years immediately ahead. The President, the Congress, the states of Washington and Oregon, the province of British Columbia and the various federal agencies are engaged in new programs of recreational development, cultural and educational innovation. They are turning new attention to conservation of our natural beauty. The growing travel industry already ranks high in economic importance to the Northwest; it is the third largest industry in Washington.

Authority already exists to begin work. The Federal Power Commission has directed that federally licensed dams include recreation plans for their reservoirs. Our national government, through the Land and Water Conservation Fund Act, the Federal Water Project Recreation Act, the Pacific Northwest River Basins Commission and other new programs has made it possible for the people of the Northwest to accomplish tasks beyond their reach a few years ago.

But other, destructive trends are also at work: the pollution of the Columbia's water, the desecration of its beauty by honky-tonk building in the shorelands, and rumors even of industrial developments in Columbia Gorge.

I am a practical man—a visionary, that is. I know that people will come to and use the Columbia in increasing numbers. I propose, therefore, that we conserve it, by guiding and developing that use. I propose a new, practical vision for our great Columbia River: a

Canadian-American Columbia River Plan—a unified, systematic development of the historic, natural beauty, educational, recreational and cultural resources of this mighty Columbia River. I propose:

- that during the remodeling of the powerhouses, provision be made for transportation of small boats up or down the elevations of the dams to make possible continuous small boat navigation of the Columbia from the mountains of British Columbia to the Pacific Ocean, from the Selkirks to the sea

- that at each power dam along the river—structures which in size, influence, and permanence are among the major monuments of American civilization to date—there should be museums, amphitheatres, fishways and educational and scientific uses of the buildings and grounds, all in a coordinated theme to explain the history and geology of the region

- that there be new efforts for the conservation of the purity, wildlife and natural beauty of this river, its great canyon and shorelands, including state legislation in Washington and Oregon establishing a Columbia River Conservation Area including shorelands, uplands and approaches to the river all the way from the Canadian border to the Pacific Ocean—permitting but regulating land uses in that area to conserve quality and natural beauty

- that festivals of art, music, drama and dance take an important and colorful part in the plans for enjoyment of the river setting

- that a scenic and recreational parkway be built down the length of the river

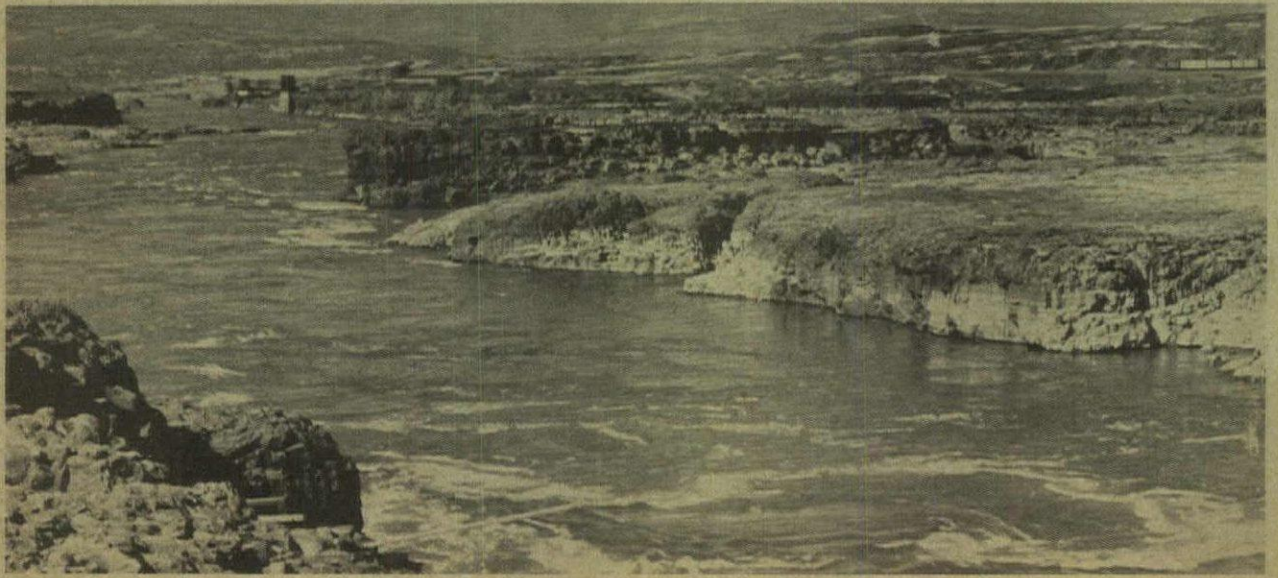
- and that excellence in design be insisted on throughout all man-made structures, with design teams employed from the very start.

I don't make this proposal alone, without consultation with others, for over the past two years much work has been done. These ideas have been discussed with some managers and board members of the Public Utilities Districts operating hydro dams on the Columbia. Contact has been made with British Columbia's Minister of Hydro Power. With the assistance of the Senators and a Congressman from Washington, a group of us met privately with the chairman and one member of the Federal Power Commission some time ago; representatives of the Corps of Engineers, the Department of the Interior and the Pacific Northwest River Basins Commission have heard this idea.

All were interested; all agreed that this could be done, that the vision is a practical one.

About 18 months ago Mrs. Johnson, acting for the President, honored me by a conservation award presented in the city where they live. Now Mrs. Johnson and hundreds of the leading architects of America are visiting in the Northwest, in the area where I live. Mrs. Johnson, Secretary Freeman, Dr. Wolman, architects of America, fellow revolutionaries! I ask your help, that from this meeting the news go out across this land that the magnificent Columbia River and its shorelands shall henceforth be held and used in trust; that for centuries to come the grass will grow, the fish will swim, the river run, the people thrill, as we do today. □

The Columbia still has beauty, magic and wildlife to offer, though generations have used and misused the river.





Upon Receiving the Gold Medal

BY MARCEL BREUER, FAIA

I am grateful for the honor. It came as a complete surprise and it calls for some self-accounting, for some tangible contours of thought and work. There are questions to answer.

One of the most persistent questions to others and to myself concerns the line beyond which building and planning become more than just rational and the roof over our heads takes on the significance of architecture. This question concerns the demand that the building, the street, the square, the city, the road over the land—indeed, the whole man-made world, including low-cost housing—speak of a mental surplus, of an emotional plus, of a conceptual generosity; of a stance which is optimistic and as creative as a child's attention.

In this demand for a plus-surrounding (not plush surroundings, by any means!), the inanimate object gains an organic quality. That world of stone behind stone, of vistas, of weight and material, of large and small cubes, of long and short spans, of sunny and shady voids, of the whole horizon of buildings and cities: All that inanimate world is alive. It is as close to our affection as good friends, the family—right there in the center of emotional faith. It is important that we should not be disappointed in them, in our buildings and cities.

They are alive, like people. They have also their cycles of vigor, strength, beauty and perfection. They have also their struggle with age, with decline, with circulation troubles, with sagging muscles, with wrinkles. There is one difference though: They can be beautiful even in old age, even in ruins.

Here is where the eye may fool us, and let me say a few words about our visual perception. The eye is the most comprehensive of

our senses: An image is received with the speed of light, with absolute speed. It is a most influential something, the eye. It may register notions before we can think; of all our senses, it is closest to our consciousness. In primitive languages, songs and proverbs, eyesight is the most precious possession of man. The split second of eye reception is, it seems, automatically linked with an appraisal of the object: not only whether it is big or small, black or white, curved or straight, but whether it is threatening or friendly, pleasant or not, beautiful or not. The eye is a powerful informer; it forms an esthetic judgment at a glance and, while buildings should be useful, well constructed and in harmony with our human-social world, the first impact—the eye impact—is perhaps a preconditioning of our sympathies.

Now, we know that, again, our esthetics are preconditioned by custom, by precedence, by preconceived opinion, by varied experiences of varying individuals.

I would like to think that if I have deserved this medal at all, it is at least half due to my efforts to check up on my eye. In a sense, I see the esthetic quality as a most abstract one, the most inner quality, although it is often adorned with glamor, with drabness, with rules of tradition, with excesses of wealth, with fashionable slogans, with moralizing, with pomposity. However, esthetics should be too good to be camouflaged.

Buildings should be not moody, but reflect a general, durable quality. Architecture should be anchored in usefulness; its attitude should be more direct, more directly responsible, more directly social, more technic-bound, more independent: symmetrical or non-symmetrical. The builder should feel free to be similar and equally

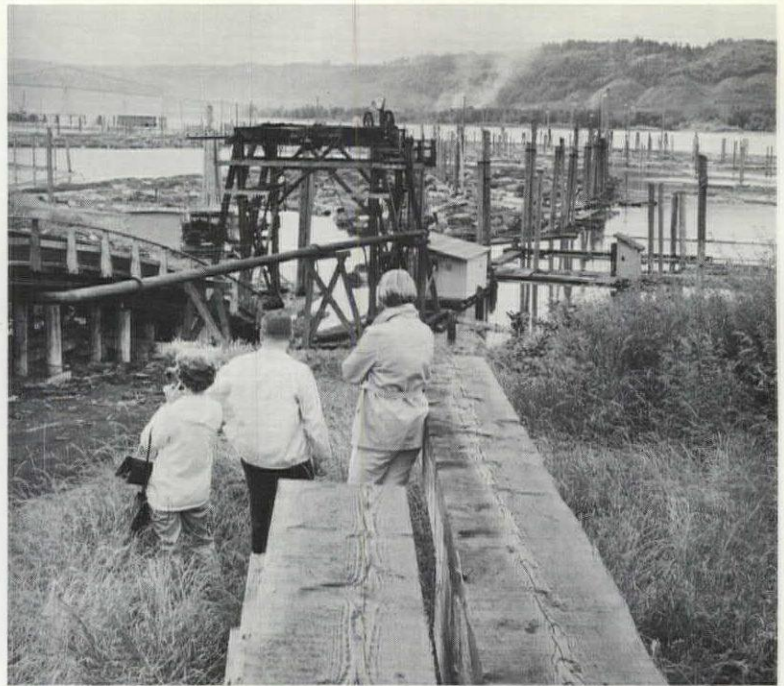
free to turn his back on precedence. He should be free to be scientific, free to be human, free to be non-traditional. The rapid esthetic of the eye should be in balance with the other aspects of architecture, with its living aspects, whether this balance is 50-50 or 10 to 90.

And there are buildings in the midst of an unfamiliar surrounding, serving foreign conditions. Also, there are buildings of a past historic period. They communicate to us to a greater and greater degree through the eye, less and less by rational and other qualities. Functions, usefulness, the details long past human demands cannot be reconstructed and fade into the unknown, whereas the eye is still active. Esthetics become independent of everything else. The photograph of a miserable slum may be so beautiful that, unconsciously, we forget slum conditions. The slow-motion film of an atomic explosion is one of the greatest visual impressions. It may make us forget what we actually face. The eye is playing its tricks with us.

Mesa Verde's cubistic cave towns are great sculptural compositions; they have been also the most inhuman fortifications ever conceived by man.

The esthetic quality of architecture is of the first order but not sufficient for a total justification.

Perhaps these few words will explain why the limitless domination of the eye should be balanced; why living architecture should have its usefulness, its structure, its social aspect—and its undiminished architectural eye-quality: its dimensions, its proportions, its material and surfaces, its structural composition and its textures, its spaces and proportions, its logic and justification. Only this combination of polar qualities can assure an architecture which is alive and of our time. □



FROM FOREST TO MILL:

They are on their way bright and early—the 500 or so conventioners (with almost the same number of cameras) who stay on for a day in tall timber on Friday, June 28. With the Portland Chapter AIA and Western Wood Products Association as co-sponsors, the tour gets underway with a trip through the Weyerhaeuser Company plant across the bridge in Longview, Washington. There, the visitors see the huge logs pulled into the mill by bull chain, watch the sawyer control the headrig to get the largest amount of high-quality lumber out of each log, observe the edgers, the trimmers and graders as the boards move along the “green chain.” In the nearby plywood plant, a giant lathe peels sheets of veneer from a log to become several-layered sandwiches with glued fillings. Then on to the tall-tree country along the Kalama River and a welcome stop for a hearty box lunch and an interlude with nature—only a short distance from Portland itself. Later, back to the buses and on to the slopes of Mount St. Helens to see modern logging machines and to hear the old familiar shout of “Timber!” which has echoed for many years through those Douglas firs that seem to touch the sky.





WESTERN LUMBER INDUSTRY VIGNETTE



To Chart a New Course

Acceptance speech by the Institute's incoming president

BY GEORGE E. KASSABAUM, FAIA

It is a great honor for me to wear this medal that has been worn by men whom I have admired, and I am grateful for the chance to add to their efforts, while continuing what they have begun. The Institute has been blessed with men like Bob Durham who, with the consent of their families and their partners, have given of themselves for the good of their profession. Those of us who have been close to them know of their frustration when, in spite of their efforts and dedication, their year has slipped by with things undone—so, there are things to do.

Perhaps the pressures on the profession are no more profound in 1968 than they were in other years, but I believe they are at least new and different. Therefore, new ideas, a greater flexibility, and a willingness to experiment are needed if our profession is to continue to be one of history's great forces for the good of all men.

Every generation has faced some changes, but it is our rapidity that requires more flexibility and faster adaptation than has been asked of earlier generations of architects. Such a time puts new responsibilities on me as your president and puts new responsibilities on this Board of Directors, for when things change too fast it seems that we are surrounded by nothing but confusion and chaos. In such times established organizations, like the AIA, too often seek stability by placing top priority on the preservation of the comfortable past concepts of the good old days. To counteract this automatic sort of reaction there must be a conscious effort to control the changes in our profession. When change is in the wind, leadership is needed.

Leadership, almost by definition, means doing things before the majority senses that they are necessary. So, while I hope for your support, I do not believe that the role of a leader is only to try to be popular: It is to lead. I promise not to forget the third of our profession who offers the least, but I do not intend to confine the AIA's programs to the limits of their vision. I believe this is what you expect of me and this board.

One of the weaknesses of our time is that too many are content to spend their time defining problems. I believe that your approval of the dues increase says that you want to try to find solutions. As the year goes on, I reserve the right to change my mind, but, in addition to the challenges to us and our society given by Whitney Young, I see the following things as most deserving of immediate attention.

First, we must re-examine the meaning of professionalism, for our concept is under attack and will survive only if it is right for our time. In a day when there is so much to do and not enough money to do it, picking the lowest bidder is the easiest solution for men who are too harrassed to foresee the end product when cheapness is allowed to become the primary value in the selection process. We could ignore this trend and hope that it would go away, but in the meantime many things will be built by someone, and so it is time for men with different values and a bigger vision to become aggressive. We will have failed the future if our timidity allows billions of dollars to be spent in building things in the next few years only to find that the world is a worse place to live.

And so we must find out how we can remain professional while becoming more aggressive and dynamic. Over the years, a series of rules have been developed that have come to be accepted as defining the meaning of professionalism as far as architects are concerned. Some of these rules are primarily concerned with protecting the public's interest and, therefore, are good. Some of them, however, are there for the protection and convenience of the architect, and it is these that must be re-examined. We must remain professional, but we must build on the professional approach, not hide behind it.

This then leads to the second important thing. We must not forget that the primary concern of a professional must always remain the best interest of the public. Therefore, as our environment faces rebuilding, we must quickly determine the architect's proper role. We must not be arrogant and brag that better structures are the answers to everything that plagues

our cities today. But we must hold true to the firm belief that what tomorrow builds is very important, and that tomorrow will be better if the architect is on the spot when the basic decisions are made.

To accomplish this, you and I and the AIA must find the time and make the effort to become more involved in the world beyond architecture so that we can influence the thinking that will determine the development of tomorrow's physical environment. We can easily fail our grandchildren, if we are only timid friends of architecture. I promise that the AIA will be heard in Washington. Whether it is heard in Louisiana or Boise or School District No. 3 will depend on how loud your voices are.

The third thing that we all must do is to make sure that we deserve the rating of "professional." As our age defines it, it means the man who can not only do more than others but also do them more skillfully and efficiently. Just because of this ability he earns the respect and admiration of his fellowmen—he doesn't have to ask for it, demand or plead for it. If he deserves such recognition, he gets it. If it is only a term that he wants applied to himself because once upon a time others in his field earned the title, he will soon be forgotten. Are you the best qualified man in your community to be the leader of the process that transforms a dream into a physical reality?

By tradition, the architect has been the leader of the construction team. In the next few years, we can expect that this will be challenged as never before. There is nothing that your chapter or the AIA board can do by taking a vote that will automatically guarantee such a position. In a competitive world, the most fit survive, and the leader of the construction industry tomorrow will be the man who is best qualified to be that leader.

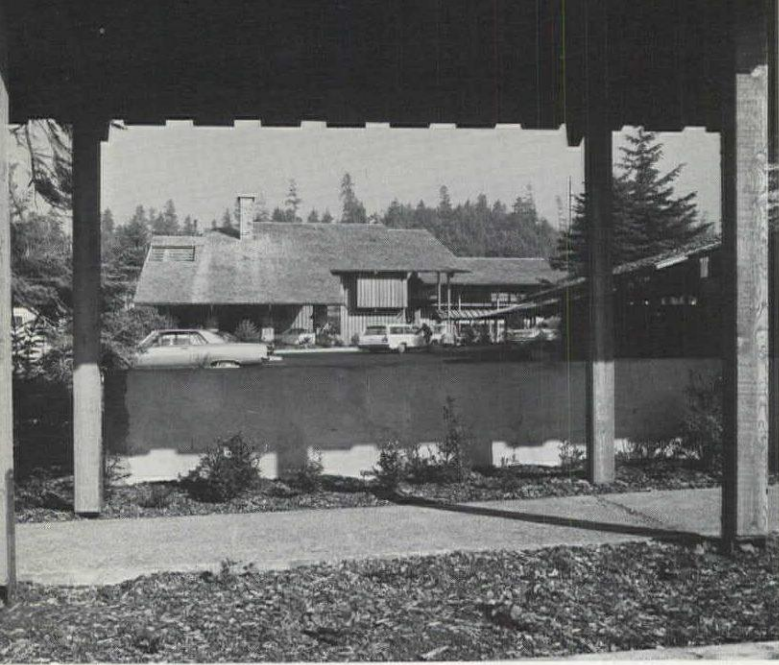
There are many architects in this country, and it is proper that some should find satisfaction in designing kitchens while others can only find it in planning large sections of our major cities. As we search for the "glue" that holds such a diverse group together, it seems to me that everyone who calls himself an ar-

Continued on page 112



A JOINT VENTURE: MAN AND NATURE

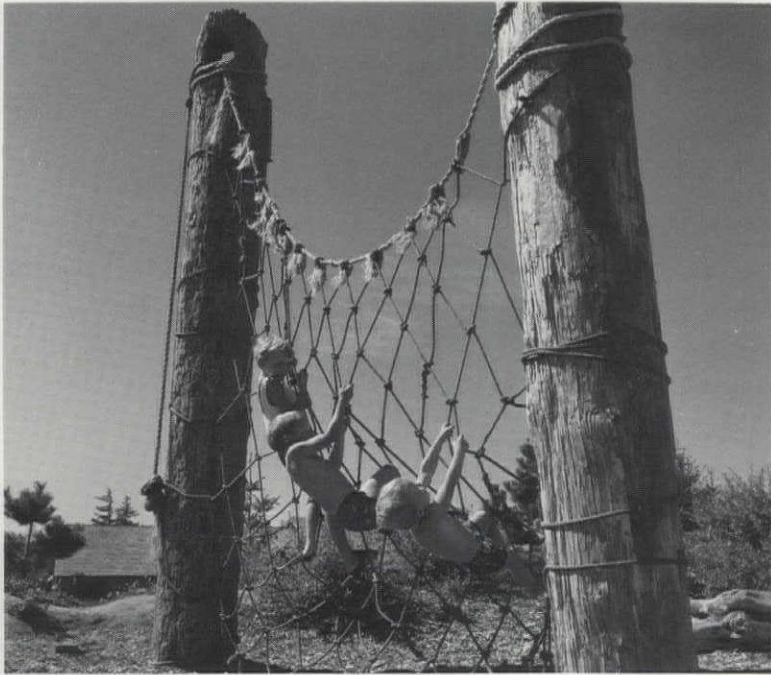




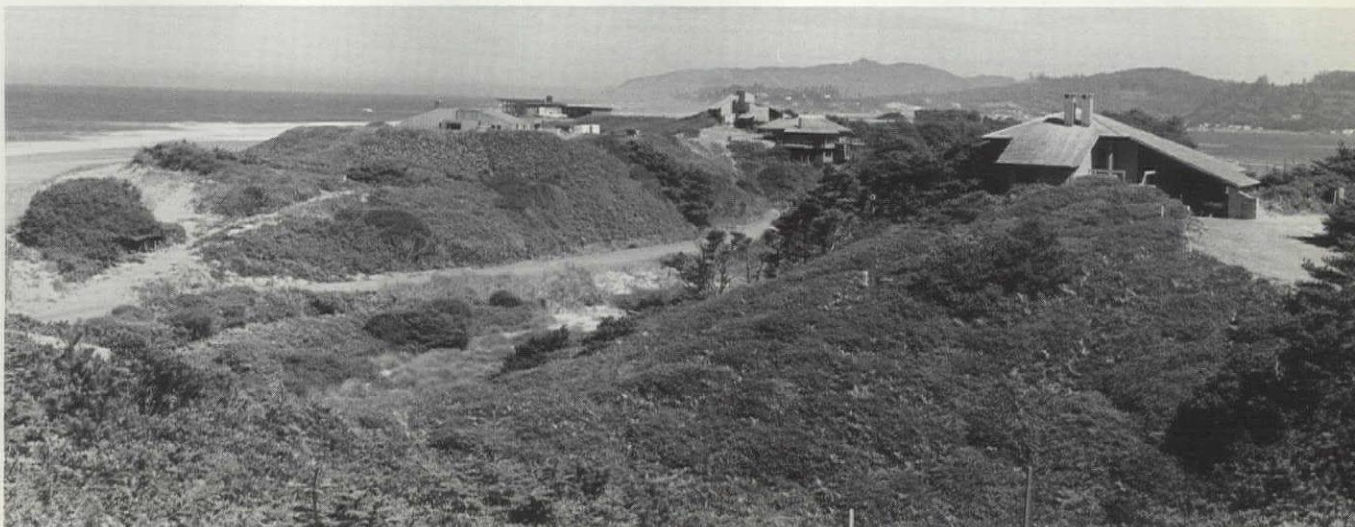
Photographs by Edmund Y. Lee

"At about the 45th parallel, midway along the Oregon coast, the mountains, covered with Sitka spruce, hemlock and pine, make their descent into the Pacific Ocean. It is here, too, that a river called the Siletz meanders from a valley to meet the sea. Through the centuries it has carved out a marshy bay which is contained from the ocean by a dunelike spit perhaps 2 miles in length. This bay is the sanctuary of cranes, herons, sandpipers, cormorants and murre. Sea gulls gorge themselves on anchovies in these shallow waters.

A JOINT VENTURE: MAN AND NATURE



The only people to have ever used this land in the past were Salish Indians, a language group of the Northwest tribes. They roamed through the forest hunting bear and deer, and they put their log-hewn canoes out to sea for salmon. No one actually lived on this land until the present time except one or two dairy farmers who occupied small clearings in various sections of the area. In 1917 some logging took place as Sitka spruce was considered extremely suitable for the construction of airplanes during World War I. Man's intrusion is recorded by the frequent huge remaining tree stumps, often 12 feet or more in height, and 8 or 10 feet in diameter at their base. Through time they have become decayed and



sometimes scarred by fire. Salal, huckleberry and ferns have found refuge in their porous wood. There are some 500 acres within this area." Thus Barbara V. Fealy, writing in *Landscape Architecture* for January 1967, sets the stage for Salishan, which in its six-year history already must be one of the most honored of residential/recreational developments anywhere in the United States. Photographs can only suggest the tender, loving care which has gone into the entire project (Salishan Properties, Inc., master planned by Skidmore, Owings & Merrill; Salishan Lodge designed by John Storrs), with Miss Fealy as landscape architect—all inspired by the philosophy of developer John D. Gray.



Business Session

Dealing with a 'most important business matter' and the 'most important' creature

Delegates to the Institute's 100th convention enacted two changes in the bylaws—raising the dues of corporate members and enabling AIA chapters to offer affiliate memberships—and gave their support to 12 resolutions.

One resolution, calling for the support and implementation of the so-called Princeton Report's recommendations for architectural education, was tabled.

The business session also included deferment of action on a contingency fees proposal, nominating speeches for candidates for Institute office, several honors presentations, the Report of the Board of Directors, and an announcement by President-elect George E. Kassabaum, FAIA, that in response to the convention address by civil rights leader Whitney M. Young Jr. he would call a group together to see what the profession can do for the disadvantaged minority.

The 722 delegates, representing all but eight of the Institute's 165 chapters, took up the question of the dues increase first.

Most Important Business: "Your Board of Directors considers the question of approval of a dues increase the most important business matter we have to resolve at this convention," said outgoing President Robert L. Durham, FAIA, in introducing the first of the proposed bylaws changes.

Durham conceded that "when this idea was proposed by our Finance Committee last fall, I was the first to protest and to try to hold the line. But the more deeply I became involved in the subject and the more deeply the demands became evident, I had to give in and agree along with my colleagues on the board that now indeed is the time for action."

The bylaws change provides for an increase in annual dues of from \$50 to \$75. The dues of newly admitted members are up from \$20 to \$25 for the first year and from \$25 to \$50 for the second.

The affiliate measure provides that "any chapter may establish the classification of professional affiliates." Such members cannot be registered architects, however, but engineers, planners, artists and the like, and while they can serve on chapter committees, they may not make motions or hold office.



Amendments added to the resolution provide that 1) affiliate members be in good standing in their own professional organizations and that they abide by the AIA's Standards of Professional Practice, and 2) that they not hold committee chairmanships since this often entails a "spokesman" function.

Resolution is Withdrawn: Pulled back was a resolution on contingent fees, because, it was explained, the AIA, various engineering societies, planners and landscape architects are in the process of trying to coordinate their ethical standards.

"To change our present standards in any way, before discussing them with the other societies, would be an act of poor faith, and would limit the usefulness of further intersociety discussions on this subject," explained Rex W. Allen, FAIA, outgoing secretary and now the Institute's first vice president.

By a show of hands, a majority of delegates voted to defer action.

The Report of the Board was read by headings, with the reading suspended during occasional comments on questions from the floor. The first item was the Octagon House and the proposed new headquarters, and a status report was requested.

The rejection of an earlier design for the headquarters by Washington's Fine Arts Commission drew a split response from those AIA members he had heard from, Durham said. Half wanted to "fight this all the way up to the Supreme Court," while the other half said, "Thank God for the Fine Arts Commission."

In any event, Durham continued, the overriding point is that the AIA, which always supported design review commissions, must be consistent in this attitude. The Institute has therefore begun a series of meetings with the commission to discuss a new design concept, Durham said, adding:

"We are very hopeful that in the next few months the final details of the design will be worked out between the same architects who won the competition [Mitchell/Giurgola Associates] and the Fine Arts Commission that will lead to approval of the design."

Only One Carrier: When the reading came to the heading, "Insurance," Max R. Garcia of the Northern California Chapter rose to complain that for "unknown reasons" he has been denied errors and omissions coverage by the Continental Casualty Co. He said architects "have only one insurance company which in fact has the power of life and death over practitioners."

The Institute, Durham said, "is indeed interested in more than one carrier, but we only have one carrier." He asserted that the AIA Committee on Insurance—"one of our most active"—is pursuing a program which he described as "most sound and most logical in the long run."

Dean F. Hilfinger, FAIA, Institute treasurer, supplemented the report's section on AIA finances with some comparisons. Three decades ago the AIA had 2,879 corporate members and current income of \$107,000. A single decade ago the figures were 12,558 corporate members and \$979,000 current income: As of May of this year corporate members numbered 20,244 while projected income for the year was \$6,292,000, Hilfinger said.

Three Go to Board: In the resolutions phase of the session, three referrals were made. Referral No. 1, a resolution submitted by the Pasadena Chapter concerning 1.3 of the Standards of Professional Practice, and Referral No. 2, of a California Council resolution pertaining to 3.5 of the Standards, were made to the Board of Directors and the Special Study Committee on Ethics.

Referral No. 3 went to the board and involved a New York Chapter resolution concerning architectural practice in Puerto Rico.

The delegates approved all of the following resolutions, except in the single case noted:

Resolution 1—Urging Congress to adopt the Federal Fine Arts and Architecture Act giving a legisla-

Continued on page 114

ACSA and the Princeton Report

A discussion of relevance to the AIA convention

BY PHILIP DOLE

In December 1967 "A Study of Education for Environmental Design," by Princeton University for The American Institute of Architects with Co-Directors Robert L. Geddes, FAIA, and Bernard P. Spring, AIA, was issued in a final report of 61 pages. Soon after, it was sent to the schools giving their faculties time to study and discuss the report in advance of the annual meeting of the Association of Collegiate Schools of Architecture in Portland. After considerable discussion presented here, the delegates approved a resolution which "finds the report an insufficient statement," adding that "We suggest that the AIA and the ACSA should determine jointly the direction of further study." Work is in progress on a shorter version of the report to be distributed to the profession.

The following account is by a University of Oregon associate professor on leave of absence as program coordinator, Continuing Education in Environmental Design, University of California, Berkeley.

In introducing Bernard Spring's presentation of the Princeton Report, Charles Burchard stated that "the report can have a beneficial effect in the long run only in so far as it stimulates the reactions of architectural educators. It could provide a framework for some sort of interaction between each of us, an interaction which has been sadly lacking."

Indicating that the report should be reviewed in terms of the avenues it opens up rather than in its detail, Burchard pointed out that the curriculum of any school is not as important as the opportunities provided for the students: "the less defined curricula we have, the better the process, the vehicle for involvement, adjustable for needs as they occur."

Spring's presentation followed the organization of the published report. Introducing the first part called "Goals, Problems and Strategies," he explained that "prototypes are no longer applicable, life is now much more complex."

There is a "rise of expectations" expressed vocally and by the great increase in numbers. These bases for change led to the three major

goals for education set forth in the report. A student should be able to:

- "work effectively within the real world constraints of present-day practice"
- "comprehend the continuing changes in the social, economic, scientific and technological setting of our society . . . constantly renew and adapt his abilities in response to these changes"
- "formulate a concept of a better environment."

Most environmental design education can be traced back to these three goals. It is important to recognize that they "are in conflict with each other," which explains most problems arising in environmental design education.

Spring's review went on to the five problems of environmental design education:

- continuity—two aspects: the need for understanding between the professional and his client or the user; and the continuing of various parts of education
- scope—individual structure not necessarily itself the prime determinant of the environment
- method—development of problem-solving methods, a central problem of architectural education.
- reality—search for ways to overcome detachment from reality in school design problems, to deal with the most pressing social, political and economic problems

ACSA RESOLUTION

During the annual business meeting, a resolution written by a committee designated by the ACSA president was read; no questions were raised. It passed apparently unanimously.

Resolved: The Association of Collegiate Schools of Architecture has discussed at its annual meeting the AIA Princeton Report and expresses its appreciation for the investment made for the improvement of education. The association, however, finds the report an insufficient statement. We feel that the report cannot be regarded as more than a departure point and that present proposals for implementation are not justified. We suggest that the AIA and the ACSA should determine jointly the direction of further study.

• numbers—problem of preserving a teaching tradition of great credit yet dealing with larger numbers of people.

Next, strategies for improving environmental design education fall into four categories:

- continuity—elementary school to continuing education programs
- broader scope—joint programs, team teaching, etc.
- more effective methods—need for research
- reality — contact with reality while building is in process and after building is done; the notion that "whatever strategies you choose are those in the light of clearly understood objectives. Before you come up with a strategy for curriculum reform, you have to come up with the definition of architecture."

The material covered thus far corresponds to the first 21 pages of the report. The middle portion, "The Process of Change," pages 23 to 47, leads off with defining the environmental design task. This includes the three terms which define the task:

- Process is the "design decision-making process" — identification, formulation, prediction, selection, management and evaluation.
- Scope relates to the scope of the work to be done—basic research, applied research, pilot study, proposal, communication and effectuation.
- Scale relates to the scale set by the physical boundaries of the problem — region, area, district, group, unit or component.

Relating process, scope and scale produced the matrix shown in the model of the definition of the environmental design task. The report says "The model contains 216 intersections (6x6x6) . . . taken together . . . represent the entire environmental design task. . . . The model also finds specific use in the development of the national framework for environmental design education and the process of curriculum development."

Within national framework for environmental design education, two guiding principles are that 1) "the least possible amount of outside constraint should be placed on the schools" and 2) "the widest range of educational careers should be open to the individual student."

Nine distinct types of educational programs are described: four are professional education, three are aspects of general education, two are periods of internship, not to be taken in school.

The report's second model, the *modular-jointed framework for environmental education*, shows six "time modules" over which the nine program types are distributed. Each module is a two-year program, after which a student can discontinue or change to another.

A guiding principle has been "to offer the student the widest range of educational careers. . . . If educational programs are fitted into the pattern set by the model, there will be about 1,000 possible educational careers open . . . in the field of environmental design."

The middle section concludes with a method for curriculum development and evaluation. It discusses and lists elements which can be dealt with to shape an educational program and sample educational objectives, and describes "the full range of teaching methods or learning experiences that will be used."

The last part of the report, "Recommendations of the Study," is largely a restatement of the topics dealt with in the first two parts.

IMPLEMENTATION OF REPORT

Raymond Reed discussed the implementation of a program at Iowa State University, characterized four years ago by a rigid system of prerequisites. For instance, in checking on the significance of required courses, it was found that only one architect in the entire state knew calculus.

The school, it seemed, had been using courses and staff to frustrate the student. An early change in that whole climate had the student, after three years, take the responsibility for presenting his own program for his remaining three years.

Two examples of the flexibility which has been incorporated into the new six-year program: groups of students study problems in other parts of the country, with ultimately 15 percent off campus at all times; at the end of four years, all students leave for one year, work in some kind of office, then come back for two years.

To get the student more involved with architecture, the school has shifted the role of the teacher from master to "midwife."

In a direct attack on the problems attendant to interdisciplinary problems which try to work across departmental boundaries, the school has started a design center. It has a budget and can hire faculty members from other disciplines for a period of time. All of this has resulted in many problems, "with continual controversy, but the quality of the controversy has improved greatly."

ANALYSIS OF REPORT

This discussion was planned in three parts based on the titles and sequence of the body of the study. If it were the intention that each commentary relate to a portion of the report, most speakers found it necessary to go beyond those boundaries. Though differing in tone, the individual talks underlined similar criticisms.

Goals, Problems and Strategies

RALPH DRURY (Yale University) recognized such a report as a very difficult job to do, the kind one should not count on to be successful. But allowing for that, "it fell pathetically or disasterously short of expectations."

Not only was it very difficult to read, but it was "even insulting. . . . Most of us have been working with the main thoughts for 10 years. . . . I kept wishing that the report would lead me instead of follow me." For example, "We can't use another glib call for interdisciplinary programs without some suggestions for overcoming the huge boundary-layer difficulties we have all encountered."

Criticism was directed at the absurdity of numbers—"216 task descriptions, over 1,000 career opportunities"—pointing to extensive cataloging, the need to seek simplification, the lack of information and even misleading terminology, 'A method for Curriculum Development and Evaluation'. . . . But you read it and, poof, nothing—two rules for describing courses."

The report was described as "pseudo-scientific," suggesting annoyance that outright emphasis on a scientific system could have been considered comprehensive for environmental design education, and that it is in fact not very sound scientifically.

About this, Drury said, "Yet the one piercing disappointment is the scientific pretense—gathering, sifting, processing, evaluating data

leading to clear alternatives and a suggested conclusion. There is not one shred of evidence that the scientific has actually taken place . . . there is no clear body of information. If the report were scientific it would not allow itself to imply that 'trial and error' is essentially a weak or bad basis for the process of education while by contrast 'a workable theory' would be strong or good. For that is in the face of the widely held belief by scientists . . . that trial and error is the workable theoretical basis for discovery and education in human life."

The report, page 3, "refers to 'the problem of complexity and dynamism in society which have been the motivating forces behind the changes in education.' But I had blithely assumed that it is the miserable human condition that is the motivating force behind change in education." If the focus were directed toward the problems of the human condition, not toward such an abstraction as "complexity," literally and figuratively, things would come to life. "The report made no use of myth or magic. I agree with Jung who said 'What man appears to be can only be expressed by myth. Myth is more individual and expresses life more precisely than does science.'"

Alluding to the report's rather dry, finite concerns, Drury suggested that the "report's three goals/five problems of environmental design education should be stated as a myth, not method; as aspiration, not as a description of office life."

ROBERT HARRIS (University of Oregon) stated that since the report's recommendations involve major reconstruction of U.S. schools, teachers of architecture must view and evaluate it. He found the report to be task-oriented while an educational program should relate to student-oriented goals.

"The university probably means something to the student first in terms of his own life and development, intellectually and emotionally, before it can mean anything to him in terms of profession or occupation. I think we would not want to distort the meaning of university by constructing our programs only in relation to societal and national tasks."

He urged that the concerns of sequence and of cumulative education be added to accompany and expand "the five problems of environmental design education" which the report had identified.

"The problem of sequence is that distinct course boundaries and specified course sequences seem often to frustrate efforts to take broad-based views of specific issues. We find ourselves seeking to break out of course-ordered curricula into issue-ordered curricula".

On cumulative education, Harris said that "whether we prefer our experiences in neat sequential packages or in somewhat messy but intense fields of action," we must still hope that each experience and all experience, all study and all work over time are cumulative and reinforcing. And since "this demands strategies on a universitywide basis—different from the report's identification of problems of scope and of continuity—I doubt that the strategy of careful separation of one cycle of work from another, of general education from professional, will seem correct."

The Process of Change

BILL LACY (University of Tennessee) found the report extremely complicated to follow, understood the first part and not the second. He directed his talk at the scientific model, which Drury and others had spoken of, and questioned, as the central feature from which the report depended.

Consulting a systems analyst, he learned that the study is "a typical approach utilized by systems analysts" and that "there is no unique model for any system." The Princeton model of the educational process "is only one possible model." The appropriateness of the model cannot be assured "as the use of the model is the test of the model."

"We seem nihilistically determined to continue our headlong race into the quantifiable, measurable world of the immediate future and this report, influenced by the current acceptability of numbers and figures, has sought to reduce the architectural education process to a well-ordered statistical sequence." Lacy added that "The Princeton Report is a valuable tool for studying and evaluating one's own program. It has focused attention on the process and that in itself is a valuable contribution."

ALAN TANIGUCHI (University of Texas) pointed out that in comparison with the achievements which have resulted from spending of billions on launching pads, in Vietnam . . . this investment of \$100,000 by the AIA has been a useful beginning. At about \$1,000 each, the 90 schools of architecture

were put into position to scrutinize their programs. In response, the Texas faculty began meeting and spent several days describing the report. But, "Why after 21 pages is the report a kind of trap?"

Recommendations

The majority of the speakers made recommendations in their individual talks. Again, the report was described as being too pretentious, involving too much jargon, and pseudo-scientific.

DR. KENNETH CRAIK (University of California, Berkeley) spoke of the report's difficulties as more than pretentious language. Discussing at length the "sense of identity of the architect," he queried whether there were not any stable characteristics.

"The report should be challenged about what the role of the architect is going to be—whether there are essential, traditional aspects of the architect which have been played down, and what this means. Twenty pages refer to problem solving; 20, to the problem. Some reactions to the report may be to what this description implies as to the role of architects—*problem solvers*."

Dr. Craik's questions on the identity and stable characteristics of the architect question the report's emphasis on change. "Thinking of the report as something that may become an actuality, we have very little information about how society operates presently and therefore little basis for recommendations or changes.

"A sense of identity is an aspect of recruiting. Traditional identity acts as a lure—the student knows what's there. I don't think that 216 tasks will act as a lure to students. What are the implications of the 216 tasks for training students? . . . Do you have to have 216 tasks?"

Another and related suggestion was for some consideration of the long-term impacts. "It is not clear from the report how evaluations will be made of how training or experience relates to post-school performance." He suggested that a basis for architectural training might be to consider two aspects: 1) training and research and 2) training and practice, which would result in different divisions than the report's. "As a psychologist, I would suggest considering identity packages and functional packages."

Floor Discussion

In a half hour of animated discussion immediately following these speeches, representatives

from 15 schools added their support to the tenor of these analyses of the report.

Responding to the panel talks, Spring said that he appreciated the statements and found them all thoughtful. He did not want to defend the report; "I am really, personally, well beyond it. It has no force of law."

JOHN WADE (University of Wisconsin, Milwaukee) observed that the report also was pseudo-rationalistic for it assumed certain things about human performance. "To expect that analysis produces decision . . . has a rationalistic basis."

CHARLES MOORE (Yale) urged that the group transmit something to the AIA. "The rest of us have been too well beyond this report for some time."

CHARLES BURCHARD (Virginia Polytechnic Institute) remarked that the report should be a means of stimulating discussion as it had done these past two days. "Many people think that through the magic of a report, something will be done for them."

GERALD McCUE (Berkeley) indicated that earlier discussion with a group such as the ACSA at interim stages in the study's development would have been useful. Now, it was presented as a solution. Other questions were raised as to the appropriateness of form as the proposal's focus rather than process; on the call, again, for capacities at an interdisciplinary scale while architecture was not dealt with as a rigorous discipline. "But is there a discipline of architecture? What is the subject matter? Are we prepared to teach it?"

BEN EVANS (former director of Education and Research, AIA) said that the Institute is trying to stimulate discussion through regional meetings. The AIA also wants to implement, stimulate and develop further projects in education. Another series would support the development of materials in environmental courses.

RAYMOND REED (Iowa State) urged that the group consider to what use the report could be put.

LEONARD CURRY (University of Illinois, Chicago Circle) observed that this meeting had been the most stimulating in years. He shared most of the concerns about the limitations of the study. "It does report too much on numbers. . . . We are concerned with things not even implied in the report—with humanistic concerns."

BURNHAM KELLY (Cornell University) interpreted the situation

this way: The AIA had commissioned the study on education without asking the ACSA about doing it or for its opinion until this moment. "If this group feels that this report is 1) incomplete, as Leonard Curry puts it, and 2) not the right one, as Charles Moore puts it, we should say so."

The discussion then turned to framing a resolution. There were various sentiments as to the appropriateness of such an action. A number urged that the resolution should say that the report has been useful and that it will have many useful byproducts, and further that the resolution should include some way of extending the study.

A motion that "we appoint a resolution committee to be formed by the president to draft a resolution to be read at tomorrow's meeting" was carried.

The resolution as passed states the ACSA finds that "the report cannot be regarded as more than a departure point and that present proposals for implementation are not justified. We suggest that the AIA and the ACSA should determine jointly the direction of further study."

THE STUDENT HIMSELF

In an introduction to the Princeton Report discussion, two psychologists spoke, one on "The Student in General," the other on "The Architectural Student in Particular."

DR. BERNARD KAPLAN (Clark University) stated that his professional training, his years of rather intimate contact with conflictful students and others led him "to be suspicious of questions like 'What's bugging the student?'" and that "despite the best intentions in the world . . . universities and departments have their bureaucratic structures, have their rules and rituals, which prevent them from responding to students on an individual basis and which lead them like Procrustes . . . to regard each student as a prospective victim for a bed of fixed dimensions. We all tend to lop off limbs and yank at the ankles, closing our ears to the silent screams."

Dr. Kaplan summarized four factors that "bug" the contemporary student as: sociocosmic factors, the structure of the university, the structure of departments within a university, and factors pertaining to the individual, per se. Speaking of sociocosmic factors he said that,

"for archaic man, there was a close affinity, a kind of consubstantiality, between the cosmos at large, his society or sociocosmos and his individual fate. . . . A disturbance anywhere had repercussions everywhere. . . . For Western man, even scientific man . . . the archaic world view has simply become subjectivized, constituting Western man's unconscious mind. . . . Once the values of the society are brought into question, all those institutions tied to the values of the society are or become problematic. . . . As one became increasingly aware of the manner in which disciplines were being shaped and supported in the 'national interest', . . . became aware of the extent to which university departments groveled . . . in a gentlemanly fashion, to be sure . . . at the feet of governmental institutions, one began to question the discipline.

"Does our department or school, as a relatively autonomous entity, have a *raison d'être*, or should we be dismembered and assimilated elsewhere? Should we not periodically raise this question not only with respect to existing divisions within a university but also with regard to the relations between the university and the world?"

DR. KENNETH CRAIK (Berkeley) pointed out that "The entire contemporary architectural endeavor can be considered as a vast, complex, perhaps little understood, certainly little studied, socio-psychological system. . . . The architectural student, of course, can be considered as a complex socio-psychological system in his own right, known . . . as the human personality. So we now find ourselves with two complex, little studied, socio-psychological systems, existing at different levels—one individual and one social and with different temporal spans . . . a double-complexity. . . . The description of that individual system as it develops within that social system would constitute a description of the process of becoming an architect."

Dr. Craik went on to a discussion of the psychological demands of the "stages and strands of the creative process." "First, preparation. . . . The individual must be sufficiently acquainted with the structure of his intellectual, esthetic or scientific field to enable him to recognize or put to himself a problem or discrepancy or vision. . . . Second, incubation. . . . The individual must then be able to withdraw from the certainties of skill and knowledge . . . to the haziness of an-as-yet un-

realized synthesis. . . . Here the ability to turn from analytical, differentiated thinking to analogical, metaphorical thinking becomes crucial. Third, illumination. . . . Long-awaited synthesis or insight may come . . . in a swirl of ideas and images . . . groupings and regroupings, that gradually achieves a coherence and order which sparks off implications in all directions. . . . The fourth stage, verification, elaboration and realization. . . . The creative person must now pull himself and his insights together . . . to ready himself for the working out of his insights in the actual world . . . evaluate his solution and carefully judge its appropriateness to the problem. This process involves a different, and even more demanding, kind of detachment than that achieved during incubation."

Dr. Craik suggested that "Many architectural schools seem to direct their energies toward the education of a single type of architect, namely, the all-purpose creative designer. Yet a visit to almost any architectural firm reveals that at some point in their careers, architects sort themselves out and come to perform a wide range of functions. . . . In actuality, it is contended, many architects find the self-assurance and the proper modality for expressing themselves as designers a number of years beyond the school period. . . . Might it not be appropriate to spin out the traditional five years of architectural education in a much different manner over time. . . . For one function of the period of education in our culture, in addition to the acquiring of skills, is the devotion of a certain number of years directly to the personal development of the student and his unique possibilities . . .

"Barring truly horrendous catastrophe in other spheres, the next 25 years may well come to be known as the Age of the Physical Environment. . . . One clear consequence for architectural society is change and one foreseeable mode of change is the emergence of new ways of being an architect." And this "raises the question of the essential identity of the architect. Are there enduring aspects of the architectural endeavor which require a stable array of identifiable talent and character? . . . The architect remains, in part at least, one of the caretakers of the human spirit." □

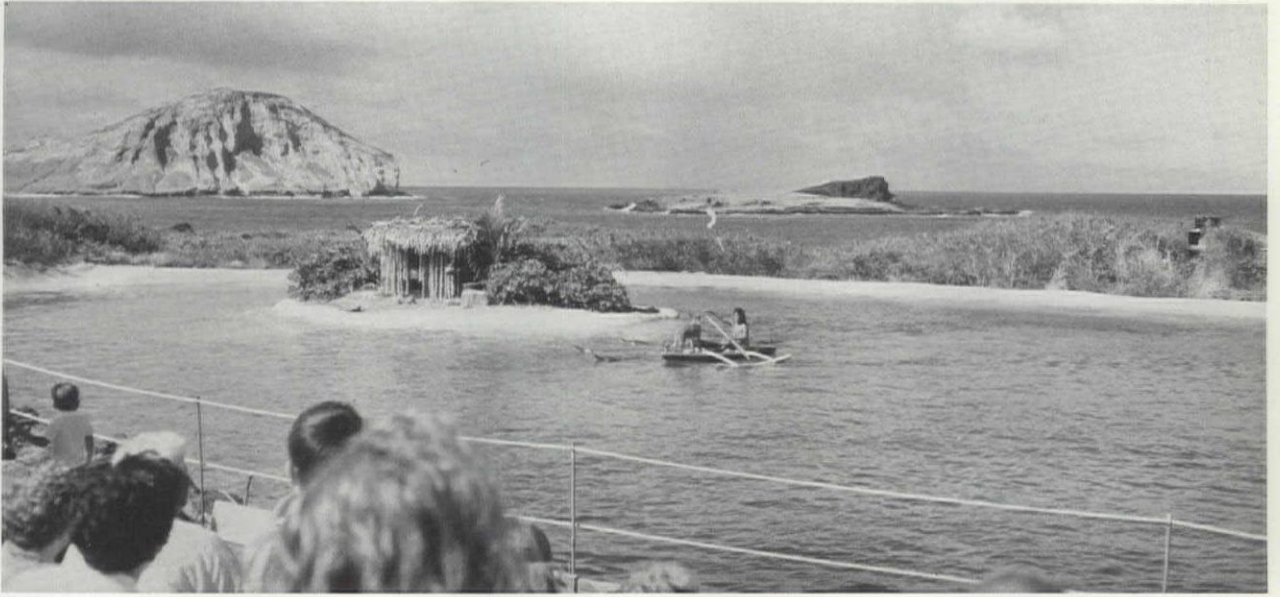
Further details of the ACSA meeting can be found on page 84.



FROM WAIKIKI TO

The Honolulu part of the two-city convention, June 28-29, begins on a note of sunshine and flowers as architects and their families alight from planes on a typical bright, trade-wind day, each visitor being greeted with a warm aloha and a flower lei. Upon arrival at the Ilikai Hotel headquarters, it does not take long for the registrants to doff their mainland garb for comfortable Hawaiian attire, and the workshop sessions probably are the most colorful in the history of the Institute. A good share of the activity takes place away from Waikiki Beach, including a city excursion that presents a side of Honolulu not often seen by tourists—its business, industrial and cultural development. Perhaps the highlight is the stop at the seat of Hawaii's government where the old meets the new: Iolani Palace and the State Capitol, now under construction. There are other tours, too, such as Sea Life Park and Scenic Island and of three architect-designed houses in the Kahala area; and there is a luau, to be sure, across the Pali on the island's Windward side.



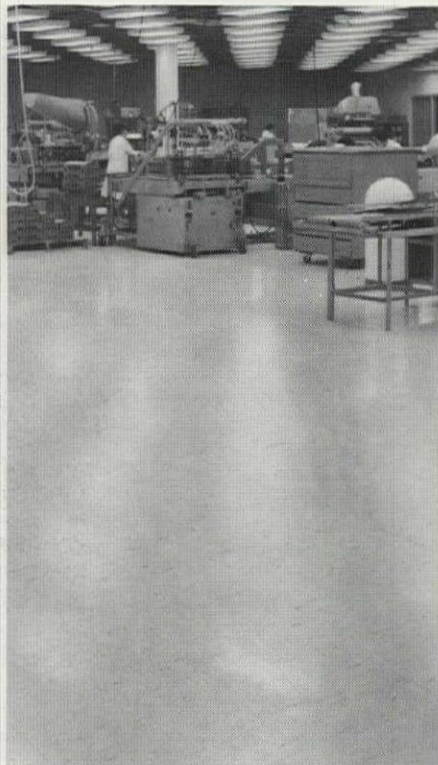
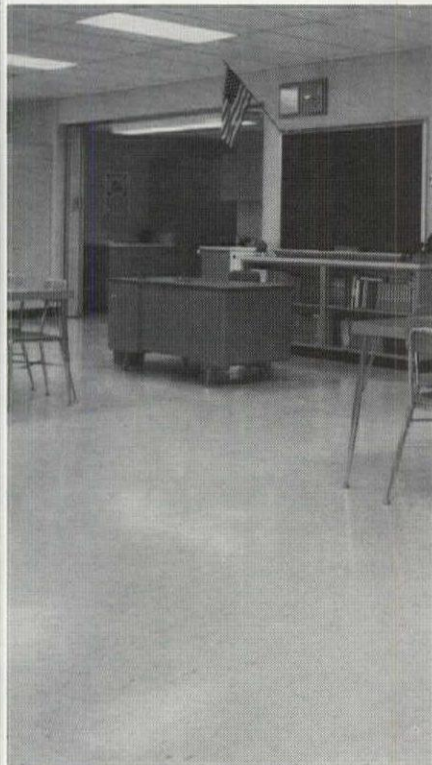
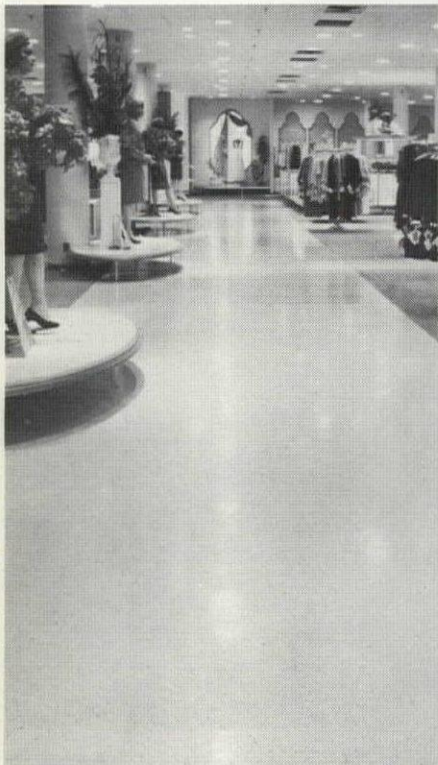


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ARCHITECT: JAMES A. EVANS, A. I. A.

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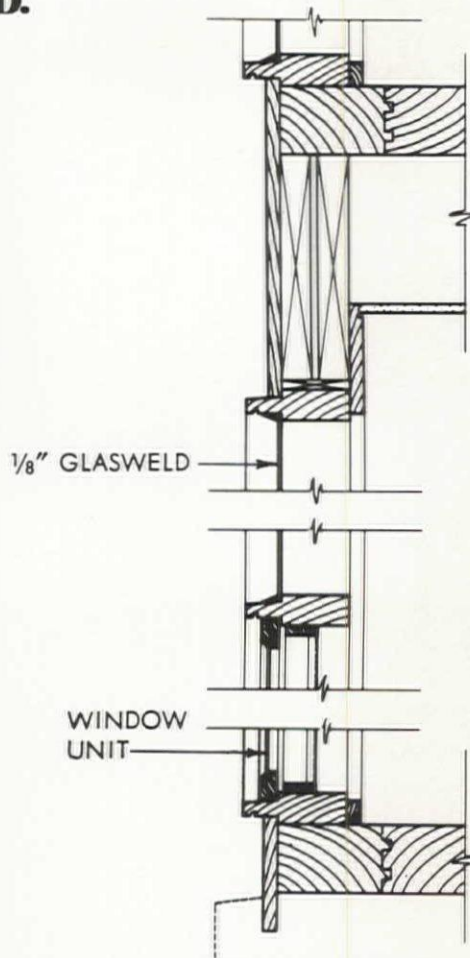
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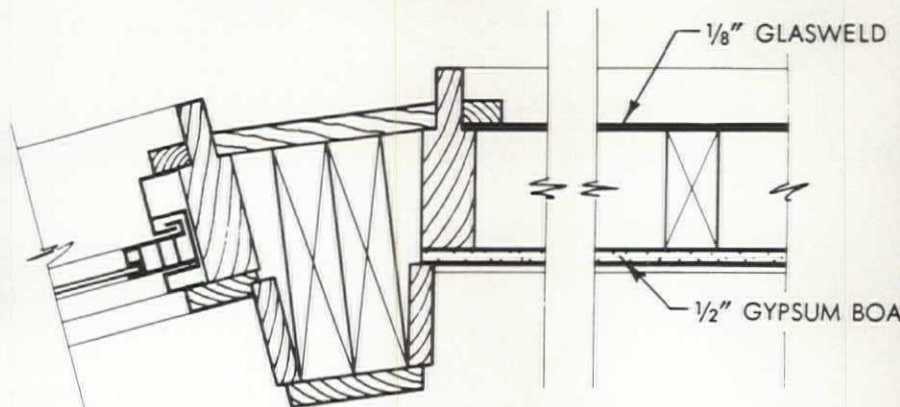
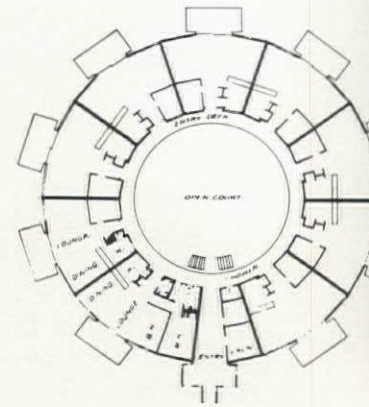
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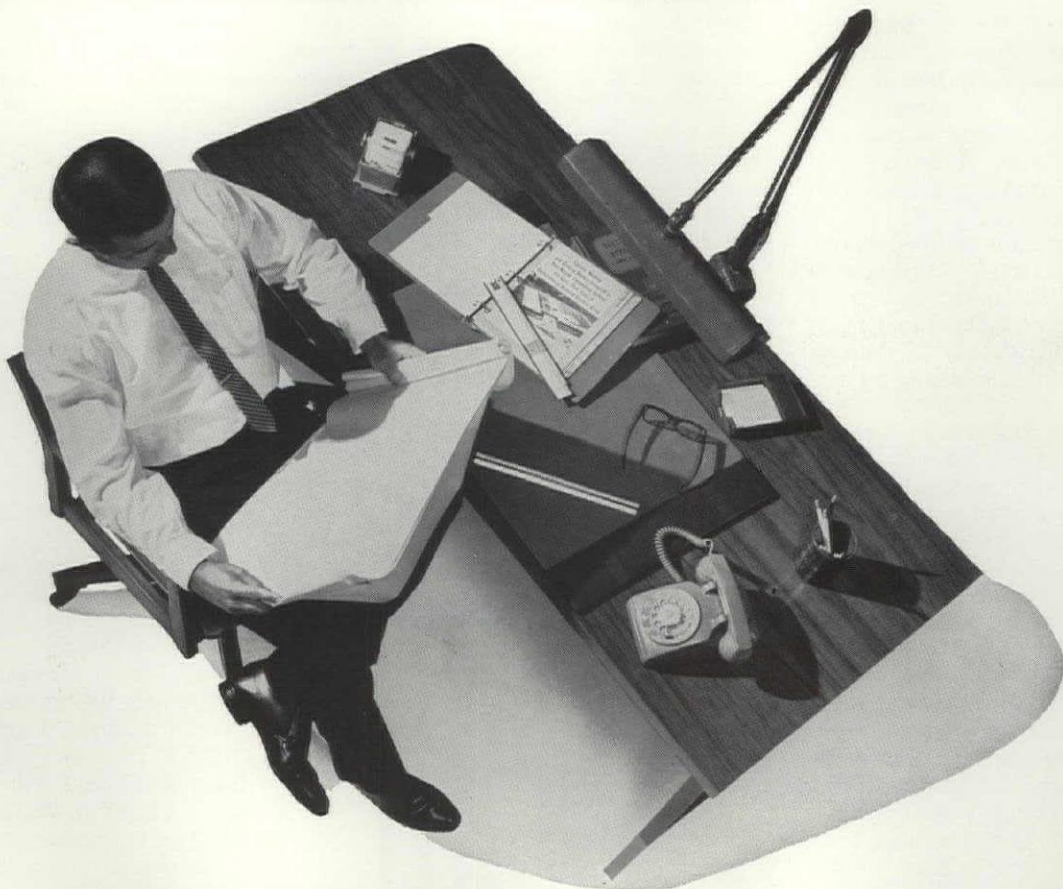
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'Changes to Meet Change'

Strong winds of change have been sweeping the National Council of Architectural Registration Boards lately, and change was the key word during its 47th annual convention July 1-2 in Honolulu. Meeting theme: "NCARB's Response to the Changing Profession."

Some changes forecast by keynote speaker Gerald M. McCue, FAIA, University of California, Berkeley:

- increase in large organizations with specialists from many disciplines to collaborate in an interdisciplinary effort
- rapid growth of that "new phenomenon," the small team of specialists with a depth of knowledge and experience in a specific problem area or subdiscipline of architecture
- division and subdivision of the develop-design-construct process.

Echoing McCue's views were three of the other speakers, all AIA: Phillip J. Daniel, principal, Daniel, Mann, Johnson & Mendenhall, Los Angeles; Herbert K. Gallagher, principal, Architect's Collaborative, Cambridge, Mass.; and Samuel B. Zisman, consultant and lecturer on urban planning, San Antonio, Tex.

It added up to a call for, as one speaker expressed it, "changes to meet change": 1) an increase in the breadth of the architectural curriculum with inclusion of courses in planning and programming systems, in the use of computers and in economics; 2) a greater depth of competence in the individual; and 3) encouragement of specialization with the team approach in mind, though without loss of professional identity.

Gallagher voiced concern that definition of the architect is out of date and that the corresponding examination to judge his competence excludes much needed talent from the professional fold, without providing "any real measure of competence for many of the tasks the profession is or should be tackling." There is, said he, a definite need to give some degree of professional standing to the technical and support skills we use in our practice.

"Would it be outlandish," Zis-

man asked, "to visualize an examination given on a team problem in which those seeking qualification as architects, planners, landscape architects, engineers and possibly others participate?"

McCue put it this way: "Present conditions require all new subdisciplines such as urban design and all new specialties to develop outside of the profession of architecture. It must, therefore, become the objective of the NCARB to become an implementing rather than restricting mechanism."

Moving quickly to get in step with the accelerated developments of the profession, attending delegates from 45 State Boards of Licensing accepted a program to develop recommendations for change of present examination requirements and to establish communication with other environmental design professions, with the ultimate goal of uniting all under one registration-certification umbrella. Cooperating with NCARB will be The American Institute of Architects, the Association of Collegiate Schools of Architecture and the National Architectural Accrediting Board.

Among studies of various policy directives adopted were

- training of technicians within the framework of NCARB regulations
- enlargement of the recognized range of experience for interns
- reassessment of requirements for certification
- re-examination of NCARB's and the state boards' responsibility toward recertification

This fall NCARB will move its headquarters in the nation's capital to 1621 New Hampshire Avenue N.W.



- reassessment of policies toward recognition of the professional in government and public service.

In another field, the delegates encouraged the use of NCARB certificates for all state to state reciprocity. They also moved toward immediate reciprocal registration in all states through the NCARB certificate and the preparation of uniform application forms for use by the NCARB and all states.

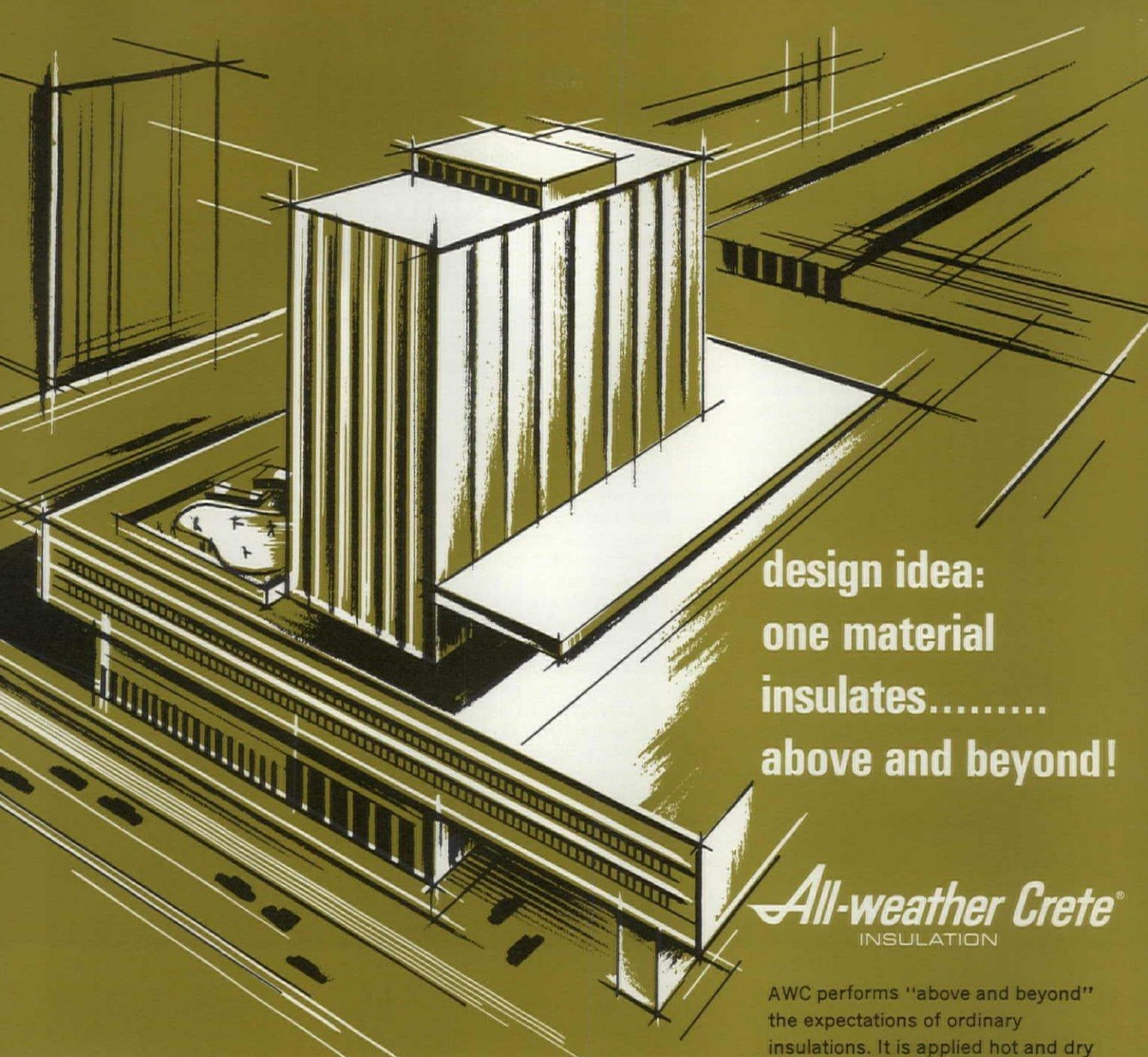
Underway also are studies on how to eliminate restrictions on architects working with other disciplines or in quasi relationships with entrepreneurs and developers.

A change of pace was provided by William F. Buckley Jr., who addressed the convention on "The Politics of Beauty" and stated that the community is "cursed with indifference."

The only way to do anything about the problem of natural beauty and architectural harmony, said author Buckley, who is also *National Review* editor and host of television's "Firing Line," is to do so "athwart the people's indifference; indeed, by extension, athwart their will." He expressed belief, however, that it is worth an effort to open people's eyes to beauty through education.

Outgoing President George F. Schatz, FAIA, of Cincinnati who could look back on a period which he a year ago correctly predicted would be one of "new energy and programs for NCARB," introduced the new NCARB director, Hayden P. Mims (see AIAJ, July '68). Howard T. Blanchard, AIA, of Garden City, Kan., succeeds Schatz in the presidency.

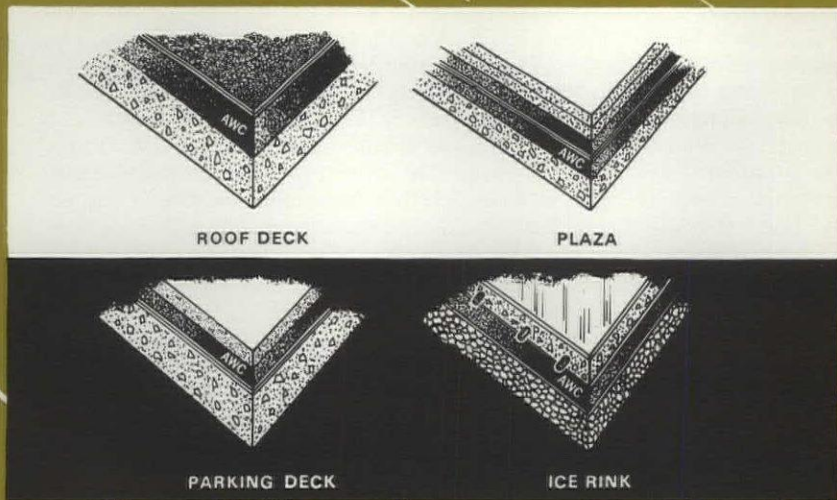
Other members of the new board, all AIA, are Dean L. Gustavson, Salt Lake City, first vice president/president-designate; William J. Geddis, Brookline, Mass., second vice president; Daniel Boone, FAIA, Abilene, Tex., treasurer; Harry E. Rodman, FAIA, Troy, N.Y., secretary; William V. Linde, Burlington, Vt., Richard J. Chorlton, Princeton, N.J., John L. Turner, Jackson, Miss., Thomas J. Sedgewick, Flint, Mich., Ken G. Miller, Hutchinson, Kan., Worley K. Wong, FAIA, San Francisco, directors; and Schatz, immediate past president. □



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'Scholarship and Research'

The 54th annual meeting of the Association of Collegiate Schools of Architecture in Portland, June 21-23, was lively, as promised. Member schools were almost completely represented, usually by several delegates each, with President Robert Bliss at the helm.

It was noted that membership now consists of 66 full member schools, 16 associate member schools and 327 individual memberships, out of the 2,400 eligible faculty in architectural schools.

The entire program fit under the combined topic "The Student and the Princeton Report," summarized in an article beginning on page 74.

During the business session, Burnham Kelly reported on the Cornell Project and submitted four resolutions proposed by the Committee on Graduate Study and Research which were subsequently adopted.

Aided by grants from the US Office of Education and the Graham Foundation, this committee has undertaken to support the development of new scholarship and research in architectural schools, with administrative direction of the project assigned to Cornell.

All member schools of the ACSA were invited to a conference on the subject held in Chicago, April 25-26, and representatives of a clear majority attended.

There was a substantial unanimity in favor of four points presented as agreements which, along with the discussion and the four resolutions, make up a six-page report, scheduled for publication soon. They are as follows:

1. Agreed: The time has come for the ACSA to state its views regarding the development of graduate programs of scholarship and research within the schools of architecture.

The report makes a distinction "between an emphasis on scholarship and research as parts of the regular training for a design professional and . . . where the curricula have as their primary objective the preparation of practicing professionals and graduates interested in scholarship and research who pursue these interests in a graduate program specifically devoted to

them. It is with these graduate programs that we are concerned."

Resolved: That the ACSA support the development within the schools of architecture of graduate programs of scholarship and research.

2. Agreed: General guidance and advice on degree structure will be useful to schools undertaking new graduate programs. Kelly extrapolated from the report to point out that a four-year bachelor's degree, or one- or two-year master's degree, followed by two additional years required for a doctorate is becoming visible as the degree structure in the schools. One consequence is a certain amount of confusion among the proliferating graduate degrees and some general guidance is needed. Comparable difficulties face the school preparing a program leading to the professional doctorate. The ACSA could help individual schools to recognize and meet problems in degree structure.

Kelly pointed out that the objective was to provide assistance but not to control the programs of the schools; that the ACSA does not have to have standards in the sense of accreditation but indirectly could set a sense of standards.

Walter Creese presented the urgency for the development of the advanced degree in architecture; and that the Princeton Report indicates the compelling desire to realize something, to come to grips with actuality, to come to grips with the compromise which comes about when what we regard as modern technology is applied to modern society. Implementation is natural to architects, but there is a great difference between implementation and realization. An advanced degree would require both an ability and an exercise in conceptualization; an ability to visualize large areas of a problem and to come up with some solutions. If the opportunity for this isn't developed, then what will become of the architectural profession?

Leonard Curry asked if the implications of a doctorate becoming the terminal degree on the hiring of staff had been discussed. The discussion terminated with a large ma-

majority vote in support of the related resolution.

Resolved: That the ACSA support circulation of the booklets on professional doctorates and on the Ph.D. prepared by the Council of Graduate Schools, together with such added material on our field as may be appropriate, to assist schools in setting up professional doctorates and/or Ph.D. programs.

3. Agreed: There may be substantial benefits for individual schools derived from cooperative action by ACSA to obtain support for the development of graduate programs in scholarship and research. Kelly pointed out that the member schools of the ACSA operating as a group in the application for grants might pick up support this way which otherwise we would not get. If a sizable award went to one school, then the ACSA could support a joint effort to bring the results to everyone. There are a number of joint actions the ACSA might accomplish under this resolution: 1) publication of a scholarly magazine—a journal for scholarship and research in architecture is sorely needed; 2) the funding and holding of special conferences and 3) the possibilities for a regional consortium. It was pointed out that there is no implication in the report that the joint efforts of the ACSA would supersede the efforts for research funding by individual schools. The intention is to supplement such efforts. It may be appropriate to add an ACSA committee to make such applications or to endorse them. The questions raised on this resolution were more extensive and related to more concern than on any of the other three. Charles Kahn's discussion was particularly representative of these concerns which raised questions as to the openness of the resolution. The committee would have to make value judgments. The third resolution was submitted to a vote and passed, with a large number of dissenters.

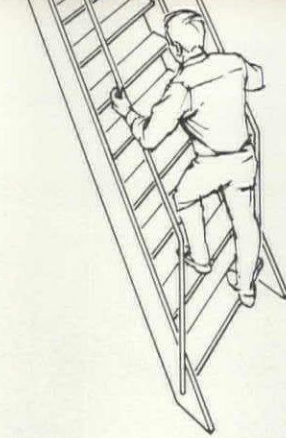
Resolved: That the ACSA supports the objective of joint approaches to offices, agencies, foundations and industry for funds to support programs of fellowships,

Continued on page 87



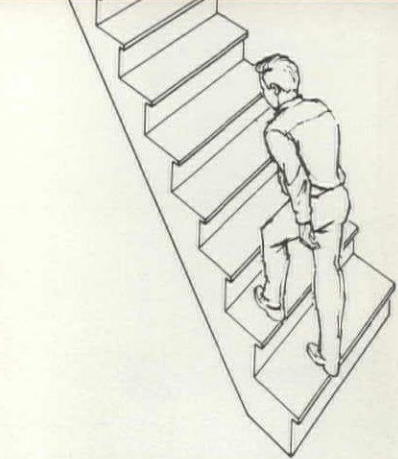
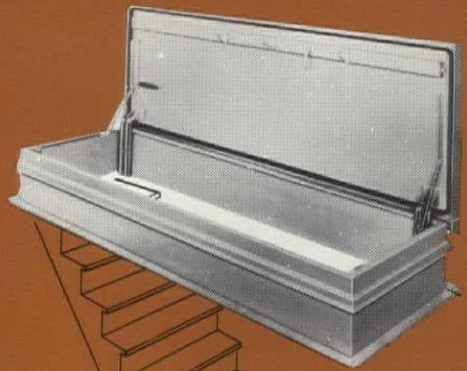
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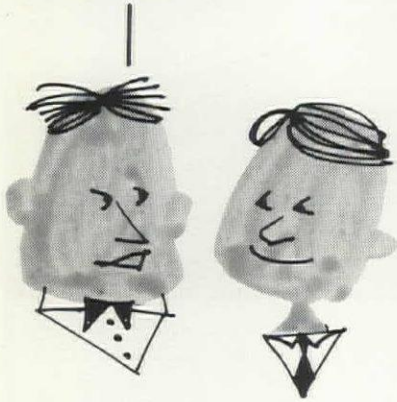
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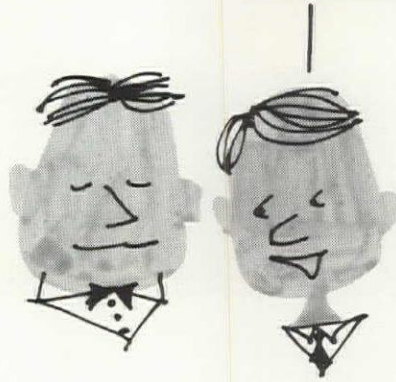
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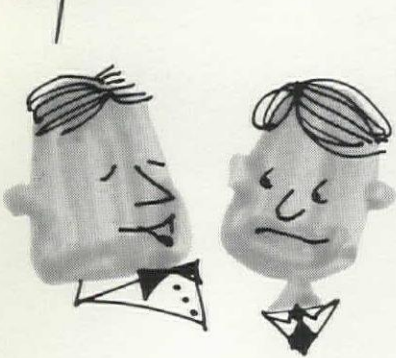
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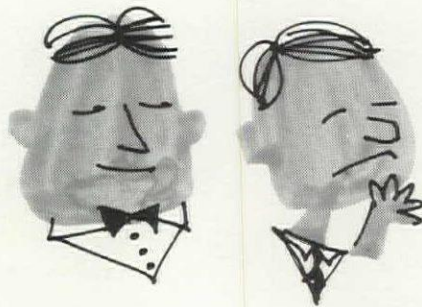
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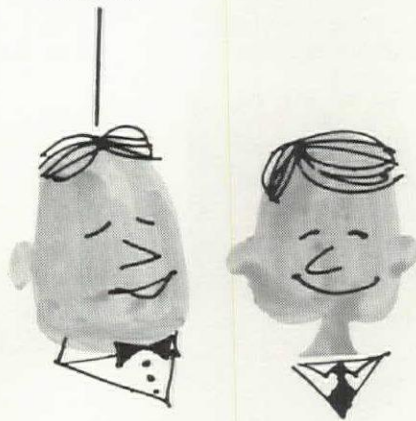
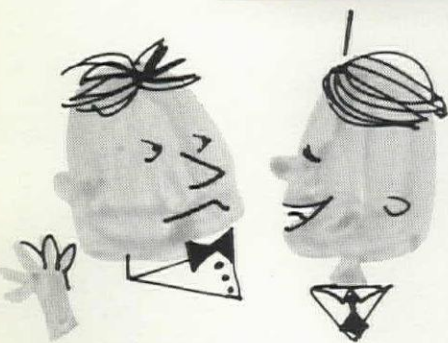


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publications, conferences, institutes and collaborative programs, and authorizes the Committee on Graduate Study and Research to make such approaches or to add ACSA endorsement to proposals or requests submitted by ACSA schools in groups or individually in pursuit of the educational goals of ACSA, and to recommend procedures for the allocation of funds awarded to ACSA as a result of any such proposals or requests.

4. Agreed: A continuing service agency is desirable, to advise the schools on sources of funds, on manpower, on program requirements, etc. In elaboration, it was pointed out that there would be no requirement for the individual schools to clear through such an agency; it would serve only to provide guidance and assistance upon request.

Resolved: That a committee be established to consider the general operational aims, structure and means of support for a service agency to be established by the ACSA for the purpose of providing educational services to the schools,

with specific attention to the provisions of advisory service and guidance to member schools engaged in establishing graduate programs of scholarship and research.

The committee gave a brief report of its ACSA-AMAX fellowship of \$20,000, awarded last year to Donald Watson for two years' graduate study, principally at Yale University. He is working toward establishing the options which could be built into a building to allow successive users a full range of choice, to establish the requirements for a methodology and a test of procedures to deal with the indeterminate nature of building programs.

Other Business: Two new directors joined the board: Bertram Berenson for the Eastern Region and Richard Whitaker for the Midwestern Region, replacing Charles Kahn and Marcus Whiffen, respectively, whose terms of office expired.

In further action on membership, the ACSA admitted the University of Laval and the University of Maryland as associate members; changed the status of California State Polytechnic College, the University of Illinois at Chicago Circle,

McGill University and the University of New Mexico from associate to full membership.

The business then turned to the reports by members of the various boards or committees. Among them:

- Description of the statistics which the National Architectural Accrediting Board is compiling on schools which, when completed, will be available upon request.
- Announcement of a comparative study of foreign schools of architecture by the Committee on International Relations.

The passage of a motion to raise dues increased full membership to \$250 per year; associate membership, \$150; and individual membership, \$10.

The meeting ended with resolutions recognizing the service of outgoing directors Kahn and Whiffen; the retirement of Professor C. Leslie Martin; and the deaths of Winston Elting, Wells Ira Bennett, Joseph Vincent Hudnut and Sigfried Giedion.

Finally, the delegates expressed appreciation to Creese, Robert Harris and their associates at the University of Oregon, the host. □

ASSOCIATION OF STUDENT CHAPTERS/AIA

'A Most Productive Year'

"The architects of tomorrow and the association which represents them are not ready to sell their profession short. Instead, we choose to direct our efforts toward its improvement, its involvement and its very purpose for existing."

Speaking as president of the Association of Student Chapters, Edward C. Mathes reviewed the work of his group before the opening session of the AIA convention in Portland. The ASC/AIA meets annually in conjunction with the Institute as well as at its Student Forum each November in the nation's capital.

Mathes, who has been named 1968 Institute Scholar following his graduation from the University of Southwestern Louisiana, referred to the association's last 12 months as "a most productive year," citing

the area of interprofessional relations as one of major concern for the students. Last fall, the group hosted a biannual conference of the National Student Professional Organizations.

"Among topics discussed were community action projects directed at ghettos which would require a combination of our professional talents," Mathes told the AIA members. "We have committees within our association working with interprofessional projects. We believe that now, while we are students, is the most appropriate time to develop a team concept."

Mathes went on to explain the "environmental discovery program" under which ASC/AIA conducts high school orientation and recruitment; regional student forums—"our grassroots meetings which ini-

tiate activity on the local level"—and seminars on curriculum validity and revision and on legislation which affects the profession.

Before becoming the head of the ASC/AIA, representing 23,000 students from 81 of the 87 architectural schools, Mathes served as Gulf States regional director and as president of his own chapter.

During his year in residence at the Octagon, Mathes, whose father is Earl L. Mathes, FAIA, of New Orleans, will work at a high level within AIA Headquarters, with emphasis on the linking of theory and practice, analysis and action.

The first Institute Scholar—the program was established in 1967—Jack J. Worth III, after his 12-month stay at the AIA, returned to Atlanta where he is employed by Richard L. Aeck & Associates. □

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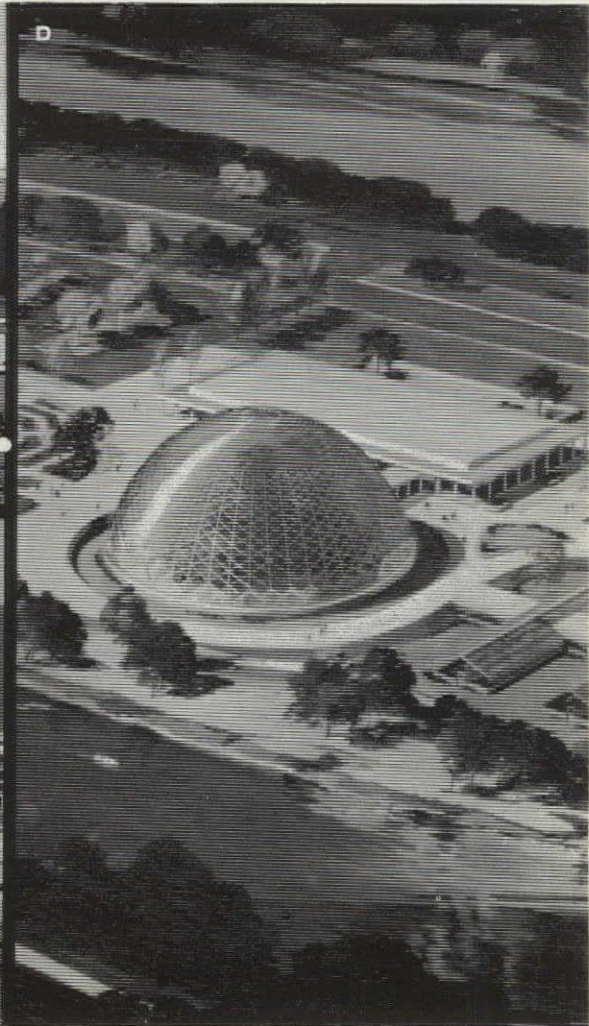
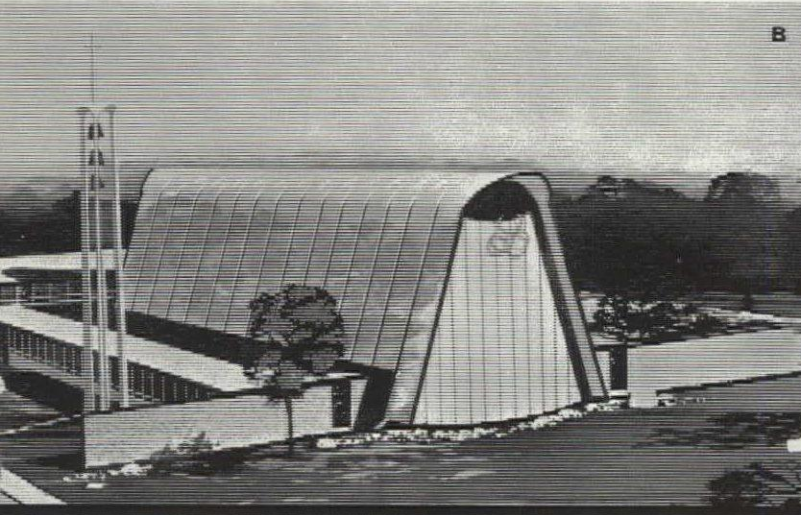
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'The Best Exhibit to Date'

Corporate members attending the AIA convention in Portland selected the Knoll Associates booth as the No. 1 display in the Building Products Exhibit, termed "a three-dimensional architectural catalog" by the Institute's outgoing president at the opening ceremony.

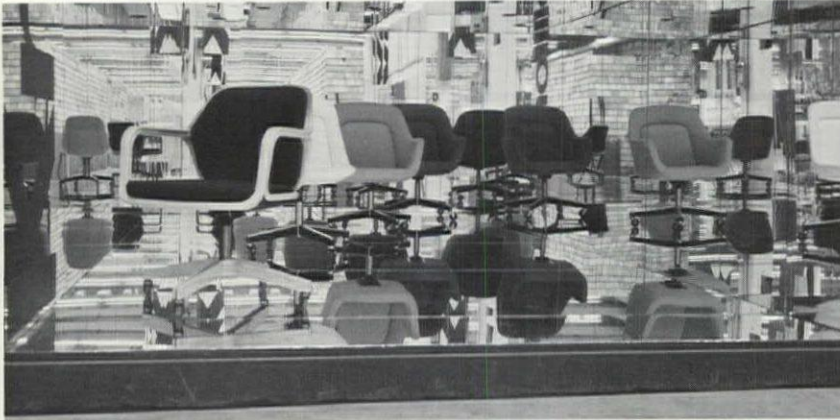
Robert L. Durham, FAIA, said

further: "The new products, and new ideas, on display in this exhibition hall are among the reasons why I, for one, am confident that architecture in the years ahead will be a more efficient and congenial link between man and nature."

Pointing out that the effort began in 1951, Producers Council Presi-

dent Earl F. Bennett called this year's show "the best exhibit to date."

Weyerhaeuser Company took second place in the AIA voting, while American Saint Gobain Corporation and the Department of Trade and Commerce of Canada shared third.



Knoll Associates



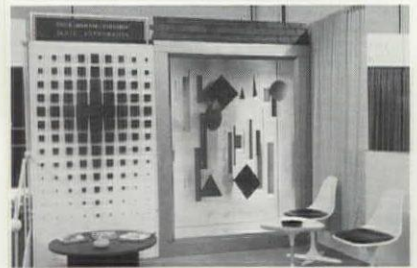
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Planning for Portland

Some of the ambitious projects for civic improvement that have been considered over the years are reviewed by Marion Ross, author of the article on Portland's architectural history in the June issue.

The most striking peculiarity of Portland's plan is that of scale. The regular grid is familiar enough and was the common scheme for the layout of towns in the West, but in Portland the blocks measure only 200 feet square. In the early days, the small scale added to the sense of a built-up community and in recent years has provided the opportunity for large office blocks to stand in isolation, almost in the manner foreseen in some of Le Corbusier's proposals of the 1920s.

Early in its history, if not quite from the beginning, an open tree-planted strip called "The Boulevard," and now the North and South Park Blocks, was left free of building. While this is not the continuous strip that may have once been intended, the two sections still offer an opportunity for special development. In the mansion-building phase of the '80s, the South Park Blocks were the site of many imposing private residences. In recent years, the mansions have gone, but the strip of park has made a favorable site for the location of monumental structures: the Masonic Temple, the Art Museum, the Oregon Historical Society and Portland State College.

Over the years, several suggestions have been made for greater civic grandeur. The most important was perhaps the Bennett Plan of 1909. One of the many reflections of the City Beautiful idea that grew out of the Chicago World's Fair, it was developed by Edward Bennett who had worked with Burnham on the Chicago Plan. This scheme would have given a new face to the whole downtown area: great bou-

levards with uniformly designed buildings, a monumental plaza in front of the railroad station.

The idealism of these designs gives one a curiously nostalgic feeling. If they had been carried out, the appearance of Portland would have been entirely different. Though basically influenced by French 19th century urbanization, the renderings suggest rather more the kind of city architecture proposed by the Viennese theorist Camillo Sitte. The designs for the buildings in general suggest the work of Otto Wagner in his Secessionist period, while the City Hall would have reflected the Baroque Revival of the Dual Monarchy.

In the midst of World War II, the civic-minded citizens of Portland once more undertook a large scheme of urbanization, intended partly to be a means of supplying work for men who would be idled by the cessation of hostilities. The County, City, Port and Dock Commission and the School District raised \$100,000, and Robert Moses was hired to make an overall plan.



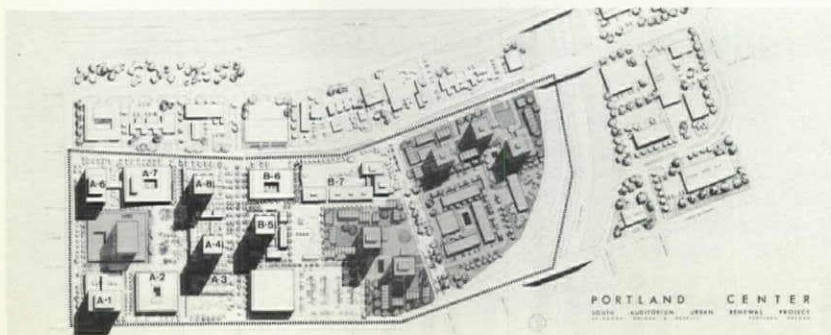
Section of Portland Center, Skidmore, Owings & Merrill; landscape architect, Lawrence Halprin. A-3, A-6 and B-6 are parking areas; B-7, shopping center; others, apartment and office structures.

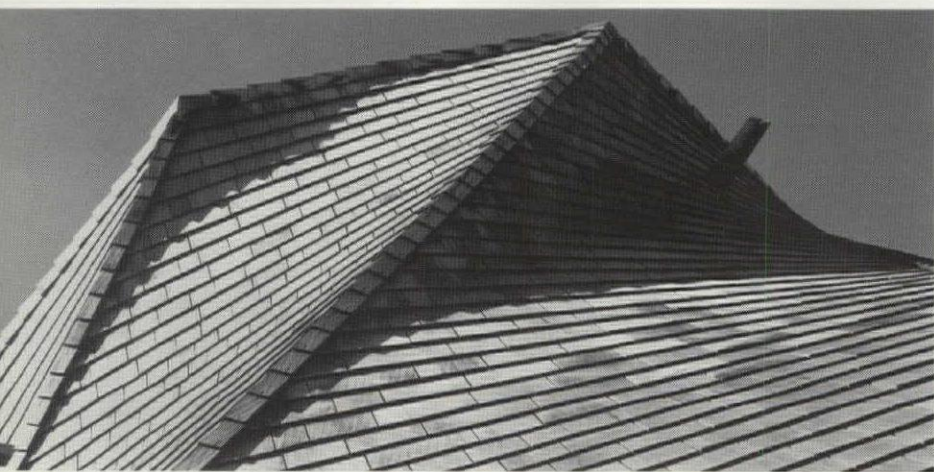
The "Portland Improvement Plan" was presented in November 1943. Again, a Union Station plaza and a unified civic center were projected, but it is characteristic of the change in emphasis that had occurred since 1909 that the traffic problem was given dominant priority. Superhighways instead of elegant facades were the primary object. While this plan, too, was not implemented, the recent development of a ring of high-speed traffic arteries such as the Foothills Freeway follows in a general way the proposals of the Moses plan. Such great slashes cutting through the heart of the city have had a rather unfortunate effect on the appearance of the town, though they have unquestionably speeded the flow of vehicular traffic.

Thoughtful local architects have also from time to time concerned themselves with projects for city improvement. Roi Morin made an interesting plan in the late 1940s.

More recently still (begun in 1958), and not as yet complete enough for one to be able to judge the total effect, has been the large-scale Portland Center Development. Many inferior structures have been swept away, the existing Auditorium completely redesigned and new, larger and more isolated buildings have been built, but with relatively little change in the basic layout of streets. Some of the structures have considerable individual merit, but as yet the scheme has not notably enhanced the quality of the town. The recent development of individual tall buildings, one to a block, seems at least as good a solution and may offer the opportunity for further enhancement of the cityscape more positively than the wholesale demolition and rebuilding of a number of blocks at a time. Only the future will be able to bring an objective judgment to bear on the value of this project, but it would seem that no city can be a really desirable place to live without some sense of the layering effects of time.

The idea of a unified civic center has still not been abandoned, and a new model for the development of the area around Lownsdale Square was presented in the *Oregonian*, September 28, 1966. It had the merit of preserving the present City Hall and Courthouse and adding new buildings to the group. □





A Seattle apartment's twisting pool pavilion
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Pittock's Imprint on Portland

In 1851, a 16-year-old boy came to Portland, Oregon, from his native England and got a job on the newly established *Weekly Oregonian* newspaper. Thus was started the foundation of Portland's distinguished landmark, the Pittock Mansion, and of Pittock Acres, the surrounding 46 acres of land which was to form the connecting link for a series of six city parks—a skyline strip 8 miles long.

Young Henry L. Pittock worked for 10 years on the newspaper, after which time he acquired ownership of it in lieu of back wages, so the story goes. He transformed it into a daily, as it has since remained, and rose with it in stature, wealth and influence through the years.

In 1909, Pittock decided to build a mansion for himself and his family on a 1,000-foot-high promontory overlooking the city. He commissioned San Francisco architect Edward T. Foulkes to design a French

Renaissance mansion with terraces, stone balustrades, turrets, a tile roof and a magnificent interior stairway. It took five years to complete and cost nearly \$2 million.

Constructed of reinforced concrete and faced with Tenino sandstone from Washington, the house contains 22 rooms in its three stories. On the lower level is an oval ballroom with two smaller circular cardrooms at either end, and in the central hall, a fine, broad, marble staircase with cast-bronze railings sweeping to the second floor.

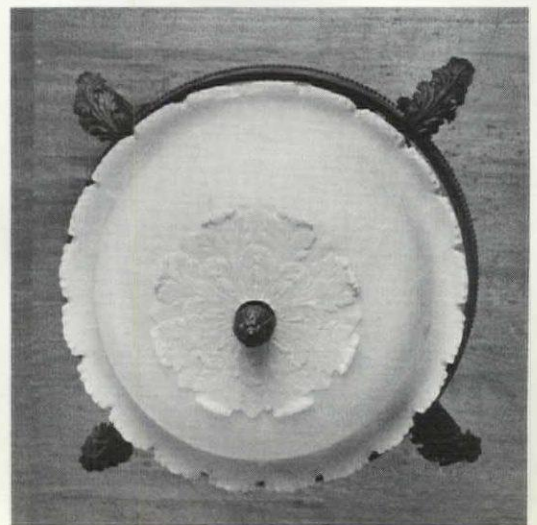
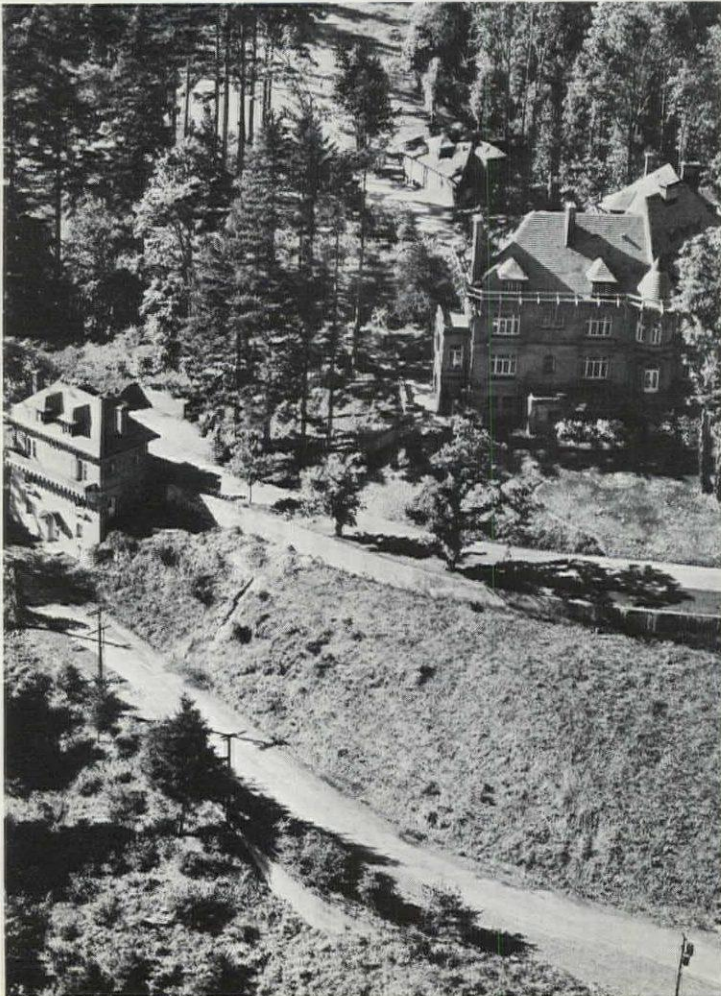
The library is finished in oak, hand-carved in a Jacobean design. The oval drawing room, French Renaissance to conform to the exterior, has a carved stone and marble fireplace and walls covered in a silver and pale green Fortuny fabric, chosen by members of the Oregon Chapter of the American Institute of Interior Designers, advisers on the redecorating. The

room's crystal chandeliers were especially designed and constructed by Portland firms.

Following Pittock's death in 1919, the house fell into the hands of his heirs, who, after several years of difficulty in trying to keep it up, decided to sell it. The possibility that the great house would be razed for a tract of development houses horrified the citizenry. With the assistance of a public subscription drive which raised over half the needed money, the City of Portland purchased the mansion and the surrounding acres in 1964. The area, called Pittock Acres Park, became part of the Portland park system, completing a West Hills Skyline strip of some 5,000 acres.

In 1962, the house and woods suffered considerable damage in the Columbus Day windstorm and subsequent repairs took nearly a year. The newly refurbished house was opened to the public in 1965. □

High above Portland with vistas of two states and four snow-capped Cascade mountain peaks is Pittock Mansion, on a property which is part of a 5,000-acre park system with deer, elk, coyotes and red fox in its deep forests.



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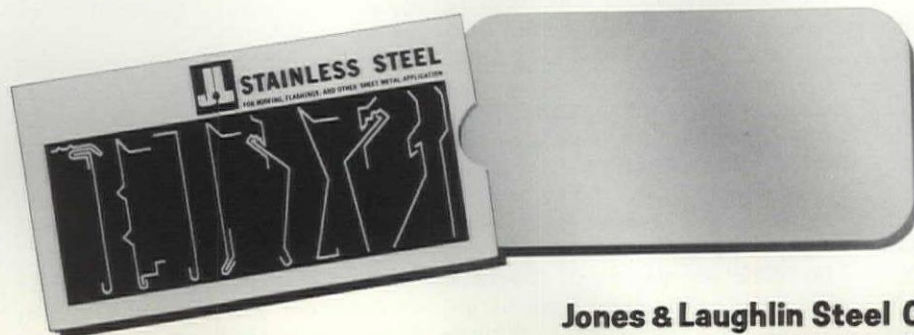
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Focusing on a First Citizen

Northwest architects have an impressive record of public service as exemplified in Anne Hecker's profile of a 41-year-old Oregon practitioner and Institute leader.



Springfield, Oregon, is a small lumber community (population 20,000) across the bridge from Eugene. At first glance it appears to be a typical small town with a business district going to seed. But there are things about Springfield that aren't typical. Here occurred Shopper's Paradise, a 10-day experiment in 1957 which became the prototype of many a downtown mall throughout the country. Springfield has a small, but well-conceived, successful urban renewal project. And the town presently is in the throes of planning to do something about that business district.

A few months ago the citizens of Springfield publicly thanked the man who had made all this happen by naming Donald H. Lutes, FAIA, First Citizen of Springfield for 1967, just 10 years after naming him their Junior First Citizen. In so doing, Springfield recognized "his tremendous effort and citizenship in the field of public service" and "his contributions to the betterment of our greater Springfield community."

Don Lutes moved to Springfield in 1949 and set up practice there in 1956 as a young, articulate, community-oriented architect. His enthusiasm and sound reasoning has had a tremendous influence on his community ever since.

What Lutes brought to Springfield was a dedication and a belief that the work "profession" implies commitment. "The architect must be responsible to the town he lives in, just as he is responsible for the buildings he builds," Lutes reflects, "and if he doesn't like the way things are, it is up to him to do something about it."

Practicing what he preaches, Lutes served from 1954 to 1964 on the City Planning Commission and was its chairman from 1956 to 1964. "His influence and drive to establish a sound planning and zoning philosophy for the city is still evident," comments a colleague.

It was Lutes' drive and ability to sell an idea that resulted in the acceptance by Springfield merchants of the Shopper's Paradise experiment. More recently he served on the Springfield Development Association, and it is indicative of this man in his community that the firm of Lutes & Amundson has been commissioned to develop a new downtown plan. (John Amundson, AIA, joined Lutes in 1958.)

Lutes does not consider himself unusual in the Northwest architectural scene. "Architects in this region are particularly responsive to community responsibility and have spread their knowledge of this throughout America," he says. "People like Paul Thiry, Paul Kirk, Bob Durham, Jack Morse, Bob Price, John McGough and a dozen others have played a vital role in the development of their cities and then assisted other architects in programs in their cities." Lutes believes that the fact that problems of the Northwest have been on a smaller scale probably had something to do with this. In the long run, he points out, such service also benefits the architect's practice for it brings respect which can eventually result in commissions.

"Maybe overall, Springfield has not changed greatly in the past 20 years," Lutes says. "But there are little pieces that look a heck of a lot better. That is where I get my satisfaction. An architect shouldn't say he won't participate if he can't do the whole thing but be satisfied with making small progress."

As an example, Lutes cites the urban renewal project in Springfield, not very large by big-city standards (150 acres), but one he takes great pride in. "We were able to change a dilapidated part of town into a vital subcommunity over 10 years. And all the way through it there was personal contact with the agency and the people involved. This was possible because it was relatively small." The project also accomplished an important step in bringing together for the first time many civic agencies.

Shopper's Paradise is another example, Lutes says. Although Springfield turned down the idea after the 10-day show period, "almost all places which have adopted the principle to remove traffic have used what we learned there. The

film we made for \$200 was shown all over the country. So you never know. You have to keep trying."

Lutes has been just as active in The American Institute of Architects. President of the Southwest Oregon Chapter in 1961, he has served nationally in numerous roles and was 1968 chairman of the Nominations Committee, is chairman of the Steering Committee of the Urban Affairs Center, member of the Committee on Legislation and has been affiliated with the Committee on Urban Design, of which he was chairman in 1966. Lutes refers to this chairmanship as the "most interesting and worthwhile thing I have done for the Institute."

Lutes believes that the architect must become involved in the entire urban design problem. "I have always pushed for the basic ingredients of urban design—a total city, not a city divided on social, economic or physical grounds," he says. "Now, with the socio-economic aspects of the city a matter of intense national concern, the architect must find new design solutions within this framework. Our standard obsession with clutter, wires, street furniture and trees must be augmented with the hard-core issues of housing, traffic and preservation. We must deal with the real issues at an early stage or find ourselves in the role of providing only the facades and frosting."

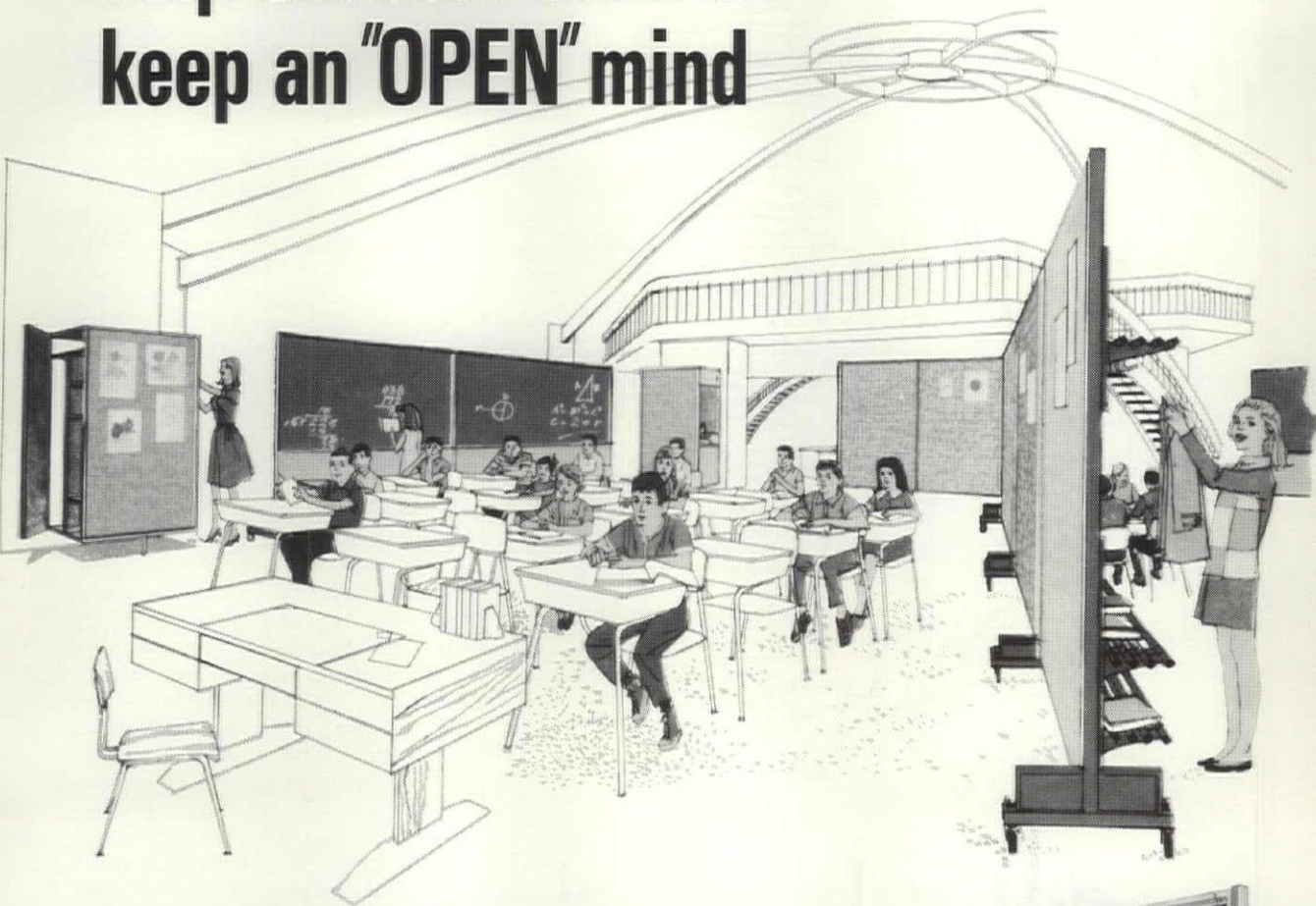
Better cooperation with and more intense involvement with government is necessary, he believes, "if we as architects are going to be able to live with the government programs for the city." Lutes thinks it would be helpful if every private practitioner had some government experience. "Both would benefit. Over the long range it would bring private enterprise and government closer together and they will work better together."

Neither private enterprise or government can do the job alone in redeveloping our cities, Lutes asserts. "Private enterprise is going to have to get a little less profit and government is going to have to relax its rules and regulations. We need more meshing."

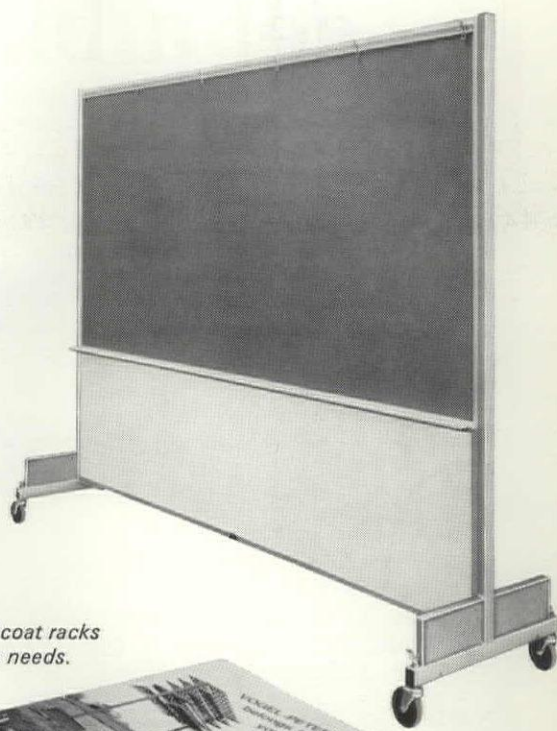
What makes Don Lutes go? "He is the most energetic man I have ever known. He seems to go at one pace, fast and hard," says Donald

Continued on page 102

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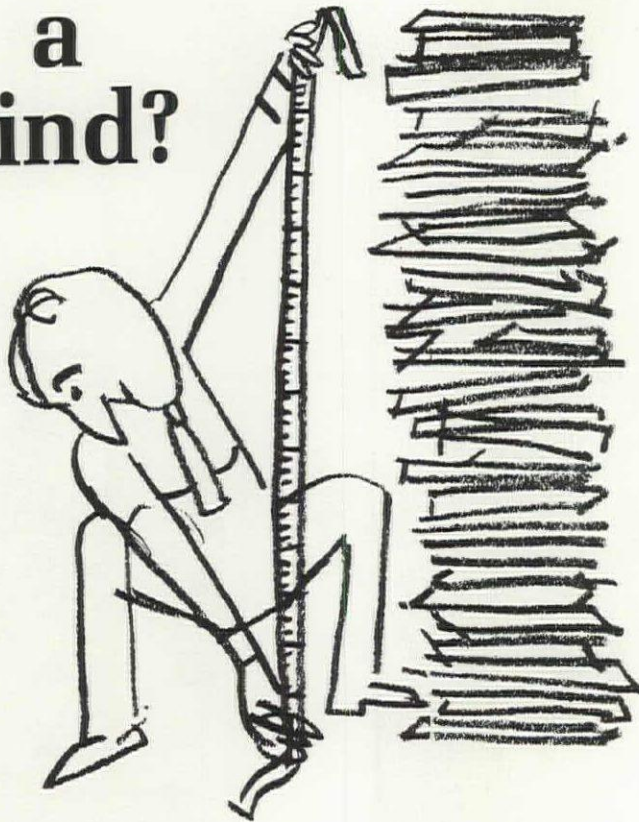
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First Citizen from page 96

L. Smith, a partner in the firm which has grown from a one-man office to one of 21 people in less than 12 years. And during that time the firm has received two honor awards and six merit awards from the Southwestern Oregon Chapter.

Don Lutes, a native of San Diego, wound up in Springfield via Washington State University and the University of Oregon in Eugene. There have been times when speaking out in his community has made him enemies as well as friends, a situation which he accepts philosophically. This happened during the battle in Springfield over urban renewal when charges of conflict of interest were raised by those opposed to the plan. Lutes wound up with a vote of confidence by the City Council. Perhaps even more satisfying was an editorial in the *Emerald Empire News*, not noted for ever agreeing with Lutes' ideas, which scored his critics and summed up the general feeling of the citizenry: "We would conclude that only someone who can match Mr. Lutes' record of unpaid service to Springfield is in a comfortable position to throw rocks at Mr. Lutes and we don't think there's such an individual in the *Emerald Empire*."

Whether he is serving on a planning commission or not, every architect should wear several hats, Lutes says. "The architect must constantly serve both his client and his community, like not throwing traffic on a street unable to carry it or putting up a garish building in a quiet setting."

Lutes believes that "for each individual client, the project must be seen in the context of the community and add to the quality of that community. As one responsive to how things look and work, the architect is one of the very few professionals who can see relationships and is in a position to cause the right relationship to happen," adding that, after all, most clients are concerned with their image.

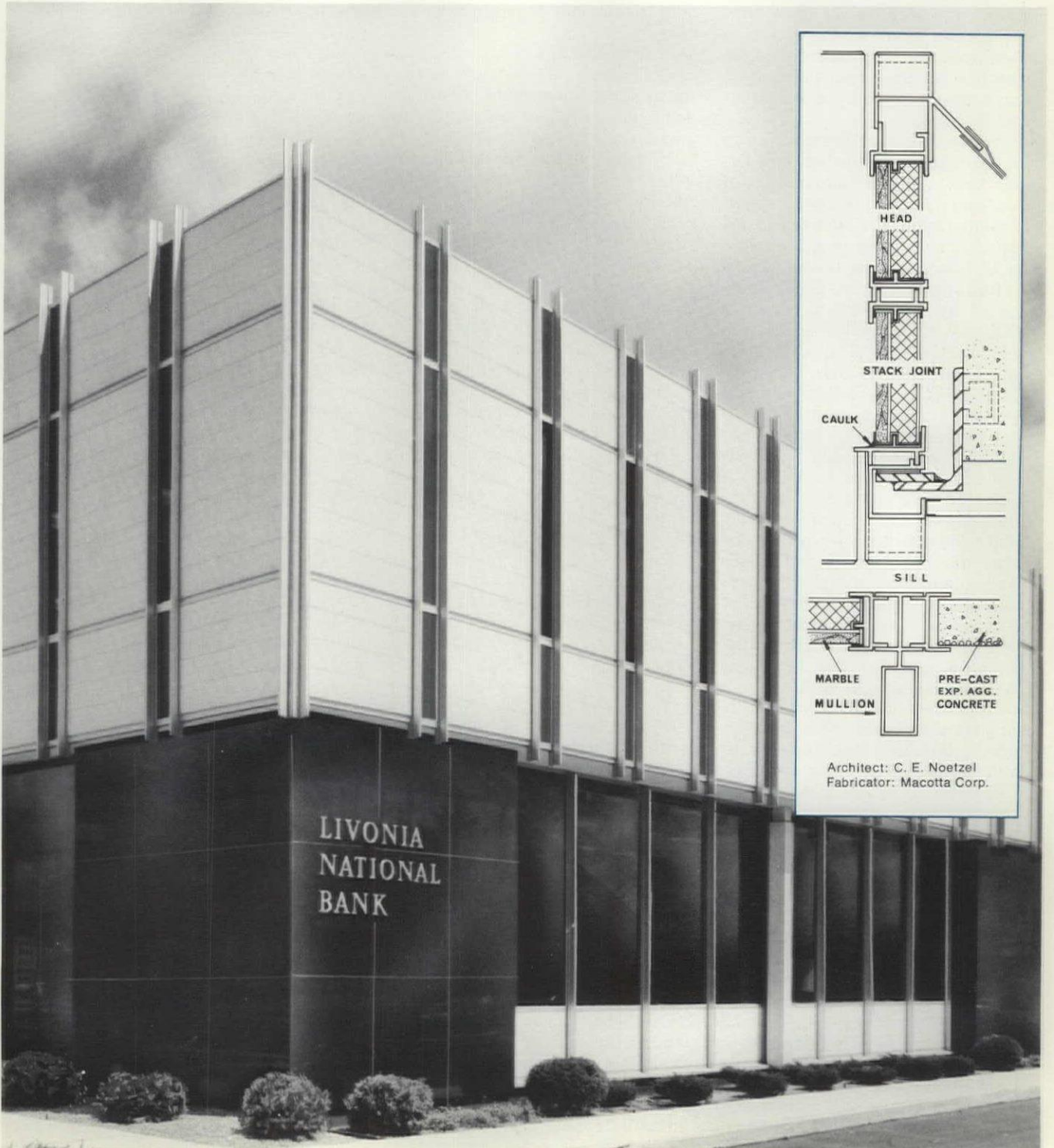
When Lutes first opened his practice in Springfield, many of his architect friends found considerable amusement in the idea of establishing a practice in a town of 10,000 people. He says he was attracted to Springfield because the leaders of the community were young and vigorous and it was a town without an architect. "It has been very good to me ever since." The people in Springfield obviously believe that Don Lutes has been very good for Springfield.

One of the newest uses of one of the oldest building materials is the sandwich panel, made by bonding a thin slab of marble to an insulating core and adding a hard-board backing. Such a panel is only half the weight of a 2" slab of marble but has four times the insulating value. The example shown here is the Livonia National Bank, Livonia, Michigan, one of six banks in a chain using the same construction technique. Vermont Pearl Danby

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California's Open Spaces

Benjamin K. Polk, AIA, is on the faculty at California State Polytechnic College in San Luis Obispo. In reviewing a recent publication, he examines open space planning issues in the Golden State.

Open space planning, acquisition and control is a potent strategy for insuring the future against the mistakes of today—and nowhere has it greater possibilities for immediate application than in the State of California. Such an assertion is the mainline of the recent publication *Open Space in California: Issues and Options*.

Prepared by the Western Center for Community Education and Development of the University of California Extension Los Angeles, in cooperation with the California State Office of Planning, the booklet is based on the Urban-Metropolitan Open Space Study conducted by Eckbo, Dean, Austin & Williams. Its objective is to "provide a clear guide to both state and local governments" for the planning and acquisition of major open land areas in and near various metropolises.

It succeeds admirably. The only negative comments to be made spring from a context wider than the program and objective within which the consultants worked, and from the conviction that open space planning is a viable rallying point for all political persuasions and can become the most cogent leverage we have for long-range planning and for meeting some short-term needs as well.

From the point of view of physical planning, open space is structural, obviously not just empty land. But somewhat less obviously it can mold urban form on the framework of transportation. It partakes of the self-renewing qualities of nature and of a healthy human ecology. At this point, it merges with social planning in that one of the major demands for outdoor space comes from those who primarily wish to socialize in the open air and not too far from home. It blends with overriding needs for conservation of water, air, the rich farmlands and the wilderness. In our democratic technological society, open space planning touches the fundamentals of atomic energy plant location (possible changing of our coastal ecology), airport loca-

tion (noise as well as safety) and ultimately our acceptance of a good environment as a normal social cost—like water and sewers.

Furthermore, it seems clear that the indeterminate urban form that Catherine Bauer Wurster advocates and foresees in her essay in *Cities and Space* can be realized only through a vastly expanded program of public acquisition of land and land rights that will open up the cities.

In all of this, multipurpose use of land should be the keynote so that each use reinforces every other. Indeed, this is made mandatory by population pressures—tripling in California by the year 2000. But voter support is absolutely essential and we do not have it now because the matter has not been persuasively set forth to the public. To make the *Issues and Options* more specific and at the same time to gain public support for them can be one and the same operation.

Open space is not just empty land. What is it then? Tunnard and Pushkarev say its four functions are productive, protective, ornamental and recreational. Professor Charles W. Eliot categorizes it as both for service and for structure. He notes, with good reason, that while the land bank idea—an old one in Britain, Sweden and Holland—is excellent, public bodies in this country do not yet warrant confidence. But when speculative value is removed from land, zoning is automatically transformed into a dependable tool. S. B. Zisman's work in San Antonio leads him to write in the *AIA JOURNAL*, Dec. 1965 that land free of buildings "is neither leftover rural land nor sentimental remnants of the countryside. It may be seen as of three major functional types . . . utility spaces . . . green spaces . . . corridor spaces. . ."

It seems obvious in all of this that open space should be nothing less than a system, specifically and locally developed.

Let us return to the immediate situation and to the report under review. Possibly a discussion of public and privately held timber lands would have been in order even though these lie largely beyond metropolitan influence at present. Also, a recognition of the potential Scenic Parkway program studies, which have been author-

ized by the legislature—"parkways" in this context meaning a meandering, slow-speed, country road. Please note that the Interior Department report on Outdoor Recreation For America finds that driving for pleasure easily tops the list of "What Americans Do Most."

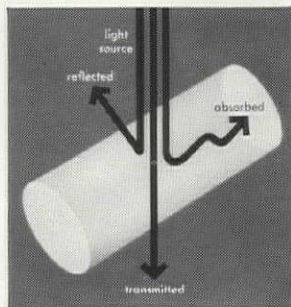
More than this, however, there is a need to analyze main transportation routes and potentials for the future before a coherent open space plan can be conceived. Possibly there is an insufficient emphasis on water as the principal common denominator for outdoor recreation areas and on planned unit development and the concept of the "edge," the lengthening of perimeter as the growth point for open systems—though all of these things are mentioned.

In the vitally important area of implementation, the booklet does not inventory the impressive record of the Johnson administration of federal assistance of many kinds—understandably perhaps, since many programs have lagged for lack of funds. But the booklet might well have raised for consideration the several variations on themes of open space control already beginning to work in a few states and counties of the East and Midwest: New York, Maryland, Wisconsin, New Jersey and Vermont. In Vermont, these are proposed as statewide zoning but elsewhere they illustrate that the fiscal system, including both tax policies and assessment practices, can be used to achieve specific social goals. Even the "betterment charge" in the British sense is being discussed to solve the problem of government bidding against land speculators. Differential taxation, as between city land and rural land, should be considered in order that the tax on the land alone can be made higher in the slums to force improvement, and made lower in rural areas to encourage open space.

The supply of superbly beautiful natural open space in California has created a demand for its fit and proper use—the expansion of human potential: not for controlling nature, but for growing with it. In economic terms, open space is the fixed quantity and buildings are free to change. The consultants, the CED and the State of California are aware of this. It remains to gain much greater public support. □



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tional interests who see diminished their chance of building vast offices without enlarging the subways or carrying the urban sprawl over the next line of wooded hills.

We must also face the cost. In one sense, the cost difference between doing well or doing badly is not so great. One hundred billion dollars a year will be spent housing the next 100 million Americans whether we sprawl from Boston to Washington or build better cities. People cannot simply be dumped all over the landscape. Again, some of the funds can be recouped from the facilities provided. All of Britain's new towns pay commercial returns on the capital invested in them. Improved property provides higher rates, and there is no reason why the old frontier principle, applied to the Erie Canal—which is that people pay for the improvements brought them by public investment—should not be applied in taxing unearned increments.

But the reality of cost must be related to the real income of the country. America grows by \$50 billion a year. Should not half that new wealth be devoted not to the increase in private affluence but to reversing the trend to public squalor? The sheer upward tax drift on rising national income is \$12 to \$15 billion a year. Is it asking much of responsible citizens to stay with present taxation for, say 10 years, and devote the increment to wiping out the ghettos? Or, when peace comes, can we not refashion our tribal minds enough to say that if \$30 billion can be used to fight the war in Vietnam, the enemies of all human tranquility here at home — ugliness, filth, rats, slums, wretched schools, unemployment, despair—demand no less a scale of action? Why not, for heaven's sake? A world in which people were housed and fed would be a safer world than our present rocket-threatened, missile-ridden, doom-laden planet. If it is realism to want security, then let us spend where the real security is, here and on the developing continents.

This demands a Copernican revolution in our thinking. We have to be ready for the works of peace as we are for those of war. Our young people look at our priorities and revolt at an affluence which carries so grim a face. But we can do better. We can make a new urban vision one of the motives and energies of our national life. And surely in this task architects, who should be the fashioners of worthy homes for citizens, have a first responsibility to see that home in the full sense is the whole urban environment, and set their sights and their influence to work to see that a great nation, forerunner in a new urban era, thinks greatly enough about its cities to be able to survive. □

Dry-film finishes, the microthin miracles

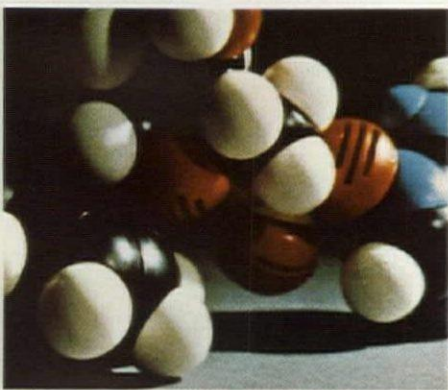
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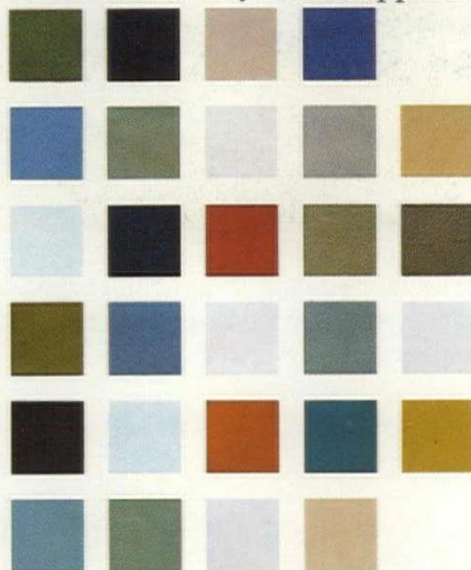
This physical structure has another important advantage. Preformed films have fewer surface flaws to collect dirt and stains or



increase the action of solvents and acids. So these films are exceptionally easy to clean—soap and water is usually enough. They are also highly resistant to most common staining agents, alcohol and germicidal detergents. As a result, maintenance costs are significantly reduced.

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For exterior applications U.S. Plywood also surfaces doors, panels and siding with a 2-mil opaque, pigmented film of polyvinyl fluoride. This coating on doors and panels is called Vigilar®; on siding,

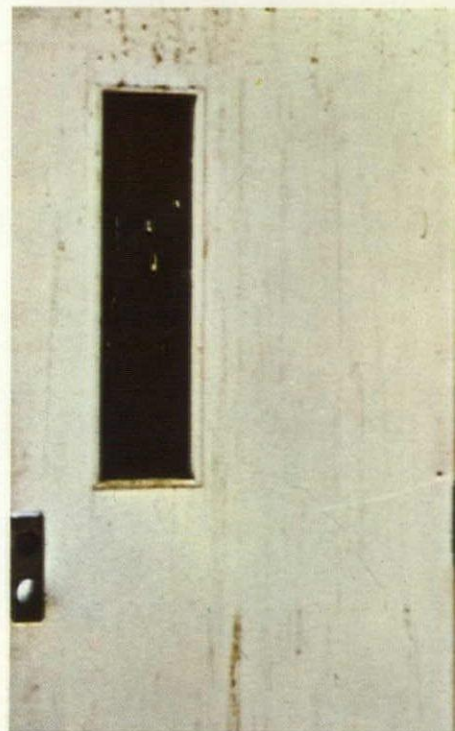
PF-L.® It is available in 11 colors. Vigilar is also recommended for interior use in swimming pool areas, showers, toilets and other areas requiring constant cleaning with harsh cleaning agents.

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All these films are laminated to wood substrates with adhesives under heat and pressure. This is necessarily a factory process, which cannot be duplicated in the field. The preformed films undergo no further change during application, so there is minimum shrinkage after application.

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Typical example of the effects of aging on painted doors.



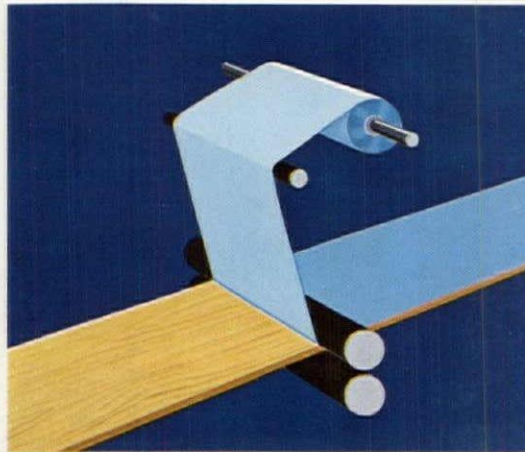
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Permacolor—A ½-mil film of clear polyvinyl fluoride laminated to an 8-mil film of colored polyvinyl chloride, Permacolor is a cleanable finish which is wear- and stain-resistant—and colorfast. It is lightly embossed. It will not flake, peel or chip. It is available in 28 standard colors on interior doors, paneling, partition panels, casework parts and fire-retardant products.



Permagard—A clear 3-mil polyester film which is an ideal cleanable finish for Weldwood custom-designed hardwood paneling and doors. Also available toned to change the natural color of the wood while retaining and enhancing the grain pattern.

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For full details, drawings and assistance with specifications, call the Architects' Service Representative at your nearest U. S. Plywood Branch Office.



**Performance Chart of
U.S. Plywood Dry-Film Finishes and Comparable Service Materials**

Test	Weldwood Permagard (Interior)	Weldwood Permacolor (Interior)	High Press. Laminate (Interior)	Weldwood Vigilar (Exterior)	Enamel (Exterior Type)
Accel. Aging by Humid-Dry Cycling ASTM D2571-67T	Outstanding No Checking or Crazing	Outstanding No Checking or Crazing	Excellent Crazes at 12-15 cycles	Outstanding No Checking or Crazing	Satisfactory Checks at 3-4 cycles
Tape Adhesion ASTM D2571-67T	Excellent No Damage	Excellent No Damage	Excellent No Damage	Excellent No Damage	Excellent No Damage
Hoffman Scratch Test	Excellent 500 Grams	Excellent 600 Grams	Outstanding Over 1000 Grams	Excellent 600 Grams	Satisfactory— Excellent 300-900 Grams
Taber Wear CS-17 Wheel 1000 Gram Loan Fed. St'd FS141-A (6192)	Outstanding 3000 Cycles/Mil	Satisfactory 500 Cycles/Mil	Excellent 800 Cycles/Mil	Excellent 450 Cycles/Mil	Satisfactory 210-280 Cycles/Mil
Resistance to Color Fading NEMA LD1-2-06	*Outstanding Exceeds NEMA requirements by over 500 hours	Outstanding Exceeds NEMA requirements by over 1000 hours	Excellent Exceeds NEMA requirements by over 200 hours	Outstanding Virtually fade-free	Satisfactory Exceeds NEMA requirements by over 100 hours
Resistance to Staining NEMA LD1-2-05	Satisfactory Stains 7 out of 29 agents	Outstanding No staining	Excellent Stains 2-4 out of 29 agents	Outstanding No staining	Satisfactory Stains 7-16 out of 29 agents

*Rating refers to clear finish only—substrate will have normal wood color change.

Note: Performance ratings should be compared only to the finish(es) shown in the adjacent column(s) in same category.



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(†) Radio dispatched in most of Montgomery's service areas.

Books

Candilis-Josic-Woods: Buildings for People. Shadrach Woods. New York: Praeger, 1968. 226 pp. \$20.

The partnership of Candilis-Josic-Woods in Paris is a veritable United Nations. Georges Candilis is a Greek born in Russia, Alexis Josic is a Yugoslav and Shadrach Woods is from Yonkers, New York. They became associated with each other while working on projects for ATBAT, Atelier des Bâisseurs, which was founded by Le Corbusier, Wladimir Bodiansky, André Wogensky and Marcel Ply.

This team of planners, architects and engineers opened offices in Morocco, and Candilis and Woods were among the workers in the Tangier offices established in 1951. Candilis returned to Paris in 1954, followed by Woods in 1955. While working in ATBAT's French offices, Candilis met Josic who had been associated with the Paris office since 1953.

The partnership of Candilis-Josic-Woods was founded in 1955, and the firm's first activity was participation in a competition for low-cost housing. The three partners won first prize and gained a commission to build 2,500 dwelling units in France. The team's principal interest ever since has been "collective housing for large numbers at low cost."

The partnership has worked on commissions in many parts of the world, including France, Africa and Asia, and meticulous attention has been paid to European housing, Moslem housing and tropical housing—three different climates and three different cultures. As Woods indicates, the study of housing led the firm naturally "to the study of the ancillaries of housing and to large groups of dwellings: the new quarters which result from increased urbanization in this century. Inevitably, other types of buildings, corresponding to other needs, have been studied and built. These make up the more general equipment of cities." Thus housing and town planning projects have been linked by the firm.

Jürgen Joedicke has provided a thoughtful introduction to the volume, and he points out that the book not only surveys the work of Candilis-Josic-Woods, but it also documents their architectural philosophy. Indeed, Woods himself comments that "research and realization" are the firm's two main

concerns. "To them," writes Joedicke, "architecture is not the creation of unrelated monuments but of all environment, while formal attributes are architecturally less decisive factors than the question whether architecture is positive or negative in relation to the evolution of society."

At another point Joedicke comments, "Candilis-Josic-Woods have never planned for an ideal world but always in response to definite and distinct demands and needs. Here, and in the specifically developed designs which they have produced, lies their strength. Their attitude is founded on the tradition of uncompromising functionalism, in which the latter is regarded as a method of working and not as a formal characteristic."

The material is presented in four sections, each concerned with an aspect or attitude toward planning and construction: articulation of function, of the limits of space, of volumes and spaces and of public and private domains. Woods is responsible for the text and the captions (in English, German and French). There is a chronological list of projects and a bibliography.

Although the book is profusely illustrated, this is definitely not the usual picture book. The illustrations are not to look at casually before flipping the page for a glance at another; they are to ponder and study in relation to the text provided. Altogether, this is a decidedly provocative study of a firm's work and thought.

MARY E. OSMAN

Through the Great City. Anthony Bailey. New York: Macmillan, 1967. 276 pp. \$5.95.

An English-born writer has given us this informal record of his journey in a jeep from Boston to Washington. As he reports, he "followed his nose, impelled by an appetite for certain aspects of old cities, new towns and the unsettled countryside."

Bailey has an apparent knack for conversation and he records provocative talks with many people along the way, including Lewis Mumford and Choethiel Smith, FAIA. His interests are universal; his curiosity evidently insatiable.

He draws no profound conclusions, but there is quite a bit to think about as he reveals his impressions of megalopolis. "The basic problem of planning," writes he, "is that God stopped making land some time ago but is still making people." *Continued on page 116*

A New Course from page 68

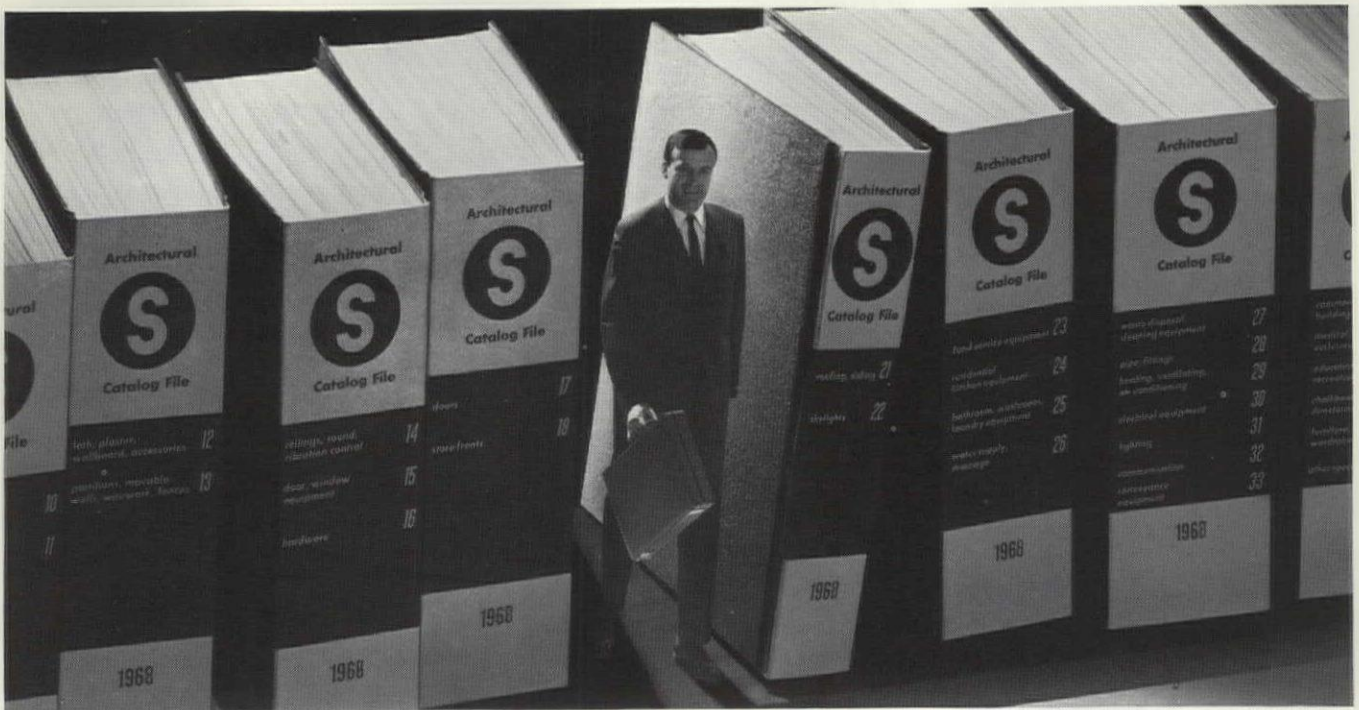
chitect owes it to the others to be at least a very technically competent person. To build on less would seem to be a very shaky foundation. If we are not our community's experts in the building process and if we are content to be the man who only draws the blueprints then our wanting to be looked to as the leaders and directors of change is most unrealistic.

It is important to the general good of the profession that you ask yourself what you are going to learn tomorrow that will make you become a better architect. Too often I feel that too many of today's architects are content to coast on what they know. Scientists readily recognize that half of what they knew ten years ago is now obsolete. Because the construction industry has been so slow to change, perhaps the degree is different in our case, but in a time of rapid change all around us, the principle is at least valid.

And so we must develop some sort of continuing education program. This can be study in a school, your chapter office or at home. No other group can remain the recognized expert on the basis of what they once learned. Neither can today's architects.

These things are what I believe need the most attention. In all, you may have noticed one common trend: It requires an effort on each individual architect's part. Anyone who has had anything to do with the national operation soon learns that many members are sitting home passively waiting for the AIA to do something that they will be able to use in their practice tomorrow. It is time to recognize that while there are things that the Institute can do, its primary value is to think of the future, to lead, to stimulate and suggest and distribute ideas. The success of the AIA, and the profession, will depend upon the degree it can stimulate its thousands of members and its chapters to do more tomorrow and do it better. In the final analysis, whether we succeed or fail depends upon the effort each of you will make.

I am sure that I speak for this board when I say that we will try to chart new courses. In my own case, I know that I will succeed in some things that I set out to do, and I know that in some I will fail, but I will do my best. All the architectural profession asks is that each of you do the same. □



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tive base to the General Services Administration's Public Advisory Panel on Architectural Services.

The bill would direct the panel to recommend to the administrator of GSA and the postmaster general criteria for the evaluation and selection of architects for public buildings and post offices, and of artists for works of art for these buildings. It would provide for funding of works of art for nationally prominent buildings, and it would enable architect and artist to work together more closely.

Resolution 2, sponsored by the Washington Metropolitan Chapter—Endorses the planning principles of architects and other design professionals organized as the Georgetown Planning Council.

Plans call for the extension of the Georgetown "scale, variety and character" to the Potomac River, the removal of an existing elevated freeway and the tunneling of a freeway along the waterfront.

The resolution, through an amendment offered by Arthur Gould Odell Jr., FAIA, former Institute president, also expresses the AIA's opposition to the proposed Three Sisters Bridge in the waterfront area.

Resolution 3—Opposes H. R. 17134 which would "seriously weaken" provisions of the Department of Transportation Act by removing a prohibition against the use of parks, etc., for highway alignments when alternatives exist.

The bill would also force the Secretary of Transportation and the District of Columbia to construct all interstate roads planned for the District—without public hearings and in spite of the widespread opposition of citizen and conservationist groups.

Resolution 4—Urges Congress to create a National Transportation Fund into which the resources of the Highway Trust Fund would be merged, and from which allocations would be made for a variety of transportation modes. It also expresses Institute appreciation for the Department of Transportation's support of the design concept team.

Resolution 5—Would have the AIA call on the schools, colleges and universities to develop and implement the process for change in architectural education as recommended in the report, *A Study of Education for Environmental Design*.

The AIA, the resolution added, would initiate meetings with orga-

nizations representing other design professions toward implementation of the report, commonly called the Princeton Report.

Gerald M. McCue, FAIA, of the Northern California Chapter, moved that the resolution be tabled. "I believe it is premature at this time," McCue said. "The report was presented just toward the end of this last year, discussed for the first time formally by the American Association of Collegiate Schools of Architecture at the convention completed three or four days ago (see "ACSA and the Princeton Report"). The ACSA session, McCue reported, adopted a resolution recommending against immediate implementation of the report.

Durham had received notice of ACSA's action from the group's president, Robert L. Bliss, AIA. The communication expressed appreciation for the AIA investment in the study but said ACSA regards it as merely "a departure point."

The AIA president said he was grateful that ACSA "appreciates the investment that you practicing architects have made. This is some satisfaction. But also the fact that they find that the report is indeed a departure point, and I think this is exactly what the board intends it to be."

H. D. Hauf, FAIA, of the Southern California Chapter, said he felt approval of the report would be "greatly premature."

Robert V. Mosher of the San Diego Chapter declared that "education in architecture has a long way to go and a great many significant things to face up to before we anchor ourselves into what I consider to be a—well—minimal attempt."

Durham called for a vote on the motion to table the resolution. The motion was carried.

Resolution 6—Calls on Congress to enact legislation that will extend to developers of "complete communities" financial incentives and guarantees "equal to those already afforded builders of houses, and thus spur the development of balanced community design."

Resolution 7—Endorses the action of the House Banking and Currency Committee in amending the Housing and Urban Development Act of 1968 to encourage higher design standards. It asks for prompt and favorable action on the bill.

Resolution 8—Urges AIA members to "serve as citizens and professionals on local commissions and committees, and as contributors to community dialogues and

programs that seek to solve local environmental problems."

It also commends the design concept team to all public agencies, and it urges chapters and members of the AIA to consider the creation of community design centers.

Additionally, it commends to local officials the services of AIA urban design assistance teams which "when requested by a community and the local AIA chapter will provide an urban design overview and a dramatization of the community's environmental problems and potential solutions." It urges all architects "as citizens and employers to contribute to the improvement of education, job training, and employment opportunities for the disadvantaged . . ."

Resolution 9—Calls on candidates for President of the United States to nail five planks to their platforms promising programs for: 1) research and action to improve the cities, 2) coordination of federal efforts, in concert with local governments, toward the creation of complete neighborhoods and communities, 3) urban transportation "permitting people to travel to work and play both safely and efficiently," 4) land conservation that will give everyone "daily contact with nature," and 5) clarification of goals and priorities for natural and urban environments.

Resolution 10—Establishes an AIA national scholarship program for members of "disadvantaged minority groups for the purpose of the study of architecture" and seeks contributions for scholarships.

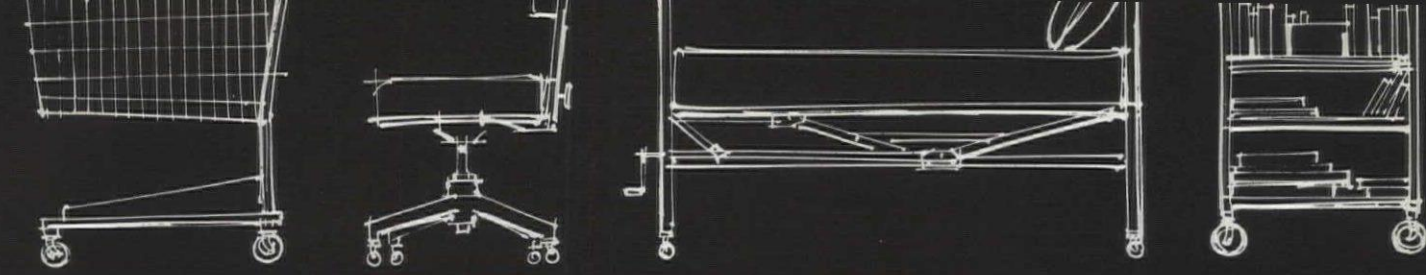
Resolution 11—Declares that "man is more important than architecture and nature." (The convention theme was Man/Architecture/Nature.)

"Our total culture and its full environment, however sophisticated and esthetically appropriate, becomes a mockery if it is not gratefully shared and equally enjoyed by all men and all races," the resolution declares.

It applauds recommendations that Whitney M. Young Jr. brought to the convention and it asks that architects "take a positive stand and become personally involved in the issues of our day."

Resolution 12—Acknowledges "the contributions to the profession and the community made by President Robert L. Durham and his fellow national officers, and salutes them for a job well done."

Resolution 13—Thanks Mrs. Durham, convention participants and speakers. □



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Installation specialist
The National Magazine for Floor Covering Installers

Editor's Note: Sometimes you hear about double jute-backed carpeting in several Ford Buildings in Dearborn, Mich. The first of which has become a continuing success. The job called for carpeting floors that would provide a firm enough surface to permit free movement of carts, wheel chairs and the like without the use of special wheels or casters. The answer for the installation was of a highly conditioned floor with double jute back. The procedure developed by Powell was for gluing directly to the floor. To date, several thousand yards have been put in by Powell's method.

Word has gotten around the country about the method for the particular work, with many questions received by the editors of Installation Specialist from readers. We want to Powell and would like to spell out the procedure, published here. Keep in mind that it is a procedure developed to do a special job for the customer and to meet the special requirements of the installation. We advise you to check with your producer before attempting.

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Left, from Installation Specialist
Below, from Floor Covering Weekly

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A new technique for carpeting commercial areas that combines the use of jute-backed soft and hard systems. Double coverage has been developed for Ford Motor Co. and based on an unqualified approval after 18 months' experience with an initial installation of 10,000 sq. yds.

The technique, developed by Maurice O. Powell, president of Universal Carpet Services, Madison Heights, Mich., in cooperation with the manufacturer of the carpet, involves the use of jute-backed carpet with a light, durable pile installed without underpadding and attached directly to a concrete floor or, in some instances, to previously installed asphalt tile.

The Ford research that gave birth to this development was triggered by the normally cushioning properties of an area underfoot for the use of heavy-duty chairs and carts.

Tom Gault, manager of Ford Motor Co.'s building services department in Dearborn, Mich., says that the Powell method is an improvement on carpeting without backing or padding of the carpet.

Mr. Powell said that the method is being used in other Ford buildings.

There is no underpadding. The carpet is laid on a concrete floor. The carpet is laid on a concrete floor. The carpet is laid on a concrete floor.

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Books from page 112

Office Planning and Design: Michael Saphier. New York: McGraw-Hill, 1968. 193 pp. \$14.

Saphier uses such words as "environmentalist" and indulges in a few purple passages about the ennoblement of man, but, if you will overlook these minor points, you will find that this book is really down-to-earth after all and extremely useful. He claims that environment either adds to man's dignity or strips him of it. Because man (or at least some) spends a great deal of his life in the environment of his office, some hard thought should be given to its planning and design.

The Pilkington Research Unit, Department of Building Science, University of Liverpool, published in 1963 a remarkable study entitled *Office Design: A Study of Environment* (AIAJ, Feb. '66, p. 92). It is interesting to keep this book in mind when reading the one by Saphier.

In the Liverpool research study, an attempt was made to conduct an exhaustive survey of what was termed "total environment" in the context of offices. The research team found that the design of office space is a matter of "arbitrary decision and personal hunch," for the most part. This intuitive approach can hardly be successful. If building environments "have a major influence, good or bad, upon people's mental state, as well as upon their physical comfort, and, possibly, health, then this is not something which should be left to chance, nor to inexpert investigation," the Liverpool research team declared.

Saphier's book leaves nothing to hunch nor to chance; his manual is thorough and probing in its approach. Certainly the author is not inexpert. He is a professional of wide experience in his specialty, and he gives freely of the knowledge he has gained over the years.

Certain questions are common to any planning problem, whether the planning be for a city, a building or a space within a building, says Saphier. To plan intelligently, the planner must know the operational aims of the client, his esthetic goals and the financial limits within which the work must be done.

To acquire this information, Saphier has outlined a sensible and logical system of questions and checklists. He says that whether the problem is concerned with placing five people where four now sit or with planning a building for 500 people, the same questions must be asked. "The extent of the questioning, the details into which it delves, may vary, but the purpose is the same, to understand as much as possible about the problem in order to make sure that the answer is a valid one."

After the planner of the office space has asked his questions and is sure he understands his client thoroughly and knows the goals the client would attain, Saphier tells him how to analyze the amount of space required by the client. Again, after questions and checklists, the planner establishes space standards and tabulates square feet. He now studies the information collected and considers the advantages and disadvantages of renting space, building it or remodeling it. If building seems the feasible answer, a program for the building is necessary, and there is information on how to prepare one.

Next, consideration is given to the exploration of space use, to the preparation of space studies, to the conduct of a design meeting, and to means for attaining the client's goals within the framework of the dollars he has to spend. There is a chapter on how to

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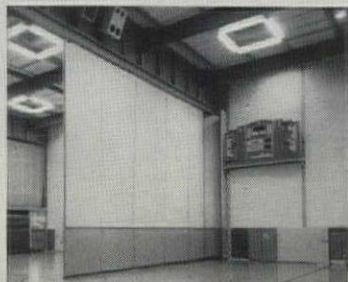
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prepare a design presentation and working drawings to show the client, and one on the final phase of coordination of bidding, building and moving.

The book also includes a section on the business of the space planner. Information is given on the personnel, procedures and philosophies of the specialist in office planning and design.

The Liverpool University research study, mentioned earlier, found that "office staff responses to an environment are likely to differ according to the respondents' age, sex, status and experience in working in other buildings." It would certainly seem, however, that if a designer of office space conscientiously followed Saphier's manual, the office staff—whether boss, secretary or mail clerk—would find little to complain about in any case.

Richard J. Neutra. Madrid: Instituto Eduardo Torroja, 1968. 238 pp. \$27.

This book reveals Neutra's methods of work and his thoughts. Fernando Cassinello, chief of the Department of Construction of the Instituto Eduardo Torroja, has provided an introduction in which he traces briefly the development of the architect's career and tells of the influences which have shaped it. The major portions of the book, however, are Neutra's own words with lavish illustrations of his outstanding work. The text is in Spanish.

Landscape into Cityscape. Frederick Law Olmsted's Plans for a Greater New York City. Edited by Albert Fein. Ithaca: Cornell University Press, 1968. 490 pp. \$12.50.

The purpose of this anthology is "to present a body of documents, accompanied by an explanatory essay, to enable those interested in the contemporary city to learn firsthand what the principal theorist and planner of the modern American city, Frederick Law Olmsted, hoped to achieve by his work in New York." Twelve documents are reproduced here, nine of which are reports to governmental bodies. Here are Olmsted's plans for Manhattan, Brooklyn, the Bronx, Staten Island and Rockaway Point, with special emphasis upon Central, Prospect, Morningside and Riverside Parks. Today's urbanist will find this book of great interest because of Olmsted's place in the history of planning in this country. Fein's introductory essay and brief notes on the documents add to the book's usefulness.

Design for Security. Richard J. Healy. New York: John Wiley & Sons, 1968. 309 pp. No price given.

Although this book is directed primarily to those of management in business or industry who are concerned with security measures, parts of it at least should be suggestive to the architect who may wish to understand the rationale behind some of management's requests when he is designing a building.

Chapter 2 on "Facility Layout" is most pertinent. In it the author emphasizes the need of letting the architect know of the security requirements in advance to avoid costly changes in plans. He also points out the necessity of constant dialogues with the architect to avoid the elimination of security controls.

Among the topics treated are various types of barriers, electronic components, the system approach, security lighting, storage of records, vaults and locks. A practical presentation on the subject with useful suggestions. □



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Calendar

National

- Sept. 23-25:** National Bureau of Standards "Man and His Shelter" Conference, Gaithersburg, Md.
Sept. 24-27: Producers' Council Annual Meeting, Ambassador Hotel, Chicago
Sept. 25-26: Architect-Researcher's Conference, Wisconsin Dells, Wisconsin
Oct. 6-10: Prestressed Concrete Institute Annual Convention, Olympic Hotel, Seattle
Oct. 13-16: National Apartment Association Annual Convention, Flamingo, Dunes and Caesar's Palace Hotels, Las Vegas
Oct. 30-Nov. 1: Architectural Woodwork Institute Annual Convention, Sheraton-Boston Hotel, Boston

AIA Regional and State Conventions

- Sept. 18-21:** Western Mountain Region, Hotel Utah, Salt Lake City
Sept. 26-28: New Jersey Society, Chalfonte-Haddon Hall, Atlantic City
Oct. 3-5: Pennsylvania Region, Bellevue-Stratford, Philadelphia
Oct. 3-6: Northwest Region, Sun Valley Lodge, Sun Valley, Idaho
Oct. 7-9: California Council, Fairmont Hotel, San Francisco
Oct. 9-12: South Atlantic Region, Marriott Motor Hotel, Atlanta
Oct. 9-13: New York Region, Whiteface Inn, Lake Placid
Oct. 10-12: Central States Region, Tan-Tar-A Resort, Osage Beach, Mo.
Oct. 10-12: Louisiana Architects Association, Jung Hotel, New Orleans
Oct. 11-12: Alabama Council of Architects, Carriage Inn, Huntsville
Oct. 17-19: Ohio Region, Sheraton Biltmore, Dayton
Oct. 23-25: Indiana Society of Architects, Stouffers Indianapolis Inn, Indianapolis
Oct. 25-28: Florida Region, Daytona Plaza, Daytona Beach
Nov. 6-8: Texas Region, Driscoll Hotel, Corpus Christi
Nov. 7-10: New England Region, Park Plaza Hotel, New Haven, Conn.

International

- Oct. 14-16:** Congress of International Council for Building Research Studies and Documentation, Sheraton Silver Spring Hotel, Silver Spring, Md., and Skyline Hotel, Ottawa (Oct. 9-11)

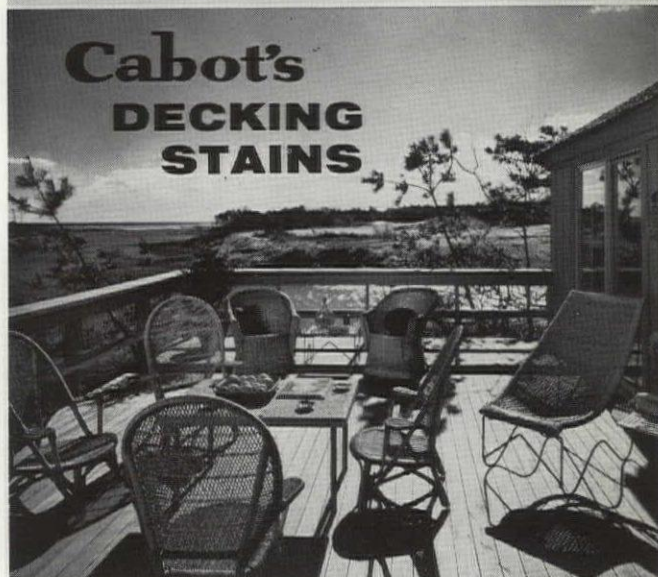
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- Mexican Architecture and Interior Design Seminar-Tour, meeting Mexico City. Feb. 9-22 and Sept. 14-27, 1969. Contact: T. H. Hewitt, P.O. Box 2292, San Francisco, Calif. 94126.

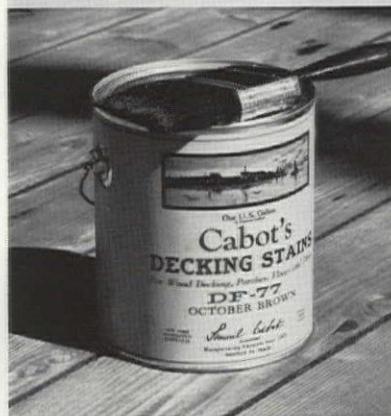
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Asides from page 6

Mrs. Johnson had the opportunity of making a presentation herself while in Portland, and one very close to her heart: a Special Citation to former AIA President Arthur Gould Odell Jr., FAIA, for his work as chairman of the President's Potomac Planning Task Force.

Also receiving a Special Citation—this one awarded at the Annual Dinner—was Philip Will Jr., FAIA, and likewise a former Institute head, "for his leadership in extending the concept of architectural practice to new fields. Throughout a distinguished career, he has been a perceptive and accurate analyzer of the changing and growing public needs for the profession's services."

For the first time in a generation, the Investiture of Fellows was held as a separate function—a most dignified ceremony adapted from a format developed by the Royal Architectural Institute of Canada. Dressed in academic robe, each candidate was escorted to the platform by a former AIA president. Among them was the new chancellor of the College of Fellows, John Noble Richards.



Reconfirm / Change Flights

In Hawaii, the Rev. Abraham Akaka of Kawaiahao Church gave an invocation that seemed to move a good many architects. He said in part: "Split open the cold and confining concrete and iron tissues that often imprison man's thinking and planning of buildings, of cities, of civilizations, that we may all see the splendor of things temporal and eternal, and thus convert tragic neighborless nests into communities of grace." R.E.K.

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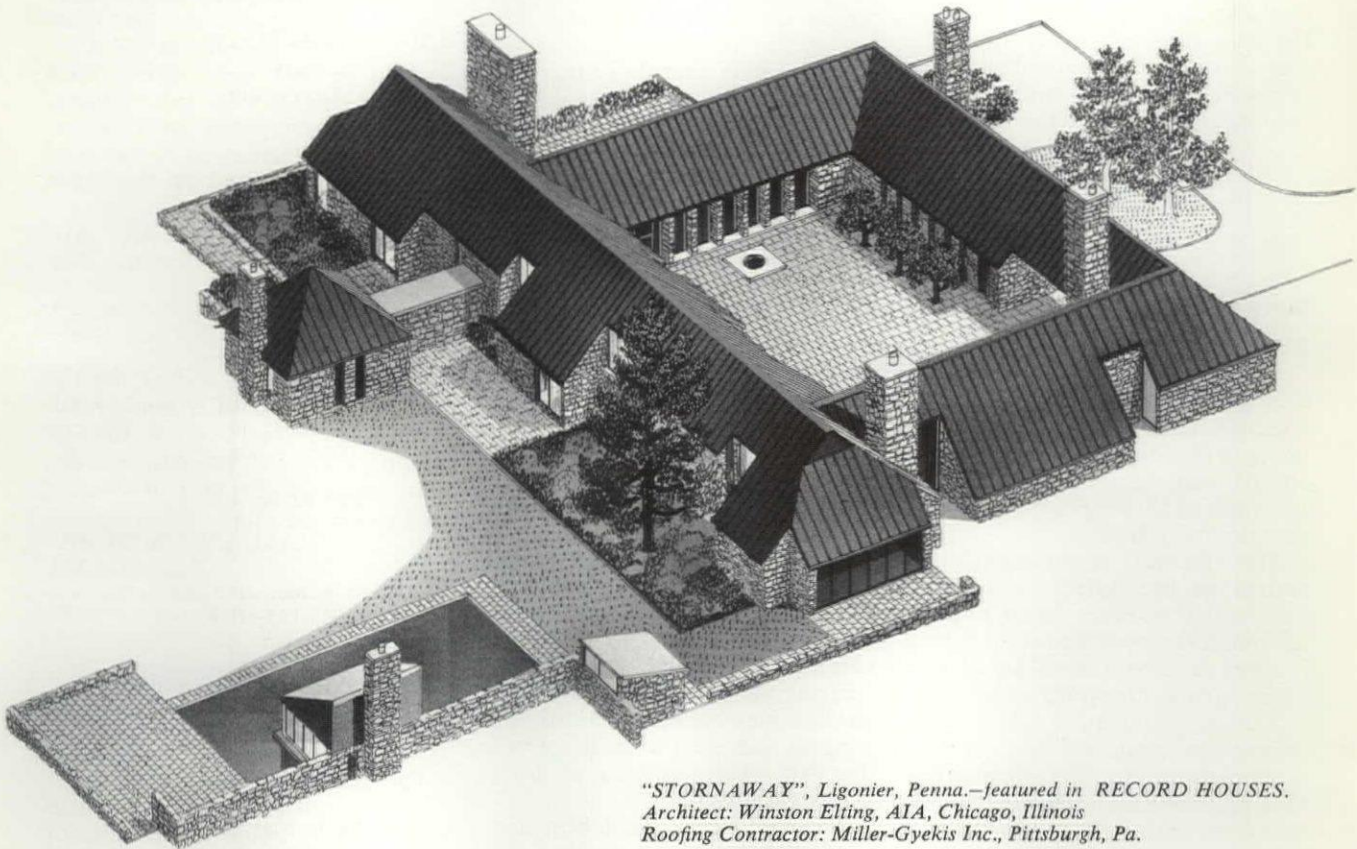
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Letters

A Thank You Note

EDITOR:

I want to tell you how delighted I am that you gave my birthday party such a large spread in the AIA JOURNAL. It looks like an antipode to the usual riots at the universities today, and everybody who sees that must get a smile on his face. Thank you ever so much.

WALTER GROPIUS, FAIA
Cambridge, Mass.

Apologies to Mr. Lamb

EDITOR:

The office of Rogers, Taliaferro, Kostritsky, Lamb is delighted with the presentation of the John Deere building in the June issue, with one exception: the exclusion of the name of Charles E. Lamb from the firm.

Mr. Lamb was referred to at the lower part of the page as "partner-in-charge," which indeed he was. He also received his Fellowship this June for his accomplishments in the field of design and is a very important member of the firm.

ANNE CAREY BOUCHER
Communications Consultant
Rogers, Taliaferro, Kostritsky,
Lamb
Baltimore, Md.

More About Art and Architecture

EDITOR:

It was a pleasure to see the four-color presentation on "Art in Architecture," based on Louis Redstone's book, in the May issue. More of this sort of thing should be encouraged; fortunately, there are signs of progress on many fronts.

The federal government has shown an increasing concern for esthetic values in the design of public buildings ever since President Kennedy's formation of an ad hoc committee in May 1962.

The government, no less than other private and public organizations concerned with the construction of new buildings, has placed increased emphasis on the fruitful collaboration between architecture and the fine arts.

This is reflected in the amendments to the Elementary and Secondary Education Act of 1965 and the Higher Education Act of 1963 which provide that "In determining the development cost with respect to an academic facility, the commissioner may include expendi-

tures for the facility not to exceed 1 percentum of the total cost (including such expenditures) to the applicant of construction of, and land acquisition and site improvements for, such facility."

The purpose of this amendment is to create a more attractive and stimulating environment for students. Good environment depends on the qualities of the architecture and the artwork as well as their interrelationship. It calls for close collaboration between the architect and artist, preferably from the very inception of the project.

Dr. Harold Howe II, US commissioner of education, Department of Health, Education and Welfare, in an address last June before the commencement at Ohio State University, deplored the second-class citizenship which the colleges have assigned to the arts when they make them in large part a noncredit extracurricular function.

Beauty must not be the concern solely of the artist, he said; it must be the concern of every citizen, for the presence of ugliness and shabbiness cheapens the quality of all our lives. The notion that the esthetic sense is crucial to the quality of a person's future life, and hence to his education, is not reflected in the standard admissions process today. To quote Dr. Howe: "A would-be Michelangelo might have a chance if he can play football. Otherwise, he'd better forget about college."

During a recent seminar on "Art for Schools?" sponsored by architects Pancoast/Ferendino/Grafton on behalf of the Dade County (Fla.) public schools, Charles Clement of Tucson addressed a group of architects, artists, school and university officials. His presentation included a collection of color slides comprising examples of art in school architecture which he photographed during a tour of public schools in eight European countries, which was financed by a grant from the Educational Facilities Laboratories. He discovered that the Europeans support and encourage the arts in the field of environmental design and architecture.

A school mural which Mr. Clement completed in Tucson was criticized by people who said: "What a waste of the taxpayers' money" and "those kids are going to destroy this thing before a week goes by." A year and a half later, there was no evidence of destruction whatsoever.

Mr. Clement has been asked several times to speak to classes about

the mural. It was a revelation, he pointed out, to see and hear their depth of understanding and appreciation. These children had a pride of ownership in their school because it has something put there for their enjoyment that made theirs different from any other.

So perhaps we are on the right track after all.

ARTHUR DEIMEL, AIA
Architect
Office of Construction Service
Office of Education
Washington, D.C.

Around the World

EDITOR:

Julian E. Kulski's article "The International Architect" in the July issue is excellent, and we at Caudill Rowlett Scott were pleased to see our project in Jamaica illustrated.

As our office continues to grow, we find ourselves purposely involved, more and more, in projects overseas, including Peru, Chile and Argentina.

The synoptic team approach as discussed by Dr. Kulski is a basic key to success and one that must be thoroughly understood and accepted by architects if they wish to practice in the international scene. We agree, too, with the importance he places on the role of the architect throughout the entire duration of the project.

DAN R. STEWART, AIA
Houston, Tex.

Amen!

EDITOR:

The beauty, the grandeur, the dignity, the warmth of living crystallized in great architecture: the Octagon House. Architecture speaks. May we save the best of what it has said.

MARGARET BUTCHER
Rockville, Md.

ED. NOTE: A progress report on the Octagon's restoration appeared in June, page 160.

Housing Section Applauded

EDITOR:

As a practitioner I appreciated "The Architect and Housing" in the April issue and would like to obtain 50 copies of this package of articles for distribution by the office of Gordon Schopfer & Associates.

MAXWELL R. POUNDER
Architect
Syracuse, N.Y.

ED. NOTE: Copies of the eight-page section, which were sent to all members of the US Senate and drew a number of comments and suggestions, are available at no charge by circling No. 10 on the information card.



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To the staff, it's the concept of four schools in one—each with its own administrative and academic faculty but all sharing nonacademic facilities.

To the community, it was the spending of nearly \$14,500,000 for new and remodeled buildings.

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marks of an expected enrollment of 6,000 students.

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Newslines from page 16

the South Dakota Chapter AIA last year, has been named head of the newly organized department of building construction at Northeast Louisiana State College.

► James D. Gough Jr., associate professor of architecture at Montana State University, has been appointed acting director of the university's School of Architecture.

► Euine Fay Jones has been named chairman of the department of architecture at the University of Arkansas.

► Michigan State University has received a \$157,000 Ford Foundation grant to support experiments involving computer-assisted urban growth games.

In the playing out of mock situations to learn more about their real-world counterparts, the computer is an invaluable tool, a project spokesman said, since the players can see almost immediately the effects of their decisions.

► Some 120 third-year architectural students at the University of Illinois are making a study of the Illinois town of Williamsville this fall. Use of the 900-population town will inject a real-life problem—how to aid a basically farming community in shaping new directions for growth.

The one-semester study will give students the chance to examine an existing environment, to analyze the factors that may contribute to its change in the future and to create three-dimensional proposals for an ordered and planned growth pattern, according to Carlos Marfort, chairman of the design committee of the Urbana campus department of architecture. He said the project will not take the place of professional services which Williamsville might otherwise seek.

► Charles L. Macchi AIA, a senior associate in the firm of Smith, Maines, Lundberg & Waehler, New York architects, has been elected a trustee of Pratt Institute.

► Eduard Franz Sekler, architect and architectural historian, is the new director of Harvard University's Carpenter Center for Visual Arts. An authority on the morphology of urban spaces and the theory and history of the modern movement, Sekler, coordinator of studies at the center since 1963, is a native of Vienna.

► Representatives of five US universities attended a summer conference in Yugoslavia to help lay

Continued on page 30



U.S. Architectural Landmarks in Concrete

The "architectural landmarks" assembled here predate the 1871 opening of the first American portland cement plant in Coplay, Pennsylvania. Up to then, all the cement made in the United States was produced from ingredients taken as they naturally existed in the ground. The raw materials—clay and limestone—were the same as those used in portland cement, but little care was taken to proportion them, and they were not subjected to the same intense kiln heats.

Any such list, no matter the medium to which it is confined, is bound to be arbitrary. In the compilation of this one, the AIA Journal, with an able assist from the Portland Cement Association, selected buildings significant in themselves, representative of techniques and trends, or especially in the case of contemporary examples, the work of architects who have made a major contribution in concrete design. Dates indicate the start of construction.

1844: Oldest standing concrete structure of any consequence, built at Milton, Wisconsin, by Joseph Goodrich, tradesman and innkeeper. He hauled imported cement by wagon and mixed a fluid grout of cement and sand, pouring it into box forms filled with river water.



1844

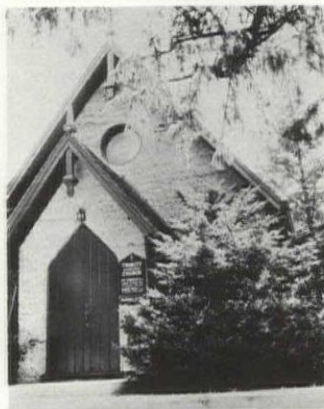


1852

1852: Concrete barn constructed by editor Horace Greeley at Chappaqua, New York, with small stones and mortar. After Greeley's death,

the barn was remodeled into a house and was decorated by adding cornices, dormers and window bays.

1860s: Trinity Church, Excelsior, Minnesota, one of many concrete buildings erected in this decade by unknown or now forgotten artisans. A monolithic rectangle with a steep-pitched roof, its walls—still in excellent condition after a century of northland exposure—were made by packing a dry, coarse mix into 15-inch-deep forms.



1860s



1870

1870: Ponckhockie Congregational Church, Kingston, New York, built as small-scale Gothic with wall surfaces scored to resemble stone.

1876: Reinforced concrete house erected in New York, part of a widespread development spearheaded by Thaddeus Hyatt's experiments with reinforced concrete beams.

1889: Stanford University Junior Museum, constructed in

steel reinforced concrete from designs originally made for sandstone by contractor Ernest Ransome, bush hammered to produce a distinctive texture. With all the walls and floors of concrete and a roof of interlocking concrete tiles on iron trusses, the practicability of monolithic concrete construction was demonstrated.



1876



1889



1902



1903

1902: Sixteen-story Ingalls Building, Cincinnati, designed by Elzner & Anderson as the first U.S. skyscraper to use reinforced concrete.

1903: Harvard University Stadium, one of the earliest large structures of reinforced concrete in the country, the work of Charles McKim.

1905: Marlborough-Blenheim Hotel, Atlantic City, New Jersey, then the largest reinforced concrete building in the world. Its form was traditional, but architects Price & McLanahan used concrete for its own sake and did not attempt stonelike decoration.



1905

1906(a): Unity Church, Oak Park, Illinois, regarded in its time as the most original use of concrete. Frank Lloyd Wright said of his work: "This is the first building in America to be cast complete, ornament and all, in forms . . . and then let alone as architecture after the forms were removed."



1906(a)



1906(b)

1906(b): General Bullis House, San Antonio, Texas, built at an approximate cost of \$100,000, with concrete blocks made at the site, along with precast concrete Doric columns, bases and caps. The architect was Harvey L. Page; the engineer, James F. Brooks.



designed during the second five-year plan: Mount Clemens Federal Savings and Loan Main Office Building, Santa Maria Convent and Chapel, Olivet College Student Center and two large Detroit public schools.

Another key point in Meathe and Kessler's development occurred in 1961 when Grand Valley State College at Allendale opened the door to campus work, even though the Olivet project already was underway. Of the firm's commissions now in progress, two are part of the continuing Grand Valley complex (10 buildings to date valued at \$15 million), accounting for \$4 million out of a total exceeding \$26 million.

In its search for new architectural talent, Grand Valley's Board of Control interviewed firms throughout the state of Michigan before awarding the contract to the Grosse Pointe office. In answer to an inquiry why the college continues to engage the firm for all its work, President James H. Zumberge simply says, "Meathe, Kessler & Associates have combined the creativity of design with the practicality of function, and they are generally able to do this within the budget limitations."

It was Grand Valley that gave real impetus to the second five-year plan, whose goal was to earn the firm recognition for doing outstanding work. Again, in day-to-day operations this could be translated into 1) new professional quarters and equipment, 2) increased salaries for the partners and employees, 3) staff expansion, 4) increased capitalization in the firm.

Today Meathe and Kessler are well into their third five-year plan, which is proving to be the most exciting of all. Grand Valley is represented on the drawing boards by a central library and a science building, but there are other interesting projects too. Among them are a swimming pool-lecture hall unit for a local school district, a judicial-city hall building for the City of Warren, a \$3 million cooperative housing complex, a 10-story structure for the Society of Arts & Crafts in downtown Detroit, a master plan and clubhouse which states a new concept for travel trailer parks, a museum in Virginia, a large residence in Pennsylvania and a 1,000-student dormitory complex in New York.

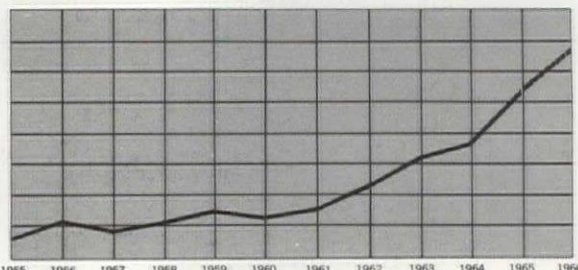


Clients and Services

Where do these clients come from? The partners estimate that from 60 to 80 percent of their commissions are from repeat business or referrals and add that active solicitation (a limited amount of follow-up after an interview) accounts for no more than 10 percent of the total work. Meathe and Kessler, in fact, carry no business cards and have no office brochure, although they make up "portfolio" presentations tailored to fit individuals.

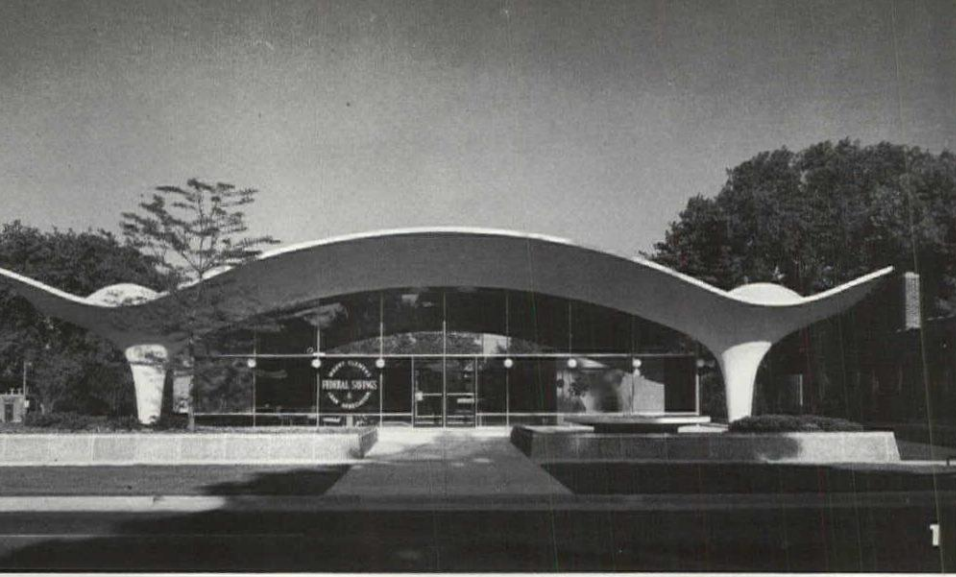
It should be noted, however, that the firm is public relations-minded. Meathe, in handling this phase of the business himself, bases his program on two axioms: "Never distrust the press and always give it something of interest." The published results (two huge scrapbooks of clippings that range from local newspapers to professional and related magazines) indicate the success of his approach—and of the office's growing reputation.

Meathe and Kessler feel that they are not presently staffed for total urban design work, but their professional services encompass master planning, interior design, furniture design (dormitory desks and beds, for example) and graphics. On almost every project, the office enters into a separate contract with the owner in the matter of interiors, covering the selection of all furniture, floor coverings and wall surfaces.

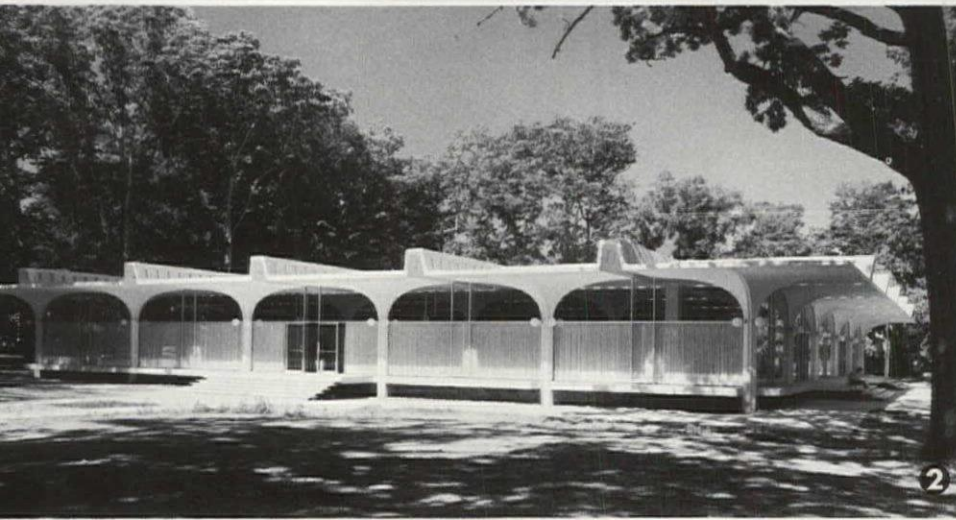


The firm has long passed the \$400,000 annual billing.

Generally speaking, the firm follows the minimum fee schedule established by the Michigan Society of Architects. Agency-approved schedules prevail, of course, in the case of the Public Housing Authority and state government agencies.



1



2



3



4



5



6



7

The variety of commissions executed by Meathe, Kessler & Associates is indicated by these seven projects, all located in Michigan and representing, for the most part, the firm's earlier work. Mount Clemens Federal Savings and Loan Main Office Building (1) was the site of a roof-pouring party as sidewalk superintendents helped to erect one of the first thin-shell concrete structures in the area. Olivet College Student Center (2) won recognition from the Detroit Chapter AIA and the Michigan Society of Architects. The initial two buildings to be completed in the Grand Valley State College complex were the Lake Superior Learning Center (3) and the Loutit Hall of Science (4). Houses, including the Swainson-Whitehead Vacation Home at Manistee (5), made up a considerable portion of the workload as the partnership got underway. The firm's reputation in public housing began with Mount Clemens No. 1 (6) and No. 2 (7), the former a national AIA design winner.

Urban Planning Extended

Lake Oswego, a suburb 8 miles from Portland on the Willamette River, has a lot going for it. In addition to its waterfront on the Willamette, its assets include a 3½-mile artificial lake, unsurpassed residential settings and middle- and upper-class homes that typify everything that's right with US suburbia.

But it has a downtown commercial area where growth has been disorganized and poorly controlled; which has turned its back on its principal natural assets, the lake and the river; and which is even more drastically cut off from its waterfront by the tracks of the Southern Pacific railroad.

Anybody taking a close look at Lake Oswego's downtown area might decide that the town is ripe for some urban renewal, but not the wholesale, all-at-once variety which seems, in John Steinbeck's words, to "throw off a prow-wave of sterility."

That was the state of affairs in Lake Oswego when the Portland-based Western Wood Products Association turned its attention toward the town.

WWPA executives wanted to demonstrate the association's belief in a close relationship between social and commercial progress, with resulting benefits to investors and the community. They also saw a clear opportunity to promote the local lumber industry, by demonstrating new uses for wood products in urban-core commercial construction.

Thus Urban Projection was conceived by the WWPA as a "show-how" plan of action for the voluntary, self-guided development of a growing community's commercial area. "Show How" is the operative phrase; the instigators of the plan believe that the public—potential investors—need help in visualizing community development in three dimensions, rather than the two provided by a conventional master plan. Laymen rarely have the training which enables architects and planners to look at a two-dimensional community master plan and translate it automatically into the visual image of a city. Urban Projection adds the third dimension of building design and landscape to the growth charts and land-use maps of the master plan.

Urban Projection is not viewed as an all-at-once clean sweep. Descriptive material repeatedly stresses the idea that the plan is evolutionary, rather than revolutionary, in its implementation—that it is intended as a guide for orderly community growth and change.

It was important for WWPA to assure the residents of Lake Oswego that Urban Projection was not a plan to raze and rebuild their city a week from tomorrow. It was also important that the citizens not feel that their town had been singled out for criticism as a horrible example. Association executives and others associated with the project worked patiently with civic leaders, the press and citizens' groups to get the message across: "Lake Oswego is one of the best places in the nation to live. Its business area is actually no better and no worse than that of any average community, but Lake Oswego is not 'just average'—it deserves better."

Next, a design team was assembled. Because of the scope and complexity of the job, the decision

was made not to retain one but four architectural firms: Broome, Selig & Oringdolph; Fletcher & Finch; Zaik/Miller; and Farnham Peck Associates, all of Portland. Kenneth Kaji was retained to coordinate the project; George M. Schwarz Jr. was hired as a consultant to advise on outdoor furnishings. George Whit-tier, AIA, staff architect for WWPA, provided liaison with the association.

The architects worked as a team to develop a master plan, which was then divided into smaller areas for detailed development by one of the four participating firms. The master plan concerned itself with tangible aspects of the city's development—commercial, municipal facilities, housing, recreation, cultural and transportation—and a very important intangible: Lake Oswego's emotional or psychological image of itself.

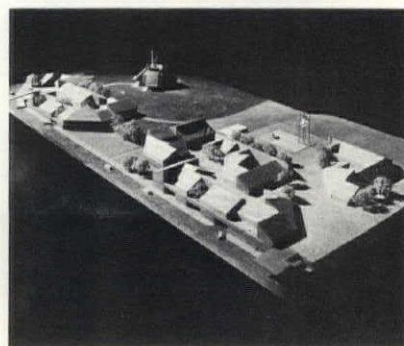
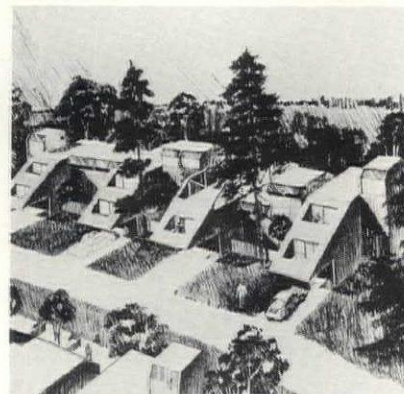
The accompanying photograph and drawing show some of the changes which the Urban Projection team sees in Lake Oswego's future. What are the implications for other communities?

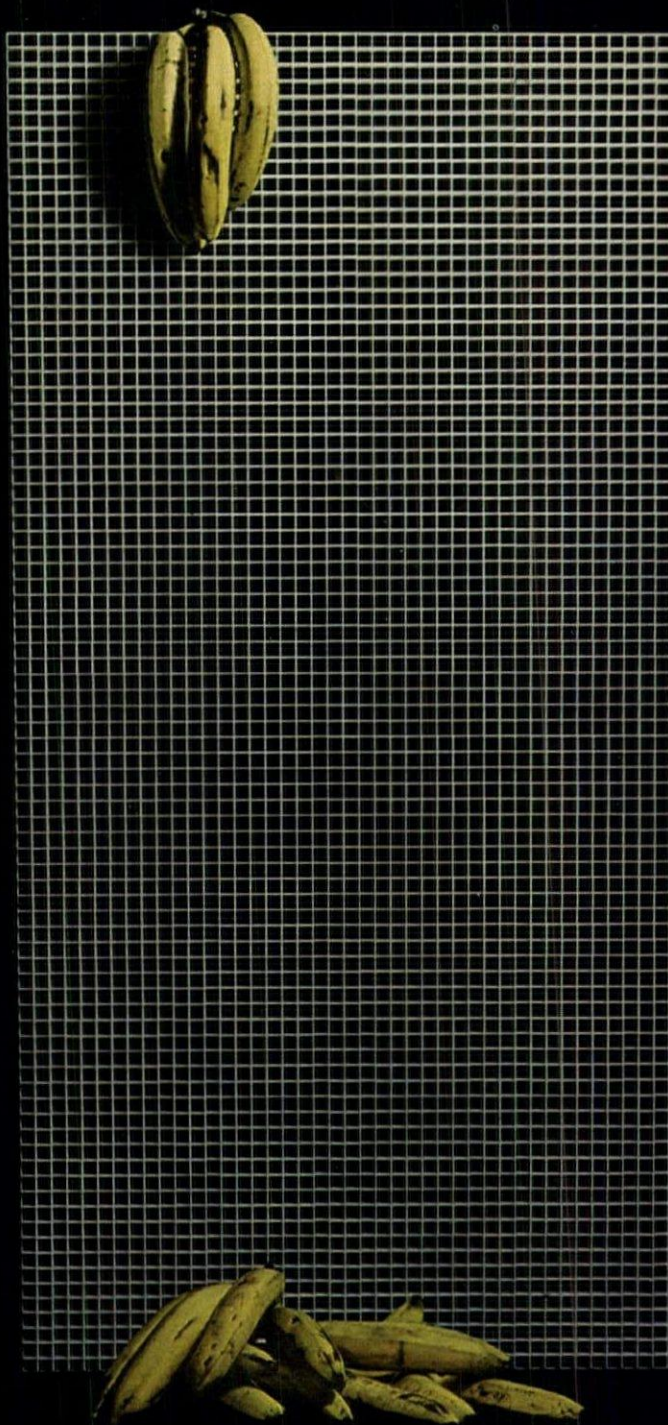
WWPA foresees that its role in Lake Oswego's Urban Projection could, in other cities, be taken by a businessmen's committee. The procedures being established in the first project will provide guidelines for such committees, and the Lake Oswego story will be documented, in print and on film, for the guidance of other cities. One of the primary objectives of Urban Projection—total community involvement—will be brought about by enlisting the cooperation of area realtors, mortgage bankers, contractors and the local press.

The story is an attractive one. It involves an upgraded physical and visual environment, profitable investment opportunities, attraction of new families to the community, with resultant broadening of the tax base. It is one which should capture the community imagination of cities all over the nation.

Lake Oswego residents are enthusiastic. As Mayor George Thomas put it, "Few communities have ever had the opportunity to look into the future. Lake Oswego is being given that chance—perhaps the first of many to gaze into the Urban Projection crystal ball." □

Part of a multicompany master plan are Farnham Peck Associates' townhouses and Fletcher & Finch's commercial center with garage below. A restaurant is over the water, rear.





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TWO-CITY CONVENTION

Portland and the Pacific Northwest

Institute President Robert L. Durham, FAIA, bids welcome to his own region.

As I write this, I am on a jet plane climbing out of Portland, Oregon, to 30,000 feet over the Columbia River Gorge on the way to the Octagon. As I look off to the north in the sharp morning sunlight, I can see Mount Adams, Mount St. Helens and Mount Rainier in three-dimensional relief and down below the green pattern of the Northwest tree farms. As the plane takes a gentle bank to the right, Mount Hood is below the left wing, and off to the south Mount Jefferson and the Three Sisters stretch on into the blue distance of the northern California peaks. The silver ribbon of the Columbia River with its giant dams turns northerly and disappears in the rolling wheat fields of eastern Washington. This is the Northwest and it is waiting for your visit.

The theme "Man, Architecture and Nature" seems to be a natural for a Northwest convention. Up here in the skies, man is relatively insignificant—the pilot excepted. However, on the drive from the convention hotel to the airport, "Man and Architecture" get to be pretty critical. The frustration of modern man is evident in housing, traffic, urban clutter; the impact of freeways on an old city pattern; the three-dimensional story of man's treatment of a great river, the Willamette; the normal, typical ugliness from city center to airport. In a great metropolis overshadowed by snowcapped Mount Hood, any thinking man would wonder whether it is not possible to do better in the treatment of "Man, Architecture and Nature."

Those who come to the Northwest will be impressed by "Nature," for Oregon and Washington have more than their share. An hour and a half east of the convention hotel brings you to the peak of the Cascades, and an hour and a half toward the sunset brings you to the grandest seashore in America, the rugged Oregon Coast. Within this short range, the convention delegate will see pioneer homesteads and the traditional and significant Oregon barn which has led to the simple wood, contemporary architecture now taken for granted as a Northwest product. Some will take time to visit the wooden churches of Pietro Belluschi. Others will stand wistfully before interesting rough-sawn cedar houses nestled in dark fir trees and hugging the contours of a hilly, picturesque countryside. Some will note the influence of the Orient in low-pitched shingle

roofs with wide overhangs. This is a land of non-traditional architecture.

It is not surprising that there is a high percentage of architects per capita in Portland and Seattle. The schools of architecture in Oregon and Washington seem to be magnets for budding practitioners. They like the climate, natural as well as cultural, and they settle down and live a rich life on a modest income.

It rains less, annually, in Portland and Seattle than in many US cities. It is a gentle rain occurring every few days. The typical climate is not rain but rather gray skies. Seattle has half the number of hours of sunshine as does Chicago. Marine clouds blow in off the ocean at night, and on a "nice day" burn off by early afternoon.

The important climate, however, is cultural. Many architects live a good life doing middle-income residences. The average home owner expects a modern house. The upper-income family more often than not demands it.

In the '30s, the most admired house was called "Northwest Colonial." With the influence of Belluschi and others, the "Northwest Contemporary" developed. Moderate-pitched overhanging roofs, hipped in many cases and often covered with handsplit shakes, sheltered informal plan arrangements gently nestled into the hillside lots. Large window areas capturing view and sunshine were framed by simple stained walls of wood. The mild climate made logical an indoor-outdoor architecture. The lush green of native shrubs and planting created an easy repose with nature.

The idyllic setting, creative design and a sympathetic clientele should not suggest that Northwest communities have gone unscathed in urban sprawl and lack of community focus. With all the faults, there is a genuine regionalism. There are outstanding examples of architectural development important to history. A small wooden church, for example, produced by a one-man office, has brought worldwide attention.

The urban strip from Portland to Vancouver, B.C., is getting set for a population onslaught. New Boeing factories are springing up transforming nature into asphalt. Here you will find man, architecture and more nature than you have ever seen before. But first we plan that you will be impressed by a warm western welcome from your friends in Oregon Territory. □

THE WOOD TRADITION OF THE NORTHWEST

A constellation of factors explains the sensitive, exciting uses of wood in the region's architecture.

BY ANNE HECKER

Wood comes naturally to the Pacific Northwest architect, as naturally as the magnificent stands of timber, the wooded building sites and the informal living patterns that mark the Northwesterner.

This is the home of the Douglas fir, often towering 300 feet at maturity, the western red cedar, the western hemlock, the ponderosa pine. The sawmill operators practically ran down the mountain men in the rush to open up the West, and wood has continued to be a prime factor in Northwest economic life ever since.

Well-nigh half of Washington and Oregon is in commercial timberland and that doesn't include the national parks. Some type of architectural tradition was bound to grow amid this abundance and

it did, although it seemed, sometimes, that hardly anyone was noticing, including many of the architects themselves.

The early, simple wood-frame houses built by the pioneers are a part of that tradition. So, too, are the early churches, board-and-batten interpretations of the Gothic and the houses of yesterday's well-to-do with their elaborately carved and turned woodwork.

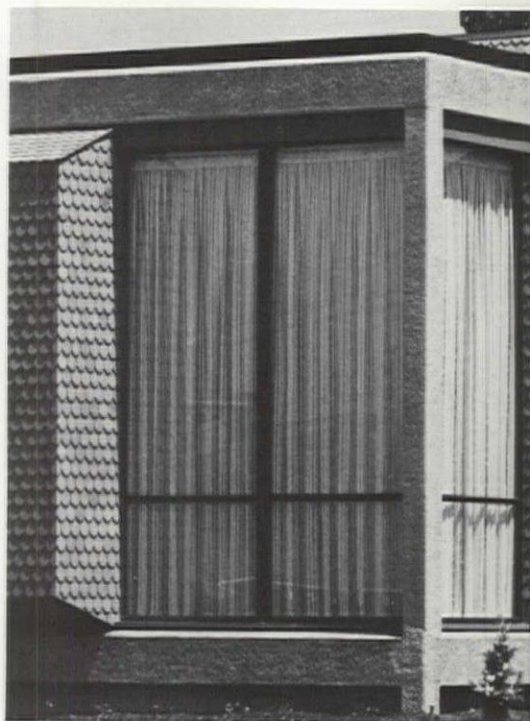
Today, that tradition is translated into modern, pace-setting terms, into an architecture expressing an association with the nation's foremost wood-producing region in bold, often dramatic strokes.

When talking about any tradition in the West, it is well to remember that history in this region is only yesterday. The first great wagon train to make it to the timbered slopes of the Oregon country arrived in 1843. Henry Yesler built his sawmill that became the base of Seattle's economy in 1853—and unwittingly gave to the American idiom the term "skid road," which originally referred to the steep hill down which the logs were skidded to his waterfront mill.

Carl Gould didn't found the School of Architecture at the University of Washington until 1913 and Ellis F. Lawrence, its counterpart, the School of Architecture and Allied Arts at the University of Oregon, until 1914.

The West in this early period just grew. Wood, immediately at hand, not surprisingly was the primary historical building product source. But the preoccupation was the adaptation and modification of traditional forms brought from other areas by incoming generations.

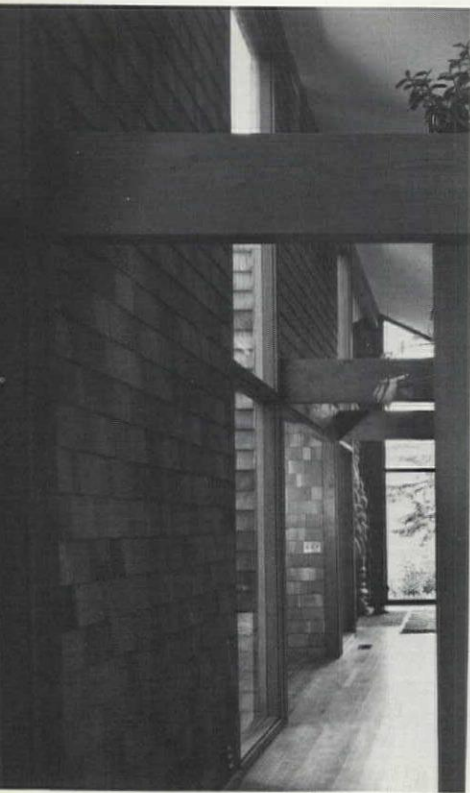
There were some noteworthy exceptions. Ellsworth Storey came to Seattle from Illinois in 1903 and began his innovative work



with wood, producing among other work the Storey cottages in 1913 which stand, or rather ramble up a wooded hillside, to this day, in style almost prophetic of the straightforward, natural design of today.

Andrew Willatsen, AIA, who worked for Frank Lloyd Wright before coming to Seattle, was another. Victor Steinbrueck, FAIA, in his book *Seattle Cityscape*, notes that Willatsen produced "courageous architecture in the Wright manner which, with its organic quality, strongly expressed roof planes and definite patterns, was most fitting to this region."

In Oregon, the development of a Northwest style of architecture can be traced to the regional philosophy of Portland painter and educator Harry Wentz and the cottages designed by Wentz's lifelong friend, architect A. E. Doyle, at Neahkahn on the Oregon Coast.





The Fundamentals of Computer Analysis

BY BOHDAN O. SZUPROWICZ

The computer is not going to solve every problem, but it already has earned its rightful place as a cost control tool. This article, by a professional engineer and information management consultant, is adapted from "Creative Control of Building Costs," the forthcoming book to be published by McGraw-Hill.

During the last few years, the use of computers as aids in computation—or, more properly, as information-processing systems—has grown in an unprecedented manner. It is only appropriate, therefore, that such a powerful processing device should be given serious consideration as an aid in devising, checking and monitoring any system of cost control.

In considering computer analysis, certain facts should be borne in mind by those who wish to embark on such a course of action. The computer is not an "electronic brain," and it will not produce answers to any and all questions. It can provide rapid and accurate processing of information submitted in strict predetermined format.

This processing takes place according to procedures developed by the user and expressed precisely in form of statements of a computer program. Users sometimes fail to understand that even

after a program is developed and checked out to perform a certain accounting procedure, there is no guarantee of acceptable or even meaningful results unless the input data is in itself meaningful and acceptable.

However, the information available as input is often necessarily incomplete, approximate or perhaps even inaccurate within some known limits. In such a situation, *simulation* becomes a valuable method, and the computer the means by which it can be performed.

No existing cost control system is likely to undergo any significant change simply as the result of a decision to employ computers in its implementation. Rather, a computerized procedure, or program system, will be produced which will explicitly define all of the steps in a given cost control cycle.

Attempts will be made to include foreseeable alternative courses of action and checks for possible invalid information input. This effort to reduce an existing or projected cost control method to logical steps which can be programmed will in itself force a searching analysis of the method. Analysis will often uncover deficiencies or inconsistencies in an existing system, and may thus be a valuable

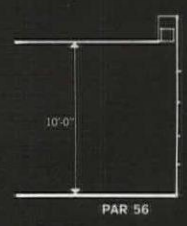
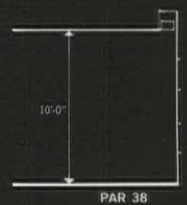
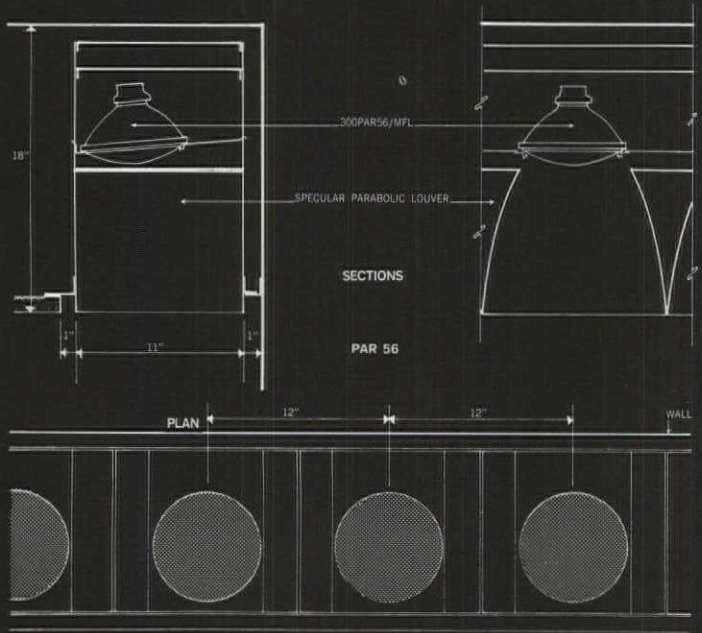
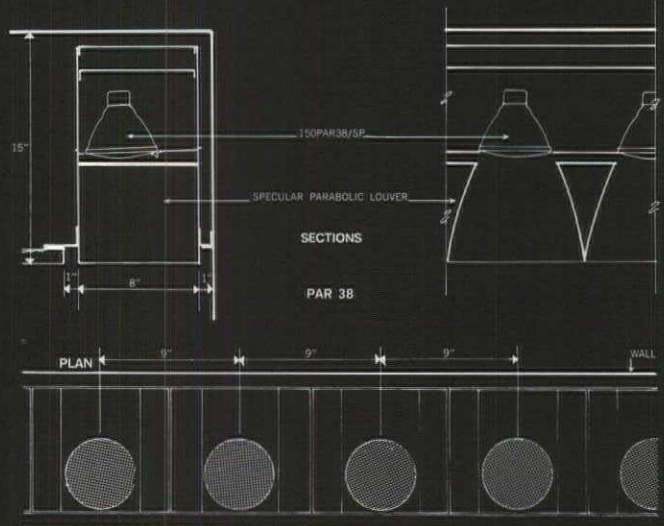
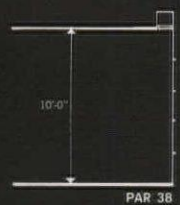
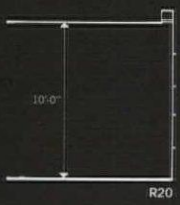
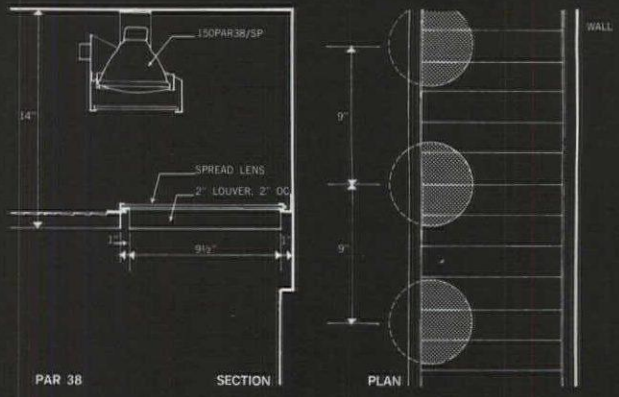
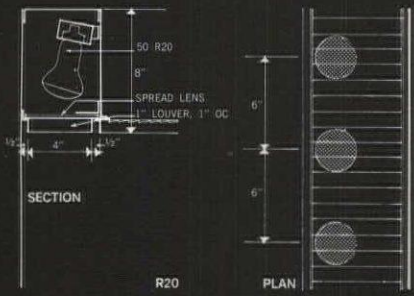
investigation even if no steps are taken to computerize the system.

The advantages of a computer cost control program are twofold. First is the previously mentioned capability of simulating the operation of a real-life cost control system with little expenditure of time or money. Simulation makes possible the study of a system to find out what would happen if a certain course of action is chosen over another.

This is clearly shown in the critical path method with cost features, where the effect of alternative courses of action can be studied in terms of project duration and cost. Numerous possibilities can be studied, using a CPM program and well-chosen input data, and a particular course of action decided upon, depending on the objective which is to be optimized. The CPM cost feature is primarily a time-cost relationship (figure 1) attached to all activities which permit alternative costs and durations.

It may be that the function, or product-oriented work-breakdown structure, of Program Evaluation and Review Technique (PERT) cost may prove more attractive to those interested in continuous project cost control. This illustrates the second advantage of a computerized cost control system.

Although PERT is in most cases



A Time for Persuasion

A report on developments in government procurement of architect-engineer services by Philip Hutchinson Jr., Institute director of Governmental Affairs.

If Congress accepts the General Accounting Office's advice that the 6 percent statutory limitation on architect-engineer fees be repealed, it will mean that for the first time since 1939 architects and engineers will be able to negotiate each government job on its merits without the imposition of an arbitrary ceiling.

In a recent report to the Congress, GAO advocated the limitation's removal on grounds that it is "impractical and unsound." GAO cited the concurrence of the federal construction agencies, the architectural and engineering professional societies and the Bureau of the Budget to support the recommendations.

As the matter now stands, five federal statutes say that civilian and military construction agencies cannot pay A-E fees of more than 6 percent of the estimated construction cost of the project. Recent GAO opinions hold that the limitation applies to everything paid to the A-E.

In a brief submitted to GAO last year, the AIA pointed out that the statutory limitation on A-E fees "was no longer serving the best interests of the government or the professions and should be repealed." Specifically, the AIA brief stated that the limitation:

- is based on a 1939 standard and does not apply to today's complex buildings and does not reflect the cost of providing architectural services.
- causes architects to suffer losses on some types of government work and renders them reluctant to accept future government jobs unless fairly compensated, and
- may force a reduction in design and research efforts which in turn may drive building costs higher.

The AIA was pleased over the repealer recommendation, but other GAO suggestions, though not unexpected, provoked some concern. The Institute is particularly at loggerheads with the Comptroller General's opinion that the so-called "competitive negotiations" law applies to A-E procurements.

This law requires that in all negotiated procurements by the military services in excess of \$2,500, proposals must be solicited from the maximum number of qualified sources consistent with the nature and requirements of the supplies and services to be procured and that discussions must be conducted with all responsible offerors whose proposals are within a competitive range, price and other factors considered.

Most federal construction agencies now select A-Es on the basis of technical ability. These agencies are of the opinion that their procedures are "consistent with the nature and requirement of the services to be procured."

The Defense Department, for example, told GAO that its present procedures for selecting A-Es on the basis of technical ability comply with the letter and intent of the law. Assistant Defense Secretary Paul R. Ignatius said, however, that the DOD would be prepared to reassess its present procedures "in the event the architect-engineer community should evidence its professional willingness to engage in price competition."

It is unlikely for two reasons that architect-engineer groups would express a willingness to engage in price competition: first, because it is in violation of their codes of ethics; and second, and most important, because the professions believe an emphasis on price would reduce the quality of service to the detriment of the government.

This point was emphasized by the AIA in its second brief to GAO early this year. "Tangible goods can be tested against specifications and given a relatively fixed market value," the AIA said, "but no specification can ever be written to cover the creative, intellectual product of an architect or engineer. Thus in order to obtain a facility which will be less costly to build, operate and maintain, it will frequently be in the interest of government economy to pay higher design costs initially."

Even though GAO thinks the professions are subject to the competitive negotiation law, the agency has deferred to the Congress to decide the problem by requesting that "the Congress clarify its intent as to whether competitive negotiation

requirements of the law are to apply to A-E procurements."

Going one step further, GAO said that if Congress decides that architects and engineers are not within the purview of the law then a special amendment should be passed to specifically exempt them.

In the meantime, GAO has advised the federal agencies that the present procedures may be followed until the Congress has had an opportunity to consider the matter. So the burden is now on the Congress—and indirectly on the professions. For if the Congress chooses not to act within a reasonable time, GAO presumably could require that A-Es must follow the requirements of the competitive negotiations law.

Thus it is up to the professional societies to see that Congress acts.

That there are some serious deficiencies in our federal procurement practices and procedures requiring immediate action was recently called to the attention of a House Government Operations Subcommittee. In testimony on H. R. 157, a measure to establish a Commission on Government Procurement, AIA's Government Liaison Committee Chairman Julian Berla urged that even though the Congress was considering establishing a Hoover-type commission to study procurement practices, it was necessary for Congress to take immediate action in areas like fee limitation and competitive negotiations laws. Delay on such questions during the two-year life of the proposed commission would be in the interest of neither the government nor the professions.

AIA's witness also pointed out that the Institute for some time has been calling for government review of construction practices including methods of negotiating architectural and engineering fees. He noted that a uniform government procurement construction policy would eliminate many of the non-productive hours and outdated practices now associated with government work.

Although it has not generated the controversy of the price competition issue, GAO's recommendation that the "truth-in-negotiations" law should apply to all A-E procurements has raised some crit-

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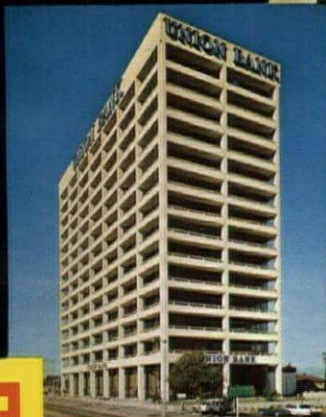
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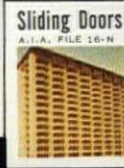
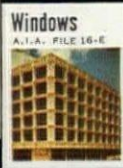
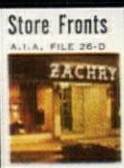
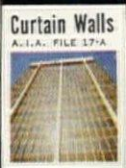
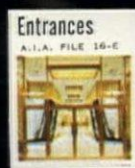
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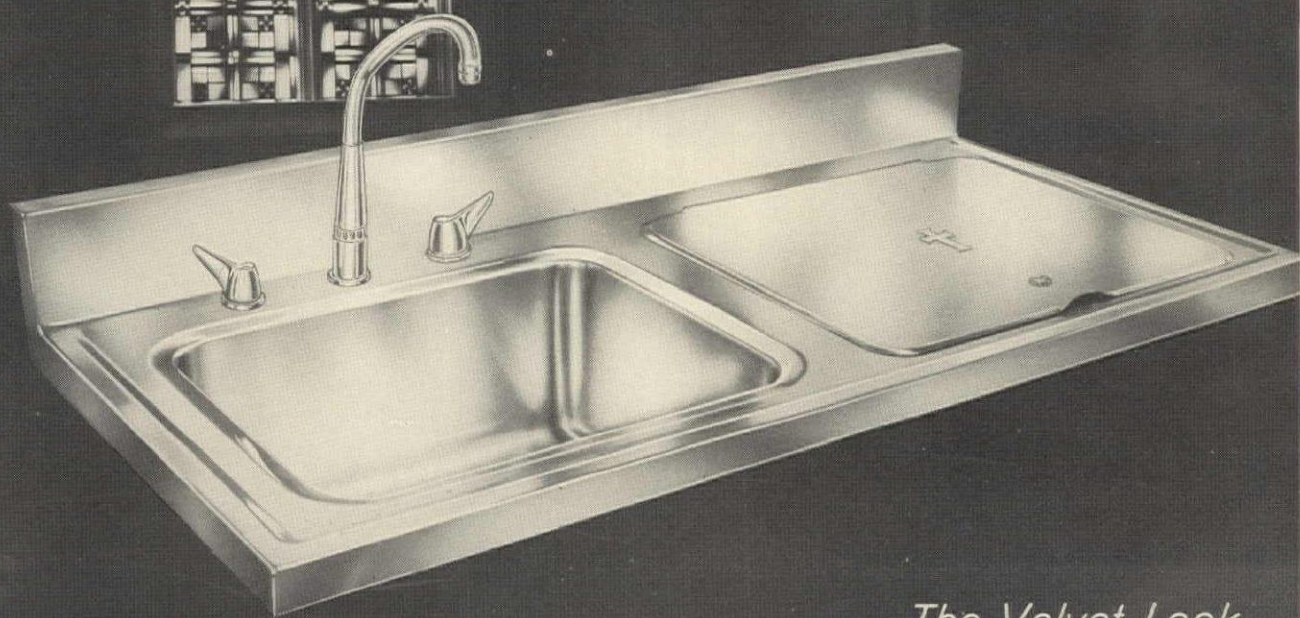
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implies federal participation, not in the role of an "expediter" but in the role of a decision maker so that if you set up a sponsor team to supervise the development of the Interstate Highway system in Baltimore City, you would have city-public, city-private, state and federal, but that team would decide.

There would be no referrals to Washington. And that creates the opportunity for whole decisions.

Ribicoff: Potentially the model cities program that we have voted is the vehicle for rebuilding America. Now, as you look at the model city program and the guidelines, do you think this is a good program? Will it work? Should it be corrected?

Wise: I think that the model cities program was some of the most creative legislation that Congress has ever put on the books. . . . The tough thing that is going to be very hard to overcome . . . is to pull together the many, many special interests that are dealing with individual programs at the present time.

Rogers: I think there is a new device, though, and this is precisely this private-public development corporation.

Now, if that corporation were created, not just to implement somebody else's plan but was responsible for the planning from the very beginning through implementation, and if all of the government programs, federal and municipal and state, were coordinated at that level, which is at the local level, then I think you can achieve something.

Ribicoff: Now, you talk about the private-public. . . . How do you see the rebuilding of the urban society and allocating the costs between government and private—in what field do you think government should make the expenditure and in what field do you think private resources should make the expenditure?

Rogers: It seems to me that the government is now making its expenditure in one very crucial area, which is in capital public investment—utilities, roads, schools. I think if the government were able to coordinate and structure this public investment, it then creates the private, profit-motivated opportunity to flesh out this public skeleton in conformity with a plan.

What has happened . . . is that the investment is not coordinated. It tends to follow the private decisions, and therefore there is no concerted national or public policy

for making its investment in a way that will generate the private investment so that the whole comes together into a mutual, constructive purpose.

I think the second area is precisely in the area of national urban research . . . to take the new cities which are going to be developed in this country and are starting now and make of them the kind of social experiments—and I use the word "experiments" advisedly—rather than just better subdivisions.

Wise: I do not think that we in America can absorb the next 150 million urban dwellers without a very, very positive new cities program.

Ribicoff: If you are going to have to have a new cities program . . . who makes the plans and who puts together the complex?

Ham: The majority of the work that is done in new city building, whether it is an adjunct to the existing city, a large subdivision or something called a "new town," is done by private enterprise, and to build a new town one needs the melding of the employment and the people over a long period of time.

One of the problems we face is with the widely fluctuating market in housing. . . . if we are going to do a good job in new city building we are going to have to look at them being built over a period of 50 or 60 years . . . and to have an investor exposed for this long period creates a great problem.

Ribicoff: All right. Now, going back I asked how you people have a voice in what is going to take place. How does the public get the voice in what is going to take place?

Rogers: Well, this was demonstrated in one of our citations—in Cincinnati, where the whole decision-making process that led to the final plan was open to the public. They had formal sessions. The public came in and participated, and it was heard, and the press was represented, and trial balloons were sent up. Beyond this was the inclusion of sociological evaluation as part of the design process. I do not know any other way to do it.

Ribicoff: Is there any new study that is being built or on the boards that is meaningful in the United States today?

Wise: Well, perhaps the most meaningful of any—at least there has been more thought involving more disciplines—is Columbia which is being built by the Rouse Company between here (Washington, D.C.) and Baltimore.

Ribicoff: Mr. Rouse appeared be-

fore us earlier, but in your opinion that is the example, the best example of the best kind of city planning being done now?

Rogers: The thinking is there, the social concerns are there, and yet it is possible that Jim Rouse, because of the lack of patient money, will be forced to go through a development procedure that is very risky, which is the parceling out of development sites within the city to other developers hoping that the plan, with a review board, would then be followed. I think this is the risk of it, and I think this points to the area where the federal government or government in general could be very helpful, which is providing the risk money so that if you need a factory, as was done in England, these can be built as units before they are tenanted.

Wise: I think we could talk about . . . a form of loss insurance, an insurance against loss for companies starting up in new town situations and commercial, office space and industrial, but the real key thing, as Mr. Rogers pointed out, is the tremendous amount of lead time that it takes before you begin getting returns on the incredible investment. This is where the federal government can make a real contribution.

Ribicoff: So you think the government ought to put up the lead money without any interest or with very low interest rates?

Wise: I would suggest that perhaps they set up a federal government corporation with capital, a limited capital which would guarantee obligations issued by the state to acquire the land, and this would be paid back over a long period of time. In England the development costs for the cities there are repaid over 60 years.

Ribicoff: Do you feel that private industry and private contracting and private financing making a profit—could build better housing in better cities at a cheaper price than is being done by government?

Rogers: Yes, definitely.

Ham: Yes.

Ribicoff: In other words, you all feel that the private sector could do this cheaper and better at a profit than government can do it without a profit?

Ham: Without a doubt.

Wise: With one reservation. When it comes to development of new towns and the land, I think we are going to have to talk about some direct government involvement. □

and the Design Professions

a project scale in Boston, New Haven, Hartford, Philadelphia.

What I am concerned about is the scale in the metropolitan (region) where we do not have yet a governmental structure that is able to make these sorts of decisions. I think we are making the first steps.

Ribicoff: Your comparative professions are the leaders; they are the source of the technological information as to what should be happening in the cities. . . . The three of you recognize in your statements that you have to be humanistic as well as technical; that you have to look at the social impact and the social results of what you do.

Now, why is it that you people are not controversial in this respect? A politician, if he is worth his salt, does not worry about being controversial.

The average person does not have the competence to know whether a plan for a city, a change in the city is good or bad. . . . You are the experts. Do you just go along. . . . (or) do you make your position known?

Rogers: Let me illustrate the problem, Senator.

In Baltimore we have had the usual troubles with our expressway system, the interstate system. Our AIA chapter and myself as an individual did indeed raise an uproar. We succeeded in evolving what we call the "concept team" which is a broad urban design team to design the expressway, locations and so forth. But what we found was (that) we could raise our voices to the high heaven but there was no client, there was no sponsor.

Ribicoff: All right. Now . . . you said you raised hell in Baltimore. What was the result of your agitation . . . when you called attention to the plans that you people did not like?

Rogers: The result was this, Senator. We had and do have support from the media. We do have very strong support from the elected city council. We have lip service from the administration at all levels of

the government, who are in effect the decision makers in this area, who are not organized, who work against each other.

Ribicoff: Well, this interests me. In other words . . . the elected officials are with you?

Rogers: Right.

Ribicoff: The media is with you?

Rogers: Right.

Ribicoff: You have lip service from whom, the bureaucracy?

Rogers: The bureaucracy in the city, the bureaucracy in the state and the bureaucracy in the federal government.

Ribicoff: Is the permanent bureaucracy on the city, state and federal levels so strong that they act as a damper upon the hopes and the aspirations and planning of the elected officials and the policy-makers, from your experience?

Rogers: In my experience, the answer is yes.

Ham: I would like to illustrate that with a point out in California.

The Interstate Highway running through the San Francisco area ran through the Sanitary Water Department properties. The City of San Francisco was so concerned about the pollution of its watershed that we did a study as an alternate to this. Our alternate study had a more acceptable result. . . . We had the entire population of San Francisco concerned. And the Highway Commission turned it down and went ahead with its own plan.

Ribicoff: Now, you make a point that I have made time and time again from long political experience—that the major decisions in government at all levels are constantly being made . . . by the permanent bureaucracy two, three, four, ten, twenty times removed from the basic decision.

Rogers: Now, we represent a new trend in the design professions and there should be many more at this table than just the three of us, but . . . the sponsor needs also to be restructured so that whole decisions are made. This implies a team. It implies private participation and public participation. It



Pan-Pacific Plaudits

When Ceylon architect Geoffrey Bawa received the Pan-Pacific Architectural Citation from the Hawaii Chapter AIA and the State of Hawaii Foundation on Culture and the Arts earlier this year, he became the ninth person to be so recognized for excellence in design.

The original presentation was made in 1957 to Kenzo Tange of Japan, who later was honored with the Institute's Gold Medal. In the ensuing years, architects from a number of nations around the Pacific rim have won the accolade.

They include the firm of Grounds, Romberg & Boyd, Australia; Leandro V. Locsin, the Philippines; Hector Mestre, Mexico; Arthur Charles

Erickson, British Columbia; Kiyonori Kikutake, Japan; Howard Ian Ashley, Malaysia; and Miles Warren, New Zealand. The selection of the other recipient—An Nimmanahaeminda of Thailand—for a total of 10, was singular in that he was recognized for his contribution to education in his country, serving as the dean of architecture at Silpakorn University in Bangkok.

Bawa, left, and Edward Sullam, 1967 president, Hawaii Chapter AIA, at University of Hawaii reception honoring Bawa as recipient of the ninth Pan-Pacific Architectural Citation. Eighth winner was Miles Warren, New Zealand, below left; the first, Kenzo Tange, Japan.

It was determined at the outset that the citation would be made annually to an architect or a firm for work executed in the Pacific area—a term which was left undefined so that the selection committee would not be hampered by a rigid predetermination. No award was presented in 1958, however.

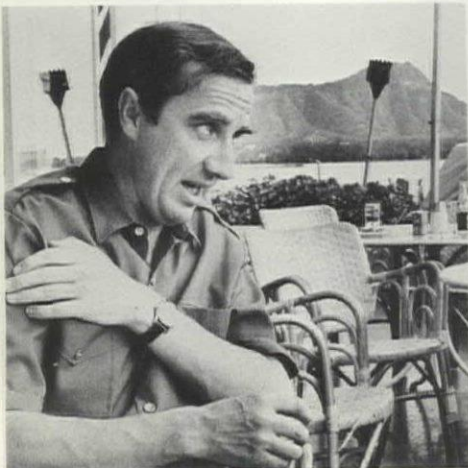
The basic program originated with a group of past presidents of the Hawaii Chapter (whose initials PAPAI have been given a typically Hawaiian pronunciation "papaya," the tropical fruit that abounds in the Islands), with Harry W. Seckel, FAIA, as chairman. Today, the selection body continues to be composed of past presidents.

Some specific criteria were established at the start. One of these was that nominees be primarily from the Orient and most particularly, Japan. With the wide travel by Honolulu architects to that area, it was felt that at least one chapter member would have personally viewed a nominee's work.

Other factors governing the program are these: that the award be limited to architectural subjects since World War II; that the entire membership be given the opportunity to make nominations; that the recipient be invited to give a public lecture; that there be a display of his work, together with an invitational reception; and that full advantage be made of all media throughout the Pacific, nationally and internationally.

This year's winner, for example, accepted his award at a reception and exhibit at the East-West Center where he delivered a lecture, "Architecture in Ceylon," open to the public at no charge. A few days earlier, Bawa, who is a partner in the firm of Edwards, Reid & Begg, also was honored at the chapter's annual banquet and installation of officers.

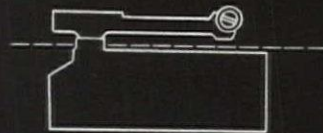
The citation has taken on new meaning since 1967 when it became a joint recognition of the AIA chapter and the culture/arts foundation. Each now contributes an equal amount to a stipend awarded to the recipient to defray his expenses. □





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