

IOWA ARCHITECT

July/August/September 1972

It's
that
time
again!



A Conversation with Bill Houseman



Bill Houseman is a man of action and a man involved. He is the Publisher of Environment Monthly, a newsletter of current and important developments of concern to all interested in the state of the environment. He is also the President of Environmental League Inc., a Producer of a radio service program dealing with experts on environmental problems. He is the New York Representative of Omniplan Inc., a consultant to the National Endowment for the Arts in Washington, and other numerous accomplishments. As Program Coordinator for the Regional, he brings a special talent which will make it a memorable Convention for all attending.

The makeup of the Central States Program is, quite simply, superb. Not only because you couldn't find a more richly accomplished roster of speakers, but also because they are taking their appearance in Des Moines very seriously. For example:

Andy Weil, whose Public Relations firm is the one I know of that **specializes** in architecture, is already working hard on his Thursday morning workshop program. Nobody who gives a hang about building a sound professional practice on good management, good client relations and good **public relations**—**nobody** can afford to miss Mr. Weil's morning session.

Our Keynoter, **Nat Owings**, is one of the few men in America I am willing to call great. He is a great Architect in a leadership role in a great firm. But more than that, he personifies in truth what everybody these days is flapping about rhetorically: Mr. Owings has demonstrated by his actions all through a distinguished career the real meaning of **social responsibility**. He, too, is already preparing his talk.

And there is **Ben Thompson**, who is a phenomenon. He does everything and does it supremely well. Designer, teacher, writer, entrepreneur, environmentalist. You name it, and if it's important, Ben Thompson's into it. He's going to bowl you over in Des Moines with a multi-media presentation of his highly cultivated ideas of what architecture is all about.

Cora Walker is some woman! Lawyer, community organizer, dynamic leader of pioneering co-op movements in Harlem, powerful speaker. All because she believes in her work and the people she's helping pull up by their bootstraps. She will speak Friday morning and you will never forget her.

Henry McKnight knows how to put architects in the place. It's not a bad place, understand, but a **relative** place. He has been instrumental in starting ten of the new towns in the U.S. that have won Federal support under the Title VII provisions of the New Communities Act. Like all of our other speakers, Senator McKnight is a thoroughly committed man to what he believes. And what he believes is that we can build great communities, and that these communities reflect the aspirations of Americans to be a great people.

Iowa Architect

IOWA ARCHITECT

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Editorial:

Bill Houseman, Convention moderator, has helped put together an impressive group of speakers to explore the convention theme, **UP YOUR IMAGE.**

5

The Program:

Program events promise to provide exciting fun for all those attending.

7

Exhibit Space:

Visit the exhibit spaces at the Convention. New products from local and national firms will be on display.

8

Exhibitors:

Convention exhibitors have gone all out to bring you their latest products and materials, and will be there to answer your questions.

12

Social Events:

The evenings events will provide memorable hours of conversation and fun to supplement the convention program.

15

Lou Kahn:

His theory, like his practice, has been acclaimed as the most creative of any architect's today. He will speak in Ames on Wednesday, October 11.

17

Speakers:

Informative discussions with nationally recognized figures will undoubtedly bring into sharp focus the main theme of the Convention proceeding **UP YOUR IMAGE.**

25

Iowa State:

M. D. Gehner discusses architectural education and its goals at Iowa State University, Ames.

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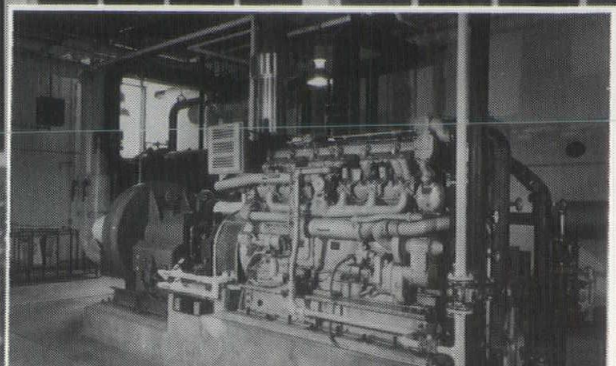
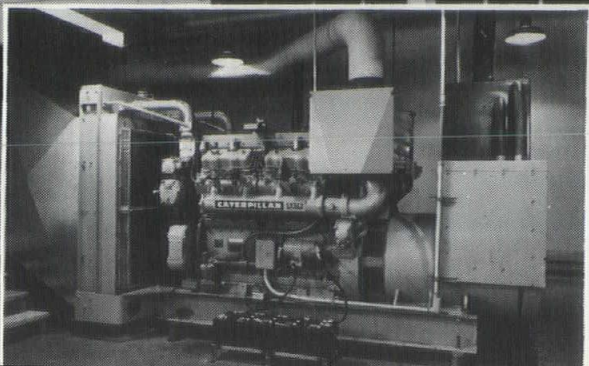
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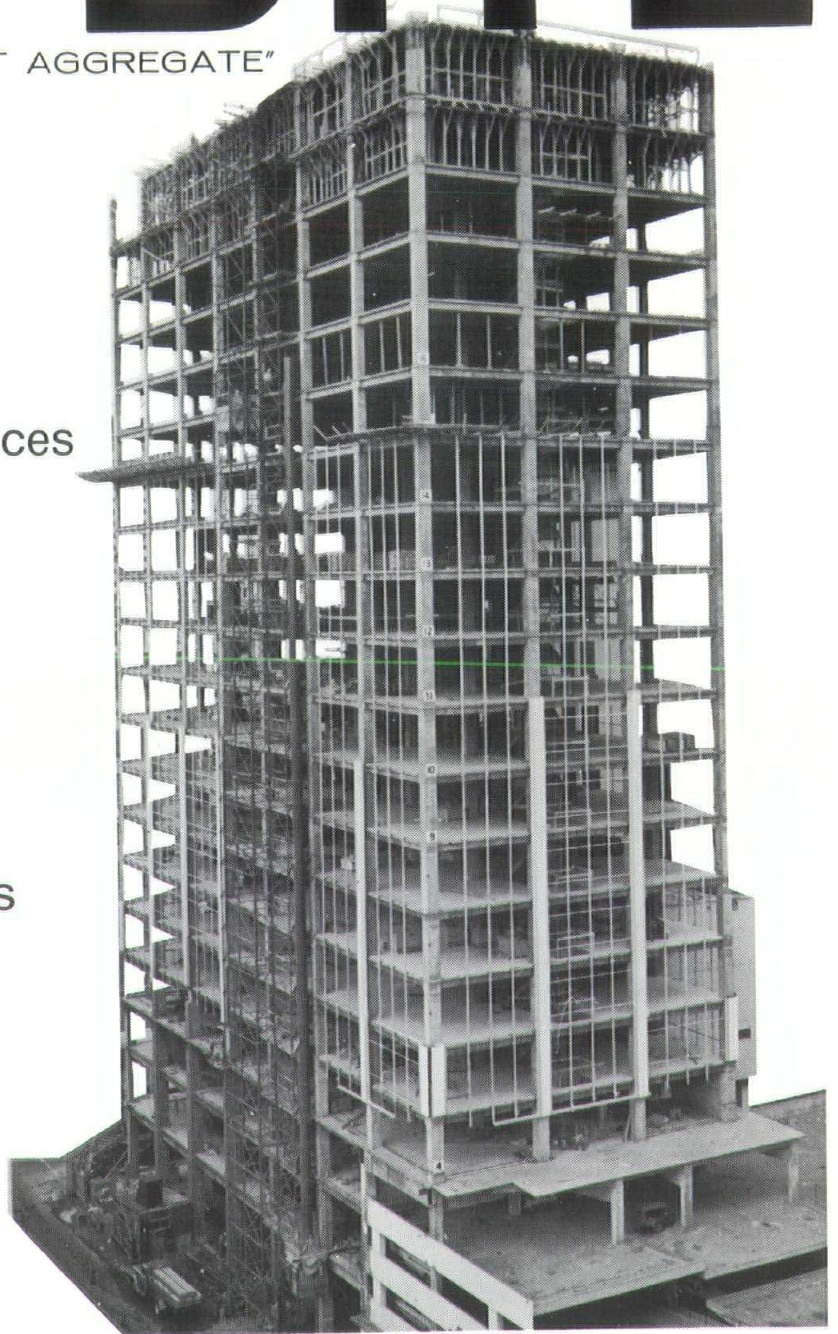
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The Program

Ladies

Wednesday, October 11

- 2:30— 5:00 Regional Council meeting, North Room
- 3:00— 8:00 Registration—Exhibit area
- 6:00— 8:00 Cocktails with Architects at Home
- 8:30— Louis Kahn lecture; C. Y. Stephens Auditorium, Ames

Thursday, October 12

- 8:00— 9:00 Acme Brick Breakfast, Grand Ballroom
- 8:00— 5:00 Registration—Exhibit area
- 9:00— 9:45 Regional Business meeting (By-Law changes and Director nominations)—Hotel
- 10:00—11:30 Andrew Weil "Marketing Architectural Services"
- 11:30— 2:00 Visit the Exhibits
- 12:00— 1:30 Lunch, Nathaniel Owings, "An Architectural Alice in Wonderland"
- 2:00— 4:00 Henry McKnight, "Environment Through New Town Development"
- 4:00— 6:00 Visit the Exhibits
- 6:00— 8:00 Up Your Image Party
- 8:00— And Up Your's Too at the Butterfly (student planned)

Friday, October 13

- 8:00— 9:00 Continental breakfast, Exhibit area
- 8:00—11:30 Registration
- 9:30—10:30 Cora Walker, "Architects for a New Day"
- 10:30—11:45 Benjamin Thompson, "What's It All About?", multi-media presentation
- 12:00— 1:30 Stand-up luncheon, Exhibit area; Hosts: Montgomery Elevator Co., Moline, Illinois "Iowa Architecture: Past, Present and Future"
- 1:30— 2:00 Regional business meeting — Election of Directors
- 2:00— 4:00 Wrap-up with speakers; William Houseman, Moderator
- 4:00— 6:00 Exhibits open
- 6:00— 1:00 Oktoberfest, Agricultural Building Iowa State Fairgrounds (Bus transportation provided)
Drinking, dining and dancing

Wednesday, October 11

- 6:00 — 8:00 Cocktails with "Architects at Home"
- 8:30 — Louis Kahn lecture, Ames

Thursday, October 12

- 8:00 — 9:00 Acme Brick breakfast, Grand Ballroom
- 12:00 — 1:30 Lunch, Nathaniel Owings, "An Architectural Alice in Wonderland"
- 1:45 — 4:45 Afternoon tour and tea, Meredith Printing Plant
(Better Homes and Gardens) and Des Moines Art Center
- 6:00 — 8:00 **UP YOUR IMAGE** Party
- 8:00 — Party at Butterfly Lounge

Friday, October 13

- 8:00 — 9:00 Continental breakfast, Exhibit area
- 9:30 — 10:30 Cora Walker, "Architects for a New Day"
- 10:30 — 10:45 Benjamin Thompson, "What's It All About?" multi-media presentation
- 12:15 — Ladies board buses for lunch at Des Moines Golf and Country Club and a program followed by a browsing trip of antique, boutique, handicraft and gift shops on West Des Moines
- 6:00 — "Oktoberfest"; Agricultural Building, Iowa State Fairgrounds; Drinking, dining and dancing (Bus transportation provided)

Students

Architectural students at Iowa State University have planned several days of activities in connection with the Central States Regional Conference. Schools in the Region will be bulletined on details. Costs are being held at an absolute minimum and dormitory sleeping accommodations will be available, if you bring your own linen at \$1.00 per night. Further details can be secured from Professor Al Miller at 127 Tonawanda Drive, Des Moines, Iowa 50312.

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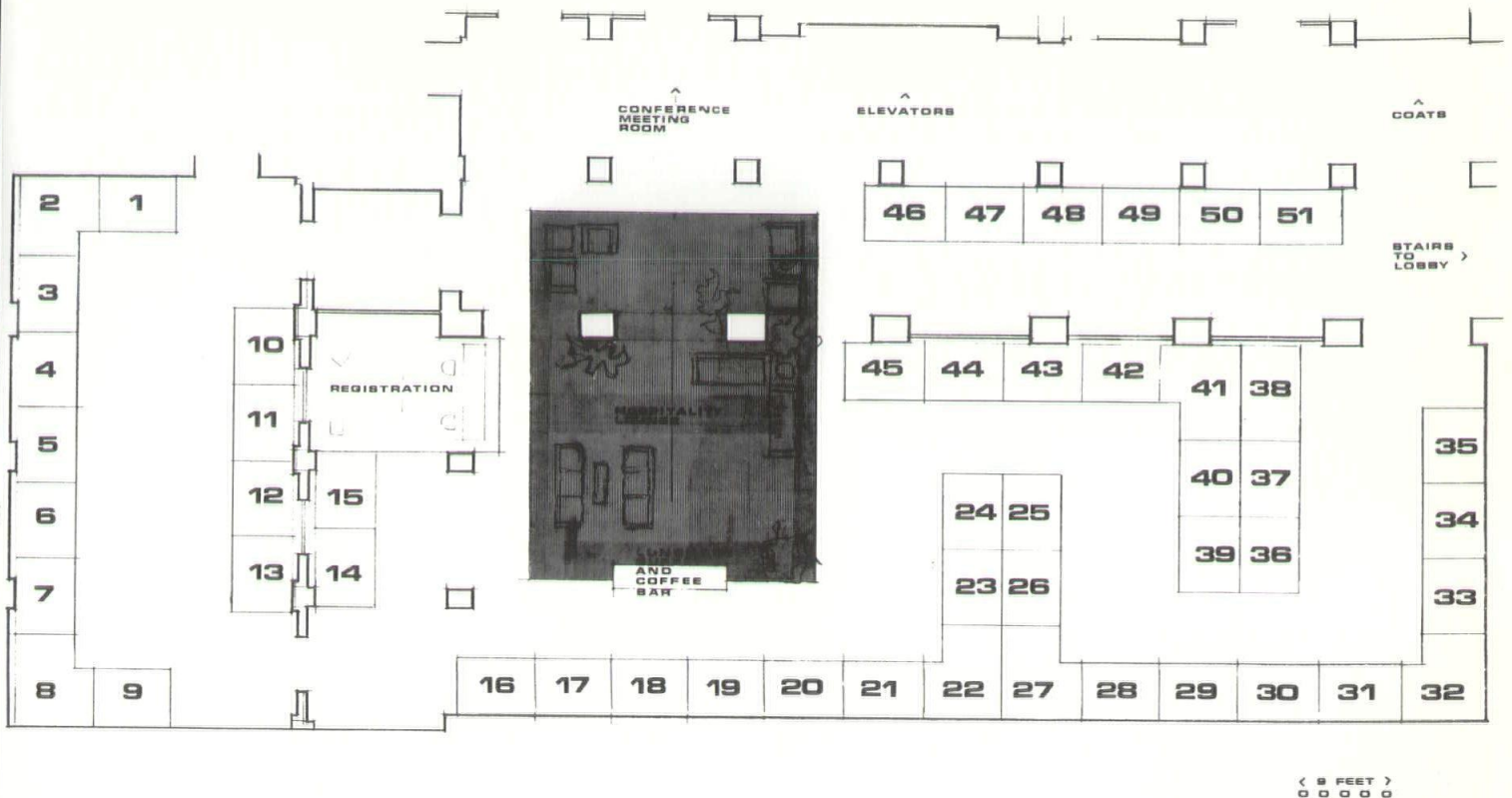


EXHIBIT SPACE 1972 · AIA CENTRAL STATES REGIONAL CONFERENCE

The Exhibit Area for this Convention will definitely be **the** place to go except during the hours scheduled for the programs. In this area will be found exhibit booths, hospitality lounge (coffee served continuously), chapter exhibits, and student exhibits. To add to the attraction prizes will be awarded to attending architects and their ladies who visit and register at the various booths. Visitors must be present in the exhibit area during the drawing to win a prize. Drawings are scheduled at regular intervals during the hours the exhibits are open.

The grand door prize to be awarded will be a trip for two to San Francisco to the AIA National Convention. The prize includes first class, round trip air fare for two.

Plan to spend time in the exhibit area. You will be exposed to an exciting number of displays and exhibitors who are supporting this Convention with their presence. Please show your appreciation for their contributions by sharing some of your Convention time with them. It will be more than worth your while.

Convention Committee

- Dick Hansen, Chairman
- Jim Champion, Co-Chairman
- Stan Ver Ploeg, Program Committee
- Jack Drey, Facilities Committee
- Ron Walker, Graphics Committee
- Jack Bloodgood, Publicity Committee
- Allen B. Salisbury, Finance Committee
- Bill Woodburn, Hosting Committee
- Joyce Broshar, Ladies
Events and Arrangements
- Karl Winkler, Exhibits Committee
- Jim Dwinell, Registration Committee
- John McKlveen, Transportation Committee
- Dave Frevert, Food Committee
- Ken Bussard, Decoration Committee
- Martin Gehner, Student Committee

The Exhibitors

ADDRESSOGRAPH-MULTIGRAPH CORPORATION,
Omaha, Nebraska, Booth 36.

ANACONDA ALUMINUM COMPANY,
Atlanta, Georgia, Booth 15.

ANDERSON CORPORATION,
Bayport, Minnesota, Booth 25.

ARMCO STEEL,
Kansas City, Room 329

ARMSTRONG CORK CO.,
Lancaster, Pa.

BERARD MATERIALS,
West Des Moines, Booth 28.

CECO CORP.,
Chicago, Illinois, Booth 33.

CERAMIC COOLING TOWER COMPANY,
Fort Worth, Texas, Booth 18-20.

CONWED,
Roseville, Minnesota, Booth 7.

COOK PAINT & VARNISH COMPANY,
Kansas City, Missouri, Booth 21.

COTA INDUSTRIES, INC.,
Des Moines, Iowa Booth 14.

CUSTOMWOOD MANUFACTURING,
Albuquerque, New Mexico, Booth 9.

DARWORTH, INC.,
Nevada, Booth 5.

DAVIS FURNITURE INDUSTRIES, INC.,
High Point, North Carolina, Booth 10.

DESCO OF IOWA,
Des Moines, Booth 17.

FIREPROOF PRODUCTS, INC.,
Cornell, Wisconsin, Booth 1.

FORMICA/KANSAS CITY,
Kansas City, Missouri, Booth 50-51.

GAF CORPORATION,
New York, New York, Booth 37.

GENERAL PORTLAND CEMENT COMPANY,
Dallas, Texas, Booth 31.

GERKIN COMPANY, INC.,
Sioux City, Booth 39.

GLIDDEN PAINT,
Chicago, Room 328

HILLYARD SALES COMPANY-WESTERN,
St. Joseph, Missouri, Booth 24.

IDAC/NATIONAL DESIGN CENTER,
New York, New York, Booth 27.

IOWA ARCHITECTURAL PRODUCTS,
(RUSCO), Booth 32

IOWA PAINT MFG. CO., INC.,
Des Moines, Booth 38.

J. G. FURNITURE COMPANY,
Quakertown, Pennsylvania, Booth 49.

KAWNEER/AMAX,
Des Moines, Booth 45.

KOCH BROTHERS,
Des Moines, Room 340

KRUEGER,
Green Bay, Wisconsin, Booth 11.

LENNOX INDUSTRIES, INC.,
Marshalltown, Booth 41.

LIBBEY-OWENS-FORD,
Minneapolis, Minnesota, Booth 8.

MEDUSA CEMENT COMPANY,
Cleveland, Ohio, Booth 23.

MERCHANT & EVANS,
Philadelphia, Pennsylvania, Booth 2.

MOLDCAST MANUFACTURING COMPANY,
Newark, New Jersey, Booth 34-35.

W. E. NEAL SLATE COMPANY,
Eden Prairie, Minnesota, Booth 22.

NECA,
Des Moines, Booth 44.

OWENS-CORNING FIBERGLAS,
Omaha, Nebraska, Booth 29.

PENTEL OF AMERICA,
Skokie, Illinois, Booth 43.

PPG INDUSTRIES, INC.,
Pittsburgh, Pennsylvania, Booth 46.

R. B. ASSOCIATES, INC.,
Ames, Booth 26.

SCIENTIFIC APPLICATION, INC.,
Mt. Pleasant, Booth 40.

SEABLUE, INC.,
Dallas, Texas, Booth 3.

SIoux CITY BRICK & TILE COMPANY,
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SONNEBORN-CONTECH,
Minneapolis, Booth 12

U. S. STEEL CORPORATION,
Pittsburg, Pennsylvania, Booth 47-48.

WM. L. VOLKER & CO.,
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Davenport, Booth 42.

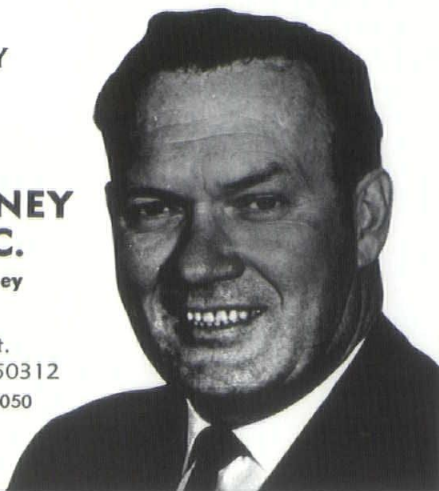
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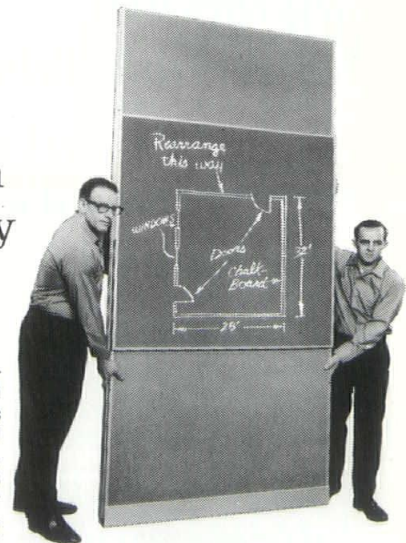
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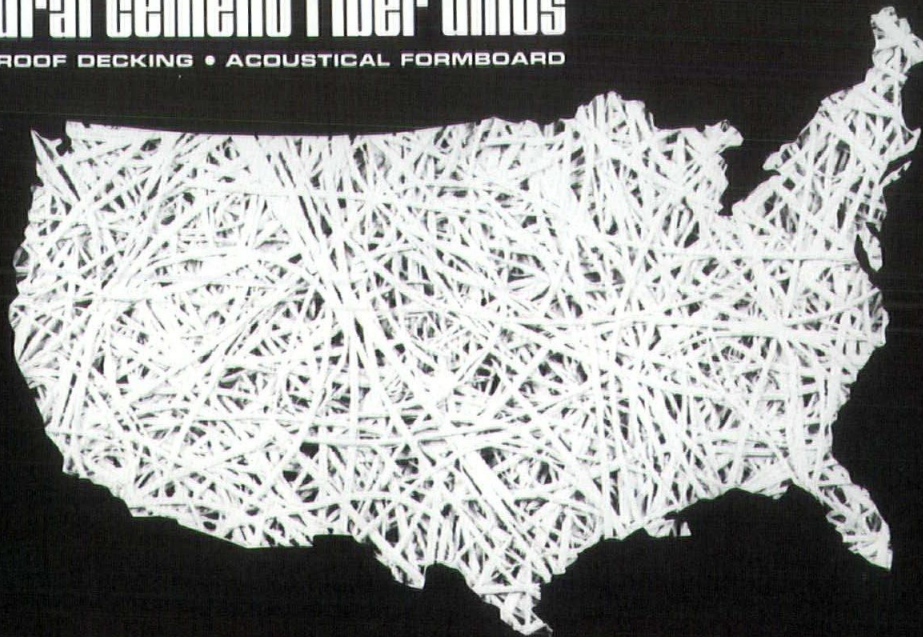
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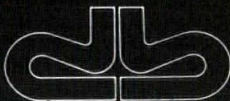
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Social Events

Wednesday Evening:

ARCHITECTS AT HOME

Starting off the Convention activities Wednesday evening will be a relaxing and warm informal greeting extended to all participants to visit and get acquainted with the other professionals in the home of a host chapter Architect. What a great way to embark on the quest of the Convention Theme.

UP YOUR IMAGE!

LOU KAHN

Wednesday evening will offer an unforgettable experience to participate in an evenings' "conversation" with Lou Kahn at Iowa State University's, C. Y. Stephens Auditorium, a memorable experience in itself.

Thursday

UP YOUR IMAGE COCKTAIL PARTY

Thursday evening will blast off with an exciting **UP YOUR IMAGE** Cocktail Party with food, a smashing fashion show and live music; then on to one of the Midwest's newest and most exciting night spots reserved solely for your entertainment, "The Butterfly".

It will be a great evening for professionals and students to get together to enjoy fine music and dancing. This is an evening's entertainment you must not miss!

Friday

OKTOBERFEST

Friday Evening's festivities promise to be spectacular. Our informal **Oktoberfest** to be held at the Iowa State Fairgrounds, features a German menu of charcoaled Bratwurst, Beer, Karloffelsasat, Dunklebiebier and More! Exhilarating music and a variety of "Happenings" will crystallize this gala event to wind up the Convention and make your Des Moines experience complete.



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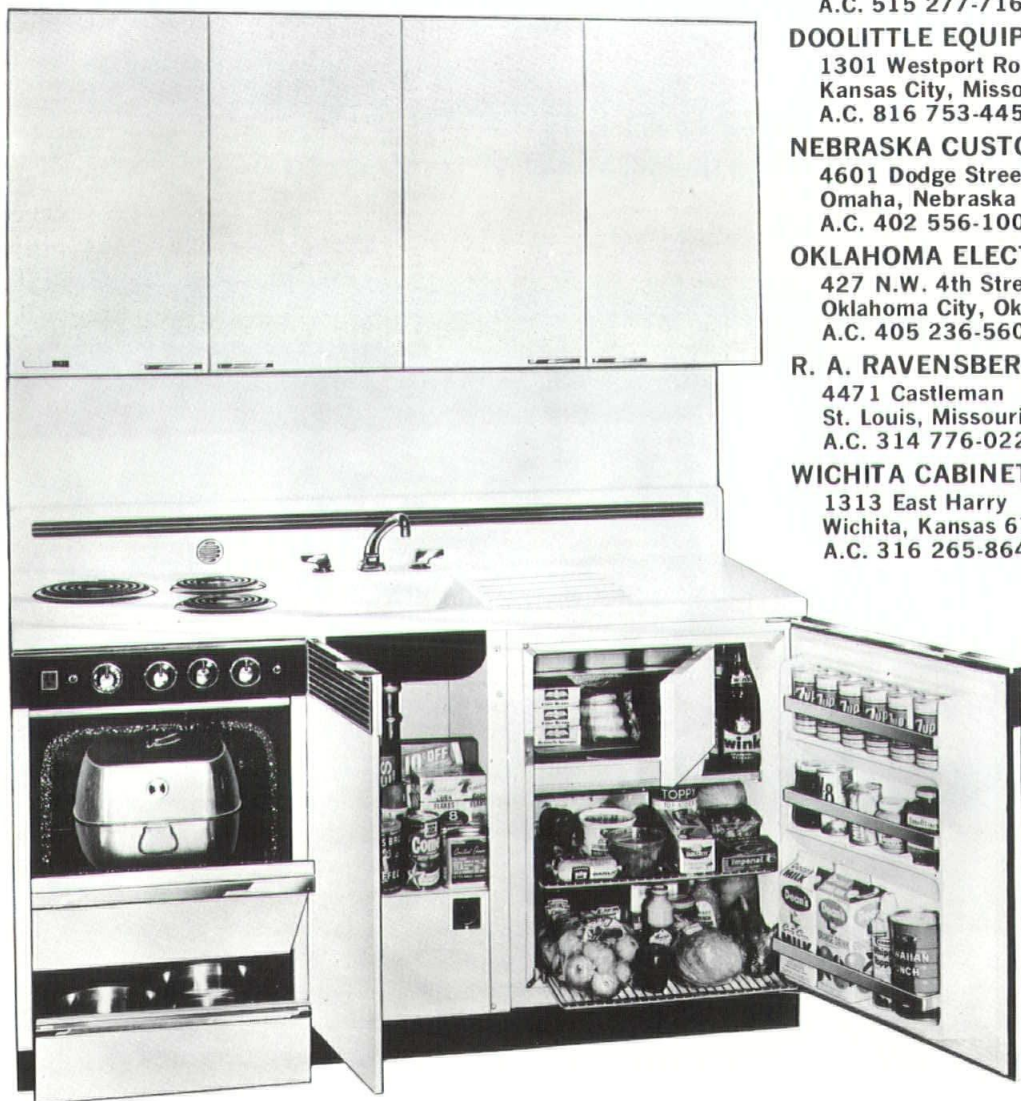
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The mind of Louis Kahn

"Not For the Faint-Hearted," an admonition by Vincent Scully applies to the Architect's Architect, Louis I. Kahn. Those attending the Regional Convention in Des Moines will have an opportunity to test their stamina in Ames, Wednesday night, October 11, 1972, 8:30 at C. Y. Stephens Auditorium.

His theory, like his practice, has been acclaimed as the most creative, no less than the most deeply felt, of any architect's today. Kahn will address himself to the "Bridging of the Gap" between architect as artist and the architect as practitioner.

His Estonian probing mind should surely captivate we practitioners who attempt to be artists of our environment.



1972 AIA Central
States Regional
Conference
in Des Moines



The Speakers

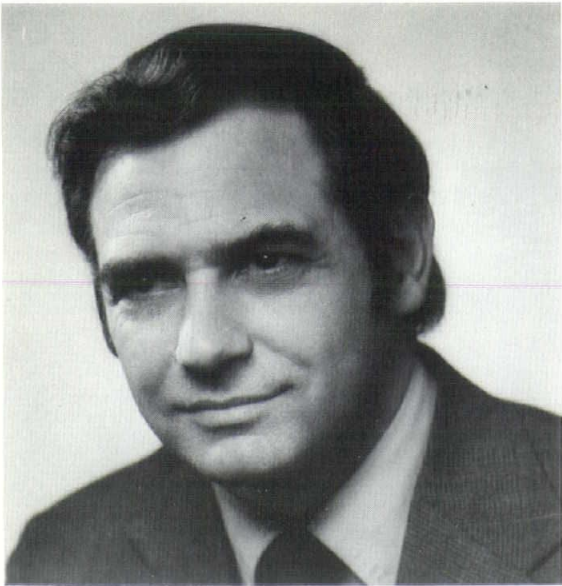
Andrew Weil

Nathaniel Owings

Henry McKnight

Cora Walker

Benjamin Thompson



Thursday Morning Andrew Weil “Marketing Architectural Services”

Andrew Weil is Principal of Warren Weil Public Relations, which is headquartered in New York City. A graduate of Swarthmore College, he is a former Director of Public Relations for Brentano's Incorporated, and a former Partner in the public relations firm of Elser & Associates.

He formed Warren Weil Public Relations in 1955 and has specialized in planning and executing public relations and business development programs for economic development agencies of foreign governments, for many architectural and consulting firms, and for publicly-held industrial corporations.

In recent years, his office has become increasingly active in public relations efforts relating to the improvement of environmental quality on behalf of corporate clients and consulting engineers serving all levels of government and industry. **His firm has been public relations counsel to the New York Chapter of AIA and was responsible for preparation of the AIA Guidebook to New York City.**

Mr. Weil is a public relations advisor to the Business Council on Environment of the New York Board of Trade, Inc., and a frequent speaker before professional service organizations.

He is a member of the Councillor's Section of the Public Relations Society of America, the Overseas Press Club and the International Executives Association. His monthly column on Public relations has appeared in Consulting Engineer magazine for the past five years.



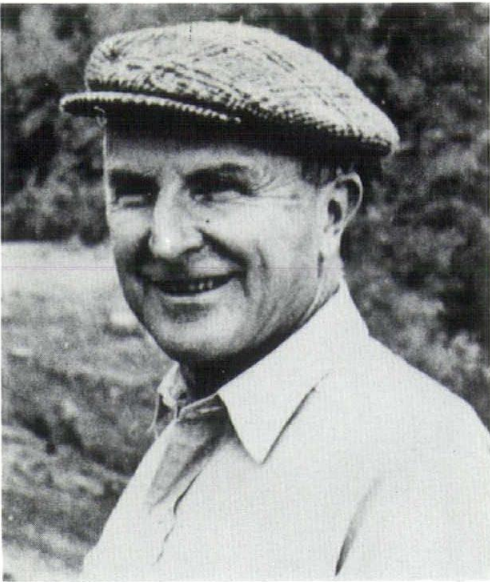
Thursday Noon Nathaniel Owings “An Architectural Alice in Wonderland”

Founding partner and senior member of the architectural firm of Skidmore, Owings & Merrill, Nathaniel Owings has always had a paramount interest in architectural design. He has been involved in his firm's most important projects such as Oak Ridge, Tennessee, the Lever House and the Chase Manhattan Bank in New York, the Air Force Academy in Colorado Springs, and the Crown Zellerbach and Alcoa buildings in San Francisco, as well as various other undertakings in this country and throughout the world.

Mr. Owings was first appointed by President Kennedy to head a commission set up to direct the redesign and redevelopment of the central core of Washington, D.C., an area stretching from the White House to the Houses of Congress. In 1965 President Johnson appointed him Chairman of the President's Temporary Commission on Pennsylvania Avenue, and President Nixon reaffirmed the appointment. As Chairman, Mr. Owings is responsible for directing the rebirth of Pennsylvania Avenue and the Mall, and is Design Consultant to the Secretary of the Interior and the National Park Service for the Master Plan of the Mall. In 1970 he was appointed Special Advisor to President Nixon on National Land Use Policy.

The August 2, 1968 issue of **Time** magazine contained a cover story on Mr. Owings. He has written a book entitled **The American Aesthetic** published by Harper and Row in April 1969 and has made numerous radio and television appearances in connection with it. He has written many articles and has lectured across the country on matters dealing with the physical crises of our cities and the rescuing of our landscape. He is presently working on the manuscript for a second book to be published by Houghton Mifflin Company.

In addition to a career devoted to architecture, Mr. Owings has for many years been extremely active in conservation and the problems of man and his environment, long before ecology became a national cause and catchword. **He is a man in the great tradition of that particular kind of American mid-western liberalism that spawned Louis Henri Sullivan and Frank Lloyd Wright. His commitment has always been to the magic of our natural world and the freedom of the human spirit.**



Thursday Afternoon Henry McKnight “Environment Through New Town Development”

Henry T. McKnight is a man of many distinctions, most of which mean something special to Central States architects. He is a Minnesotan with a cultivated sense of the importance of healthy image-making. For example, he heads up the development forces of not one but two new and highly publicized communities in the Minneapolis area: one of them, **Jonathan**, is a “free standing” new town 18 miles southwest of the city; the other, **Cedar-Riverside**, is a new town-in-town, only a few blocks from the heart of the city in a neighborhood of both blight and promise. As a testimonial to the abilities of Mr. McKnight, both of these new towns have been approved by HUD under the Title VII provisions of the New Communities Act for federal support—including in this case loan guarantees adding up to an aggregate of \$54 million. His unique development experience has put him in demand as a consultant to other community developers throughout the nation.

Member of a pioneer Minneapolis real estate family, McKnight previously was vice president of the S. T. McKnight real estate firm. From 1962 to 1970 he served as a State Senator and while in the Senate gained a reputation as one of the nation’s leading conservationists by authoring the landmark Minnesota omnibus Natural Resources and Recreation Act of 1963.

He is said by persons who know him to combine a rare feeling for proper land use with people’s needs for housing, industry, recreation, education and factors that contribute to the quality of their lives.

He continues to work extensively in land and water resources development, is active in a number of local, state and national groups and has served on a host of others.



Friday Morning Cora Walker "Architects for a New Day"

Cora T. Walker is one of the most dynamic women in America today. A lawyer by profession and the only woman president of the HARLEM Lawyers Association, she has earned her reputation as an indefatigable battler for inner city social and economic programs—the hard way. She has not only developed cooperative ownership projects for both housing and supermarkets but also fought and beaten corrupt forces aimed at destroying the co-op movement. Ms. Walker also established the first cooperative construction company consisting of minority sub-contractors; by taking advantage of their combined strength, the co-op members are now able to joint-venture on large construction projects to redevelop their community.

Ms. Walker has served in no fewer than 35 leadership positions for legal, community and government organizations. Active in civic and community work, she worked with the New York Branch of the N.A.A.-C.P. for seven years. Ms. Walker served as National Bar Association Chairman of the Committee on Human Rights for the Western States for five years. The committee led a crusade for civil rights legislation in ten western states which had none, and was successful in getting legislation passed in four of these before the committee disbanded.

Ms. Walker was the organizer and coordinator of the Harlem Improvement Program, which is a community sponsored, self-supporting, self-help and self-improvement program, later incorporated as Harlem Improvement Projects, Inc.

She has lectured before the American Bar Association, and also at both the Aspen International Design Conference and the Aspen Executive Seminar.

The subject of several national magazine articles, Ms. Walker has received many citations and awards. **She was named by Congressman Adam Clayton Powell as one of the community leaders who possessed identification with the community problems, integrity, militancy, forthrightness, independence, with no hatred nor enmity against any individual or group, who would make an outstanding representative in the Hall of Congress.**

Ms. Walker's biography and life story appears in a study of Negro women in the 20th Century, Profiles of Negro Womanhood, II, published by the Educational Heritage, Inc., publishers of "The Negro Heritage Library."



Friday Morning Benjamin Thompson “What’s It All About?” Multi-media Presentation

BENJAMIN THOMPSON is easily one of American architecture’s liveliest minds and most venturesome spirits. He was born in St. Paul, Minnesota, and received his degree at Yale in 1941.

In 1946, he helped form TAC (The Architects’ Collaborative) with Walter Gropius and other friends. TAC became one of the significant architectural forces in the United States during the 1950’s and 60’s, demonstrating a philosophy of equality for the human spirit and a sensitive moral regard for the natural environment.

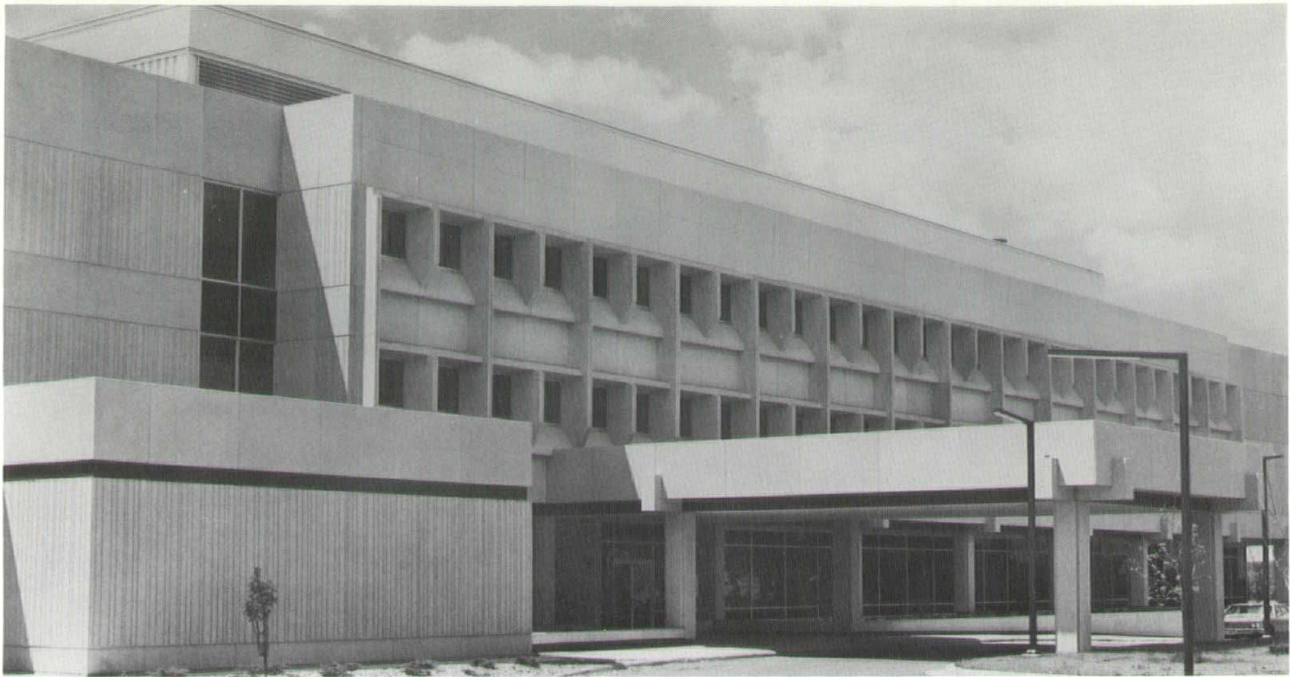
In 1963, Benjamin Thompson became Chairman of the Department of Architecture of the Harvard graduate School of Design and continued in that position until 1967.

In 1966, he formed the firm of Benjamin Thompson, Associates, Cambridge. The results of this association again demonstrating a continuing regard for the highest human values and a concern for the quality of the environment needed to give dignity to the human condition.

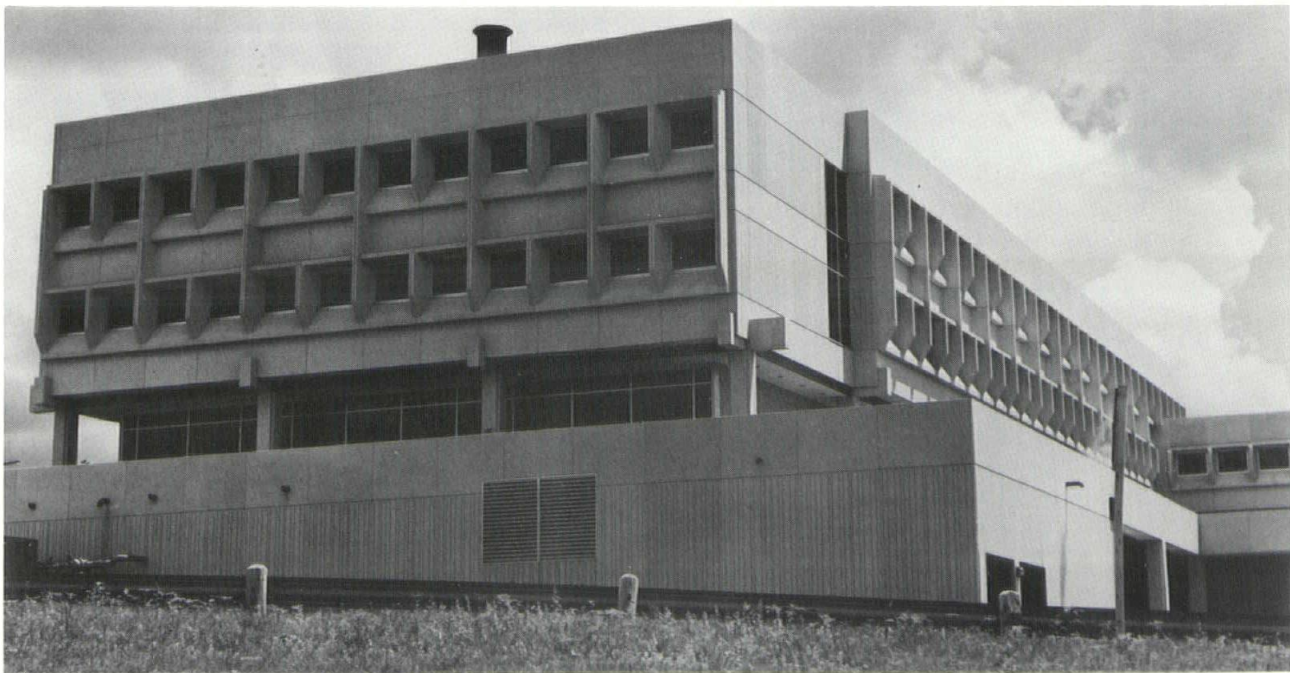
Benjamin Thompson founded not only an architectural firm in 1966, but his interest in the quality of the visual environment led him in a number of directions.

He believes in visual education; leading people to see what they see. Because our environment both affects and teaches us, it envelopes us, it is what the eye sees and the spirit senses and it is impossible to escape its impact.

He has embarked on a unique merchandising experiment in the founding of Design Research, Inc. based on the belief that furnishing interiors is an essential part of architecture and the quality of the visual environment. Design Research, Inc.—is a kind of lively contemporary version of the old “general store” —which started in Cambridge and now has branches in New York and San Francisco.



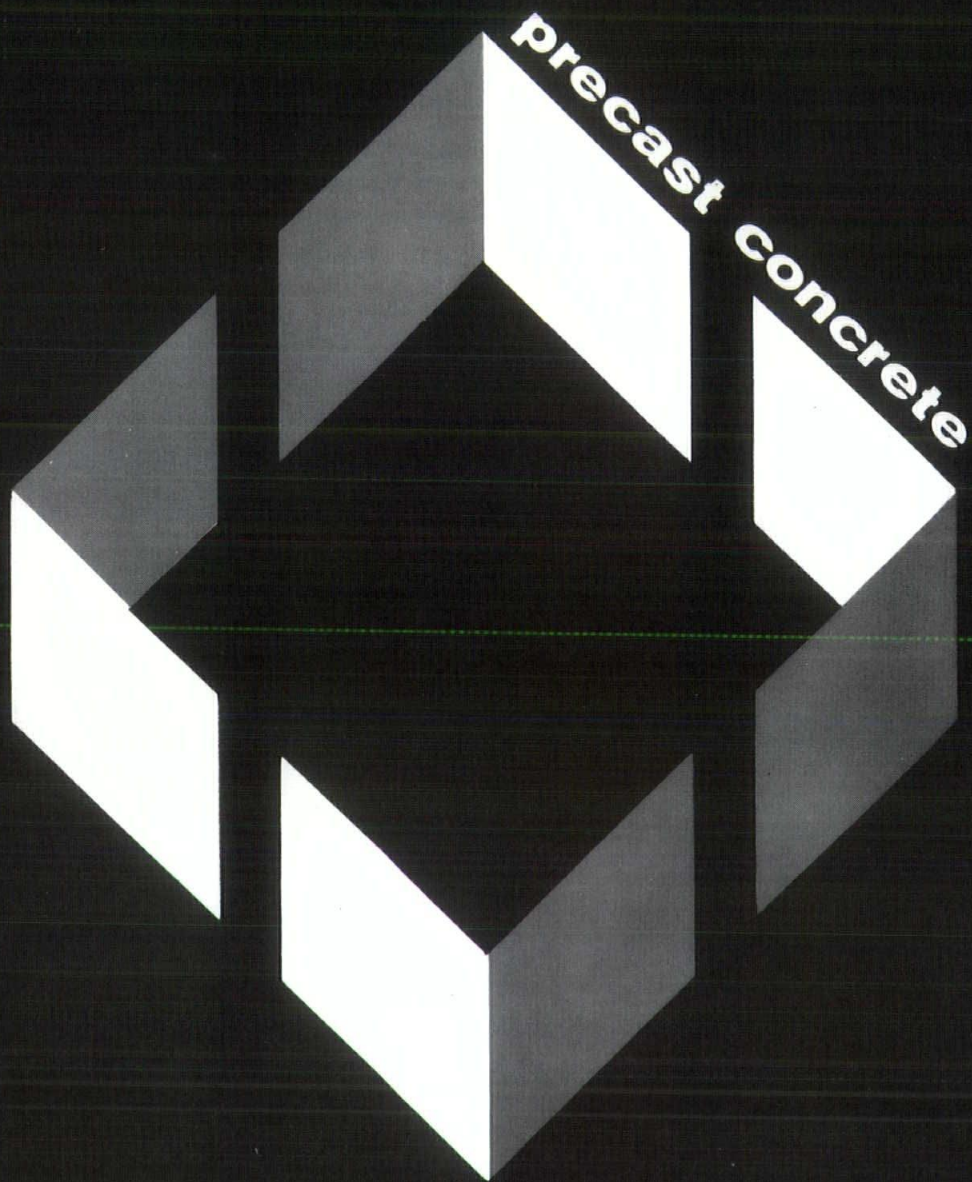
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Goals in Architectural Education Iowa State University

M.D. Gehner

Much has been written and stated about the requirements or architectural education. Indeed, words will continue to flow. When one reviews the programs in the 77 accredited schools, one realizes the diversity in approach and in depth of professional education. Such diversity is not unusual when the profession itself is experiencing major changes and is searching for new operational modes to cope with the expanding responsibilities of the profession within our society. One point emerges with glaring truth; changes to the education and practice of architecture will not occur unless there is joint effort and motivation by professionals in practice and professionals in education.

And what is the result we desire? The goal is to broaden the market for architecture, to increase the opportunities for architects and to open up new ways for professional participation as decision makers in the shaping of the physical environment.

The Department of Architecture at Iowa State University has experienced a period of rapid growth. Six hundred twenty undergraduate students, 30 graduate students, and 29 faculty are vitally interested in the profession of Architecture and its potential contribution to society. Each fall approximately 190 new students, each with a different reason for his or her decision to learn about or be committed to a future role within the profession, enter our architectural program.

Changes in the profession have permitted considerable diversity for new roles within the broad spectrum of the building industry. Students must make their own considered decision on their career and their role within the profession or in a capacity related to the profession. The six-year professional program provides a student a broad general education and allows him to decide on independent studies in related fields. The selection of electives, the pursuit of double undergraduate degrees, or the extension of studies in time—all possibilities require conscious decisions for a student to determine parts of his program within the framework of the requirements for his professional degree. The recipient of the Bachelor of Arts degree is encouraged to gain at least one year of professional work experience so that his graduate study may be a realistic continuance of his study toward the professional degree, the Master of Architecture.

The Department of Architecture and, indeed, the entire university assume the primary responsibility of developing and communicating objective processes of physical and environmental problem solving. Architecture includes the systematic discovery and application of information that is useful in the analysis and synthesis of physical and non-physical systems. The process must be effective and it ultimately is manifested in its yield of integrated physical, technological and societal space which is useful.

This general platitude finds many forms in any explicit definition in the search for specific applications within professional practice, as well as in applications for learning. As the goals of the Department of Architecture are being reviewed, we as a faculty are considering the important decisions on the curriculum and its content as the base for

the professional program in Architecture. **The program must include opportunity for the student to grow as an individual and for the student to prepare for professional involvement.** By virtue of these requirements, the faculty must decide what needs to be expanded and how these needs can be implemented for a viable professional education.

In the years ahead, changes within our society will continue to sharpen the focus on the use of man's available resources. A wise distribution and utilization of our natural resources can be developed only through a committed and continuous effort to improve our designed environment. Progress in this matter is attained through decisions rooted in conservation facts. The ecological forces must be understood, problems must be identified, and solutions must be tested. Learning and experience are essential ingredients for this process or other basic processes of problem solving, decision making, and creative solutions.

We are all concerned with the present and future conditions of our man-made environment. It is essential to question if man creates for himself out of genuine concern for the improvement of conditions for all his fellow man. As professionals, we want to contribute to the development of an environment that will enhance our societal functions and improve the use and distribution of our basic resources. Our Department of Architecture is part of a university whose main concern is not the sciences and arts for their own sake; but, as they contribute to man's welfare and dignity, to greater knowledge, and to improved applications for utilization of all of our resources. The objectives of Iowa State University are quoted, "The university assumes that it is possible and desirable to develop through planned educational experiences, the vocational, personal and social civic characteristics, and abilities of its students."

There are two characteristics of an educational institution which are indispensable in developing the opportunities of a society. First, the educational process must confine the basic drive to DO with the basic drive to UNDERSTAND. Second, the institution must have the capability for regeneration. It is idealistic to say that the forces of change are strong; but, our society has the tendency and the will to foster long-term planning and development. Significant pressures are often necessary to implement long-term planning. However, these characteristics prevail throughout our profession and also at Iowa State University.

Within our university, the courses of study include the general, specialized, theoretical, and the technical side by side. Each of these categories makes students aware of human needs. In turn, they constitute the basis of our working programs, which are the seeds in the form-giving process. To design, we must know who we are designing for so that our solutions will result in shaping a better space in which to live. The quality of our work is not only derived from our professional capacity and technical knowledge, but also from our understanding of man. The space station student project illustrates this point. Also, in reality the project exemplifies the importance of many professionals working together toward a realization of a project.

Our department's faculty and students have a commitment to work together within the context of the profession, the university, and the department. The purpose of a curriculum, the enthusiasm of the students, and the perception of the staff must combine in a way that the learning process is dynamic for ALL. Surely, a creative response is kindled by the minds and ideas of a faculty and its university.

The educational process must prepare one for a productive contribution to society. The process must stimulate one to seek operating principles along with the rationale to query. Past and present values must be reviewed and projected beyond current associative limits to test out new ideas. The learner must be motivated to identify, isolate, evaluate and responsively express the forces of a given set of conditions. The development of a comprehensive approach for actual projects and professional applications do establish the conditions for one to deal with changes and, most important, to execute the professional responsibilities.

One of the most distinctive abilities architects possess is that of imaginatively injecting themselves in the spaces contained, and even the most hastily sketched plans and sections. Robert Maxwell once wrote:

We look at plans and we imagine doors swinging, drawers being pulled, corridors full of racing feet, people falling down unexpected steps or jamming on landings. We compare the drawings with similar drawings or with actual buildings in our memory store and we say, with considerable confidence, it wouldn't work, the circulations would cross, the corridor is too narrow, the room is claustrophobic, the water closets are too far away, the waiting space is intimidating, and so on. In other words, we attribute to the drawings or models operational qualities based on our own experience, and assess the performance which we would expect, imagining the building built and us in it.

To some people, this quotation may represent the development of a skill. To others, it represents more than just the execution. It represents an entire creative process which is complex and very comprehensive even though the lines may appear simplified. The educational program within the department begins to develop the student's ability to learn how to direct his talent in ways that he can operate, approach the problem analysis, integrate the appropriate technologies, and to express his ideas or concepts realistically. Even though this process is one which relies upon an individual's own experience and expectation which he brings to that particular problem, the practicing professional finds a necessity to think in terms of the satisfaction of the client's needs through this process.

Design courses in many schools center on an influential design architect to give sole direction. The emphasis at ISU is placed on students developing independent design philosophies. Recognizing the problem of continuity between one design course and the next, the design faculty are studying the student requirements for developing a foundation in basic techniques and moving from a guided program toward a more independent design philosophy. A strong sequence of design courses must stress originality and creativity in a compatible relation with the pragmatic considerations.

The bringing together of the professional practice, the educational process, and the process of research in an educational institution is essential for a professional program in Architecture. To stimulate the exchange between the faculty and practitioners, the department has established a Professional Advisory Board composed of eight practitioners who represent different sizes of offices, different regions of the State of Iowa, and different individual interests within their professional involvement. The Pro-

fessional Advisory Board has actively met with faculty, students, and university administrators in their meetings to date. Workshops, rap sessions, and formal presentations represent some of the means through which discussions have taken place. The content of these discussions has typified the usual subjects of professional contacts, job opportunities, continued education, professional development, basic curriculum, development of new subject areas within the profession, changes that are taking place, exchange programs, field trips, technologies required for design and other topics of note. Suggestions have recognized several kinds of projects which can bring amenities and enrichment to the educational program. The Professional Advisory Board has established two subgroups to study various specific areas of needs. One subcommittee was established to explore the kind of educational program necessary to produce a creative engineer interested in building systems appropriate to high quality design. A second subcommittee is undertaking the study of ways for the department to serve the local practitioner in a limited program of continuing education. These study groups are only starts of the many possible functions in which this Board and the profession can be involved.

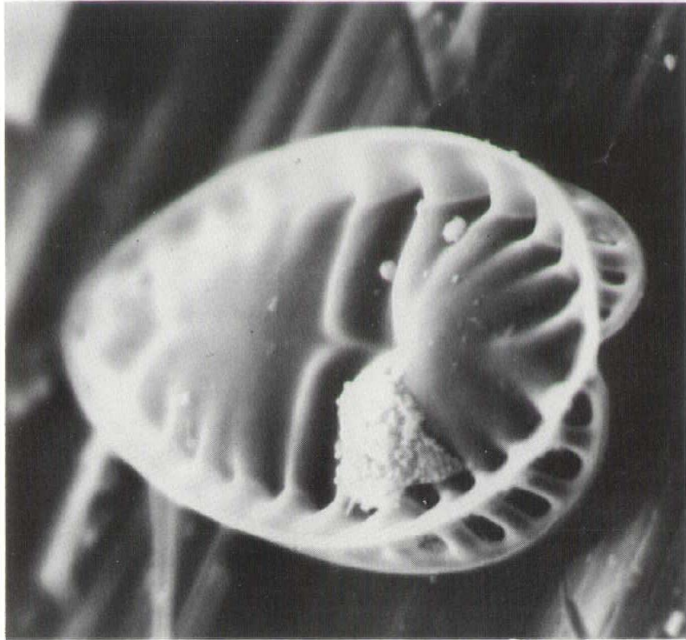
The need for early professional involvement of the student can not be questioned. All of the faculty are professionals having specific interests for their major involvement with the profession. The enrichment of the program can only be maximized by seeking out the diverse inputs and actively bringing to the university a broad program of representatives design problems and professional operational problems which are coordinated with the obvious need for visuals and graphics. As a starter, the Professional Advisory Board has been an excellent way in which to build up involvement of practitioners in the educational program.

A research program within the department is beginning to develop with diverse projects in historical architecture of Iowa, solar energy, architectural communication, videotape aided design education, holography applications to design, married student housing and historical urban design. A traveling architectural exhibit of architecture in Iowa is initiated by a joint departmental effort with the Iowa Arts Council. **During 1971-72, two student projects were financially backed by special funding from gifts. In addition, seven student groups received FOCUS grants for three-dimensional design projects.**

From the way some architects are talking, they seem eager to take over the jobs of politicians, economists, sociologists and other environmental specialists. One wonders who will be available with the time, energy or ability to do a first-rate job on the design of our improved man-made environment. The profession must speak out to question the usefulness, the human purposes and the effect of public policy on what is built. Architects must have a stronger voice in policies, in land use, in shaping the environment, in rebuilding cities, in urban and regional design, in housing, and in determining the use of our natural and human resources. Architects must be active citizens. But it is presumptuous and untrue to assume that architects will solve all urban problems.

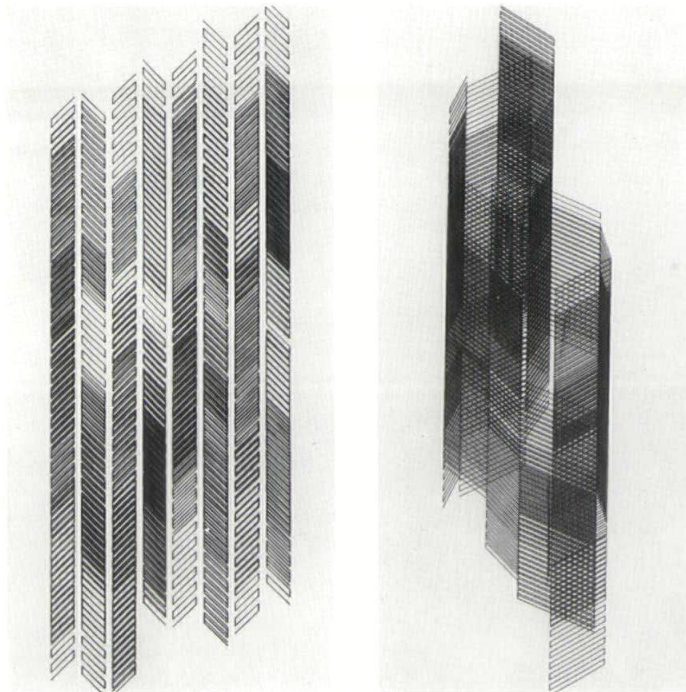
Architects, in my opinion, must redefine their goals so that they will maintain and develop excellence in the profession. The demands to acquire greater knowledge in the field and to increase professional responsibilities increases pressures to the point of concern for dilution of prime abilities. The necessities include creating better buildings, groups of buildings and spaces, and lending expertise to the work of other environmental specialists who are also trying to humanize our surroundings. The educational program which leads the novice to a well-rounded architect will be debated continuously. Learning never stops and a

university professional program must never be considered terminal. The goal of providing a fundamental basis for continuous professional development is essential for a professional degree. Professional excellence will be achieved only when there is a willingness and a commitment for seeking goals and implementing processes that will be valid for education, for practice, and for the public served.



RESEARCH PROJECT
MICRO-MODULAR STRUCTURE

By Paul Shao,
Assistant Professor
1972

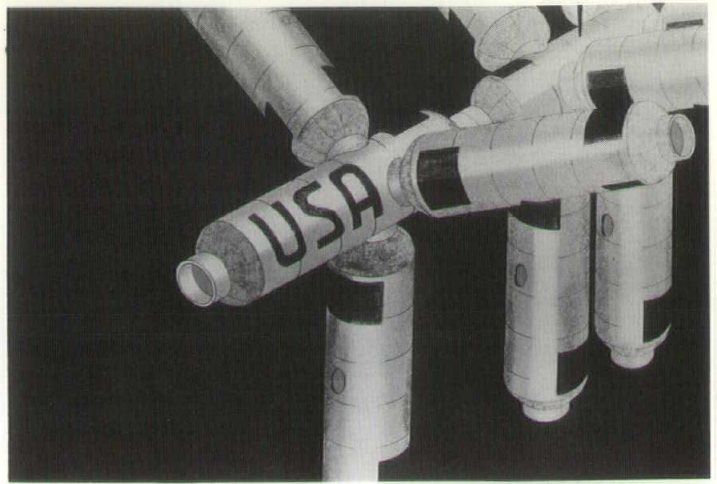


COMPUTER AIDED STUDY

THE EFFECT OF TONALITY, DIRECTION AND
INTERVAL OF VISUAL ILLUSION

by K. Dunker and P. Shao,
Assistant Professors

1972



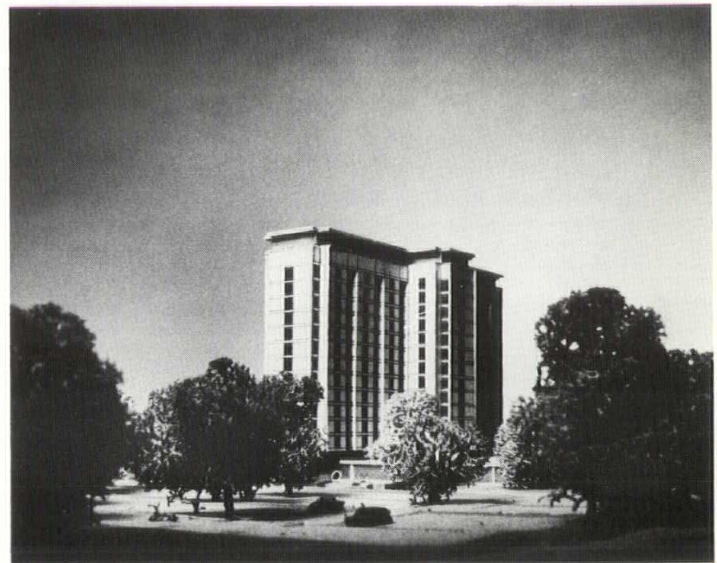
THESIS PROJECT

by David A. Block

ORBITING SPACE STATION

1972

Third Place Winner in CCAIA-NADA Competition



THESIS PROJECT

by Douglas Buffington

A SIX HUNDRED BED HOSPITAL

1972

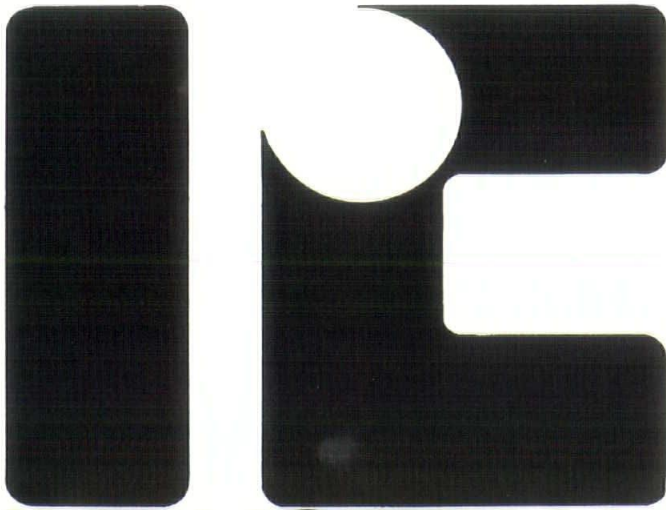
Photography by Howard C. Heemstra,
Associate Professor



TERMINAL PROJECT

by Keith A. Rollenhagen, 1972

Center for the Near North Ridge Neighborhood
Photography by Howard C. Heemstra,
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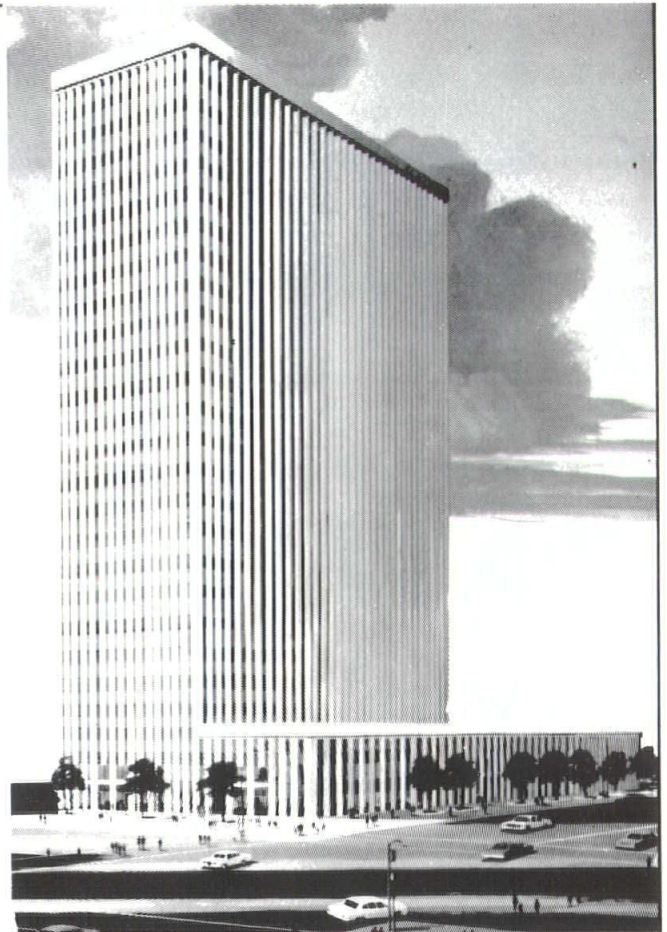


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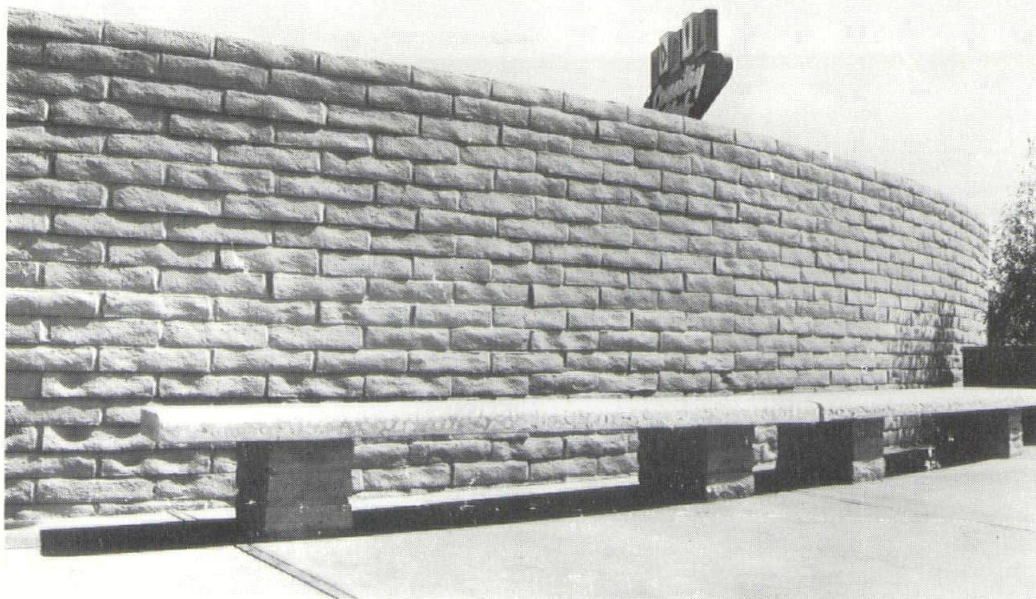
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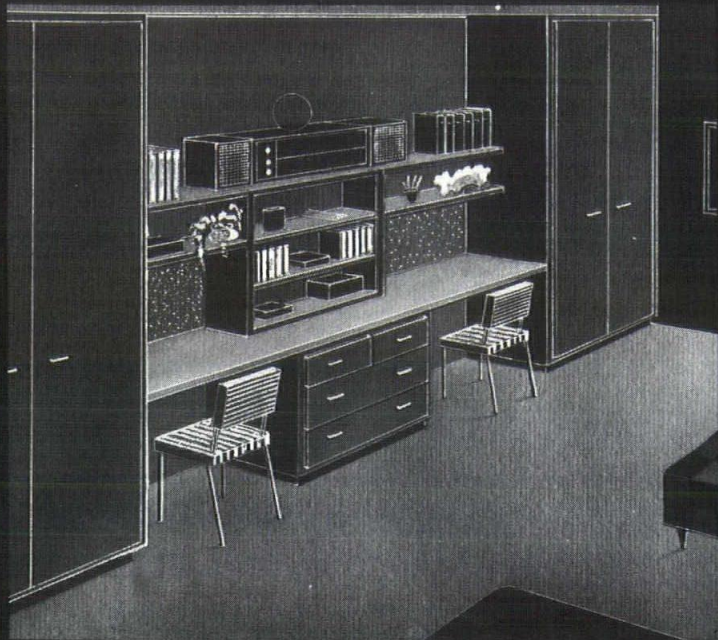
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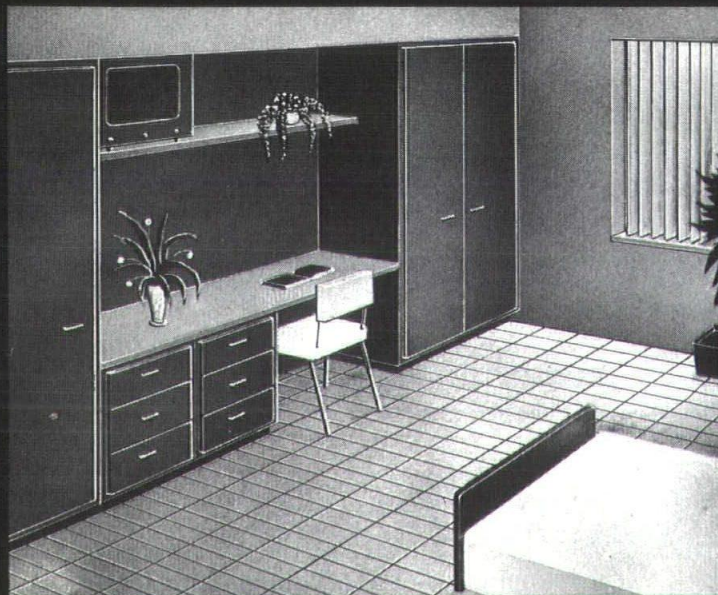


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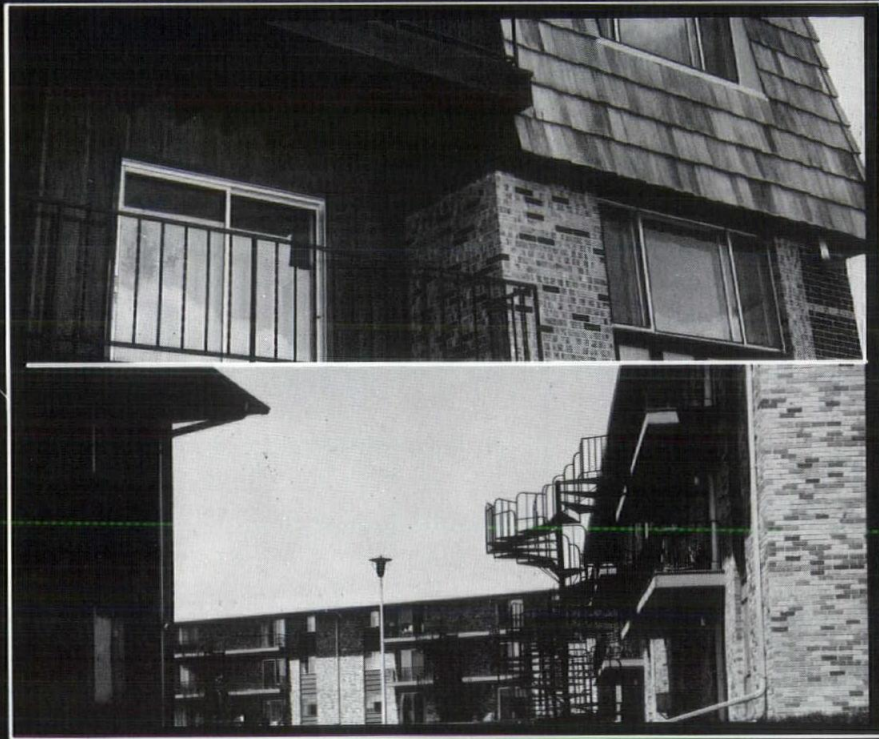
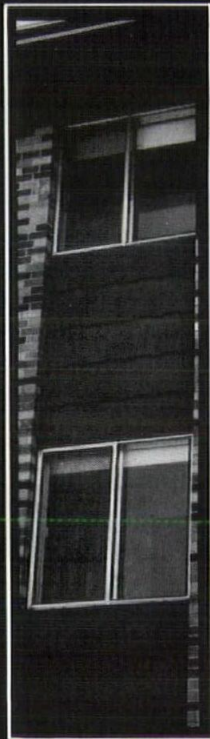
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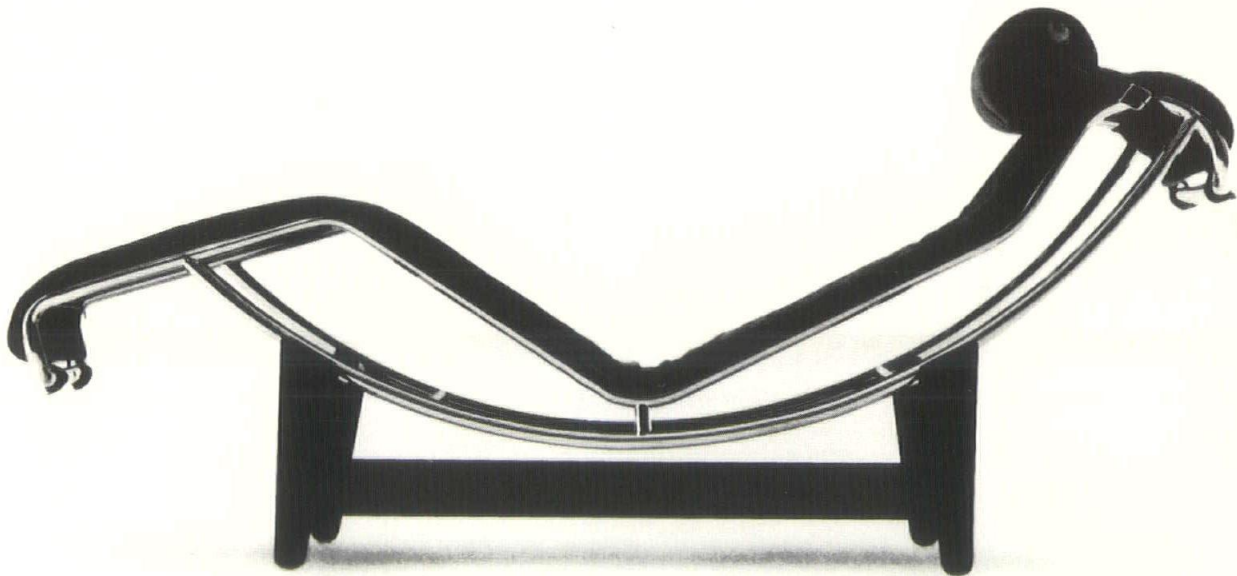
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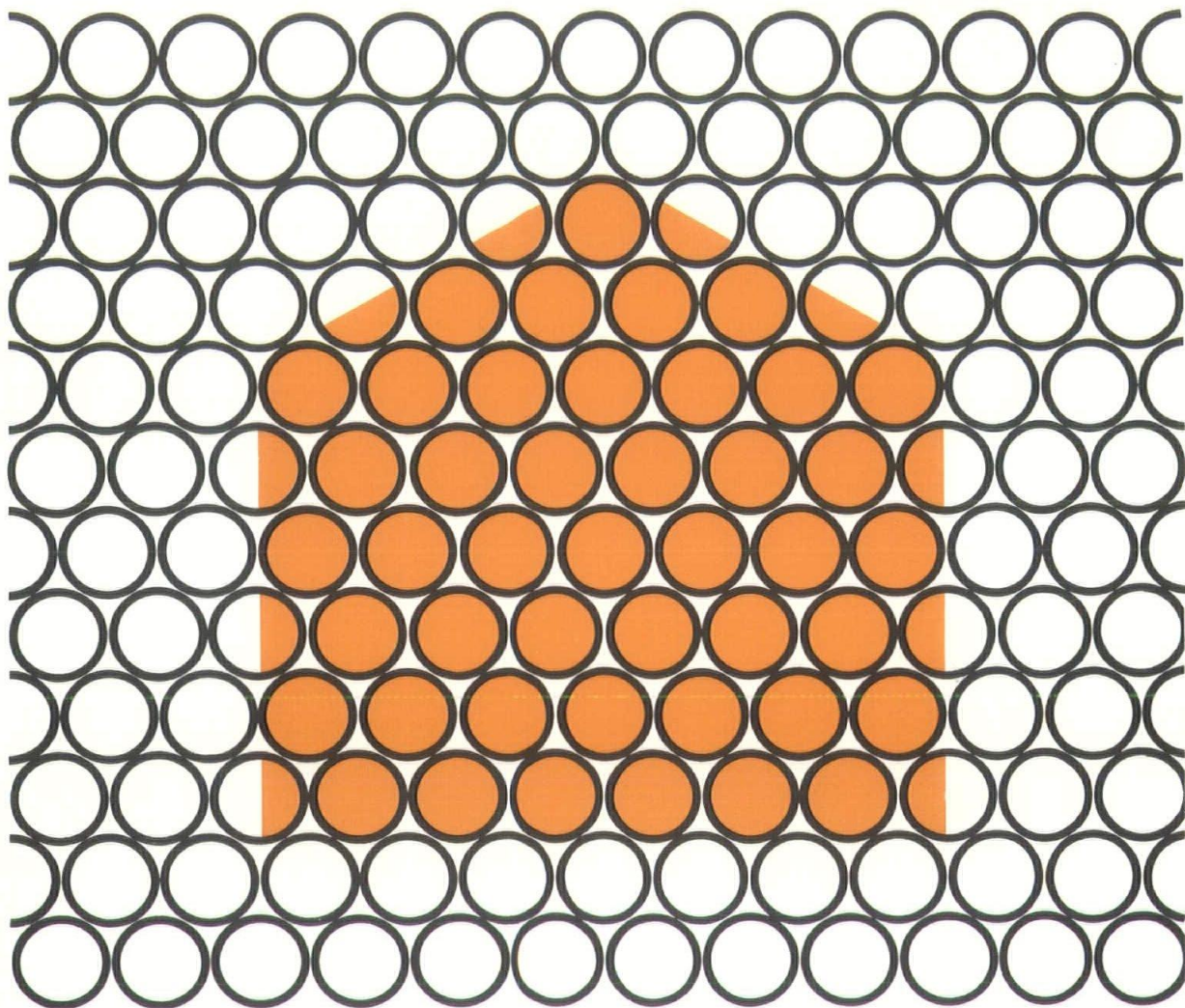


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