

AIA Indianapolis

THE JOURNAL

VOLUME 96 : ISSUE ONE : FEBRUARY 1996

INSIDE:

Discover Architect-designed clocks, such as *A Few Among the Many*, fabricated by Brian Hollars

Learn the latest scoop on the future of the Architectural Center Bookstore

Read about community-sponsored scholarships benefiting Indiana architecture students



A MESSAGE FROM THE PRESIDENT

by Susan Throckmorton AIA

Now that 1995 drawn to a close, I would like to applaud the efforts of the many individuals who contributed to making it a successful year for AIA Indianapolis. As more of our members become involved, our professional organization becomes more effective. Not only are we better able to serve members through high-quality programs and heightened political awareness, but we are also making strides in reaching out to the public and serving the community. Out involvement outside the profession has the potential to indirectly enrich the general understanding of the value of good design.

I am encouraged that several members of the board continue in their roles for 1996. This is not surprising, considering the level of commitment and enthusiasm they have demonstrated this year. Although returning officers and directors will provide continuity, new board members will present a refreshing perspective on both old and new issues.

Jim Lingenfelter, incoming president, has established as one of his paramount goals the increased participation of our membership. There are many activities which need attention, and it is sometimes difficult for chairmen to know where to find interested committee members. You can do yourself and AIA Indianapolis a favor by contacting someone on the board to alert them of your interest. Your initiative will not go unnoticed, and the personal satisfaction of becoming involved will certainly be a positive result.

The benefits of AIA membership may be more apparent at the Indianapolis chapter than at the state or national chapters (although there are members who would join only national, if that were an option). Membership in AIA Indianapolis provides the fellowship opportunities which are such an integral part of AIA's mission of the AIA. In addition, the implementation of continuing-education requirements has created a new dimension to the need for local membership.

Most of us wonder at times what the state and national organizations are doing. AIA Indiana has made great strikes in the legislative arena over the last two years, and has ameliorated the state convention by including opportunities to obtain continuing-education learning credits. The state organization is also working to improve interaction between state schools of architecture and professionals, an issue of concern which was featured in a recent article in *Progressive Architecture*. The state board is also trying to strengthen our relationship to Grassroots in August: a follow-up meeting is scheduled for Jan. 6, 1996, to prepare for Grassroots. This will allow our region to be better equipped for discussions at the Member Congress.

The staff of AIA Indiana (Executive Director Ken England and Nancy Grounds) handle many of the administrative tasks of our chapter, such as membership processing. If we had to rely on volunteer efforts, rather than their services, we would have a difficult time maintaining records.

We have been fortunate to have Dave Bowen as our regional director to AIA National and our representative on the national board of directors. He has done an excellent job of keeping us informed. Items currently on National's palette include:

- Voluntary firm membership is being studied by the Firm Benefits Task Force.
- Mandatory requirements for all components to participate in single-point dues will be discussed at Grassroots.
- AIA's application to the Florida licensing board for approval of five Institute-sponsored CE programs to help members and components comply with the regulations adopted by the state's licensing body.
- Pursuant to discussion with NCARB regarding restructuring of IDP, a key AIA initiatives is reshaping the governance and restructure the IDP program via a joint governing body composed of each of the collateral organizations.
- A competitions service is being developed by the Competitions Task Force, to provide 1) information and fee-based services to clients, institutions and agencies interested in competitions as a method of A/E selection and project delivery (to be available in 1997), and 2) complete competition information to members so they can develop marketing strategies (available this year).
- Releasing electronic documents into a benefits package for firm dues (currently in the test phase).
- The principal focus for Grassroots 1996 should be Commercial Revitalization Tax Credit legislation.
- Collaborative efforts with various concerned groups to overturn a surprising proposal to sunset in 1997 the Low-Income Housing Tax Credit Program.
- Twenty-minute videotapes summarizing the highlights of the Nashville Summit on Expanding Architectural Services are being sent to every component and school of architecture.
- As the 1996 campaign takes a stronger residential thrust, AIA ads will appear in *MONEY*, *HOUSE BEAUTIFUL*, *COUNTRY LIVING* and *WOMEN'S DAY* magazines.
- The principal goal of President-Elect Skipper Post is to establish open and direct lines of communication from the members through the components to the National AIA Board, officers and staff.

I wish the 1996 board, officers and members all the best. Together we can make it an outstanding year for architects in Indianapolis!

P/A, ARCHITECTURE AND RECORD HUHHH?

You may be aware of some of the changes that have occurred in the architectural magazine publishing world. The Board of AIA has, after soliciting proposals, chosen *ARCHITECTURAL RECORD* as the publication of record for the membership. The contract with the publisher of *ARCHITECTURE*, Billboard Publications Inc., was set to expire and the Board desired more editorial control as well as an improved financial arrangement. McGraw Hill, as publisher of *ARCHITECTURAL RECORD*, offered what the Board felt was the best proposal to achieve these goals. The contract should start with the January 1997 issue. The membership will continue to receive *ARCHITECTURE* until that time.

Billboard has purchased *PROGRESSIVE ARCHITECTURE* magazine and will merge it with *ARCHITECTURE*. As this power struggle continues we can only hope that opportunities will remain for architects to publish their architectural research, theory and design.

1996 Corporate Sponsor ORS a joint venture

Oscar Robertson Smoot
Indianapolis, Indiana

CALENDAR

Tuesday, February 20th

Joint AIA-IIDA presentation by John Picard of E² on the impact of environmental consciousness on the design process. IUPUI's Conference Center. Social hour begins at 5:30 pm with presentation to follow.

Thursday, March 21st

Women in Architecture sponsor specification writer Edith Washington's presentation on Mentorship. Watch your mail for more information.

June

Tour of the new Indianapolis Indians Stadium with presentation by Patrick Early of Capital Improvements Board

September

Tour and presentation at Michael Graves-designed Indianapolis Arts Center. More information to follow.

WHO'S WHO

EXECUTIVE BOARD

James Lingenfelter AIA
President

Ted Givens AIA
Vice President

Steven Alspaugh AIA
Secretary

Steven Logan AIA
Treasurer

DIRECTORS

David Rausch AIA
Education

Robert Snyder AIA
Government Affairs

Kevin Downey AIA
Membership

Daniel Kloc AIA
Programs

Jenelle Smagala AIA
Public Relations

Lynn Molzan FAIA
Fellows

Deb Frazier, Associate AIA
Associates

Dennis West
Corporate Member

Thomas Grau, Esquire
Public Member

DELEGATES

Bob Erickson AIA

Susan Throckmorton AIA

Bob Knight AIA

THE JOURNAL STAFF

James Lingenfelter AIA
Editor

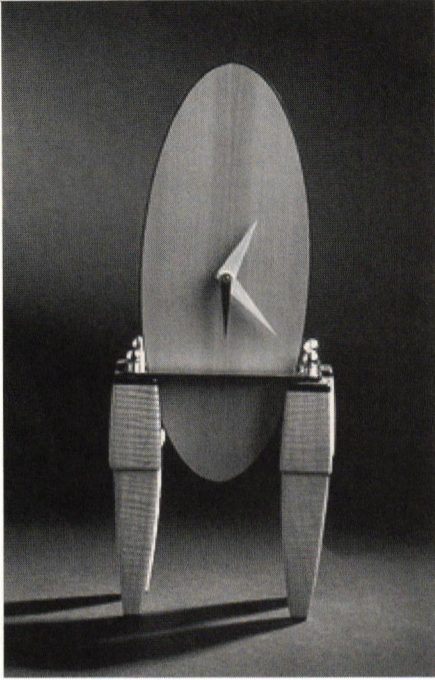
Maureen Dobie
Copywriter

John E. Suter, Associate AIA
Graphic Design

AIA Indianapolis

THE JOURNAL

VOLUME 96 : ISSUE ONE : FEBRUARY 1996



Oval Elegance by Dianna Brenner, Mike Curl and Keith Hincer

THE CLOCK PROJECT

turns smallish fundraiser into \$55,000 winner for Ryan White Foundation

When 40 design professionals agreed to help in a first-ever Clock Project to benefit the Ryan White Foundation, they hoped to at least match the prior year's fundraising level of \$4,000. So it came as a wonderful surprise to everyone involved when the December 8 event, billed as Ryan's Angel Awards Celebration, netted nearly \$55,000, a sell-out crowd at the Hyatt Regency and more public relations value than anyone could have anticipated.

Clearly, the idea of the Clock Project was a good one, as Pat O'Hara Marks suspected it might be. He conceived of the Clock Project years ago after the Opera Society asked local architects to design exotic birdhouses for its charity auction. So he pitched his clock-building idea to pal Judy Burnett, executive director of the Ryan White Foundation, and got an enthusiastic green light as well as help from plenty of Clock Project committee members.

Marks' idea was to ask 100 members of the design community—including architects, interior designers, industrial designers and professional artists—if they would use a clock mechanism provided by the Ryan White Foundation to create a clock that the foundation could auction off at its annual fundraising dinner. The clock-building effort was heavily symbolic, "since time is very relevant to someone who has AIDS," noted Marks, now a carpet manufacturers rep with Masland Contract.

Incredibly, 40 of the 100 artists who were invited to participate agreed to do so. One Michigan metalworker spent more than \$1,000 on materials for his clock. Another artist installed a clock mechanism into a gingerbread house, which sold to the highest bidder for \$350. AIA Indianapolis member John Suter built a clock of wood and plaster of paris, using only \$5 in materials and netting plenty for the Ryan White Foundation when an attorney bought Suter's creation for \$75. Some artists created six-foot tall clocks and others built small tabletop clocks.

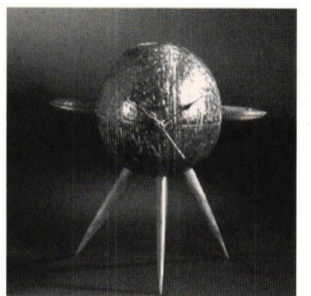
And so the evening went, with one clock creating a bidding war that escalated to a \$1,000 donation. All told, the clocks alone netted more than \$6,000 for the Ryan White Foundation. Additional money was raised in ticket sales, with each of 460 seats sold to either individuals who paid \$40 or to corporations which spent \$1,000 per table. The final fundraising component was a silent auction, sponsored by the Junior League, involving anonymous bidding on merchandise that Junior League members had solicited from area businesses.

Marsh Supermarkets served as main corporate sponsor of the event, and Parisian Stores helped draw crowds to the party by donating prominent window space for displaying the finished clocks. News teams from Channels 6, 13 and 27 all covered the event and the Star/News carried a full-page article with color photos of some clocks in a story titled "Tock of the Town." "We got tremendous PR out of this," noted Marks, who said the Clock Project will likely be repeated again next year.

Celebrities in attendance to receive Ryan's Angel Awards were Greg Louganis and Leanza Cornett, a former Miss America who focused on AIDS awareness. The event is called Ryan's Angel Awards Celebration in remembrance of a toy angel that Ryan White would take on each overnight visit to the hospital when he was dying of AIDS. It became known as his guardian angel and grew symbolic of Ryan's very public and very courageous battle with AIDS.

Among the clock builders were the following architects and graduate architects:

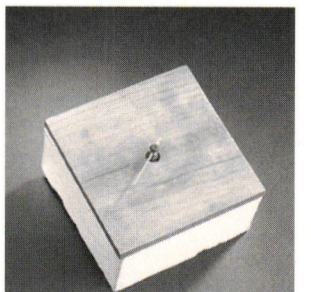
Diana Brenner of Diana Brenner Designs Kevin Cooper & Drew White of Axis Architects
Brian Hollars of handHEWN design co. Lynn Levy of Lynn Levy Architects
Darren Peterson of Leech Architects Inc. Todd Rinehart of Woollen Molzan Partners
John Suter of Greiner, Inc.



Cococlock by Darren Peterson

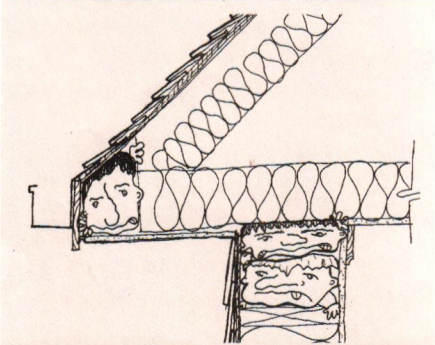


Sol Witness by Todd Rhinehart



Every Second Counts by John Suter

SCHAECHER'S WORLD

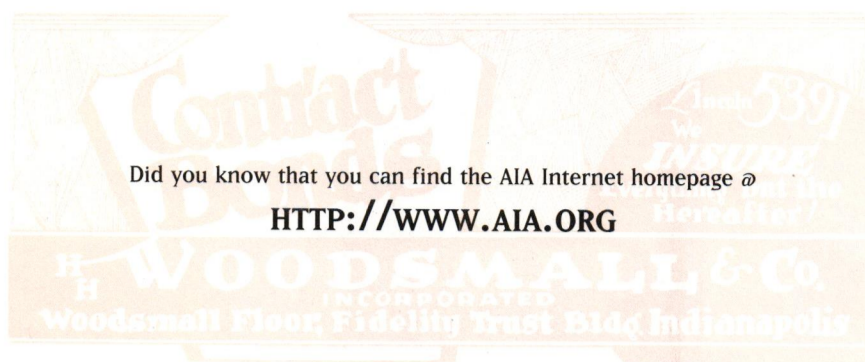


Block Edge Detail

the use of blockheads instead of blocking is only recommended in residential construction

GRANTS AWARDED TO INDIANAPOLIS LANDMARKS

Historic Landmarks Foundation Indiana, a private non-profit preservation organization, recently awarded grants to several projects. Freetown Village received a grant to help pay for renovation of the former Acme-Evans Superintendent's Building in White River State Park. The former YWCA Blue Triangle building will benefit from a grant which will fund pre-development activities associated with a proposal to redevelop the structure into affordable housing. HLF is supported by memberships, grants and contributions. For information about saving a landmark or becoming a member of the Foundation, please call 639-4534 or 800 450-4534.



Did you know that you can find the AIA Internet homepage @

[HTTP://WWW.AIA.ORG](http://www.aia.org)

IAF SCHOLARSHIP PROGRAM GROWS FOUR-FOLD

Nine architecture students from two Midwestern colleges accepted \$9,500 worth of Indiana Architectural Foundation scholarships at IAF's annual meeting last month, which was attended by every recipient and by most sponsoring companies.

The event, which took place December 7 at Garden on the Green Restaurant at the Indianapolis Museum of Art, was the biggest ever for IAF, which last year doled out \$2,000 in scholarships. The four-fold increase from year to year reflects renewed interest in sponsorship and in the nominating process itself.

IAF President Bob Fisher emceed the meeting, which was attended by 44. He noted that the most outstanding of the architecture students, as determined by the 14-member IAF board, received the Scholar Corporation Scholarship as well as IAF's own scholarship, for a total award of \$2,000. Seven of the winners received \$1,000 each, and another received the \$500 Wilhite Family Scholarship. To be selected for these scholarships, architecture students must be nominated by an architectural firm, a college, or an architecturally related company. Nominees receive applications, which must be returned to IAF with a short essay and two references, one from a practicing architect and one from a faculty member.

A total of 250 firms and architecture schools received IAF posters to promote the event. Of those, US Architects of Muncie became most involved in the process this year, nominating three of the nine winning students. Other organizations who nominated winners were Ball State University, University Park Mall, E.I. Brown and Schmidt Associates.

Scholarship recipients and sponsors are:

ARTEKNA SCHOLARSHIP—KRISTINA LAWSON of Indianapolis, a fifth-year student at Ball State. She was nominated by Ball State University.

BSA DESIGN SCHOLARSHIP—JESSE HIBLER of Arcadia, a second-year student at Andrews University.

E.I. BROWN SCHOLARSHIP—LISA RICHARDSON of Indianapolis, a third-year student at Ball State. She was nominated by US Architects.

FANNING/HOWEY ASSOCIATES SCHOLARSHIP—CHRISTOPHER LAMAR of Hagerstown, a fifth-year student at Ball State, who was nominated by US Architects.

MATTHEWS PURUCKER ANELLA SCHOLARSHIP—NANCY TALBOTT of South Bend, a third-year student at Andrews University. She was nominated by University Park Mall.

SCHMIDT ASSOCIATES SCHOLARSHIP—GREGORY MILLER of Plainfield, a fourth-year student at Ball State. He was nominated by E.I. Brown.

SCHOLAR CORP. SCHOLARSHIP—CHRISTOPHER FARMER of Indianapolis, a fourth-year student at Ball State, who was nominated by Schmidt Associates.

US ARCHITECTS SCHOLARSHIP—MICHELE EHLERS of New Albany, a third-year student at Ball State.

WILHITE FAMILY SCHOLARSHIP—RONALD ELKINS of Seymour, a fifth-year student at Ball State University, who was nominated by US Architects.

Dinner was provided by the Garden on the Green staff and sponsored by Abell Elevator, Dover Elevator Co., Mid-American Elevator Co., Otis Elevator

Founded in 1973, IAF offers financial support for architectural education, for efforts to increase public awareness of architecture and for initiatives to preserve historically significant structures. AIA Indianapolis encourages members to assist in funding of scholarships for area students. If you or your firm is interested in sponsoring an IAF Scholarship next year, or in nominating a student, please contact Lynn Molzan at 632-7484.

BOOKSTORE UPDATE

condensed from a memo by Robert Knight AIA

Four options regarding the Architectural Center Bookstore are currently under discussion. Three of them involve reducing the scope of the bookstore and one involves enlarging its scope. Whichever option is selected will likely not occur until the summer of 1998, when the bookstore's lease is up at 47 South Pennsylvania Street, its current location.

The status of the bookstore is under review because some members feel that it is a drain on the resources of AIA Indiana, in terms of both money and time involved. Representatives of the four Indiana chapters—namely Pat Pasterick, Lee Brockway, Steve Ford and Lynn Molzan—sit on the bookstore committee, ensuring that all regions are represented in the ultimate decision.

When it was conceived in the 1970s, the Architectural Bookstore was designed as the public face of architecture and architects and as a vehicle for sales of books, codes and documents. Bookstore income was expected to boost AIA Indiana's income, which it continues to do, albeit on a smaller scale than ever before. Sales of books amounted to \$62,000 in 1990 and only \$49,000 in 1994. However, a net profit of \$61,448 was returned to the state chapter in 1994 when total sales exceeded \$175,000 and cost of sales was \$114,000.

Code and document sales remain strong, with non-architects representing 85 percent of customers, according to Ken Englund. There are only two other AIA-affiliated bookstores in existence: in Philadelphia and Atlanta, and ours is the only one run by a state chapter. It is supported by 407 dues-paying full members, 64 associate members and nine members emeritus. These members combine to pay \$23,280 in dues. Of late, many of these members, particularly those from outside of Indianapolis, are questioning the wisdom of spending a portion of their \$300 annual dues on the bookstore.

The Bookstore Committee has arrived at four scenarios regarding the bookstore's future. Each could have an impact on the amount of dues the state chapter would have to charge to support itself.

SCENARIO

I

Stop all sales of codes, books and documents and concentrate solely on providing the best administrative services possible. Substantially reduce office space, renting space for board meetings. Trim staff to one position and a computer network. Contract on an as-needed basis for secretarial help. Rely on officers and other members to provide all public outreach. Charge user fees for programs. Require the executive director to find alternate sources of income, if needed, to fund special programs or projects.

- Pros—This plan maximizes the amount of staff time devoted to serving the membership; dues could be reduced slightly.

- Cons—It involves little, if any, public outreach; would require the bookstore inventory to be disposed of; and would lock AIA Indiana of downtown opportunities presented by the Circle Centre mall.

SCENARIO

2

Eliminate only the sale of books, but retain the sale of codes and documents (since they are more profitable). Move the bookstore to a smaller location, perhaps even to the suburbs where space is cheaper and free parking is available. Sell codes and documents via telephone, mail and UPS.

- Pros—Ken and Nancy would have more time to service the members; and member accessibility might improve with a suburban location; dues could be reduced by about \$60.

- Cons—Lessened public outreach; loss of AIA Indiana's urban image and its support of an urban area; book inventory would need to be disposed.

SCENARIO

3

Same as Scenario Two, except add meeting space for state and local boards.

- Pros—Might offer more member service time for staff; meeting space could become a center for members and related organizations; dues income could be reduced by about \$45.

- Cons—Less public outreach and loss of urban image; book inventory would need to be disposed.

SCENARIO

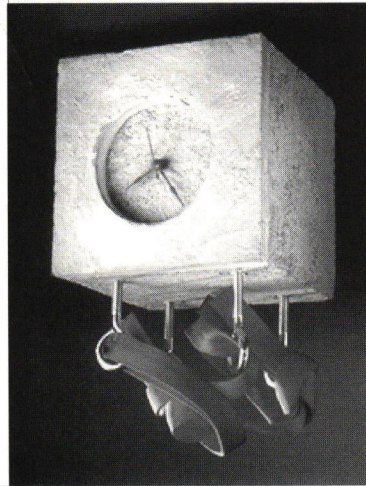
4

Revitalize the bookstore and aggressively market it as a profit center. Sell books, codes, documents as well as specialty items. Hire a professional manager to promote it. Plan special events. Cooperate with restaurants on promotions. Have traveling displays at conventions and meetings around the state. Consider the bookstore the promotional arm of AIA Indiana. Take over distribution and marketing of the Indianapolis Architectural Guidebook for the Indiana Architectural Foundation. If this scenario presents tax problems, separate the bookstore from AIA Indiana and allow it to pay taxes.

- Pros—Would increase public awareness of architects and architecture; would capitalize on the public's increased interest in design.

- Cons—Risky idea that might not make money and might not be able to compete with other downtown bookstores, particularly in Circle Centre mall; Revenue generated may not justify effort required; Would require "seed money" for a marketing plan, staff, inventory, etc.; may increase dues.

Block Clock by Lynn Levy AIA



THE JOURNAL
47 South Pennsylvania Street
Indianapolis, Indiana 45204

First Class Postage
PAID
Permit No. 581
Indianapolis, Indiana

GOLF OUTING RAISES FUN AND FUNDS

SPONSORS

And hats off to following companies for ensuring the success of the 1995 Golf Outing and for giving students of architecture a nice break toward their tuition costs:

Event Co-Sponsors
V-LINE Corp. and USG Interiors

Dinner Sponsor
Finestone

Refreshment Cart Sponsors
Insulation Systems of Indiana Inc.
Seward Sales
GenFlex Roofing Systems
NRG Barriers

Primary Hole Sponsors
Building Materials Service
(w/ Pionite & Corian)
FAST Advertising Inc.
Oracle Consulting Inc.
Pepper Construction Co. of Indiana
Repro Graphics Inc.
Rollins Construction Co. Inc.
Shaffner Heaney Associates
Verkler Inc.

Secondary Hole Sponsors
American Precast Concrete
Central Indiana Hardware
Firestone Building Products
Harry J. Kloeppel & Associates
Interspec Inc.
Lehigh Portland Cement Co.
Lynch Harrison & Brumleve Inc.
McComas Engineering
PDI Professional Design Insurance
Sims Cabinet Co.
Summit Construction Co. Inc.
The Skillman Corp.
Tyler Associates Inc.

Driving Range Sponsors
ERMCO Inc., Electrical Contractors
Marks Levy P.E., Engineering Consultants

Putting Green Sponsors
Best Lock Corp.
Spohn Associates

The goals of the annual AIA golf outing for each of the last seven years involve having fun while raising money for AIA scholarships. Both goals were well met on a balmy Monday in August, when 256 golfers convened at Hanging Tree Golf Club for an all-day golf fest.

Organized for the fifth year in a row by Brian Hostetler of Schmidt Architects, the Frank Lloyd Wright Seventh Annual Memorial Scramble golf outing was made possible this year by event co-sponsors V-Line Corp. and USG Interiors. Each donated \$1,000.

Finestone sponsored the dinner, during which prizes were given for such feats as longest drive and shot closest to the pin hole. Eleven local companies sponsored the prizes.

Four companies agreed to sponsor refreshment carts for perking up the overheated golfers, and 24 firms combined to sponsor each of the 18 holes.

Hostetler reports that there was one AIA member for every two golfers from a related profession, such as contractors, product reps, interior designers, suppliers and construction people. While he'd like to see more members involved, Hostetler says the event continues to be a resounding success.

"In my first year as tournament chairman, there were 107 golfers. It's grown every year." In fact, the 1995 event, held on August 7, was so popular that both a morning and an afternoon session were offered.

Golfers each paid \$50, which included green fees, cart rental, a T-shirt, a contribution to the prize fund and the awards dinner. Most of the costs of the golf scramble are covered by this fee, allowing the sponsorship money to go directly into AIA's Scholarship Fund.

The ever-popular raffle added more fun to the fundraiser, with \$20 buying "your height," from feet to head, in raffle tickets and yielding a chance on winning such prizes as bottles of wine, golf club head covers, golf balls and other donated items.

Hats off to winning golfers: Anthony Najar, Tim Russell, Ed Sahn and Richard Wofer (from the morning group) and Brian Hall, Todd Fenoglio, Jeff Meyerrose and Mike Hauss (from the afternoon group).

AND A SPECIAL THANKS . . .

- Scott Moore of ROAW for production of the signs and help during the event.
- Steve Garrett of Golf Outing Specialists for helping secure sponsors.
- Jenelle Smagala of Blackburn Architects and Tracey Rathke of BSA Design for help at the registration table and for driving the refreshment cart.
- Dave Fellmeth of FAST Advertising for a great job, again, with the T-shirts.
- David Miner and Jim King, along with their staff at Hanging Tree Golf Club, for helping to make the event enjoyable for all players.
- Nancy Lutz and the staff of Lutz Catering for a great meal.