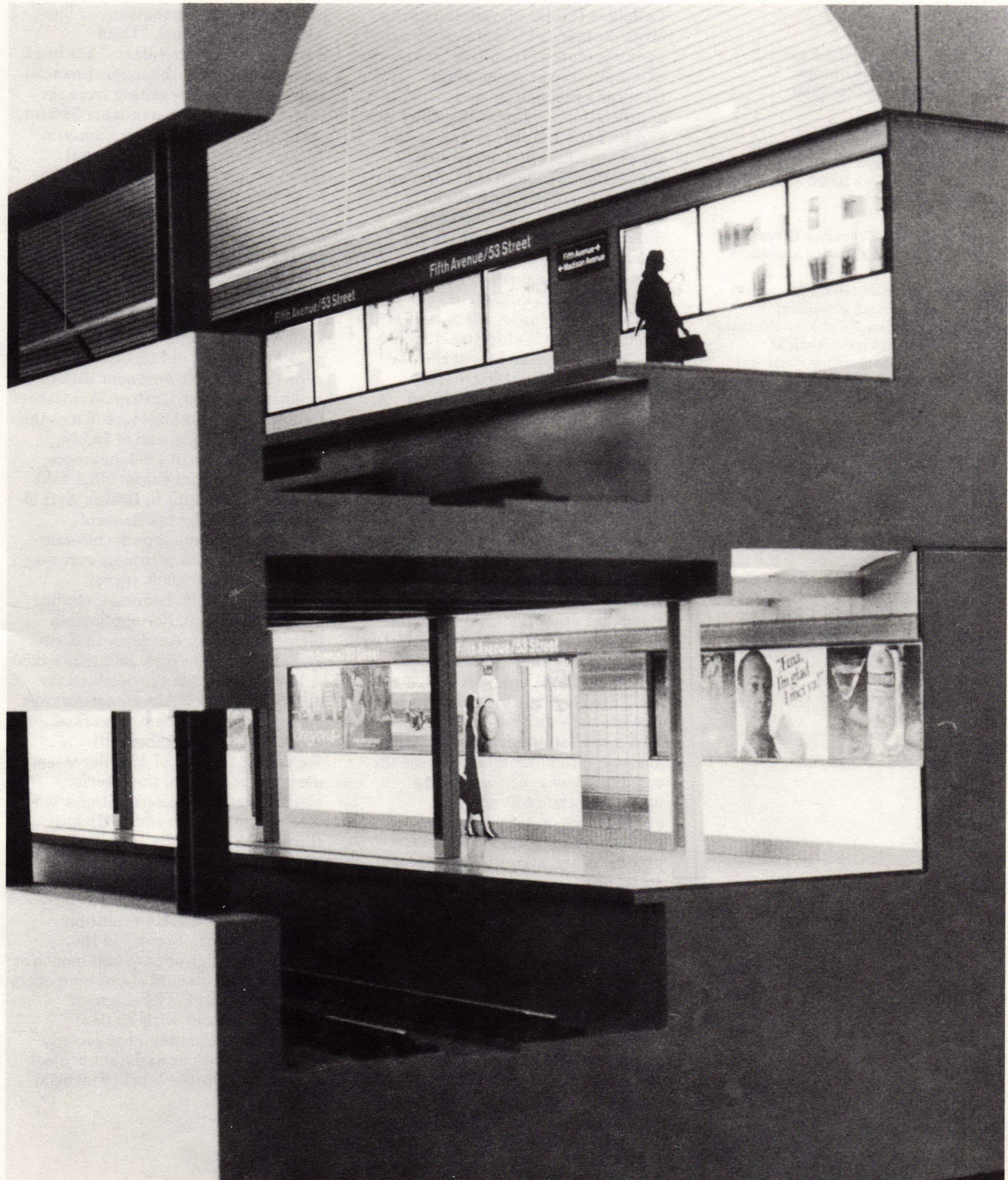


OCULUS

on current new york architecture

The New York Chapter of the American Institute of Architects

Volume 44, Number 2, October 1982



Design proposal for subway station at Fifth Avenue/53rd Street—Lee Pomeroy of Pomeroy-Lebduska with Colin Forbes of Pentagram Design. Stan Ries

OCULUS

Names and News

Volume 44, Number 2, October 1982

Oculus

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Cathanne Piesla, who administers a large measure of Chapter affairs, has been appointed Executive Secretary as a modest expression of the Chapter's recognition and appreciation . . . James Marston Fitch and Richard J. Haas are among the speakers who will explore new connections at the CCAIA Annual Convention in San Francisco, November 4-7 . . . *Metropolis* is offering NYC/AIA members a subscription at discount rates—\$15 for ten issues instead of \$20 . . . Swanke Hayden Connell has released a rendering of Seaport Plaza, a 35-story building at 199 Water Street, which will about the South Street Seaport (see *Oculus*, April, 1982, p. 10) . . . A. Eugene Kohn and Mildred Schmertz are members of the jury to select the winners of the Reliance Development Group's 1982 awards for architectural achievement in office design to be presented on October 22 . . . Harold Edelman will participate in a seminar on "Architects and Stained Glass" during the Stained Glass International/1982 to be held at the New York Statler, November 11-13 . . . Barry LePatner testified in August before the Congressional Committee investigating structural failures . . . Laszlo Papp, president of the New York State Association of Architects, was a recipient of the AIA's special Presidential Citations, presented to 17 members across the country who have inspired and influenced the profession of architecture or have exhibited substantial involvement in AIA programs and activities at the local, state, or national levels . . . Haines Lundberg Waehler has expanded and relocated its interior design division, Interiors Plus, headed by Richard J. Coronato, from its New York headquarters at 2 Park Avenue to 215 Lexington Avenue, 696-9476 . . . The Landmarks Preservation Commission voted to designate as New York City Landmarks: the New York Architectural Terra Cotta Works Building, 42-10 Vernon Boulevard, Queens; the Cary Building, 105-107 Chambers Street, Manhattan; Odd Fellows Hall, 165-171 Grand Street, Manhattan; and Liberty Tower, 55



Cathanne Piesla

Liberty Street, Manhattan . . . The AIA's course manual, "Land Development for Architects" has been updated to reflect the major financial analysis changes resulting from the 1981 Tax Act, and is available (\$95 for enrollment) from William Cameron Tucker, Director of Professional Development Programs, AIA, 1735 New York Avenue, NW, Washington 20006 . . . November 15th is the deadline for receipt of applications for the Rome Prize Fellowships in Architecture, being offered by the American Academy of Rome for 1983-84. They are: Rome Prize Fellowships (1 year) carrying a monthly stipend of \$450, travel allowance of \$800, bedroom, studio, and partial board; Graham Mid-Career Fellowship in Architecture (6 months) carrying a cash stipend of \$5,000, travel allowance of \$800, bedroom, studio, and partial board; NEA Mid-Career Fellowships in Design Arts (6 months) including the fields of architecture, landscape architecture, urban design, and planning, carrying a cash stipend of \$5,000, travel allowance of \$800, bedroom, studio, and partial board. For application forms: American Academy in Rome, 41 E. 65 St., New York 10021; 535-4250 . . . October 15th is the deadline for entering the 1983 AIA Honor Awards; submissions must be postmarked no later than November 19th . . . We regret the loss of Abel Sorensen, designer of many of the interior elements at the United Nations, who died in September; and of Michael Harris of Abramovitz Harris & Kingsland, for whom a memorial gathering was held on September 14th . . . Piero Sartogo has curated the exhibition "Italian Re-evolution: Design in Italian Society in the Eighties," which opened last month at the La Jolla Museum of Contemporary Art . . . Michael C. Cunningham formerly partner with M. Paul Friedberg & Partners, has joined Olympia & York as assistant project coordinator for the World Financial Center.

Chapter Reports

by George Lewis

Dues

At the special Chapter meeting on September 9, a 20 percent increase was unanimously approved. The dues will be as follows:

Individual

Member

1st year \$36, 2nd year \$72, 3rd and after \$119.50.

Associate and Prof. Affiliate

1st through 5th year \$43, 6th and after \$86.

Sustaining

Per architectural personnel \$30.

The first graph demonstrates how the cost of operating the Chapter has been held down to a remarkable degree in comparison with the Consumer Price Index. The staff has been reduced from seven to five since 1970, while services have grown greatly. The second graph shows how dues have been modestly increased, and Chapter income has not kept up with costs. We continue to make every effort to keep an austere but adequate budget: this year, for instance, OCULUS will accept a limited amount of advertising.

Headquarters Remodeling

Richard Hayden has been appointed chairman of fundraising. During the initial fundraising effort last spring, \$148,000 was pledged — topped by \$15,000 each from Haines Lundberg Waehler; Johnson/Burgee; I.M. Pei & Partners; and Swanke, Hayden & Connell. There were other impressive pledges, many of which cover two years. The budget for the remodeling is \$254,000; a follow-up fund raising this fall will require a major effort by the Chapter leadership. The funds come entirely from voluntary contributions, and everyone is urged to participate in creating what will be headquarters truly worthy of the New York profession at our splendid Villard Houses location. We most need individual contributions. From 1,600 members, a strong percentage of \$100 and \$50 checks (to the NYC/AIA Foundation, Inc. — tax deductible) will bring success.

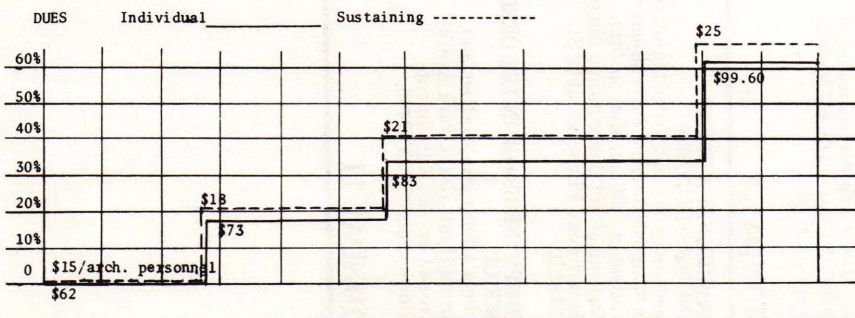
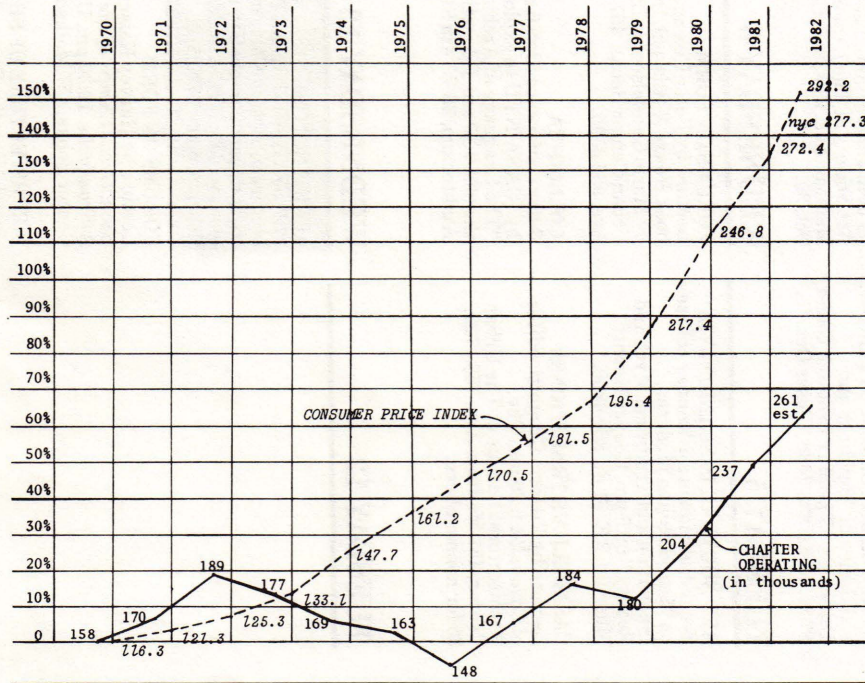
Large AIA Chapters

George Lewis is serving on a special national AIA committee concerned with how the AIA can work more effectively through large city chapters.

Sixth Annual Career Day

The NIAE will host its Sixth Annual Career Day for High School students at the High School of Art and Design in New York on October 16. The 9-4:30 session brings over 20 schools and 500 students and their parents together to get a sampling of architectural education and the profession in general. The speakers for this year were not finalized when this went to press, but in the past they have included, Philip Johnson, Kevin Roche, John Johansen, Harry Simmons, Jim Wines, Anne Tyng, and Bart Vooranger. This year there are two other sessions planned, one in Chicago and another in San Francisco. If any chapter members are interested in participating in the future, contact NIAE at 924-7000.

8/30/82
NYC/AIA Financial Data



OCULUS NYC /AIA OCT. 82

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

Send Oculus Calendar information to:
New York Chapter/AIA, 457 Madison Avenue, N.Y. 10022.

MONDAY 4

CAMBRIDGE: A GREAT UNIVERSITY TOWN

Lecture by William Dalzell in series on "English Cities: An Architectural Anthology." 11 am. Metropolitan Museum of Art Concerts and Lecture Department, Fifth Ave. at 82 St. 879-5510.

COMPUTER USAGE IN THE DESIGN OFFICE

Sweet's 3-day seminar (Oct. 4-6). Grand Hyatt Hotel, Park Ave. at Grand Central. Enrollment information: 800-257-9406.

MONDAY 11

CONTINUING EVENTS

NEW AMERICAN ART MUSEUMS

Exhibition. Whitney Museum of American Art, Madison Ave. at 75 St. 570-3633. Closes Oct. 10.

ARCHITECTURE OF NEUTRA

Exhibition of his work from International Style to California Modern. Museum of Modern Art, 18 W. 54 St. 956-6100. Closes Oct. 12.

VENTURI, RAUCH & SCOTT BROWN

Exhibition of "Buildings and Drawings." The Max Protetch Gallery, 37 W. 57 St. 838-7436. Closes Oct. 16.

TUESDAY 5

ART NOUVEAU IN SCANDINAVIA

Second session in a 5-Monday course on "Scandinavian Modern: Innovation and Tradition, Myth and Reality." 6:15 pm. Cooper-Hewitt Museum, 2 E. 91 St. 860-6868.

CASABELLA'S TRADITION(S)

Lecture by Vittorio Gregotti, editor of *Casabella*. 6:30 pm. The Architectural League at The Urban Center, 457 Madison Ave. 753-1722. \$5 for nonmembers.

TUESDAY 12

LANDMARK DECISIONS—THEATERS

Exhibition. The Municipal Art Society at The Urban Center, 457 Madison Ave. 935-3960. Closes Oct. 19.

ROCKEFELLER CENTER

Exhibition highlighting history, artwork, and urban design implications of Rockefeller Center at its 50th anniversary. The Municipal Art Society at The Urban Center, 457 Madison Ave. 935-3960. Closes Oct. 30.

WEDNESDAY 6

FORUMS ON FORM

Lecture by Peter Eisenman on his book *House X* (Rizzoli). Introduction by Mario Gandelsonas. 12:30 pm. Urban Center Books, 457 Madison Ave. 935-3595.

COLLOQUIA

3-day conference (Oct. 6-8) sponsored by ICASA/NYU to explore the role of "The Language of Architecture" in the 80s. 7-10 pm. Education Auditorium, 35 W. 4th St. 598-3481.

WEDNESDAY 13

ARCHITECTURE THE STATE OF THE ART

Lecture by *Boston Globe* architecture critic Robert Campbell in series co-sponsored by NYC/AIA. Metropolitan Museum, 8 pm. 879-5510.

FORUMS ON FORM

Lecture by Harvey Kaiser on his book, *Great Camps of the Adirondacks*. 12:30 pm, Urban Center Books, 457 Madison Ave.

ARCHITECTURE OF SHOWROOMS

Panel: Vignellis, Stern, Wines, Mills, Haigh, Smith. 6:30 pm. The Architectural League, 457 Madison Ave.

LE CORBUSIER: FRAGMENTS OF INVENTION

Exhibition of Le Corbusier's private drawings. The National Academy of Design, 1083 Fifth Ave. 369-4880. Closes Nov. 14.

SCANDINAVIAN MODERN:

1880-1980
Retrospective exhibition of furniture, ceramics, glass, metal work, and textiles from Scandinavia. Cooper-Hewitt Museum, 2 E. 91 St. 860-6868. Closes Jan. 2.

THURSDAY 7

THE BIRTH OF NEW YORK: NIEUW AMSTERDAM 1624-1664

Exhibition. The New York Historical Society, 170 Central Park West. 873-3400. Closes Dec. 31.

FORM IN FURNITURE

Lecture on Interiors by Mario Botta. 6:30 pm. The Open Atelier of Design, 12 W. 29 St. 686-8698. \$9.50.

THURSDAY 14

DEVELOPMENT OF LONG ISLAND AS A RESORT COMMUNITY

Lecture by Mosette Glaser Broderick in a series on "Architecture and Decorative Arts of Long Island." 6:15 pm. Cooper-Hewitt Museum, 2 E. 91.

SCANDINAVIAN DESIGN NOW

Three-day symposium (Oct. 14-16). Info: Programs Dept., Cooper-Hewitt Museum. 860-6868.

THE WOOD CHAIR IN AMERICA

Exhibition based on the book of the same name. The Municipal Art Society, 457 Madison Ave. 935-3960. Closes Nov. 9.

FRIDAY 1

TERRA COTTA WALKING TOUR

Morning tour of terra cotta-clad buildings in Manhattan in conjunction with the Sept. 30 seminar, sponsored by the New York Chapter of Friends of Terra Cotta. \$5.

FRIDAY 8

SEMINAR ON SATURDAY, OCTOBER 9

"Rediscovery of the City" with Aldo Rossi. 10 am-12 pm, 1-4 pm. ICASA/NYU, Room 408, Main Building, New York University, 100 Washington Square East. \$5. 598-3481, 3482.

FRIDAY 15

LIABILITY COURSE FOR DESIGN PROFESSIONALS

Loss prevention course. 9 am-4:30 pm. Ramada Inn, Route 18 & Naricon Place, East Brunswick, N.J. 201-846-1400. To register: J. Snarponis, National Society of Professional Engineers, 2029 K St. NW, Wash., D.C. 20006.

SEMINAR ON SATURDAY OCT. 16

"The Signification of Architecture" with Mario Gandelsonas. 10 am-12 pm, 1-4 pm. ICASA/NYU, Room 408, Main Building, New York University, 100 Washington Square East. \$5. 598-3481.

MONDAY 18

GUNNAR ASPLUND AND THE STOCKHOLM EXHIBITION

Third session in a 5-Monday course on "Scandinavian Modern: Innovation and Tradition, Myth and Reality." 6:15 pm. Cooper-Hewitt Museum, 2 E. 91 St. 860-6868.

MONDAY 25

DESIGNING FOR DISABLED

Daylong symposium and exhibition. Westchester Marriott Hotel, Tarrytown, N.Y. Information: Fran Myers, Office for the Disabled, 148 Martine Ave., White Plains, N.Y. 10601. 914-672-3367.

THE WORK OF ALVAR AALTO: SCANDINAVIAN OR INTERNATIONAL STYLE?

Fourth session in a 5-Monday course on "Scandinavian Modern: Innovation and Tradition, Myth and Reality." 6:15 pm. Cooper-Hewitt Museum, 2 E. 91 St. 860-6868.

MONDAY 1 NOV

SCANDINAVIAN DESIGN SINCE WORLD WAR II

Final session on "Scandinavian Modern: Innovation and Tradition, Myth and Reality." 6:15 pm. Cooper-Hewitt Museum, 2 E. 91 St. 860-6868.

ARCHITECTURE & INTERIORS IN THE 80's

Lecture by Stephen Jacobs on "Making Preservation Pay." 6-8 pm. Pratt Manhattan Center, 160 Lexington Ave. 685-3754 or 636-3453. \$20.

TUESDAY 19

ART AND ARCHITECTURE: WRESTLING WITH DESIRE

First lecture in the Germano Celant series. 6:30 pm. The Architectural League at The Urban Center, 457 Madison Ave. 753-1722. \$5 for nonmembers.

THE BOWERY: PORTRAIT OF A CHANGING STREET

Photographic documentation by Carin Drechsler-Marx shared by the Museum of the City of New York, Fifth Ave. at 103 St. 534-1672, and Goethe House, 1014 Fifth Ave. at 83 St. Closes Jan. 23, 1983.

TUESDAY 26

ART AND ARCHITECTURE: WRESTLING WITH DESIRE

Second lecture in the Germano Celant series. 6:30 pm. The Architectural League at The Urban Center, 457 Madison Ave. 753-1722. \$5 for nonmembers.

TUESDAY 2 NOV

ART AND ARCHITECTURE: WRESTLING WITH DESIRE

Final lecture in the Germano Celant series. 6:30 pm. The Architectural League at The Urban Center, 457 Madison Ave. 753-1722. \$5 for nonmembers.

WEDNESDAY 20

ARCHITECTURE THE STATE OF THE ART

Lecture by Lewis Davis on "Housing, architecture and the city," in 9-week series co-sponsored by NYC/AIA. Metropolitan Museum of Art, Fifth Ave. at 82 St. 879-5510.

WEDNESDAY 27

ARCHITECTURE THE STATE OF THE ART

Lecture by Richard Stein on "Architecture and the energy crisis in perspective," in series co-sponsored by NYC/AIA. Metropolitan Museum, Fifth Ave. at 82 St. 8 pm. 879-5510.

FORUMS ON FORM

Panel of designers moderated by Barbaralee Diamonstein, author of *Interior Design The New Freedom*. Introduction by Paul Goldberger. 12:30 pm. Urban Center Books, 457 Madison Ave. 935-3595.

WEDNESDAY 3 NOV

ARCHITECTURE THE STATE OF THE ART

Lecture by Paul Goldberger on "The architecture of New York," in series co-sponsored by NYC/AIA. 8 pm. Metropolitan Museum. 879-5510.

FORUMS ON FORM

Lecture by Arthur Drexler on *The Architecture of Richard Neutra*. 12:30 pm. Urban Center Books, 457 Madison Ave. 935-3595.

COMPUTER AIDED ARCHITECTURAL DESIGN

Seminar, sponsored by Pratt Manhattan Center. 9-12 noon. 909 Third Ave. 685-3754 or 636-3453.

THURSDAY 21

A.W.A.'s TENTH ANNIVERSARY Alliance of Women in Architecture and NYC/AIA celebration, including exhibition highlighting 10 years of the A.W.A. 6:30 pm. The Urban Center, 457 Madison Ave. Tax deductible contribution: \$10 by reservation. 580-7369.

CONTEMPORARY L. I. HOMES

Lecture by Charles Gwathmey 6:15 pm. Cooper-Hewitt Museum, 2 E. 91 St. 860-6868.

FORM IN FURNITURE

Lecture by Frank Gehry. 6:30 pm. Open Atelier of Design, 12 W. 29 St. 686-8698. \$9.50

THURSDAY 28

FORM IN FURNITURE

Lecture on "Radical Objects" by Rick Kaufmann, decorative arts curator. 6:30 pm. Open Atelier of Design, 12 W. 29 St. 686-8698. \$9.50

THURSDAY 4 NOV

CCAIA 37th ANNUAL CONVENTION Hyatt Regency, San Francisco (Nov. 4-7).

PRECURSORS OF POST MODERNISM

Exhibition of photographs of Milanese architecture from the 1920s and 30s. The Architectural League at The Urban Center, 457 Madison Ave. 753-1722.

ANDREA PALLADIO: PART II

First of 5-Thursdays lectures by William Ellis exploring the reincarnations of Palladian architecture. 8 pm. Cooper-Hewitt Museum, 2 E. 91 St. 860-6868.

FRIDAY 22

N.Y.S.A.A. CONVENTION Annual convention of the New York State Association of Architects (Oct. 22-24). Hotel Syracuse, Syracuse, N.Y. 518-449-3334.

SEMINAR ON SATURDAY OCTOBER 23

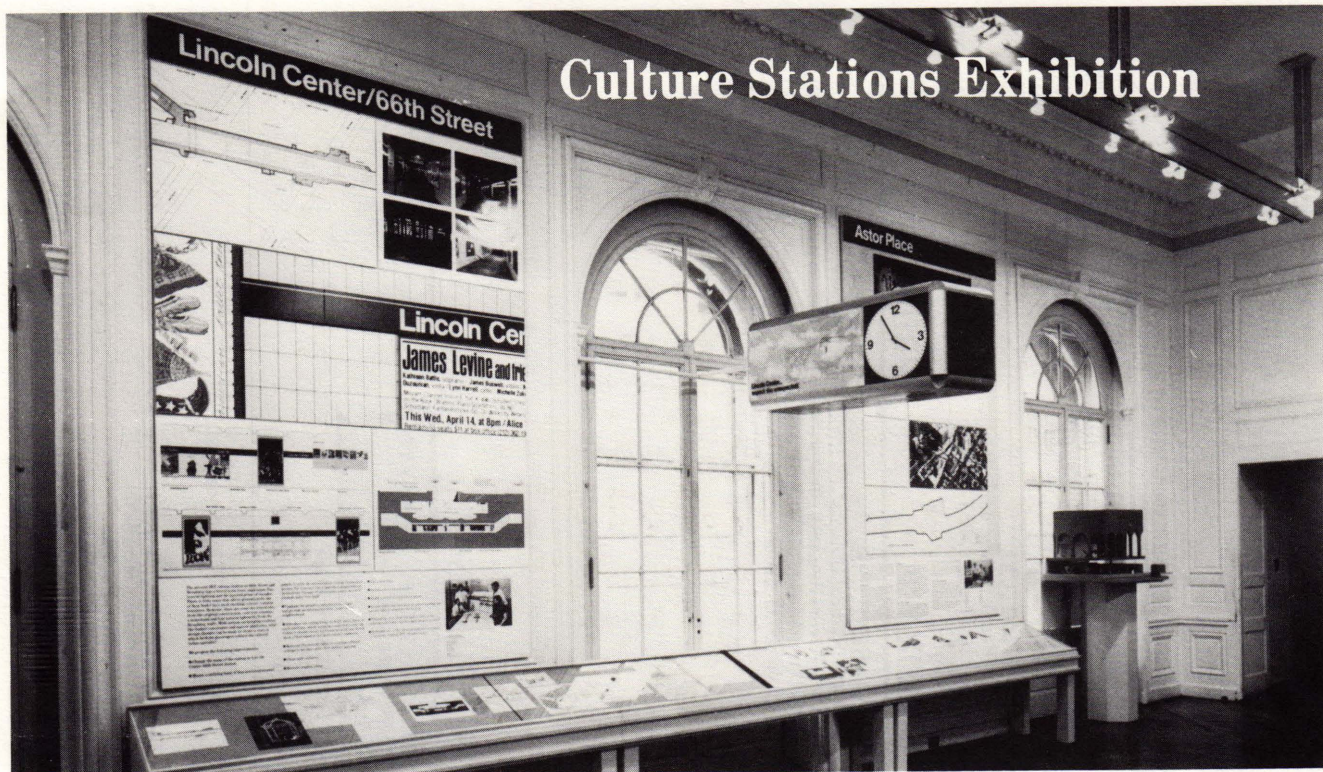
"Typologies" with Gueorgui Stoilov of Bulgaria. 10 am-12 pm, 1-4 pm. ICASA/NYU, Room 408, Main Building, New York University, 100 Washington Square East. \$5. 598-3481.

FRIDAY 29

SEMINAR ON SATURDAY OCTOBER 30

"Space and Architecture" with Arata Isozaki. 10 am-12 pm, 1-4 pm. ICASA/NYU, Room 408, Main Building, New York University, 100 Washington Square East. \$5. 598-3481, 3482.

Culture Stations Exhibition



"Culture Stations," the exhibition recently on view at the Urban Center, featured conceptual plans for four subway station improvement schemes. Designed to give the cultural institutions in their immediate vicinities a vivid presence in the subways that serve them, the stations are: Fifth Avenue at 53rd Street; Broadway at 66th Street; Astor Place; and Eastern Parkway in Brooklyn.

The Municipal Art Society, the Metropolitan Transportation Authority, and four design teams (two composed of an architect and a graphic designer) were responsible for the solutions. They aimed to demonstrate that it is possible to reverse the neglected dinginess that afflicts the City's subway stations. The project was the result of a grant received by the MTA from the Urban Mass Transportation Administration to study the relationship of subway stations to nearby cultural institutions. The project was jointly administered by MAS and Lalli & Moore Associates.

The four design teams who submitted proposals for renovations were: (1) Fifth Avenue/53rd Street—Lee Pomeroy of Pomeroy-Lebduška with Colin Forbes of Pentagram Design; (2) 66th Street/Broadway—Richard Dattner of Richard Dattner Architects; (3) Astor Place—Rolf Ohlhausen of Prentice & Chan, Ohlhausen with Milton Glaser of Milton Glaser, Inc.; and (4) Eastern Parkway in Brooklyn—Edwin Schlossberg Inc. with Two Twelve Associates as graphic consultants.

MAS and MTA are now attempting to implement some of the solutions. Both Astor Place and Fifth Avenue/53rd Street are about to undergo renovation, and some of the elements designed for each of these stations will be included in those renovations.

Renovations proposed by Lee Pomeroy and Colin Forbes for the Fifth Avenue/53rd Street station—which serves The Museum of Modern Art, Donnell Library, Museum of Broadcasting, American Museum of Crafts, Museum of Folk Art, and other cultural institutions—were designed to enhance the station's strong architectural qualities through planning changes, finish materials, lighting, acoustics, graphics, and exhibition facilities. One of the innovations in the proposal is a 400-foot-long illuminated exhibition facility on the upper station platform. This aims to reward subway riders with varying displays of museum-quality art objects and multi-screen video drawn from the collections of neighborhood cultural institutions.

Astor Place station, which serves such cultural and educational institutions as New York University, Cooper Union, the Public Theatre, and other Off-Broadway theaters, is already a historic, if decrepit, city landmark. Its name, which refers to John Jacob Astor's fur trade, is symbolized by historic beaver plaques. Along with other station elements, these plaques have been designated Historic Landmarks. The design approach to the station's renovation aims to clarify and preserve these

historic features and to modernize the station in the spirit of the original Heins & LaFarge design. The Ohlhausen and Glaser proposal retains the beaver plaques and decorative faience, and suggests new ceramic tile walls as a veneer over existing damaged walls. It also includes a plan for replication of the kiosk that originally stood over the entrance to the southbound track and the establishment of a multifunctional gallery space within the walls of the existing Wanamaker Building as a way of reactivating the dormant storefront windows at station level and provide space for exhibits related to community cultural events. The design also suggests that an Off-Broadway ticket sales outlet utilize the original subway token booth.

For the 66th Street/Broadway station, which serves Lincoln Center, Richard Dattner's proposal includes various graphic improvements, a three-dimensional map of the local area, use of video monitors on the platform level for viewing the events taking place at Lincoln Center, and the use of Lincoln Center posters.

Edwin Schlossberg's proposal for the Eastern Parkway station, which serves the Brooklyn Museum, Brooklyn Botanic Garden, and Brooklyn Public Library, includes conversion of the newsstand space on the mezzanine level into an exhibition space for these institutions, and the use of signage, lighting, colors, and symbolic figures to relate the stations to the cultural institutions.



1

The four design teams who submitted proposals for renovations were:

1. Fifth Avenue/53rd Street—Lee Pomeroy of Pomeroy-Lebduska with Colin Forbes of Pentagram Design.

2, 3. 66th Street/Broadway—Richard Dattner of Richard Dattner Architects.

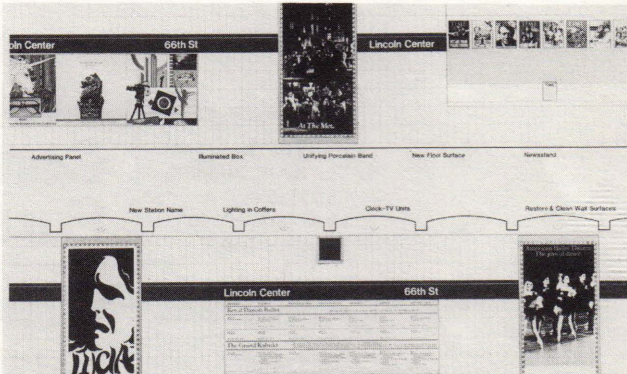
4, 5. Astor Place—Rolf Ohlhausen of Prentice & Chan, Ohlhausen with Milton Glaser of Milton Glaser, Inc.

6. Eastern Parkway in Brooklyn—Edwin Schlossberg Inc. with Two Twelve Associates as graphic consultants.

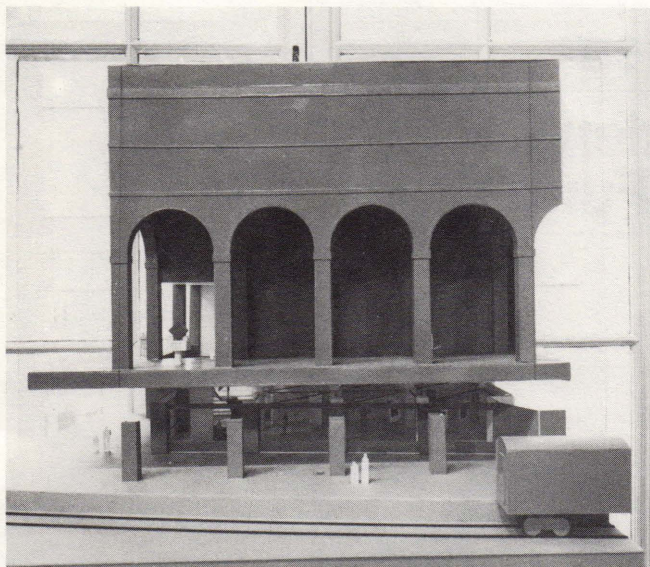
Photos: Stan Ries



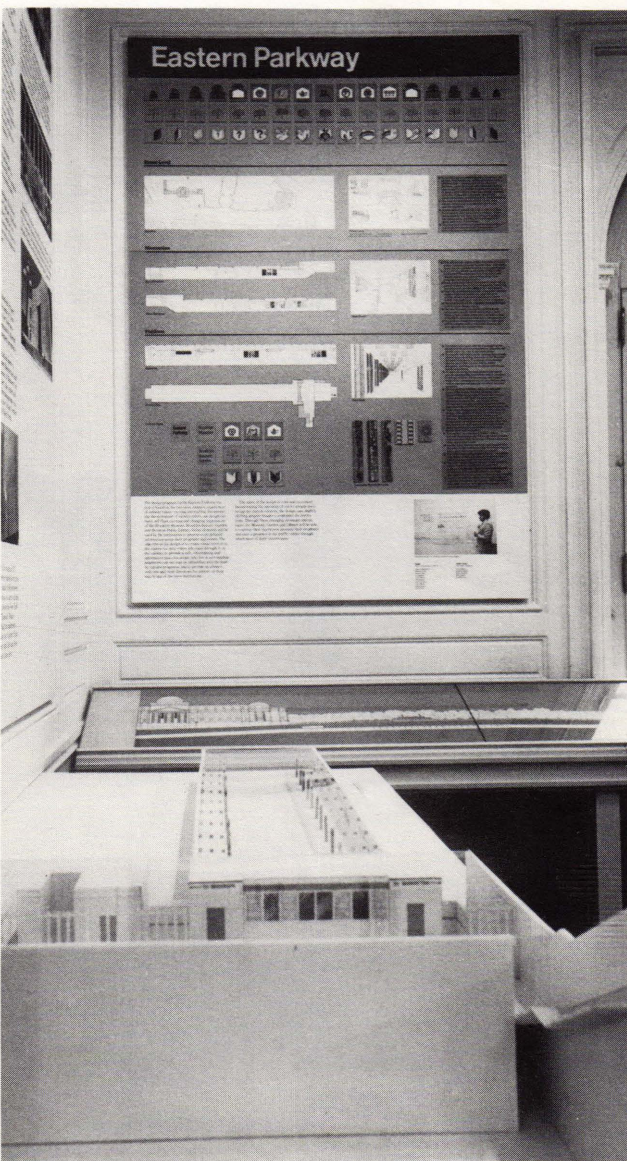
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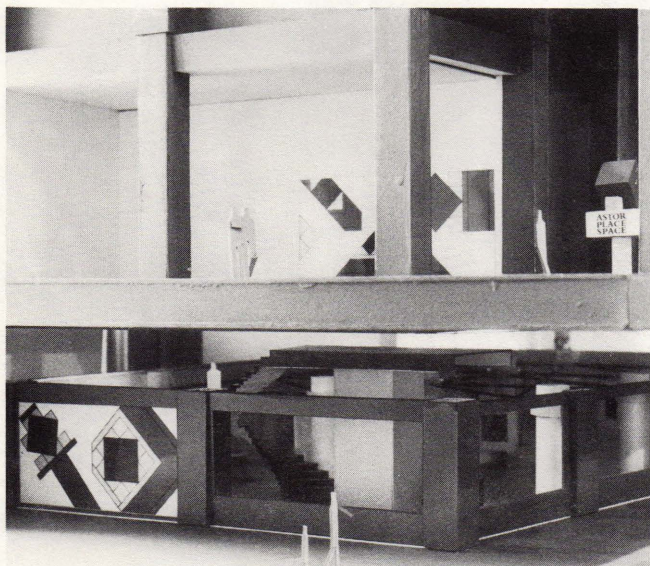
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