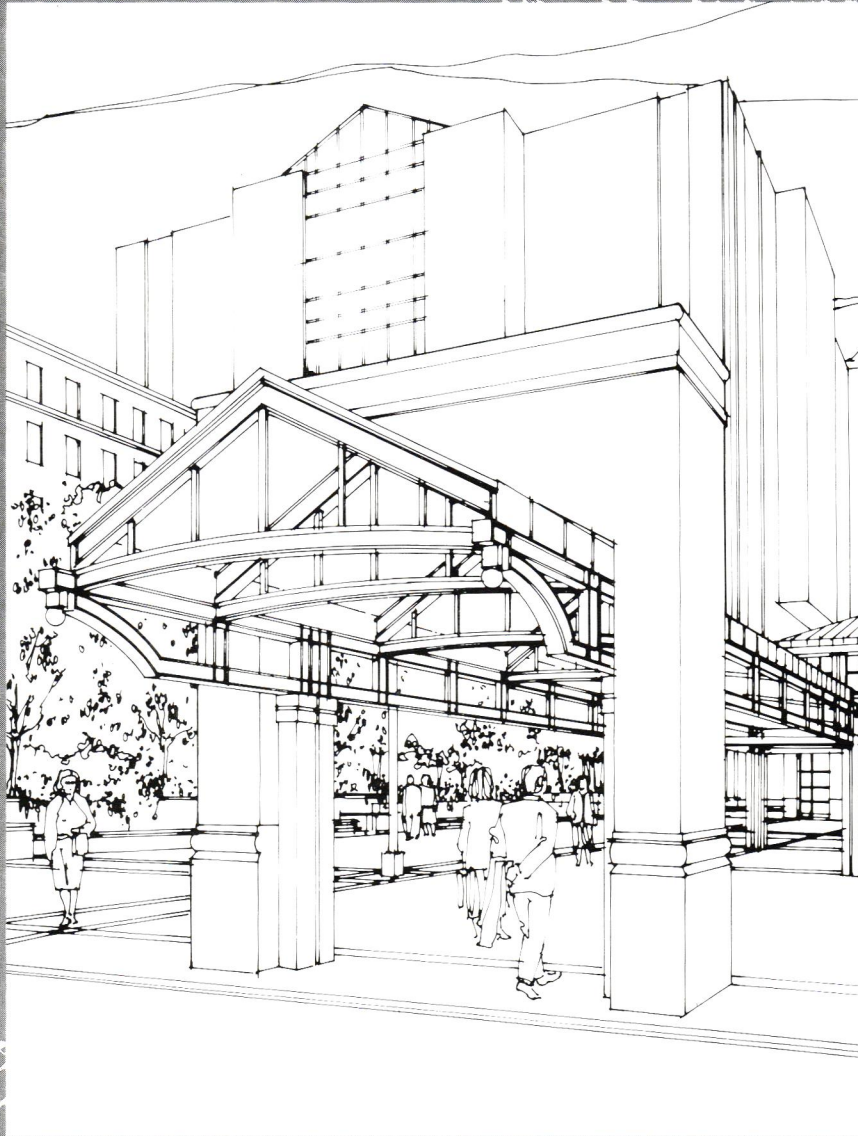
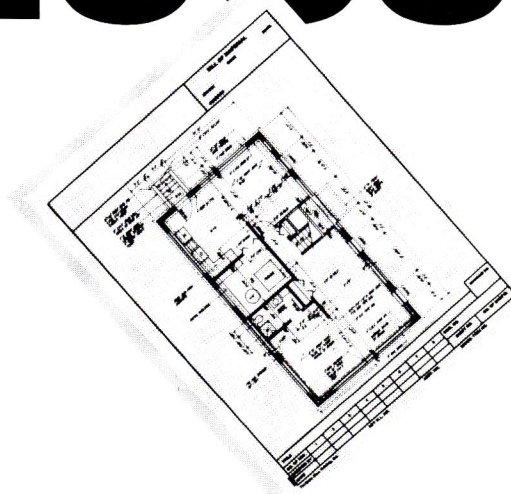


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ON THE COVER

The entrance canopy to the new Professional Office building at Shadyside Hospital (IKM) sits in front of the West Wing Addition designed by WTW. The \$100 million addition and restoration complex is a joint partnership between the two firms. Story begins on page 5.

THE PITTSBURGH CHAPTER AIA serves 12 Western Pennsylvania counties as the local component of the American Institute of Architects and the Pennsylvania Society of Architects. Membership is open to all registered architects, architectural interns, and a limited number of professionals in supporting fields. Chapter Headquarters: Suite 1207, Bank Tower, 307 4th Ave., Pittsburgh, Pa. 15222. 412-471-9548.

Kent Edwards, AIA, President
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 Kathy Ayres/Features Editor
 Laurie Lehew/Production Assistant
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EDITORIAL BOARD:

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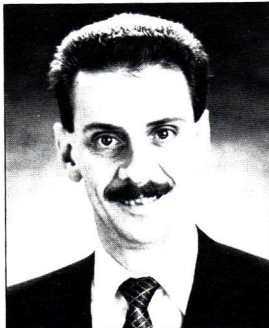
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FINAL COMMENTS

KENT EDWARDS, AIA, CHAPTER PRESIDENT

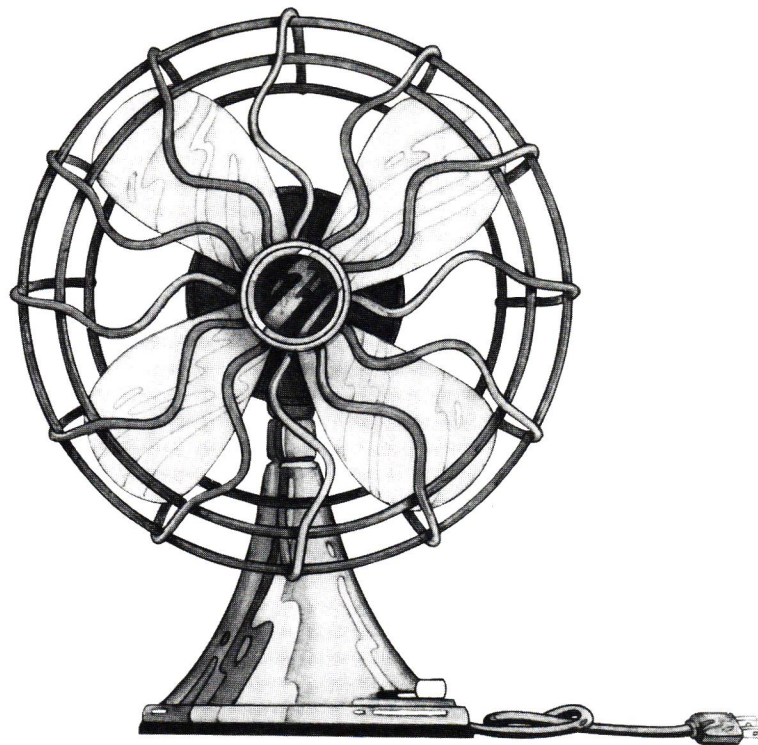


AIA National has informed our Chapter that Pittsburgh as been short-listed for the next available National Convention. You should only care depending on how you feel about free, front-page publicity for architects and the opportunity to attend top-notch seminars close to home. Our competition for selection is Denver and Kansas City. For those of you who have been to either of those places, you've got to feel pretty good about our chances.

Every volunteer organization, like the Pittsburgh Chapter AIA, has a core group of extraordinary individuals on whose coattails the rest of you ride. In our case, it is the Board and the committee members, especially the chairs, who expend considerable effort and personal time to accomplish the activities of the Chapter. Even within this exemplary group, however, are special cases to whom gratitude and admiration need to be extended:

- To Marilyn Lupo, who took charge of a committee with no budget and no agenda, and is making things happen. Big things.
- To Marsha Berger, who is everywhere, doing everything.
- To Park Rankin, who not only endured a very difficult year as President, and went on to become a PSA Director, but also took on the chair of the most demanding committee, and is doing all in exemplary style.

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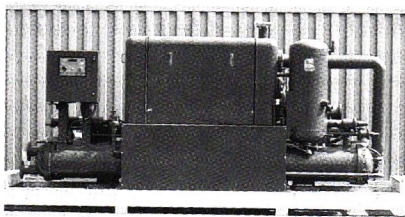
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SHADYSIDE HOSPITAL: BUILDING ON A VISION TAKES TEAMWORK

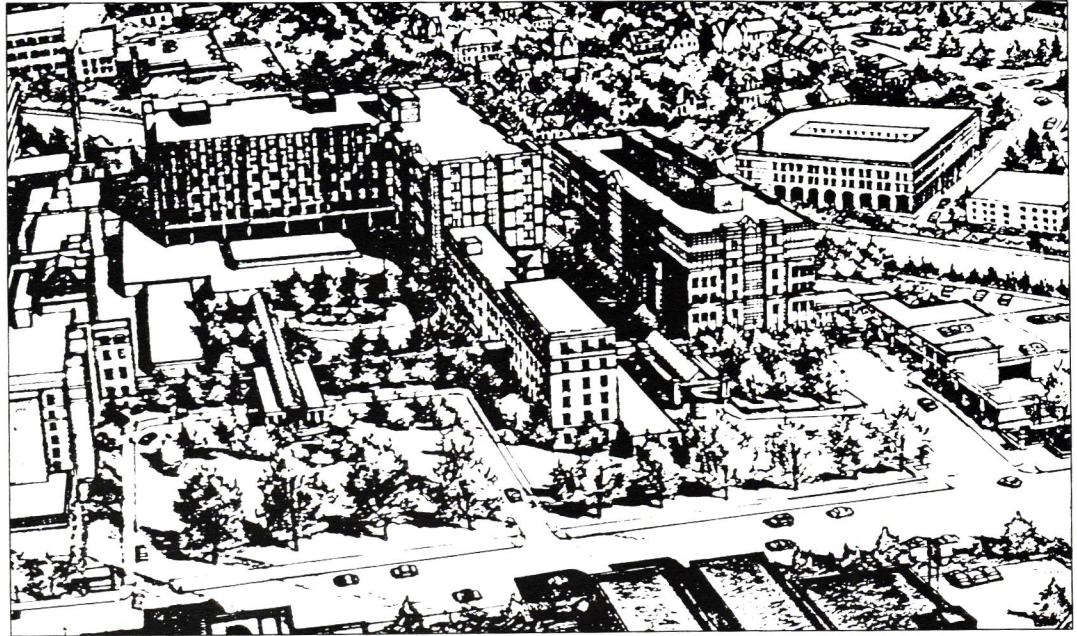
Joint ventures between two firms are not uncommon in the field of architecture. A typical pattern is having a local firm work with an out-of-town group on a sizable design and construction project. Decision-makers at Shadyside Hospital chose a novel slant to this practice as they selected a host of design professionals including two local architectural firms to complete their \$100 million addition and renovation now underway.

First to be consulted was Metis, Associates, Ltd., a Chicago based health care planning firm which initially performed a functional needs assessment for the hospital and developed a Master Facilities Plan. This set the parameters for the work to be completed during the expansion and renovation processes. Metis also performed the departmental schematic design for the East Wing Addition and assisted in the schematic design of the West Wing Addition and Main Building renovations. After the completion of the schematic designs, Reed & Stuhldreher, P.C. was hired to complete the design of the East Wing Addition.

Enter IKM

Shadyside next hired IKM Inc. to act as Campus Coordinating Architect. "At the outset, Shadyside had a firm commitment to working with local firms," says IKM's John Radelet, AIA. "Not just architects, but engineering firms and so forth." They also felt that they didn't want to tie it all up in one basket. The large amount of work made it feasible to hire several firms to design different structures and better meet their completion deadlines."

IKM was charged with designing the master plan and site plan; setting campus-wide design criteria and guidelines; and



Pictured above is an aerial view of the Shadyside Hospital expansion. The new garage and professional building (extreme right) were designed by IKM, which also acted as Campus Coordinating Architect. WTW contributed to the project by carrying out the work on the West Wing Addition, which sits between the main hospital and the school of nursing just to the left of the professional building.

taking the project, in its entirety, through the maze of city planning approvals. In addition, the architects were asked to design an 8-story, 170,000 sq. ft. professional office building and a parking garage to be built into the side of a hill bordering the busway.

The resulting design guidelines attempt to unite diverse structures into a coherent family of buildings to create a coordinated hospital campus. As such, they cover landscaping as well as exterior materials, lighting, windows, signage, paving and a host of other details. Through extensive close-up photography, IKM architects identified an existing structural vocabulary—features which would provide a strong sense of continuity that could be used throughout the new construction.

"It was an exciting process," says Mike Marcu, AIA, of IKM. "We had to find cer-

tain characteristics in a complex that was already there. Those buildings were built years ago and had several attractive features. Copying them today would cost an inordinate amount of money. This gave us a challenge. But without the owner's enlightened sensitivity, nothing like this could ever have happened. The board and administration of Shadyside Hospital were sophisticated enough to appreciate the need for a continuum for the hospital. I can't tell you how unusual that is."

Enter WTW

After preliminary schematic designs were complete, Shadyside brought in Williams Trebilcock Whitehead, Architects to carry out work on the West Wing Addition.

"When we took the schematic package,

continued on next page

Shadyside, continued from page 5

we did so with the intent to maintain the design that had been established," says WTW senior project manager Bob Murray, AIA. "Perhaps 10 or 15% of the work had been done before we started the job. We then took it up to a larger scale and added to or changed the design as required to meet the particular hospital code requirements and user needs of the hospital and medical staff. It might seem like a lot of things had been done when we came into this project, but a lot of the creative aspects of architecture were still there for us."

Not only did WTW architects work closely with specialists and with the IKM team, but they had to coordinate their building with neighboring structures. "The West Wing Addition is a bit like the meat in the sandwich," jokes Bryant Robey, AIA, internal project manager. "It sits between the main hospital, the School of Nursing and the future professional office building. We were analyzing the existing, adjacent structures to fit our design very carefully between them, and of course we have to always be aware of floor-to-floor heights. The West Wing aligns directly to the main tower and joins the School of Nursing at certain levels."

A late summer groundbreaking formally began construction on the \$24 million, 200,000 sq. ft. addition which is scheduled for completion early in 1991. The new facilities include a complete pathology lab on the ground floor, administrative space and physical/occupational therapy suites on the first floor, and eight operating rooms on the second floor with complete support facilities. The third floor contains all the mechanical systems for the addition. Floors

4 and 5 provide new intensive and critical care nursing suites; floors 6 and 7 are regular nursing floors with undeveloped expansion space on floor eight.

A Design Partnership

Teamwork has been essential throughout the project with design professionals participating at many levels. In addition to working with IKM, WTW has been in close contact with with Ellerbe Becket, a Washington firm providing specialized hospital technology information. "I spent considerable time in Washington with Ellerbe Becket assimilating the hospital information and working within the schematic design provided by IKM," says Robey.

In developing that design, IKM worked as flexibly as possible to allow the subsequent firm, WTW, the most possible latitude while still conforming to the campus design guidelines. Knowing in advance that a second firm would design a major portion of the project made IKM's job particularly interesting.

Architects from both firms share their progress in regular meetings. IKM continues to have the responsibility to make sure that all buildings meet exterior criteria and that floor heights match those of existing structures where connections must be made. Even more intense cooperation was needed in the design of the first floor concourse which links the new West Wing (WTW) to the professional office building (IKM). Although located in the WTW building, the concourse was actually designed by IKM.

And the result of the partnership? Mike Marcu gives the shared venture high marks.

"My impression is that the process worked very well. I think it had to do with the cooperative spirit of both groups. There weren't any significant disagreements.

While either WTW and IKM might have preferred to design the entire project alone, WTW's Robey praises both teams for their professional cooperation. "We've worked very carefully with IKM, especially with the exterior elevations and the exterior materials selection. We get together periodically to brainstorm and review what's going on. It's working very well."

In the long run, both groups of architects agree that a good client makes all the difference. "Hospital building is tough work," says Murray. "Sometimes projects which are less difficult end up being more difficult if you have a client that doesn't understand the complexity of the building process. Fortunately the hospital's facilities manager and project architect have been very accessible."

Both firms agree: Shadyside Hospital is an "ideal" client. "They've made it easy for us," says Murray. We're sure the feeling is likewise! Δ

Hospitable Neighbors

To develop a good working relationship with the community and to speed the city planning approvals, the hospital made sure that the neighborhood was involved in planning from the start. Shadyside set up meetings with community groups in advance of the design process. Most of the issues of the neighbors related to parking and traffic.

The architects were also concerned with the impact of the new building on the neighborhood. One of the main objectives of the campus expansion was to not diminish the open green space. In fact, the completed buildings will include an additional, new green space while it provides nearly out-of-sight parking for more than 800 cars.

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THE CAD RATING GUIDE

REVIEWED BY LARRY J. DIURBA, AIA, ASID,
COMPUTER RESEARCH, INC.

Computer-Aided Design (CAD) has become such a complex and dynamic subject over the last few years that it's almost impossible to put together a comprehensive reference book of practical use to architects.

Having made that point, let me recommend *The CAD Rating Guide*, a 328-page volume assembled by W. Bradley Holtz, AIA, a CAD expert and evaluator for more than 10 years. For the CAD user, this volume comes close to being indispensable.

The cover says *The CAD Rating Guide* is "a comprehensive comparison of over 100 CAD products" and is a "tool for the evaluation of computer-aided design systems." Its objective is to save time going through the evaluation and comparison process when planning a new CAD system or expanding an existing one.

The author provides two warnings: 1) *The CAD Rating Guide* will not select the right CAD system for your particular business and 2) CAD technology changes so rapidly that by the time you have evaluated several systems something new and better will already have come along.

This book, however, is a great starting place. It's logically organized and adequately cross referenced. It gives descriptions of more than 100 CAD software products, followed by a section listing these same packages by primary application (architecture, interior design, mechanical engineering, etc.)

The chapter on "Platforms" discusses all the major hardware and the operating systems available. The comparisons are put into easy-to-follow chart form and the categories for comparison include Groups, Structure, Tools, Policy Input/Output, Advanced Features & Programming and Modeling.

The various products are also listed by system name, by price, by platform and by application. There are users comments and an excellent illustrated glossary of CAD terminology. In short, the subject of CAD is approached from just about every perspective imaginable.

In spite of the guide's many excellent points, the reader can still get lost trying to



directly compare two or more products. To gather all the desired information, the reader must keep flipping back and forth through the pages to get the data. This can get cumbersome and time-consuming, but I'm not sure there's a better way to present all the information. The serious CAD user will simply have to take the time to go through this process.

I found it helpful to photocopy the chart of one product I was interested in, cut it out and then lay it under the chart of another

product so I could scan them side-by-side.

The CAD Rating Guide does not attempt to explain to the reader why an architect (or other vertical application user) needs certain capabilities in a particular CAD system. It simply presents the information. This kind of information must be obtained from qualified consultants and value-added resellers anyway.

Finally, the publisher acknowledges the problem of ever-advancing technology and the likelihood that some of the information in this book may be outdated shortly after publication. This is another reason why CAD managers and architects need to consult with knowledgeable CAD experts before making buying decisions.

The author is working on supplementary publications and future editions, although how frequently they will be published is not indicated. If future issues are as well put together as the first one, CAD users will have a valuable reference resource at their fingertips. Δ

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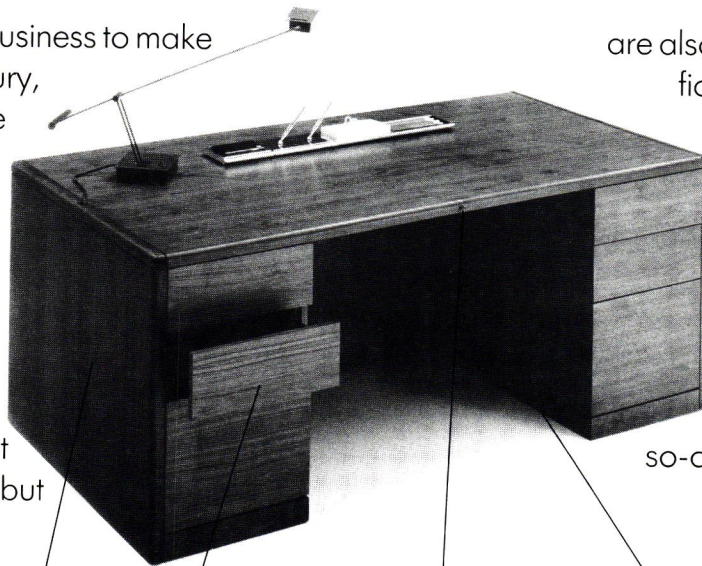
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JOHN KOSAR

"THE VOICE OF BURT HILL"

If you find yourself tuned to talk radio KQV (1410 AM) in a rush hour traffic jam you may hear a one-minute nugget of architectural truth from John Kosar, *The Voice of Burt Hill*. The firm has produced a series of radio spots, dubbed, *Design Considerations*, with the goal of raising its name recognition in the Pittsburgh metropolitan area. This type of outreach, called *Information Marketing*, is a mix of advertising and public relations; it doesn't plug a product or business, it simply gives away good information for free.

But can you plug architecture, a mostly visual service, on the radio, a completely auditory medium? According to David Bear, President of American Information Marketing, Inc. and copy consultant for the project, "it makes good sense. It's not a lot of the blue smoke and mirrors of regular advertising. To be successful, the quality of writing must be excellent, it must be geared to the audience's ear, written in laymen's terms, and shouldn't sell. If your goal is to inform, they'll remember your message and your name."

What kind of architectural wisdom does John Kosar give away over the airwaves each morning and evening? All kinds. Listeners hear about tracing the history of a house, tips for sensitive rehabilitation, bridge design through the ages, retrofitting improvements to HVAC units, indoor air pollution and decorating with fiber art. "Institutional green may soon be ancient his-

tory," intones Kosar as he describes changes in healthcare interiors.

Why KQV? Bear cites several reasons. Demographically, the station reaches an audience the firm is striving to target: business owners, managers and professionals, aged 30 and over, who are in a position to hire a design firm. The subjects covered provide a wide range of topics that would also be of interest to just about anyone listening. In addition, KQV's news-show format perfectly accommodates an all-talk message which would be noticeably out of place in an all-music milieu.

But does information marketing bring in new clients? The jury's still out, according to Kosar. The firm plans to research the effectiveness of the radio spots early next year.

Kosar, dubbed *The Voice of Burt Hill* by his colleagues, has received a fair share of good-natured teasing. He has also kept track of informal feedback from contractors, executives, lay people, potential clients and fellow

design professionals who hear the broadcasts. Comments range from, "So interesting, I really look forward to hearing the next helpful hint," to "It's a good idea, sharing your views with the public."

Kosar agrees. "We, as professionals, don't want to lead the way toward hard-sell advertising for architects. We also believe that the public isn't terribly well educated about design. We decided to use this method because we can inform and get our name out there. And of course, it's fun, too!" Δ



John Kosar, AIA

"From Burt Hill Kosar Rittelmann, this is John Kosar..."

WORDS OF WISDOM FROM THE VOICE OF EXPERIENCE

"...Any business thinking about finding new quarters should make sure it won't be moving into a polluted environment. The EPA has identified almost 1,000 indoor pollutants, 30 of which are carcinogenic, and inside air can be 100 times more polluted than outside. Asbestos and radon are the most common contaminants, but others include formaldehyde found in construction material, combustion by-products, and airborne fungi and bacteria. Lack of ventilation and fresh air can add to the problem. So

before you lease or buy, check the building's prior uses and obtain written confirmation the site is uncontaminated..."

"...Modern tapestries serve a different function than their medieval and renaissance counterparts. Rather than keeping out cold and dampness, modern fiber art can add a dimension of warmth and intimacy to an overabundance of hard-edged brick, metal and concrete. Tapes-

tries are also capable of great complexity and grandeur..."

"...Check the office where real estate records are stored. That search will yield a legal description of the property and history of its owners. You may also find permits for the original building and subsequent alterations...In addition to being interesting, sleuthing out a house's history can help you make informed decisions about its repair or restoration. That's why, it's a design consideration..."

FROM THE FIRMS

Raymond Gindroz, AIA, of **UDA Architects**, will join ten urban designers and architects from eight European countries to discuss design concepts for the future towns in the Netherlands.

The conference, sponsored by the Foundation, "NEDERLAND NU ALS ONTWEPE (The Netherlands Now as a Design)," will evaluate visionary designs that the Foundation has commissioned which treat the entire country as a carefully balanced design with special emphasis on preserving natural resources. Ways in which the design professions can influence political decisions will be the main theme of the discussions.

Participants include architects from the Soviet Union, Italy, France, several Scandinavian countries, England and Spain.

The Uniontown area YMCA is getting a facelift from **Celli-Flynn and Associates, Architects**, which designed the 21,000 sq. ft. masonry addition. Included are a 25-yard

BREAKING GROUND

swimming pool, spectator bleachers, locker rooms, aerobics and machine exercise areas, lobbies, offices and related facilities. Interior renovations to the existing structure and various site improvements are also planned. Occupancy of the addition is scheduled for July 1, 1990. Repal Construction Co., Inc. was awarded the construction contract.

Williams Trebilcock Whitehead is currently developing a three-phased master plan to help St. John's Lutheran Church in McCandless keep up with its growing membership.

According to WTW Director of Planning and Urban Design, **Glen A. Schultz, AIA**, Phase One will focus on landscaping, lighting, graphics, circulation, and the creation of a new Memorial Garden within the church cemetery. The second phase will

consider overall renovation of the church structure, including new windows, upgrading the electrical system and improving the facilities for the handicapped. Phase Three will consider an expanded narthex/parlor, media room, library/conference area, and choir areas. In addition, improvements will be made to the altar and chancel areas, the nave and sacristy.

WTW is also designing the renovation of PPG Industries' laboratory facility in Monroeville. The 168-acre site, the former home of the Koppers Company Technical Center, will house PPG's Chemicals Group Technical Center. **Alan B. Klauss, AIA**, WTW project architect, said nearly 100,000 square feet of laboratory space is being upgraded. "The facility was built 30 years ago," he said, "and required a number of improvements, including new utilities to meet PPG's needs."

Leanne Johnson Mihelic, of **Johnson/Schmidt and Associates**, who has been practicing interior design for seven years, is one of 619 interior designers in the United States and Canada to have successfully completed all sections of the recent examination of the National Council for Interior Design Qualification (NCIDQ). *Congratulations, Leanne!*

WORKSHOPS

Interested in what's new in Victorian design? *A Symposium on Victorian Interior and Exterior Decoration* is being held on Saturday, November 11 from 8:30 AM to 5 PM on the Pitt University campus. Noted authors Roger Moss and Gail Caskey Winkler will be featured along with workshops on Victorian color use, floor coverings, illumination and curtains. Registration is \$25. To register or obtain more information, call Lauren Poese at the Department of City Planning, 255-8953.

AROUND TOWN

The Crown America Corporation's new headquarters building is creating quite a stir in Johnstown, PA. Well-known architect Michael Graves, called by some "the

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father of the Post Modern Movement," designed the building. Public tours of the facility will continue on Saturdays from 10 AM to 2 PM. For more information, call (814) 536-9529. Is there interest in an AIA-sponsored group trip? Call the Chapter Office at (412) 471-9548.

HERE AND THERE

A new publication is available regarding the architectural considerations of museum performance areas. The result of a three-year research effort for the National Endowment for the Arts, *Architecture for Art's Sake — Vantage Point Evaluation of Museum Performance for Future Design* is a 250-page xerox publication which deals with the limitations of present-day museum design and design criticism. The publication also contains critical studies of modern museums and a gallery of successes in specific museum performance areas.

To receive your copy, send a check for \$30 (\$25 for the publication; \$5 shipping and handling) to: Liz Fox, Research Administrator, 201 College of Fine Arts, Carnegie Mellon University, Pittsburgh, PA 15213 or call 268-2353.

TRANSITIONS

The Oliver Design Group welcomes **Mark McCormick, AIA**, to its Pittsburgh Office. Mr. McCormick is a former principal in the Denver firm of Barker, Rinker, Seacat and Partners, Architects, and most recently, served as Assistant Director of Architecture for the City of Pittsburgh.

Architects **Robert J. Noah, AIA**, and **James R. Platt, AIA**, have been named Associates at **Burt Hill Kosar Rittelmann Associates**.

Noah has 18 years' experience and received his Bachelor of Architecture degree from Penn State University. He is Project Architect for Burt Hill's interior work on the new corporate headquarters of Blue Cross of Western Pennsylvania in Fifth Avenue Place and for preliminary design of the proposed 3.6 million square foot Pitts-

BREAKING GROUND

burgh City Center.

Platt has 15 years' experience and holds a Bachelor of Architecture and a Master of Architecture degree from Ohio State University. He is Project Manager for Burt Hill's renovation of broadcasting studios at KDKA-TV and radio and for preliminary design of the proposed Pittsburgh City Center.

Jan Cook Reicher, Professional Affiliate, former Vice President of Marketing/Development at the Rubinoff Company and Director of Marketing at REPAL Construction Company, is now a freelance Marketing Communication and Public Relations Consultant to the private and public real estate industry and associating trades, offering services such as: project marketing, planning and budgeting; corporate image devel-

opment; advertising and publicity; and networking. Call 241-7350.

CALL FOR ENTRIES

New York City, the home of the largest municipal police force in America, is sponsoring an architectural design competition that will lead to the creation of a state-of-the-art police training complex to be located on a nine-acre site in the Bronx.

Six qualified firms will be selected to enter the competition, and that selection will be based on the result of a Request for Qualifications issued by the City. The qualifications package may be obtained on or after November 1, and responses must be received by the New York City Department of General Services no later than November 30.

For details or a Request for Qualification package, contact Adrienne Bresnan, AIA, Division of Design and Construction Management, NYC Department of General Services, One Centre Street, 16th Floor South, New York, NY 10007.



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CONTRACTOR INSIGHTS

(The View from the Other Side)

By **Ivan Santa-Cruz, AIA**,
Vice President, Marketing, Repal Construction

INSIGHT NO. 2: THOUGHTS ABOUT BID INVITATION LISTS:

During my first six months in the construction business, I have noticed the length and variety of some invited bidders lists. This disturbs me for two reasons:

First, estimating and bidding an average project requires an investment of 40 to 80 man/hours. In deciding what projects to bid, contractors have to weigh the odds; a long, all-inclusive invitation list is discouraging. Too many invitees may not bid at all, and those that do may not invest sufficient time and effort to develop a tight estimate.

Second, most contractors prefer to bid against their peers, not against smaller firms who may have substantially lower overheads, less experience, and often are unable to provide the same level of service and financial responsibility.

Thus it appears that such lists don't benefit either the contractors that requested inclusion or the owners and architects that included them.

I have two suggestions to help improve the bidding process:

1. The architect and owner should take the time to pre-qualify bidders by financial strength, client references and experience with relevant building types and comparable scopes.
2. The architect or owner should limit the list to no more than 6 contractors; 4 or 5 are probably optimum and will give the best price coverage.

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a celebration of architecture

The Pittsburgh Chapter AIA paid tribute to six member firms at its annual **Awards** ceremony, October 20 at the Vista Hotel. The two highest **Honor Awards** went to **Bohlin Powell Larkin Cywinsky** for the Winchester Thurston School North, Hampton Township, and to **John A. Martine, Architect/IAS** for the Hartwell/Clearwater Project in Shadyside. **Three Citation Awards** were presented to: **The Design Alliance** for the Mine Safety Appliance Company Corporate Headquarters Building, O'Hara Township; **Damianos Brown Andrews Inc.** for the Air Cargo Building III, Greater Pittsburgh International Airport, (**professional services provided under former firm:**

James D. Brown Associates); and to **UD, Architects** for the Metropoli Club, Pittsburgh. **MacLachlan, Cornelius & Filoni's** Breezdale House in Indiana, PA received a **Special Mention for Adaptive Reuse and Restoration**. Forty one entries were reviewed by a five member jury headed by **Merri Elam AIA**, Scogin Elam and Bray Architects, Atlanta. Also on the jury were: **Kemp Mooney, AIA**, Kemp Mooney Associates; **James Mount, Architect**; **Giuseppe Zambonini**, Director of Programs and Architecture Georgia Tech; and **Judy Rohrer**, art historian Emory University. **Jury comments appear with project photos:**



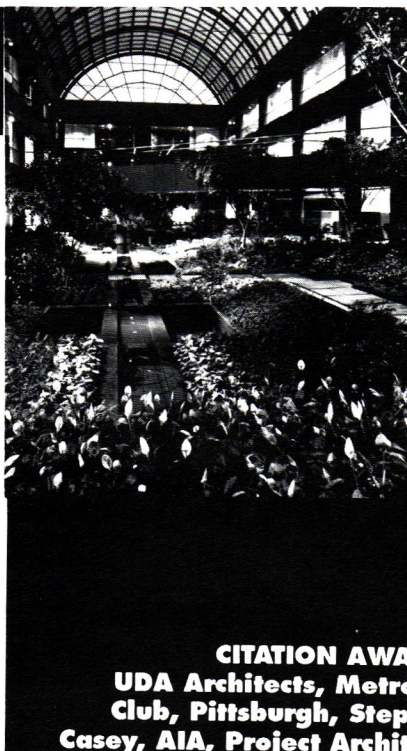
HONOR AWARD: Bohlin Powell Larkin Cywinsky, Winchester Thurston North, Jon Jackson, AIA, Principal. "A masterful plan which is carried out through the interior and 3-dimensional aspect of the building... wonderfully humane and delightful treatment of detailing... a nice integration of inventive and standard materials... well-crafted...truly a joyful place for children..."

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HONOR AWARD: IAS, John Martine, AIA, Architect, Hartwell/Clearwater Project. "A highly successful realization...an ingenious marriage of two structures with strong, consistent detailing throughout ...well executed with economy of means...an overall integrity about the project...a very successful combination of materials with a nice play of light..."

e



CITATION AWARD: The Design Alliance, Mine Safety Appliances Corporate Headquarters, RIDC Park, O'Hara Township, William Kerr, AIA, Project Architect.

"A rich variety of design ideas... particularly successful was the lushness and care of the garden space, the way the water element extended from the interior to exterior...a fragile tension between the delicacy of the glass and the boldness of the structure..."

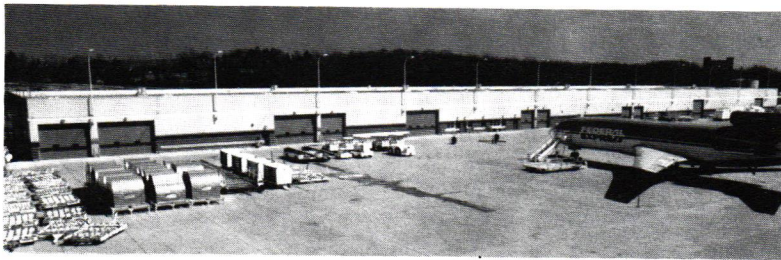
CITATION AWARD: UDA Architects, Metropol Club, Pittsburgh, Stephen Casey, AIA, Project Architect.

"A highly architectural treatment of a project type that often is limited to graphic elements... a dramatic, atmospheric "stage set" that has at the same time a strong architectural solution...it brings a second vivid culture to the "Strip" playing an important programming role in the life mix of the city..."



AWARD: Damianos Brown Andrews Inc., Air Cargo Building III, Greater Pittsburgh International Airport (professionals provided under former firm: James D. Brown)

"A careful treatment of a type that's not "glamorous" is often neglected... use of standard materials... a change in scale... attention to groundscape... the proportions make the building stand out..."



SPECIAL MENTION for Adaptive Re-use and Restoration: MacLachlan Cornelius & Filoni, Breezedale House, Albert L. Filoni, Principal. "...Excellent example of period restoration...the house was 'handled with care'...new materials were superimposed in the true spirit of the original...a strong house with a lot of personality..."



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BRICKS & MORTAR: COMMITTEE NEWS

IDP

Chair: Ed Shriver, AIA,
Johnson Schmidt & Associates, 923-1566.

The IDP Committee kicked off its fall activities with the first visits to a construction site. The seminars were a success—interesting and extremely well-attended. November 11 and December 16 mark the next two construction seminars for intern architects led by **Project Architect Ed Pope, AIA, Design Alliance**. Attendees will see foundation work in process and structural steel going up on the extended care facility in Mount Lebanon. The seminars meet at the Stone Crab Inn on Washington Road in Mount Lebanon.

The IDP Committee meets at 6 PM on the second Thursday of each month at the offices of Franklin Interiors.

AIA/CMU LIAISON

Chair: Steve Quick, AIA,
Quick Ledewitz Architects, 687-7070.

The fall semester is in full swing and both the Student Chapter and the Liaison Committee have planned a number of events.

From the Student Chapter: Newly elected officers include David Kunselman, President; Sarita Singh, V.P.; Carissa Swiss, Treasurer; Liz Buckman and Steven Chaiton, Secretaries. **Ken Kuligowski, AIA**, will act as the Pittsburgh Chapter representative to the Student Chapter and Cathy McColl will act as liaison for students on the Women in Architecture Committee.

Plans for the 1989-90 school year include bi-monthly seminars with architects from the Pittsburgh Chapter as guest speakers; attendance at a state IDP conference November 9 and at AIAS, the annual Student Conference in New Orleans; a repeat of the successful career day program; portfolio and resume workshops; and the annual T-shirt design competition which is a fundraising event for the Student Chapter. A reminder: 2 or 3 students may attend the monthly Chapter Meetings. Please welcome them and get to know them!

The Liaison Committee is hard at work planning for the annual Hornbostel Lecture and the student-wide sketch problem. New this year is the first Continuing Education Workshop, presented by CMU faculty members which should begin during the

spring term. These workshops will be advertised nationally and the committee hopes to present one each term. Also in the works, **John Eberhard, FAIA**, the new Department Chair, and Committee Chair, **Steve Quick, AIA**, will join former Chapter President, **Bill Bates, AIA**, as participants in the State Educators Forum this spring.

With all this activity, is it any wonder the committee is looking for new members? If you are interested in joining, call Steve Quick, AIA, for more information. The committee meets the third Thursday of the month at 5 PM, in the Architecture Department Offices at Carnegie Mellon. The next meeting dates are November 16 and December 14. Join us!

URBAN DESIGN

Chair: Susan Warner, AIA, 247-7558.

The Urban Design Committee needs new members! After a brisk beginning, attendance at our meetings has slowed and we need your input. Coming this fall, Jo Harper of the Mon Valley Initiative hopes to sponsor a seminar on historic restoration. The Initiative is quite involved with the Steel Valley Industrial Heritage Project and is targeting the Carrie Furnace restoration as a particular goal. If this sounds interesting to you, please join us. A regular meeting time and place has been established for the committee on the last Tuesday of each month at 5 PM at the offices of Quick Ledewitz Architects in Shadyside.



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DUQUESNE CLUB FETE LAUNCHES WIA FUNDRAISER

The subject was a full and ambitious agenda for Pittsburgh women architects when the Pittsburgh Chapter AIA Women in Architecture Committee officially kicked off its fundraising efforts on October 4 at the Duquesne Club. The newest Chapter committee, WIA was formed last year in response to a national initiative by the AIA to encourage women architects' participation in leadership roles, networking and mentoring of women students.

Following welcoming remarks from Marsha Berger, AIA, State Liaison to the WIA Committee, Committee Chair Marilyn Lupo, AIA, announced the goal of the campaign is to raise \$10,000. And how will the money be spent? On three main events, said Marilyn:

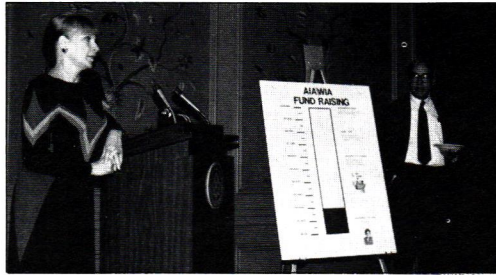
First, the committee will host a major nationally touring exhibit *That Exceptional One* in January 1990 at the Frick Fine Arts Museum. The exhibit, organized by the AIA on the Centennial of the first woman architecture graduate, celebrates women's contribution to the field of architecture over the last one hundred years.

Second, the committee is underwriting the appearance of Frances Halsband, AIA, of R.M. Kliment & Frances Halsband, New York, on November 14. (See page 17)

And third, the committee is working with the Pittsburgh Center for the Arts to produce an exhibit of local women's work with emphasis on the design process.

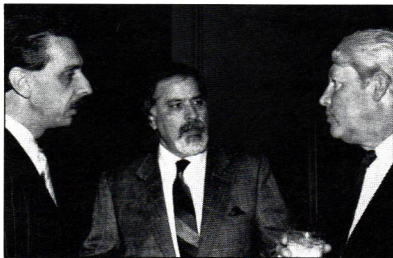
Future plans include a women's mentoring program linking established professionals with students and interns.

If you're interested in becoming involved with the committee, the next WIA meeting will be held on Tuesday, November 7 at 5:30 PM at Burt Hill Kosar Rittellmann, 300 Sixth Ave., downtown. For more information, call Susan Tussick at 394-7069.



Ralph Burt, AIA, who generously underwrote the reception, looks on as Marsha Berger, AIA, State Liaison to the WIA Committee, encourages those present to support the \$10,000 campaign goal (above).

Leonard Perfido, AIA, shows his support of the WIA with a check graciously handed over to WIA Committee Chair, Marilyn Lupo, AIA (below). The WIA hopes to raise \$6,000 of its \$10,000-goal by January, 1990.



Kent Edwards, AIA, Chapter President, talks with Syl Damianos, FAIA, and Jim Johnson, AIA (above).



Susan Tussick, Treasurer of the WIA Fundraising Committee, accepts a donation from Roxanne Sherbeck of Bohlin Powell Larkin Cywinski (left).

Photos courtesy of Kathy Ayres.

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THE SUBURBAN DILEMMA

The Question: If you could change any part of the built environment, which would it be? When we ask that question, most architects reply, "suburban strip development." What is the design professional's responsibility when working on these projects? Must aesthetics always be sacrificed for the bottom line?

Robert Indovina, AIA, Indovina Associates: As architects, we have to fight upstream when we're involved in suburban strip projects. We have to work hard to give the project a sense of place, of uniqueness, a hint that perhaps people aren't in Des Moines, Iowa, they're in suburban Pittsburgh. I was in Ohio on a project, and I might as well have been plunked down anywhere. There's no sense of place, no interest — just the same fast food. Years ago, Pittsburgh was different, but now that the suburbs are growing, that blandness is here, too. Just looking around in Cranberry Township yesterday, I saw how much things have changed, and I'm sad.

The problem is that architects are stuck between local planning boards and developers. Planning boards may not really grasp what they need to do, but they have their own hard-headed views of what they might like. On the other hand, the developer is saying, 'I need a curb cut here.' It's a difficult position for the architect. The work is done on a macro scale and architects don't have a lot of input in the planning stage. That's unfortunate. The nature of those strips is that they develop in a lin-

ear way. It would be nice if they developed more pod-like and we could create a focus.

Grant Scott, AIA, Kingsland Scott Bauer Havekotte: We can't have it both ways. We either say we want a project to be a classic and develop strong guidelines or we let

"The [suburban] developer often has no understanding of the aesthetics. That's the biggest problem we architects face."

Dennis Smoley, AIA

everybody have his way and it's a mess. The planners of the suburban environment have to put the pressure for quality on the developers or it won't work.

As architects, our first responsibility is to the public and state, to make sure projects meet code and are not hazardous. Secondly, we're responsible to the owner we're working for—we have to accept the constraints that he sets if we accept the commission. The third level of accountability is to ourselves—do we want to be a part of what's happening? Looking along some of those suburban strips, there are some nice pieces of architecture—some good work is

being done. There are also projects where the owner has taken such a lead in the development, that the architect had very little to do with it. There's a dilemma.

I think our responsibility is to get involved early enough to help set up guidelines that people will pay attention to. Too often, we don't place enough constraints on a project and it is developed haphazardly. Sure, there's the complaint that when a project is planned with tight constraints that it's somebody's way. But if we work at it, we can do nice things within parameters and the project turns out well. Look at the old Chatham Village — it's now looked on as a classic.

Dennis Smoley, AIA, Dennis Smoley-Architect: In Pittsburgh, we're fighting geography. Everything has to be built in the valleys, and they get crowded. McKnight Road is a good example—the malls punctuated by a lot of small individual buildings. I'm not sure that road needs another mall, it needs good quality single buildings. But for the developer, these projects are just an investment. Unless your client will be the end user of the building and has a business where image matters, you really don't have much of a chance. Even a sensitive client will still be cautious of the cost.

Of course we encounter the various zoning regulations and guidelines and the bottom line is political. You may find people agreeing to comply with standards at the beginning of a project, but by the time it's finished, a lot has been ignored. As professionals we can be most effective if we work together. The Pittsburgh Chapter AIA and other groups such as landscape architects or civil engineers need to approach the communities and lobby. We can contribute voluntary public service to our communities with a small commitment of time. Offer an overview, offer seminars dealing with aesthetics, planning, traffic, landscaping. With a roundtable of professionals brainstorming ideas, we might get people thinking about what can be done. A single architect can't go it alone.

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FRANCES HALSBAND, AIA, TO SPEAK AT NEXT AIA MEETING

Frances Halsband, AIA, partner in the award-winning design firm R.M.



Kliment and Frances Halsband Architects, will be the featured speaker at the November Chapter Dinner. The meeting, co-sponsored by the

Women In Architecture Committee, is slated for November 14 at the CMU Faculty Club. (see page 23)

Ms. Halsband holds a Master of Architecture degree from Columbia University, and has taught architectural design at the University of Pennsylvania, Harvard, the University of Virginia, Rice, North Carolina State, and Columbia University. She was a commissioner of the Landmarks Preservation Commission of New York City from 1984-87 and president of the Architectural League of New York.

Currently, Ms. Halsband is a partner in her New York firm, founded in 1972. Projects of the firm include the Computer Science Building at Columbia University and a Life Sciences Building at the University of Virginia. Projects underway are a Computer Science building for Princeton University and a Mathematics and Computer Science building for Dartmouth College.

Her firm has won a National Honor Award as well as other awards from the American Institute of Architects, *Progressive Architecture* magazine, *Architectural Record* magazine, the Illuminating Engineering Society, and the Building Stone Institute. The firm's work has been exhibited in the Cooper-Hewitt Museum and the Drawing Center Museum of Finnish Architecture.

Plan now to attend the November 14 meeting at the CMU Faculty Club. As always, guests are welcome!

The Pittsburgh Chapter AIA has hired a new, part-time executive director. Her name is **Pat Iams**, and she'll be working in the Chapter office (1207 Bank Tower) 80 hours each month.

Since 1982, Pat served as Executive Director of the *Friends of the New Zoo*, where she developed new programming and strengthened both the profile and financial base of the organization. An experienced fundraiser, Pat's background in organizational development addresses the Chapter's needs for long range planning and leadership.

Pat finds architects a delightful group to work with and is eager to apply her talents to the profession. "I want to make the AIA *user friendly*," she says. "I'm excited about the possibility of people getting to know what architects really *do*. The public should

be able to approach architects, to tap into their expertise. I want to help people have absolute access to architects for a lot of different projects."

That interface of people and organization is where Pat finds the most challenge and the most room for growth. Chapter activities which reach out beyond the profession not only increase public involvement, but also function as potential sources of income as well.

Community and city-wide events, public meetings and lectures, "how-to" seminars, and exhibits are all potential avenues of access and funding for the AIA.

With Pat at the helm, 1990 should be an exciting year for the Chapter. COLUMNS, of course, will keep you up-to-date on specific projects as plans progress.

Stay tuned!

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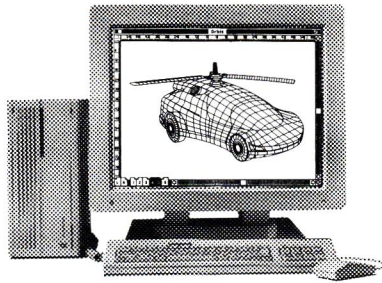
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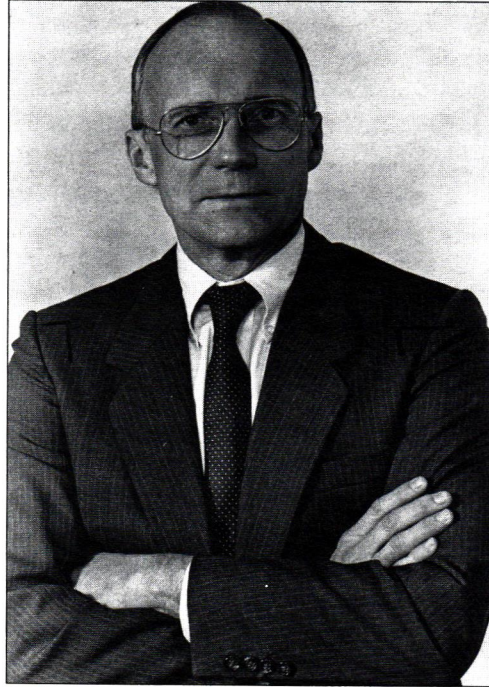
GEORGE HARTMAN, FAIA, TALKS ABOUT HIS FIRM

One of the nation's most distinguished architects, George Hartman, Jr., FAIA will speak in Pittsburgh on November 8 as a guest of the CMU Department of Architecture. His topic will be his philosophy of practice. The lecture begins at 8 PM in the College of Fine Art's Alumni Concert Hall. The public is invited to attend.

Mr. Hartman received his BA and MFA from Princeton University. In 1965, he and fellow architect Warren Cox, founded their Washington DC firm, which quickly rose to worldwide prominence. Called one of the country's most "winningest firms" Hartman Cox has received more than 75 awards for its work including the first Louis Sullivan Prize, five AIA National Honor Awards, and most recently, the 1988 AIA Architectural Firm Award.

The firm has been featured in every American and most foreign design periodicals. Its list of commissions reads like an institutional Who's Who with clients like the Smithsonian Institution, Chrysler Museum, Freer Gallery of Art, Corcoran Gallery of Art, National Portrait Gallery, Folger Shakespeare Library, Harvard University, Brown University, National Park Service, Prudential Insurance Company and the Kennedy Center for the Performing Arts.

Mr. Hartman attributes the success of his firm to two factors: the principals' hands-on managerial style and their practical, problem solving approach to design. Unlike many firms today, where the principals are busy with marketing and business development, Hartman and Cox are involved in every



George Hartman, FAIA

project from the first client meeting throughout the design process. To stay on top at all levels, the firm deliberately limits

new projects to six a year, and has stayed relatively small—with under 30 full time architects, two secretaries and no administrative staff.

"We do no marketing," says Hartman, "so we can spend time

that a normal firm dissipates—it's often partners' time—on the buildings. Also, we try to get good fees. You can't afford to sweat blood on design unless you can get decently paid for it."

Hartman and Cox's design approach is equally straightforward. Post modern fads

and overt self-expression do not interest them. Eschewing gimmicks, Hartman and Cox are interested, rather, in the spatial and historic relationship a building has to its surroundings. "Mr. Hartman's additions all bespeak a desire to blend new architecture into the existing urban fabric," writes *NY Times* critic Paul Goldberg. "His architecture is consistently inventive, yet quiet. Virtually all of it has a splendid lack of glitz." *Architecture* magazine recently singled out Hartman and Cox for "the respect with which they approach their surrounding and for being consistently deft in plan, proportions, scale and detailings."

Meet George Hartman in person and hear more about his remarkable firm on Wednesday, November 8 at CMU's Alumni Concert Hall. Δ

**"We would rather have
a very good practice
for 30 or 40 years
than be famous
for 15 minutes."**

George Hartman, FAIA

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EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT THE SEPTEMBER AIA MEETING

Well, by now you should know *everything* you've always wanted to know about AIA membership. That's because the September AIA Chapter meeting at the Oakland Holiday Inn dealt with that very subject.

Turnout was excellent, as area architects gathered to join fine company, eat good food and attend an interesting and informative session on all the benefits AIA has to offer us. Speakers included: Lela Shultz, Executive Director of the PA Society of Architects; Tom Spiers, AIA, President, PA Society of Architects; and Susan Maxman, Regional Director for the National AIA. We thank these people for their continuing leadership.



Photos: Lela Shultz, Executive Director of the PA Society of Architects (PSA), shares a funny moment with the crowd (left); Susan Maxman, Regional Director of the National AIA, illustrates her point (lower left); Pittsburgh Chapter AIA President Kent Edwards steps up to the podium (lower right).

Photos courtesy of Bob Lynch, AIA.



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Edward Stotz began the firm in 1889; his first large-scale commission was the Fifth Avenue High School in uptown Pittsburgh. Mr. Stotz was later joined by his sons, Charles and Edward Jr., who continued the firm's practice following their father's retirement.

Throughout its century of growth and change, the firm's name has included several titles. The first change came with the addition of new principals James Hess and Donald MacLachlan, who joined with the Stotz's to form the firm of Stotz, Hess & MacLachlan. Louis Fosner's later involvement created Stotz, Hess, MacLachlan & Fosner. Once Charles and Edward Jr. retired, along with

James Hess, the firm shortened its name to MacLachlan & Fosner. Today, Clare Cornelius and Albert Filoni lead the firm under its current name.

With a long and distinguished history, MCF has maintained a wide diversity of projects, including Point State Park (in collaboration with GWSM), the restoration of Old Economy, Heinz Hall, Benedum Center,

Schenley High School, Fort Ligonier, and many buildings and interior renovations

at local hospitals.

The firm has come a long way in 100 years, and promises to continue its success well into the *next* century. To MacLachlan, Cornelius & Filoni — "*Happy Birthday and many happy returns!*"

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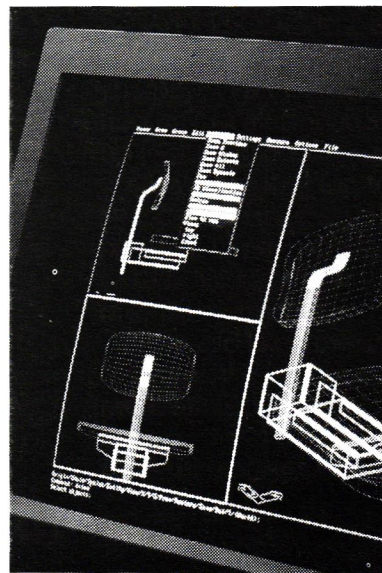


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Late-Breaking Kudos!

It's not often that a Pittsburgh architectural firm finds itself the subject of a feature story in the Sunday New York Times. The folks at Celli-Flynn had a reason to smile on October 8 when Time's Architecture Critic Paul Goldberger praised their Pennsylvania State Capitol Addition as "a splendid plan... [which] manages at the same time to enrich the urban texture, provide truly sumptuous public space and support the [original] Capitol as a work of architecture." Goldberger went on to say that the new East Wing is "perhaps the most ambitious work in the Classical mode in the U.S. in a generation." Describing the outdoor Plaza, the critic gushed, "Harrisburg is no Paris but this sequence is as good as they come."

Way to go Celli-Flynn!

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CLASSIFIED RATES: AIA Members: \$.75/word. Non Members: \$1.00/word. Send *typewritten* copy to: COLUMNS, c/o The Cantor Group, 1225 Farragut Street, Pittsburgh, Pa. 15206 or call 661-3734. Check payable to AIA/Cantor Group must accompany copy. Deadline for the January issue: December 1.

CALENDAR

November-December 1989

AIA ACTIVITIES:

TUESDAY, NOVEMBER 7, DECEMBER 5

WIA meets at 5:30 at the offices of Burt Hill Kosar Rittelman Associates on Sixth Street downtown. Call Susan Tussick, 394-7069.

WEDNESDAY, NOVEMBER 8, DECEMBER 6

The **Society of Architectural Administrators (SAA)** monthly lunch meeting, 11:30 AM, Harvard Yale Princeton Club. Call Clarke Strohm, 288-2410.

THURSDAY, NOVEMBER 9, DECEMBER 14

IDP Committee meeting, 6 PM at Franklin Interiors. Call Ed Shriver, AIA, 923-1566.

SATURDAY, NOVEMBER 11, DECEMBER 16

IDP Construction Seminars at the Stone Crab Inn on Washington Road in Mount Lebanon. Call Ed Shriver, AIA, 923-1566.

TUESDAY, NOVEMBER 14

November Pittsburgh Chapter AIA Dinner Meeting, hosted by Women in Architecture Committee. **Guest speaker: Frances Halsband, FAIA, CMU Faculty Club.** (See article on page 20 and invitation at right.)

THURSDAY, NOVEMBER 16, DECEMBER 14

AIA/CMU Liaison meeting at the Architecture Department Offices at CMU, 5 PM. Steve Quick, AIA, 687-7070.

TUESDAY, NOVEMBER 28

Urban Design Committee meets at 5 PM at Quick Ledewitz Architects. Call Susan Warner, AIA, 247-7558.

TUESDAY, DECEMBER 12

Pittsburgh Chapter AIA President's Reception, Metropoli Club. Watch for invitation!

AROUND TOWN:

WEDNESDAY, NOVEMBER 8

CMU Department of Architecture presents George Hartman, Architect, Hartman Cox, Washington, D.C. at 7:30 PM at the Alumni Concert Hall, College of Fine Arts. Open to the public. For details, call 268-2355.

SATURDAY, NOVEMBER 11

Symposium on Victorian Interior and Exterior Decoration sponsored by the Pittsburgh Historic Review Commission, 8:30 AM to 5 PM on the campus of the University of Pittsburgh. (See page 10)

TUESDAY, NOVEMBER 14

The **3rd Annual Design Resource Exposition, Putting On The Ritz '89**; 50 exhibitors, sponsored by ASID/IF, noon to 9 PM, Sheraton Station Square. Free admission.

NOVEMBER 13-21

Arts In The Parks' film series Down Garden Paths: American and European Approaches to the Landscape. Mondays, 7:30 PM, King Estate, 1251 North Negley Avenue, Highland Park, and Tuesdays, 10:10 AM, the Green Classroom in the basement of The Carnegie in Oakland. For details, call 622-6912.

▲
The Pittsburgh Chapter AIA
Cordially Invites You To
The November Dinner Meeting

•
Guest Speaker

Frances Halsband, AIA

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•
Tuesday, November 14

The CMU Faculty Club

Oakland

5:30 PM Cocktails

6:30 PM Dinner followed by speaker

•
AIA Members: Prepaid Guests: \$25

RSVP by Friday, November 10

RSVP

▲
Frances Halsband
The CMU Faculty Club
Tuesday, November 14

Name

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Please Reserve:

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_____ Number of Guests (\$25)

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_____ Stuffed Flounder with Crabmeat

Clip/copy this form and send with your check to:

The Pittsburgh Chapter AIA, 307 Fourth Avenue, Pittsburgh, Pa. 15222
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PLAN AHEAD!

AIA Holiday Party:
December 12 at
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