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TENNESSEE ARCHITECT





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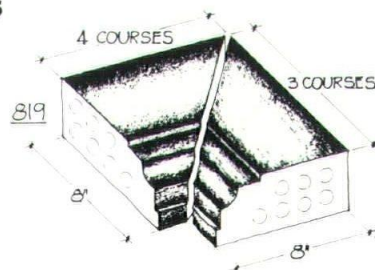


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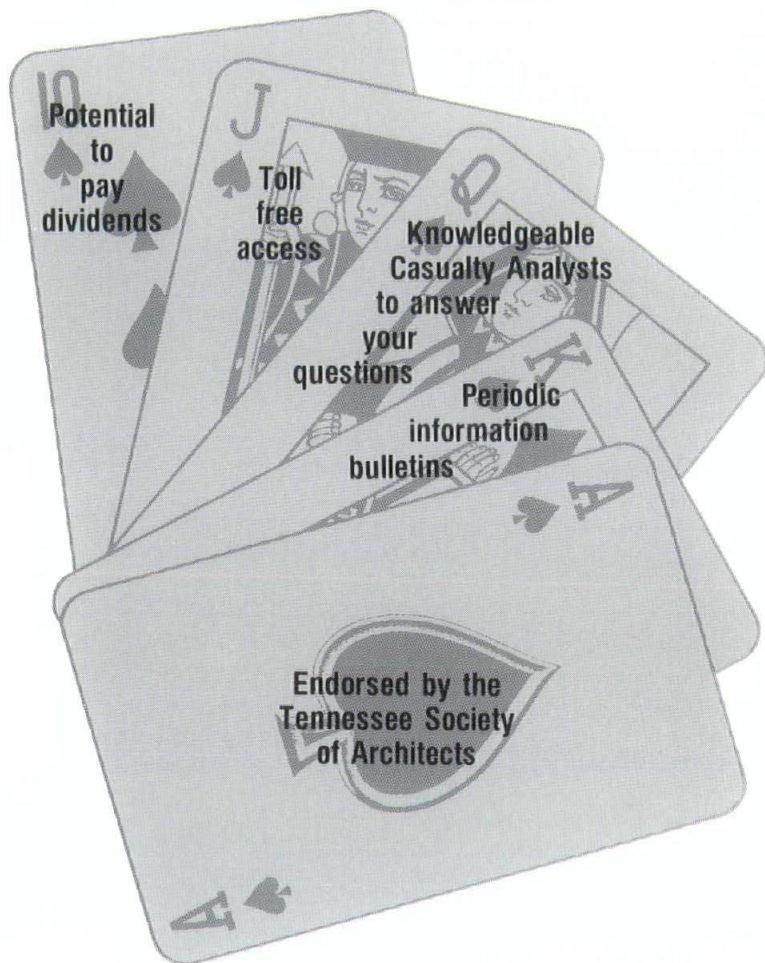
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COVER PHOTO: Award winning Boy Scouts Bathhouse, Roy P. Harrover and Associates.



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## LETTERS

Both Carlene and I appreciate your sympathy along with your contribution to the Tennessee Foundation for Architecture in our loss of Steven and Trent. The response from other architects was staggering—so many cared so much. All things must work somehow for good. I pray our faith will shine through the shadows.

**Roy and Carlene Gilleland**  
Nashville

Thank you for featuring Shelby County Mayor, William N. Morris, Jr., in the Convention Issue of the *Tennessee Architect*. The overly generous response from your membership meant a great deal to me as a repressed architect. Actually, I really enjoyed writing the article, and I am proud of this county's commitment to this important part of our civic character.

**Tom Jones**  
Public Affairs Officer/  
Assistant to the Mayor  
Shelby County

Recently I picked up a copy of the *Tennessee Architect* in the Vanderbilt University library. It was a most impressive magazine.

As an educator (drawing and sculpture), it was nice to see an issue devoted to the students of architecture. That issue successfully utilized a theme format.

Having some understanding of architecture, present and past, is essential to my art and in the work of other artists right here in Nashville. Has your publication ever devoted an issue or series of articles to contemporary Tennessee artists who utilize architectural forms, ideas and motifs?

I believe this concept would interest your readers and offer an opportunity to see what architecture offers other creative disciplines. I have tremendous respect for what architects do. Many of my classroom assignments deal with differences, if any, between sculpture and architec-

continued on page 32



# Mr. Goodjuror • Looking For

by Dave Braden, FAIA

This is the time of year that architects everywhere begin the annual pilgrimage toward some autumnal mecca, in pursuit of their own special version of the Holy Grail—the Design Award. Even as I write, my wife Sara Bird and I are winging our way to Lafayette, Louisiana, to join the Louisiana Association of Architects and the whole Gulf States Region of the AIA to simultaneously celebrate design and poverty.

Poverty, because these guys are also hooked up to a petrochemical economy gone awry. They are smiling through their tears and asking me to cheer them up as they view their work in the hard light of day, and hoping there will be some work to view next year as well. Four years ago their convention theme was "Cajun Fantasy." This year it is "Cajun Reality—We're All In De Same Pirogue!"

It seems the average architect always needs a little cheering up after he has subjected his work to the searing comment of *the jury*, and perhaps found his best efforts lacking in peer acclaim. After all that work and photography and graphic design and expense, he or she is just hung out to dry. A form of depression sets in that cannot be cured by anything but laughter.

It seems that only a few of us really understand that the jury never sees our work—only photographs. Sometimes the selections they make seem incredible. Other times they

seem exactly right—especially if *you* are one of the lucky ones. Unfortunately, after the judges have gone home there is no debriefing. They just come into town, judge, and steal away in the night.

It is therefore with malice aforethought that I suggest our noble profession fall into step with the rest of society and require design juries to submit to tests that assure us they are drug-free. There are real possibilities here. Sugarless gum now comes with baseball cards that have pictures of all the diabetic baseball players discovered through urinalysis. We might discover that the work of some of our most revered designers only looks good to those in a chemical haze. But back to our jurors: if they provide drug-free samples, we could even start up a little business on the side, selling the untested portions to professional athletes or government employees in dire need of same.

Where does one find juries these days? My friend Jack Hartray, FAIA, says the tradition in Christian countries is that wise men come only from the East. Yet the Cajuns in Louisiana imported three Dallas colleagues to do the dirty work. Practically an act of heresy! So, where does TSA get its jurors? From the yellow pages, I think—listed under "J."

I am reminded of a design "wake" I presided over in South Carolina a decade or so ago. The jury there was from New York City, chaired by that

hierophant of Modernism, Gordon Bunshaft of the SOM New York office. They made *no* awards, thus leaving me with an audience of 30 seething-mad architects. They had only to be reminded that Gordon had hauled buns but left them the shaft, to get them on the road to life again.

In truth the South Carolina product of that day was still wrapped in the vestiges of colonialism. Perhaps they had discovered Post-Modernism and didn't know it—or maybe they never left it. But then, the jury didn't know either. Take heart—can Post-Colonialism be far away? **TSA**

*Dave Braden, FAIA, is a partner in Dahl/Braden/PTM, Dallas.*

*Reprinted with permission from the Texas Architect, November - December 1986.*



## 1986 Design Awards

### **Jury Considerations and Commentary**

1986 Awards Chairman, Louis Pounders, AIA, Memphis summed up general jury comments during the Awards Gala saluting the three winning designs:

*The judges enjoyed viewing the entries for the 1986 Tennessee Society of Architects Awards of Excellence. The field of entrants provided a wide range of building types (with a notable lack, however, of small scale commercial projects and private houses) and a still wider range of architectural sophistication. In an architectural period where style and direction are matters of individual choice, we felt our charge was to recognize and award responsible design work irrespective of stylistic connection to acknowledged schools of thought.*

*There were many projects which were considered closely and ultimately not selected because of a lack of relationship between plan, section and elevation, or because of questionable choices of materials and construction details. The winning selections are conservative not because of editorial intent on the part of the judges, but rather critical observation of basic architectural shortcomings. We would encourage more experimentation, even if on a very small scale, when accompanied by a thorough resolution of the basic architectural considerations.*

### **The Jury**

**John W. Averitt**, Averitt Associates, New York chaired the jury. He has a Masters of Architecture from the University of Pennsylvania, received a TSA Design Award of Excellence in 1981. Previous employers include Robert A. M. Stern, Architects, and Kliment & Halsband.

**Ross S. Anderson** is a partner in ASA Anderson/Schwartz Architects, New York. Previously he worked with MLTW/Turnbull Associates and Hardy, Holtzman, Pfeiffer Associates. He holds a Master of Architecture from Harvard, has received numerous awards and exhibited internationally.

**Robert W. Evans** is an associate partner in Kohn, Pederson, Fox, New York. Work experience includes Gruzen and Partners and Caudill Rowlett Scott Associates. His Bachelors of Art and Architecture are from Rice University, and he was awarded the Rome Prize for Architecture in 1972. **TSA**



## SEA RAY MARKETING COMMUNICATIONS CENTER



Architect:

**Barber & McMurry Incorporated,  
Architects**

**Knoxville, Tennessee**

Engineering Consultants:

**Campbell-Daves and Associates, Inc.,  
Mechanical**

**Glenn E. Norris Associates, Electrical**

**FAMCO Engineering, Inc., Structural**

Contractor:

**Johnson & Gaylon, Inc.**

Photographer:

**Verrico Photography**

The 15,000 square foot Marketing/Communications Center combines educational and training facilities, offices and work areas for marketing personnel. The facility incorporates an auditorium, display galleries with a high bay area for boat display and support offices into one identifiable image.

The design evokes an image of the repetitive industrial process, of prefabricated parts produced and assembled within the space. Rationally ordered, yet flexible, the structure of interdependent architectural elements represents an artful process.

### **Jury Comments:**

This design incorporates a wide variety of spatial and programmatic requirements into a coherent whole. The accommodations which the structural system, circulation pathways and skin make to the individual spaces are drawn together to create a recognizable but resolved aesthetic. The combination of opposing elements of grid and free form, solid and void and even commercial and industrial finishes add to the overall composition in classically modernist terms. The image of a building as an object in a landscape accommodating and expressing grossly divergent internal functions without itself becoming disordered is appreciated.



---

# **BOY SCOUTS OF AMERICA CENTRAL SHOWER AND TOILET FACILITY**

Camp Currier, Eudora, Mississippi

Architect:

**Roy P. Harrover and Associates  
Memphis, Tennessee**

Engineering Consultants:

**Office of Griffith C. Burr, Electrical  
and Plumbing**

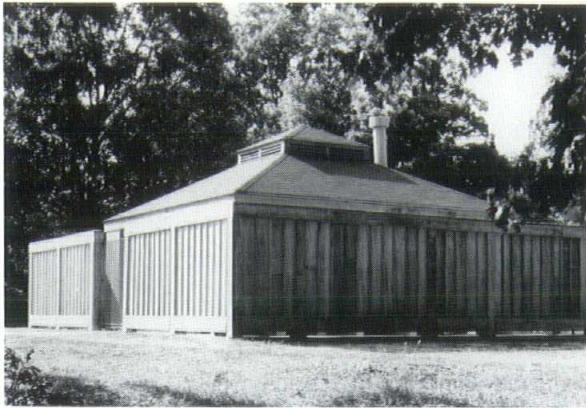
**Burr and Cole, Inc., Structural**

Contractor:

**Pease Management  
& Construction, Inc.**

Photographer:

**Robert Bowling, Jr.**





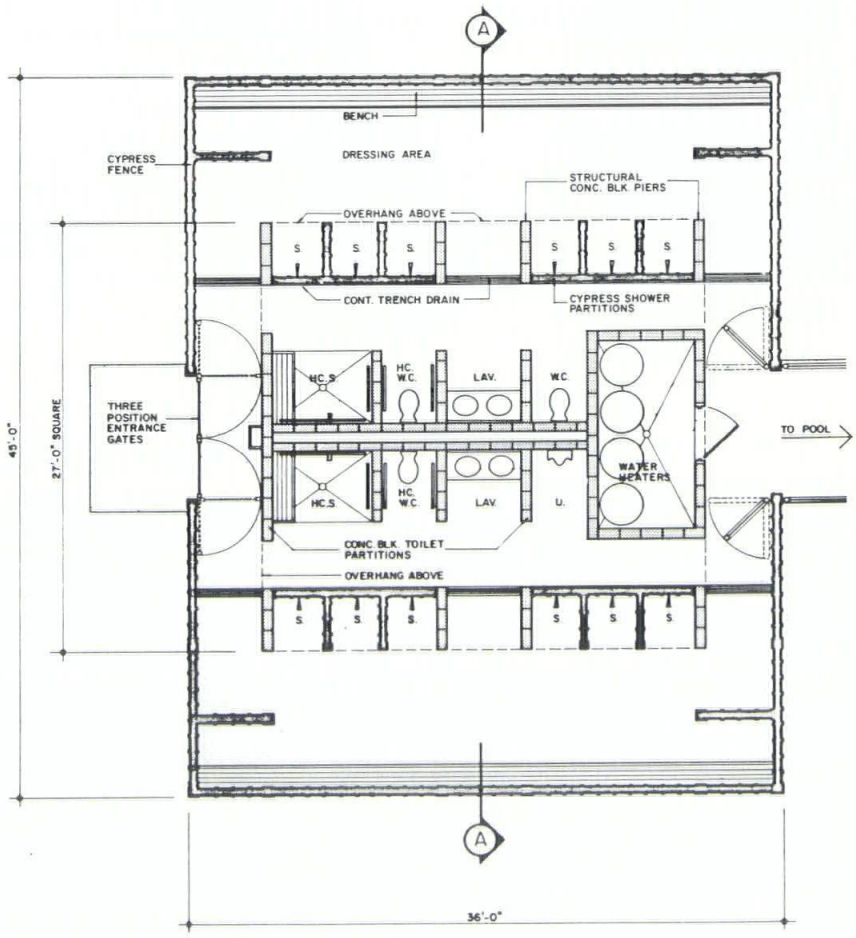
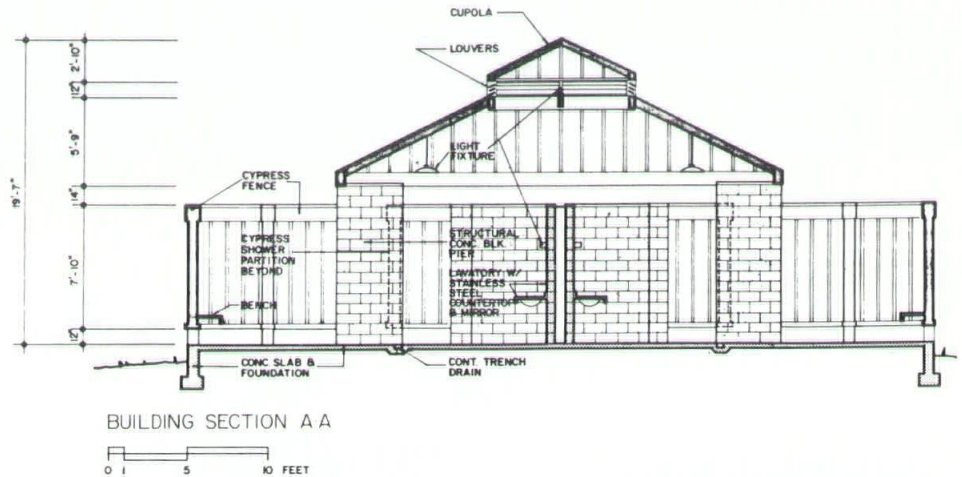
A central shower and toilet facility (day and night use) adjacent to the existing swimming pool. It must have the functional flexibility to operate as a control gate and dressing and shower/toilet for the pool, as well as the entire camp. The intent was to provide a facility that is prominently visible yet not overwhelming to the wooded setting. Material selection was governed by the need for low maintenance and vandal resistance.

Functional flexibility was achieved through a symmetrical, unobstructed plan and multi-position control gates. The dressing areas form exterior perimeter corridors which can be used to by-pass the toilet areas. Steel tube gates were painted bright red, contrasting the otherwise indigenous colors, to define the structure's entrance. Fluorescent lighting behind the louvers creates a glowing halo providing a "beacon in the night" for the late night user.

**Jury Comments:**

This bathing facility for an outdoor swimming pool is a good example of a building where plan, section and elevation work together in an extremely straightforward way to achieve both architectural and programmatic goals. The use of inex-

pensive and low-tech materials is in keeping with the wooded site, and appropriate for a building which will ultimately get little maintenance. The familiarity of the architect with his/her approach ultimately gives the building a sense of quiet resolution.





## THE GARDENS

Elkington and Keltner Group, Inc.

Architect:

**Hnedak Bobo Group, Architects  
Memphis, Tennessee**

Engineering Consultants:

**Reaves & Sweeny, Civil/Structural  
Herschell Powell and Associates,  
Mechanical/Plumbing**

**Robert L. Puckett and Associates,  
Electrical**

Contractor:

**Elkington and Keltner Group, Inc.**

Photographer:

**API Photographers, Inc.**

The Gardens is part of a multi-use residential planned community consisting of 34 cluster homes, five single family lots, two single family homes and a midrise 24 unit condominium building. The site is a part of Memphis' oldest planned residential community designed in 1925, lined with 60 year old oak trees.

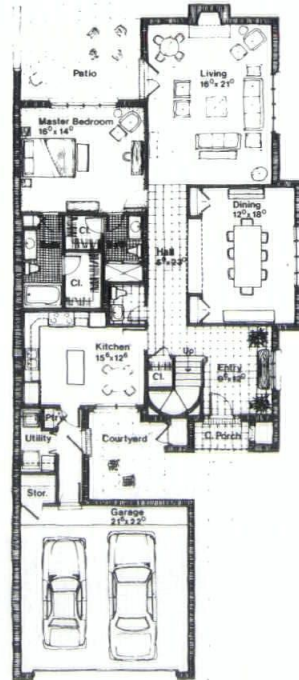
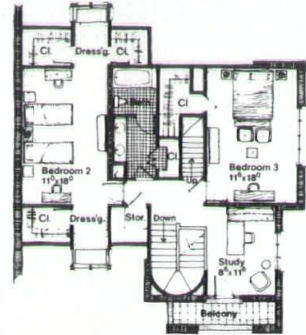
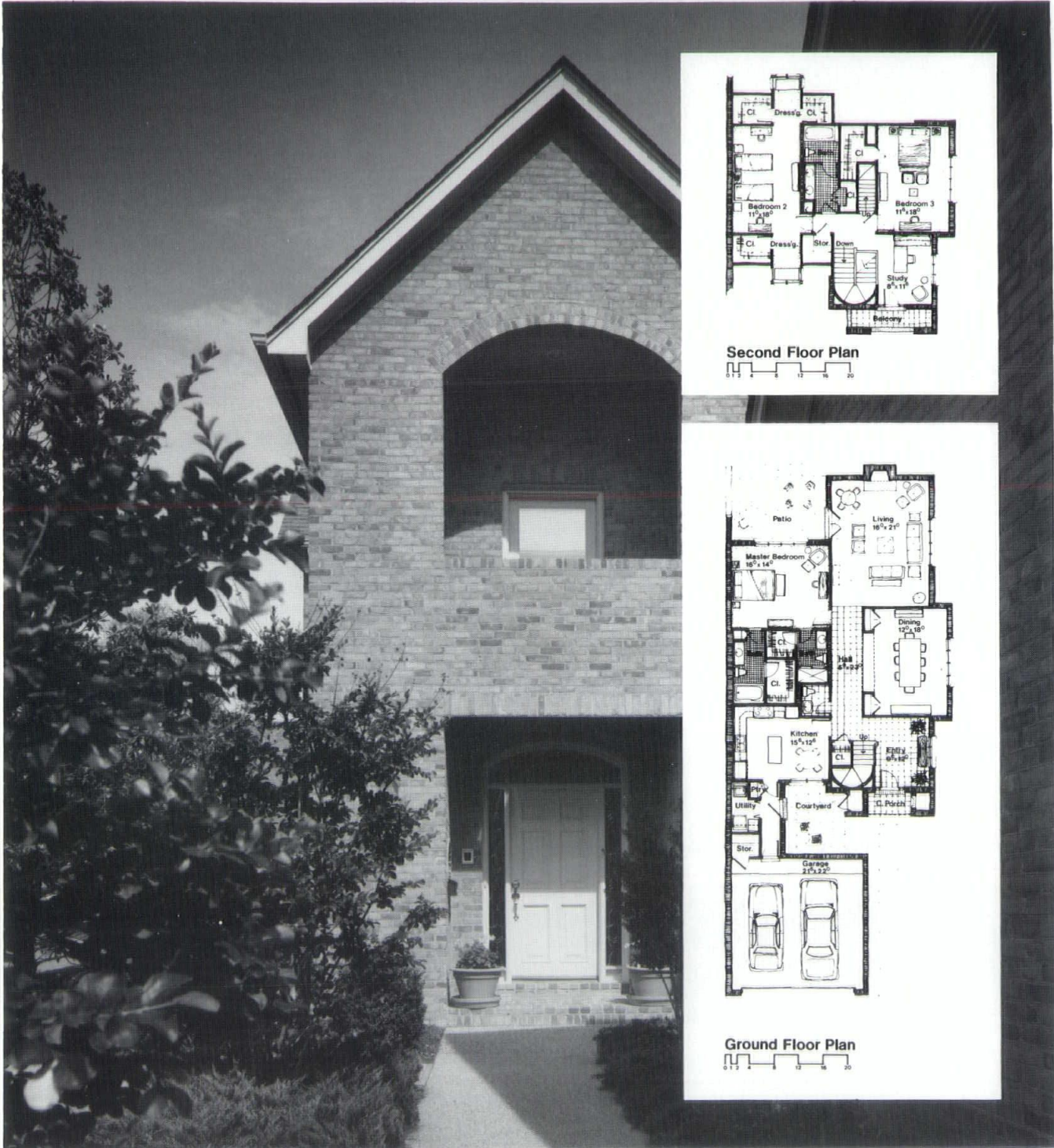
To protect the roots of the oak trees, flying structural brick panels spanning between brick posts in the perimeter site wall, with the panel bottom at grade avoid solid footings. At the same time, this design maintains a total image of structural mass throughout the wall. Upon completion, the detailed brick patterns and their overall design, accented by the surrounding landscaping, blend well into the community.

### Jury Comments:

The architect's successful manipulation of the often difficult market place realities of semi-detachment, common circulation and repetition of form and plan created in this project a pleasing sequence of exterior spaces increasing in privacy and decreasing in scale as the houses are approached from street to door. The use of familiar materials is safe but appealing, the buildings are simple but well made, and one has the unusual sense that time may improve overall appearances and further accomplish the architectural ends. The project is a successful design of a difficult program.









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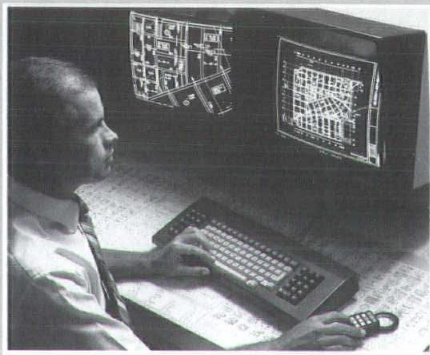
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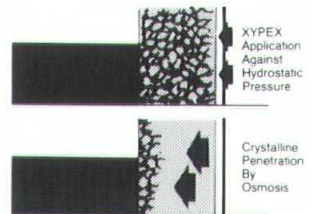


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# 1986 Presidential Awards



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**HOLSAPLE**



**NELSON**



**TURNER**



**WARTERFIELD**

Presented by Charles E. Coleman, AIA, President

**Ann M. Aiken, AIA:** Ann has an unbelievable energy level. She's dynamic, creative and enthusiastic. As our two-year Membership Chairman, she produced our first Leadership Workshop: AIA, Inside and Out. An innovator, she is a favored member of the AIA Membership Committee. She was Chattanooga/AIA's first woman president, serves on the Steering Committee for the State Capitol Restoration, and she chaired Chattanooga's Orchids and Onions program. In her spare time, she is preparing for a one woman show in water colors.

**Robert D. Holsaple, AIA:** Bob is one of the few members to have held every office, while serving as a major firm principal. He has represented architects on the Board of Architectural/Engineering Examiners for the past five years, strengthening the licensing law and its enforcement arm and maintaining our cooperative spirit with the engineering members. We can't recall a time when Bob ever refused an assignment, whether important or trivial; and his column in the *Tennessee Architect* is a favorite with all readers. Bob missed the 1986 convention due to his Mother's death. It is one of the few he ever missed.

**Charles Nelson, AIA:** For the past ten years, Charles has assisted the membership and staff in understanding and evaluating codes and proposed regulations. Without fanfare, he sat on the AIA Codes and Standards Committee, representing

all architects on the Southern Building Congress review body. He wades through hundreds of pages of technical data each year, offering an informed and easily understood opinion, with recommendations for improving our profession. With issues as diverse as Homes for the Aged to manufactured housing, Charles provides an informed response, usually within 24 hours! Every architect benefits from his dedication.

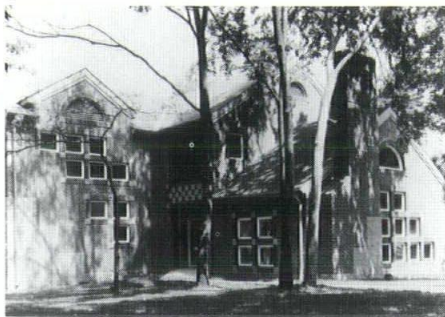
**Fred H. Turner, AIA:** For four years Turner has served as TSA's Secretary-Treasurer—208 straight weeks of Friday trips to sign checks necessary to the business conduct of TSA. His reports have been simple, concise; and his leadership has developed a fiscally stable organization. Fred was the first treasurer of TAPAC. He was one of four founders of the Tennessee Foundation for Architecture, creating the legal, financial and administrative concepts necessary for operation. If we weren't blessed with a Fred Turner, we'd have to invent one!

**Charles Warterfield, Jr., AIA:** Charlie has produced the best study of the history of Tennessee architecture ever documented. He freely donates his time to lecture to civic, architectural and educational groups on preservation. He is the current president of the Tennessee Architects Political Action Committee, doubling the membership and quadrupling the revenues. He was instrumental in developing the Tennessee Foundation

continued on page 32



## 1986 Masonry Architectural Awards



**Alpha Delta Pi Sorority House,  
Vanderbilt Campus**

The Ehrenkrantz Group, p.c. Nashville, has received special recognition in the 1986 Excellence in Masonry Architectural Awards for outstanding work on two Vanderbilt University structures.

The firm received the Restoration Award for work on the Thomas Jefferson-inspired Social-Religious building on the Peabody Campus. Tennessee Restoration was the masonry contractor, and The Parent Company was the general contractor.

An Award of Merit went to the firm for design of the Alpha Delta Pi Sorority House on the campus. WASCO, Inc., masonry contractor; Matteson-Hudson Construction, general contractor.

A.D.G., Memphis, received a top award for design of Buildings Q and Q-1 in Corporate Park, a planned industrial park in Memphis. The two buildings are office/showrooms occupying a prominent site at the entry to the 105 acre industrial park. Masonry contractor, Jim Pilcher & Sons; Linkous & Jameson Construction, general contractor; owner, Vantage Properties.

Architect J. Anthony Moore of Church Hill received special recognition for his design of the Hawkins County Outpatient Health Clinic in Rogersville. Robert Shoun was the masonry contractor; Carpenter Construction Company, the general contractor.

**Social Religious Building,  
Vanderbilt Campus**







**Buildings Q and Q-1,  
Corporate Park**

### **Hawkins County Outpatient Health Clinic**

Everett W. Cook & Sons, Memphis, won the Craftsmanship Award for work on Nonconnah Corporate Center, a speculative office building in Memphis. Nagle, Hartray & Associates, Chicago, was the architect; and Rentenbach Constructors, Memphis, was the general contractor. The building is owned by Amberjack, Ltd., of Bloomington, Illinois.

W. C. Barbier, executive director of the Masonry Institute of Tennessee, presented the awards during the annual meeting of the Tennessee Society of Architects. Each award winner received a plaque, and donations to the Tennessee Foundation for Architecture were presented in their names. **TSA**



### **Nonconnah Corporate Center**





# Gravel from Old Roofs

by Robert D. Holsaple, AIA

There is a cold rain falling outside. That is a sure sign that some owner of a twenty-year-old building will call me and tell me that his almost-new roof is leaking. I will ask him when the building was reroofed last. He will tell me that it is the original roof.

There is something magical about roofs. They elicit great optimism on the part of inexperienced owners and architects. They call forth learned discourses on the part of roofing salesmen—discourses which promise the ultimate in protection from the billions of tiny raindrops that threaten your well-being. And architects believe.

I remember a product which appeared on the market many years ago. It was described as the salvation of the construction industry. It would not only keep the rain out, but it was the perfect insulation and so light that many pounds of structural steel could be saved in each project. Fortunately, I was in a bilious condition when the salesman called and showed me the square of roofing and insulation that he could carry under his arm. Something, probably the mettwurst from lunch, told me that a thin film of super-tough plastic glued to a piece of foam insulation was not the answer to my roofing dreams. I found later that some trusting soul had actually designed a building using this roofing system. He even had thrown caution to the winds and designed the roof structure to support only the feather-light roof-insulation system. The building was built and all was well for several months. The sun shone and the birds chirped. And then it rained outside — and inside. It seems that the seams in the roof were sealed with a keen new tape furnished by a well-known tape manufacturer. When the sun shone the tape relaxed and forgot that it was supposed to hold

things together and quit holding things together. As near as my informant knew, the bird chirps had no effect on the situation. At any rate, the roof, between seams, worked great. At the seams, things weren't so good. There were numerous attempts to replace the tape with *new and improved* tape, but it too had difficulties. The sun shone and then the rain rained outside — and inside. It was decided to replace the roofing with a more traditional type of roofing. Unfortunately, the roof structure was designed for such a light load that, with the traditional type of roofing, it didn't have much capacity left for the support of snow and stuff like that. I assume that the owner decided that being dry all of the time was worth putting props under the roof when snow was predicted. The salesman quit handling that product. I'm not sure how the architect fared.

A poor old roof has a hard life. It spends most of the time stretched out under the hot sun baking and relaxing. About the time that it gets fully relaxed along comes a cold rain and gives it a bad case of the cramps. Then it snows and the snow thaws and then freezes again. The groaning and snapping that you hear on winter nights is your roof in travail.

Built-up roofs are comparatively delicate things when people begin to walk on them. I remember a story told by an Atlanta roof consultant that is probably the extreme case of pedestrian abuse. It seems that the owner of a store was having trouble with leaks in a relatively new roof. The consultant inspected the roof and found it to be in good shape. He then noticed a series of very small round indentations running from the door to the roof to the edge of the roof overlooking the street. He asked the owner if anyone had been on the

roof wearing high heels. The owner said, *No, the only people on this roof, that I can recall, has been a group of nuns that wanted to watch a parade.*

It turned out that the nuns had been wearing high heels under their habit and the heels had punched holes in the roof membrane.

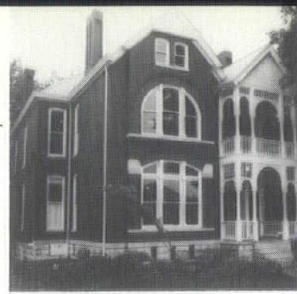
Over the years I have had many occasions to be walking over a flat roof, looking wise, and trying not to tell an owner how stupid he was for thinking that his roof would be just fine if he ignored it completely. Fortunately, I have an insatiable interest in the weird things that are found on roofs. As near as I can figure out, people have an urge to throw things on top of roofs. For instance, one day I found an old watch. It wasn't a Timex so it was not running. For some reason, coat hangers are fairly common. Shoes appear quite often. Usually they are not paired. Roofers normally leave at least one partially filled bucket of bitumen and a mop. I have a theory that these are gifts to the sun, wind and rain so that they will damage the roof and provide the roofer with another job. There are often living things on the roof, too. I have seen colonies, of what I think is algae, growing along the edges of old roofs, over the edge of the gravel stop and down into the building. I prefer to assume that these are terrestrial creatures and mean me no harm. Just to be on the safe side, I walk on the other edge of the roof. Some night I will see a late, late show featuring "The Revenge of the Slime Creatures" and never go on a roof again. On a nicer note, there are often trim little killdees sitting on nests of roof gravel in the hot sun. What some folks won't put up with to raise a family.

Several years ago, I specified a synthetic rubber roof for a large

continued on page 32



## HISTORIC



Hardaway House

# 1986 Preservation Awards

### Knoxville Heritage Awards

Several local residents were honored for their efforts to preserve the heritage of Knoxville's past. Harvey and Fana Tucker and Mr. and Mrs. Milton A. Turner received *Continued Maintenance of a Historic Building* citations for Knollwood and Maple Grove, respectively.

*Rehabilitation of a Historic Building* awards were presented to Jim and Ruth Howe for the Boyd-Harvey House and to Albert and Carroll Minor for 1511 Laurel Avenue. Michael and Jean LaForest were commended for rehabilitation of Riverdale Mill.

Two awards were given for adaptive re-use to the Ely Partnership for the Ely Building, designed by Ross/Fowler and to William Kristopher Kendrick for Park Place.

Larry Aldridge, city editor of the **Knoxville Journal**, received an Award of Merit for the weekly historic structures articles in conjunction with East Tennessee/AIA's *Architectural Detective Contest*.

Dwight Kessel was honored as the recipient of the Ronald E. Childress Memorial Award as preservationist of the year.

### Memphis Heritage Awards

1986 preservation awards were presented for; 1023 Cherry Street, Holiday Corporate Headquarters; Evergreen Plaza, designed by Looney Ricks and Kiss; Lowenstein's Department Store, Bologna and Associates; and Memphis Cotton Exchange, Bologna and Associates.

Bemis Atkins, Jr., AIA, was recognized for his work on the 217 Exchange law office.

### Metropolitan Nashville Historical Commission Awards

This year twelve buildings received awards in the single family, multi-family, mixed use, commercial,

continued on page 36



Lobby, Cotton Exchange Building



Glenmary Home Missioners,



# TVA

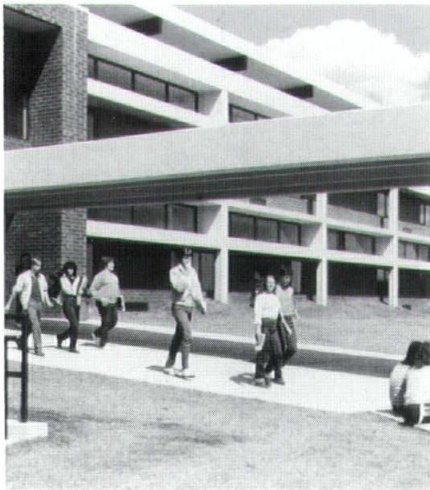
by Emilie Powell

The Tennessee Valley Authority has presented energy-efficient design awards for three buildings which will earn energy savings throughout their life cycles for owners.

**Soddy-Daisy High School** near Chattanooga, took first place in TVA's first energy-design awards program; and two buildings at **McGhee Tyson Air Base** in Knoxville, tied for second. Owned by the Tennessee Air National Guard, the latter are the base **Fire Station** and **Reserve Forces Operations/Training Center**.

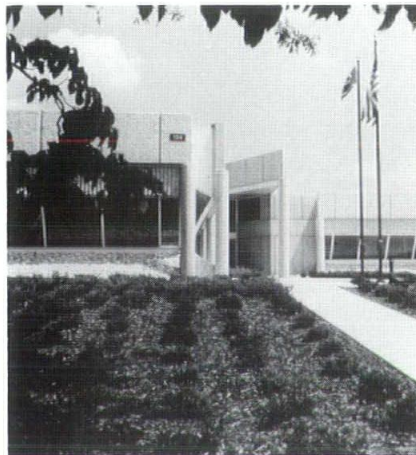
*The energy ideas in these buildings are a more reliable and predictable investment for an owner than many alternative investment strategies, and they also create a pleasant environment,* said Michael M. Sizemore, an Atlanta architect who headed the review committee.

Energy highlights of Soddy-Daisy High, owned by Hamilton County Department of Education, include extensive daylighting for classrooms, an atrium commons area, and innovative, automated mechanical and electrical systems, including the use of ice storage for electrical peak reduction.



Soddy-Daisy High School

## Awards For Three Buildings



Operational Training Facility

Winners for Soddy-Daisy included the building designer William E. Palmer, formerly of the Franklin Design Group and now with Palmer Flynn Finderup Architects; and the daylighting consultant, William Lam and Associates. Campbell & Associates, structural, mechanical, and electrical engineering, and T & C Construction, general contractor.

The McGhee Tyson Reserve Forces Operations/Training Center, which serves the 134th Air Refueling Group, includes such energy-saving features as piping the two chillers in series so that a 20 degree rise in chilled water could be used in sizing the coils. This allows for circulating less water which reduces the cost of pumping. Windows provide extensive

daylighting of office spaces.

Barge, Waggoner, Sumner and Cannon provided architectural, structural, mechanical, and electrical designs. Reynolds Construction, Inc., of Alcoa was general contractor.

Energy features of the Fire Station were integrated naturally into the design of the building. The building orientation maximizes the benefits of solar heating in the living spaces, and a skylight provides year-round daylighting as well as direct solar gain for supplemental winter heating. Solar collectors on the roof heat water for the station.

Barber & McMurry, Inc., Knoxville, designed the station, Quickel & Bennett, structural engineering; and I. C. Thomasson Associates, Knoxville, mechanical and electrical engineering.

In addition to Sizemore of Sizemore Floyd Architects, the review committee was composed of Robert S. Woodhurst, III, of the Woodhurst Partnership in Augusta, Georgia; David Lunde, director of campus planning for the University of Georgia, and Glen M. Jardine, general manager of the Heery Energy Consultants of Atlanta. **TSA**



Fire Station



# ENERGY DESIGN

. . .the mark of excellence

## Congratulations to the winners of the 1986 TVA Energy Design Awards.

First Place



Robert Scott

*Soddy Daisy High School  
Franklin Design Group*

Second Place



David Verrico

*McGhee Tyson Reserve Forces  
Operations/Training Center  
Barge, Waggoner, Sumner  
and Cannon*

Second Place



David Verrico

*Fire Station, McGhee Tyson  
Air Base  
Barber & McMurry Inc.*

The TVA Energy Design Awards promote energy-conscious design in the TVA service area. Awards are based on a demonstrated integration of energy in architectural and engineering solutions of commercial and institutional buildings. The next awards selection is scheduled for 1988.



Tennessee Valley Authority



# COMMUNITY TECTONICS HONORS FOUNDER

In 1950, after years of architectural practice in Illinois, Hubert Bebb executed his first design commission in East Tennessee - a residence for Mr. & Mrs. Cap Paine. Other commissions quickly followed and before long Mr. Bebb became a well-known figure in the Gatlinburg/Sevierville area, as well as the surrounding counties.

He brought a unique background of experience with him when he moved from Chicago into an office which overlooked the Great Smoky Mountains National Park. His education included structural engineering at the University of Colorado and an architectural degree from Cornell. His design practice had included everything from Exhibits for the 1932 and 1939 World's Fairs to Master Planning for Greenbelt Communities. His professional relationships involved everyone from the Federal Government Resettlement Administration to Nat Owings of Skidmore, Owens & Merrill. The rural quality of East Tennessee represented a real contrast and a real challenge.

In 1966 he incorporated his practice choosing the name, Community Tectonics, Inc. The word "Tectonics" is by definition the science or art of creating structures which are both functional and visually pleasing. The firm's official seal, the restored governor's palace at Williamsburg (a

totally planned community) was a logical choice to illustrate the philosophy of community design on which he had founded the company.

The firm has expanded from its initial beginnings in size, scope of services and geographic area served. Operating out of offices in Knoxville and Gatlinburg, the firm has

celebrated its twentieth year of incorporation by establishing the Hubert Bebb Memorial Scholarship at the University of Tennessee School of Architecture in honor of Mr. Bebb who passed away recently.

The scholarship will be awarded annually to a rising third year student in the School of Architecture.

It is based upon the student's academic performance, a review of his or her work, a statement of professional goals and participation in extra-curricular activities.

David Lee Searles, a Cleveland Tennessee resident, received the first award in ceremonies held at the U. T. Faculty Club, October 8, 1986. He has an overall G.P.A. of 3.10, is active in the Student Chapter of the American Insti-



Pictured left to right:

**Don P. Shell** - Vice President, Community Tectonics **Mrs. Louisa Bebb**  
**David Searles** - Scholarship Winner **Dr. Joseph Johnson** - Vice President - University of TN  
**Dr. Roy Knight** - Dean - School of Architecture

executed commissions not only throughout Tennessee but in the adjoining states of Kentucky, Virginia, North Carolina, Georgia, Louisiana and Alabama as well. The staff includes not only architects but structural and civil engineers and interior designers as well.

The firm has received award winning recognition for its work in religious, residential, educational and restoration design. It was particularly honored to receive the Tennessee School Board's Association "School of the Year Award" four times for four submittals.

This year Community Tectonics

tute of Architects, a member of Sigma Chi Fraternity and participated on the swim team.

Mrs. Louisa Bebb, Mr. Bebb's widow, presented the award in a presentation chaired by Dr. Joseph Johnson, Executive Vice President and Vice President of Development at the University of Tennessee. Also participating in the ceremonies were Donald Shell, AIA, Vice President of Community Tectonics, Inc. and Director of the Knoxville Office, and Dean Roy Knight of the School of Architecture.

As spokesman for Community

continued on page 33



# Humanoid Architecture

by "Ve"\*

*humanoid, a. of undoubted human characteristics, in contrast to anthropoid which refers to both manlike and apelike qualities. -n.*  
The Living Webster, Chicago, 1972.

John Wellborn Root's biographer /sister-in-law once commented that such-and-so's new Chicago residence was not a *pretty* house. The architect's reply was damning:

*They are not pretty people.—*

Root, an astute and objective critic and one of the most talented and vocal architects of the first Chicago school was among the first to characterize a structure as, *gentlemanly*. Since that time critics of architecture have ascribed humanoid characteristics to buildings.

*It is a young man's house, full of enthusiasm . . . How nice to be known as young and enthusiastic! The interested student of architectural criticism expects such adjectives as: sober, handsome, well-proportioned or dignified; even, sophisticated. Are we prepared for well-behaved or aggressive; muscular and vigorous; and such definitions as clean and lively?*

*Over-bearing, grim and unlovable are certainly not expected. Graceless and forbidding are damning but should be expected when a critic views an inept architectural design. One must be perceptive; objective rather than subjective: no building should be dismissed as barbarous as Thomas Jefferson did, in 1782, in his scathing indictment of the original Williamsburg, Virginia.*

*A modest house (which has nothing to do with size) can be a compliment, while the antonym ostentatious is not.*

The Tennessee planter continued the Italian 16th-century ideal that wealth, in the form of far-reaching fields, was power. This wealth - and power - placed their possessor in a position of responsibility. Blessed with these outward and visible signs, he possessed an aura of authority and dignity. Our fore-bearers, be they *cottontots* or town-men, let no feelings of *false modesty* prevent them from expressing their endowment in the houses they built.

An historian of architecture, then, will find George Washington Polk's "Rattle and Snap" (ca. 1844-1846; later "Oakwood Hall"; architect unknown) defined as:

*Magnificent . . . lavish . . . and pretentious.*

As that plantation mansion was typical of the American Greek Revival (1820-1860), perhaps the builder embodied, as well, those typical traits.

We all have acquaintances who are, to put it politely, *eccentric*. Do not their houses reflect that same idiosyncrasy? Both of my parents considered that the statement, *He/She means well*, to be faint praise, indeed. But, cannot we think that such a person's house would be, merely, *inoffensive*?

Let us return to the physical attributes of the homosapien: *robust, chunky, tough and gutsy*. The buildings these types had constructed exemplified their physical characteristics. Louis H. Sullivan's estimation of Henry Hobson Richardson - *direct, large, and simple* - is reflected in the latter architect's buildings and was adopted by the former.

We frequently encounter *uninteresting* buildings; some that are *feeble*, others that are *depressing* or *charmless*. There are those that are merely *dour* and *stodgy* or *reticent* and *cold*. A building may be, as with so many of the people we meet, *boring* or *tedious*.

None of us would like being described as *tame* or *dreary*. Wouldn't we rather exhibit a *swaggering* attitude instead of an *awkward* one? Who wants to be known as *coarse*?

How much better to be characterized as *straight-forward* and *vital* and hope that our buildings express those qualities.

Note:

1. Except for Root's rejoinder, reported by Harriet Monroe, J. Frazier Smith's description of "Rattle and Snap" and Jefferson's evaluation of Williamsburg, humanoid attributes have been quoted from Mark Girouard's "The Victorian Country House" (Yale University Press, New Haven & London, 1971; enlarged edition, 1979).

\*"Ve" (in Scandinavian mythology), brother of Odin and Vili; he helped create the first man and woman and gave them their senses, expression and speech. **TSA**



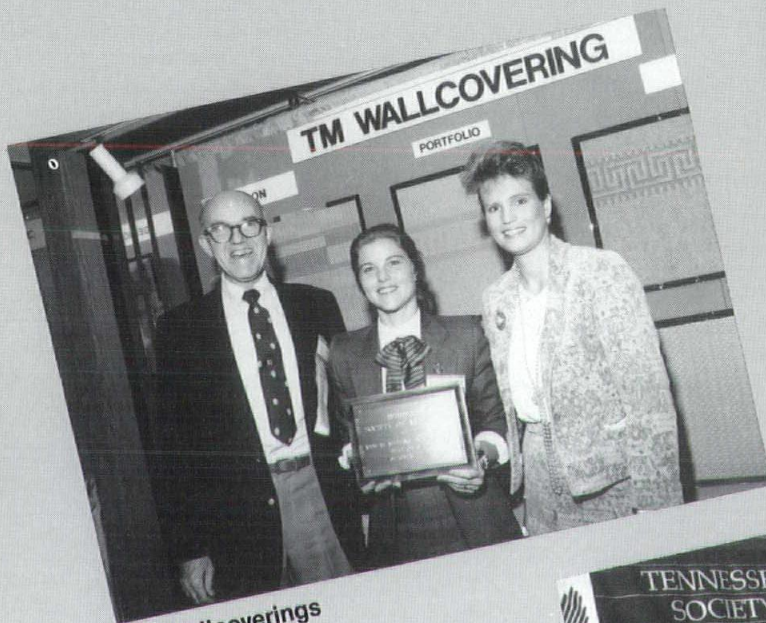


# 1 9 8 6 A N N U A L M E E T I N G : ARCHITECTURE—NEW HORIZONS

## A Showcase of Products and Services...

Congratulations to the following exhibitors who received awards for the best designed booths of the 1986 TSA Products and Services Exhibition.

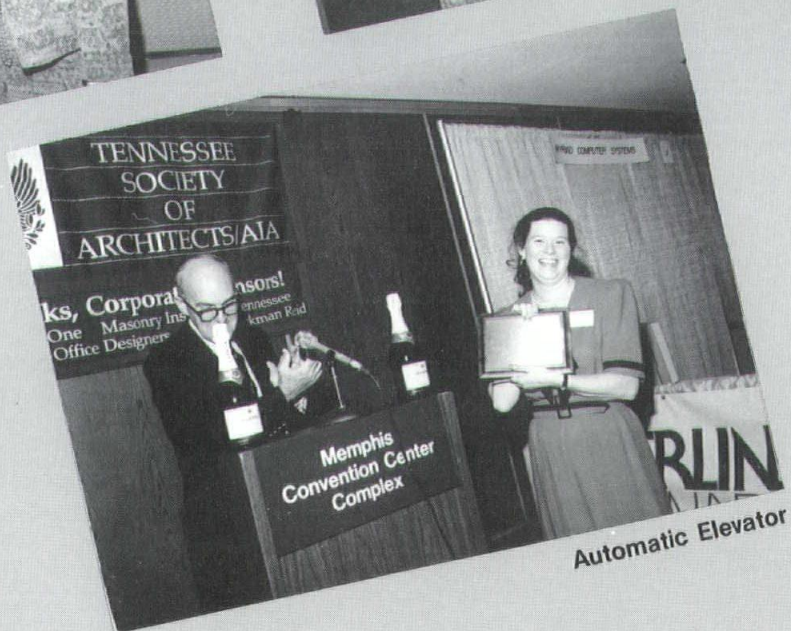
T. M. Wallcoverings, Inc. won Best of Show; General Shale, Inc. was awarded Best Double Booth; and Automatic Elevator, Inc. won Best Single Booth. Thanks to all exhibitors and advertisers for their exemplary support during 1986. **TSA**



TM Wallcoverings



General Shale

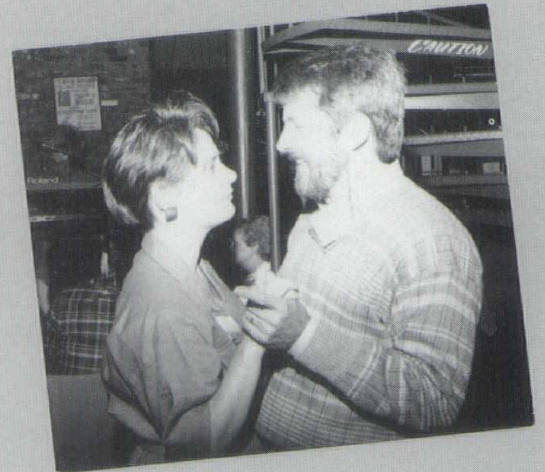
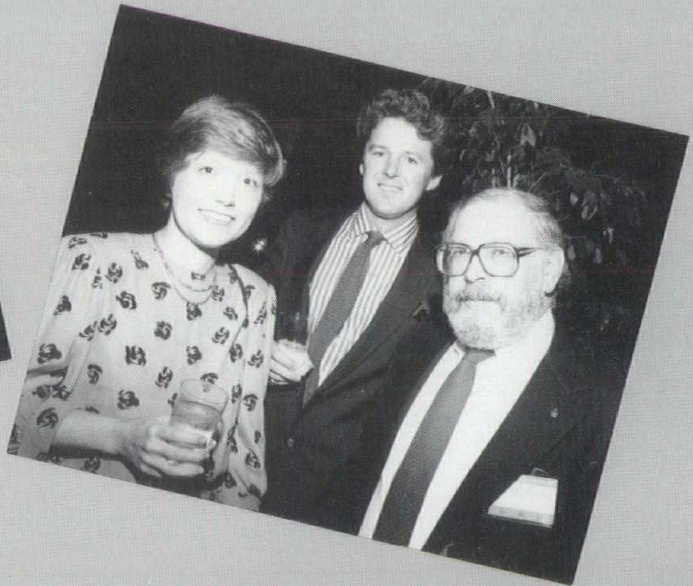
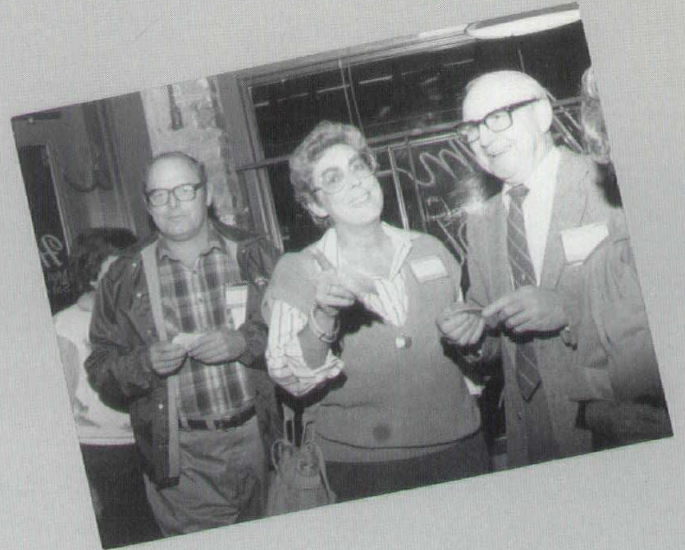


Automatic Elevator





# And Architects Just Like to Have Fun!



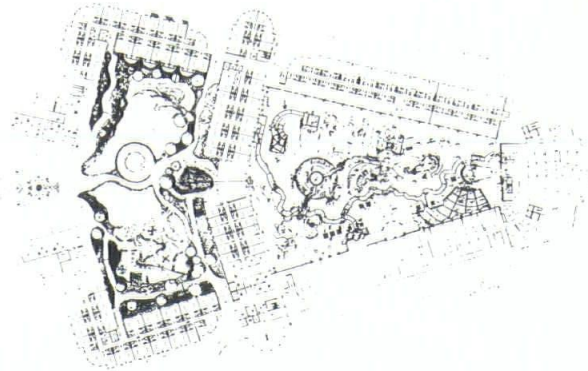


# PORTFOLIO

## EARL SWENSSON ASSOCIATES, INC.

Opryland Hotel Phase III Expansion  
Nashville, Tennessee

This unique resort concept includes an indoor lake, streams, paths, promenades, ponds, water jets, waterfalls and sculptural fountain in the center of a six-story 660 balconied room addition. The "cascades" will cover more than one and a half acres, enclosed by a massive glass roof almost 1.5 times larger than the present conservatory.



## R. CHRIS MAGILL, ARCHITECT

Greenwood Courtyard Shopping Center  
Bowling Green, Kentucky

Located at the intersection of the heaviest traveled artery in Bowling Green, the shopping center is designed for competitive rental rates while enhancing the eye appeal of the center itself.

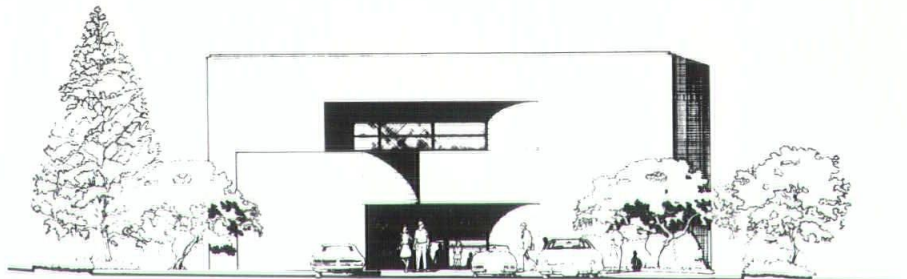


## BEESON, LUSK & STREET, INC., ARCHITECTS

Branch Facility, Elizabethton Federal Savings & Loan Association  
Johnson City, Tennessee

A two story masonry and steel structure with brick veneer skin evokes a monumental scale within a limited building footprint of 3300

square feet. Heavily landscaped, the interior is organized around a lobby lit with a luminous wood grille ceiling.

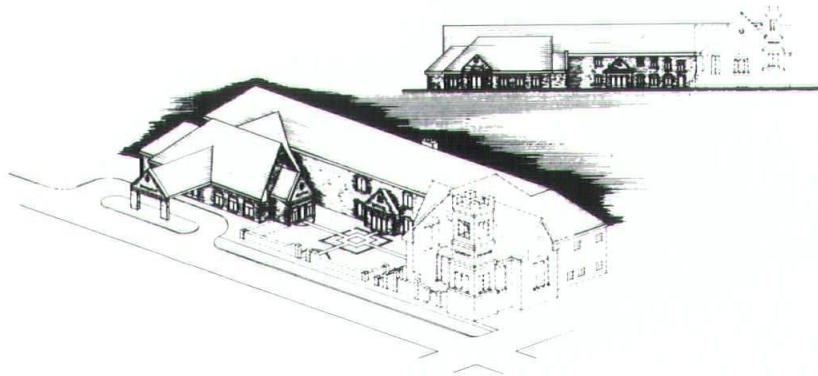


FRONT ELEVATION

## MANUEL ZEITLIN ARCHITECTS

Cumberland Presbyterian Church  
Lawrenceburg, Tennessee

The 1852 Cumberland Presbyterian Church is undergoing a significant renovation and addition. The current project attempts to blend a rather unsympathetic 1940's addition in the course of developing a fellowship hall and educational wing.





**MATCHETT AND ASSOCIATES**

The Peoples Store Renovation  
Gallatin, Tennessee

What is now an aluminum-clad storefront will be restored to its original grandeur among similar period buildings of the Public Square, a part of Gallatin's Commercial Historic District. The second story brickwork and windows are the only remnants of the original 1880 storefront.



**GRESHAM, SMITH AND PARTNERS**

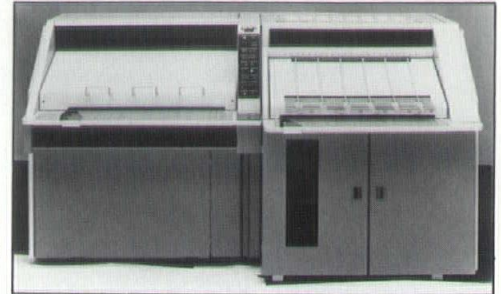
Nashville/Metropolitan Airport Terminal  
Nashville, Tennessee

Now under construction, the new 80,000 square foot terminal building will stand as a gateway to Nashville. The focal point is a large, central tri-level space containing ticketing, concessions, travel paths to gates, vertical circulation to and from baggage claim, plus roadways and parking. Trees will shade the lower level parking lot, with the glass forms of the building rising above the green base. The lower skylights

continued on page 31

# 36" wide copies without splicing!

## another arrow first



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# The TAX REFORM ACT OF 1986 AND YOU



by Randall V. Oakes, III

Simple? Fair? What can I do? Like many questions, the answer depends on where you are, in this case, financially. The Tax Act of 1986, the first full revision of the Internal Revenue Code since 1954, will force all of us to rethink the way we make financial decisions. What works best for each of you will vary, and probably will best be decided between you, your tax accountant, and financial planner. To sum up the TRA in one sentence, it encourages saving and discourages borrowing.

First, let's look at the focal point of the Act, which is the new rate structure. In 1987, we will have transition rates of 11, 15, 28, 35, and 38.8%. Then, in 1988, we will have 15 and 28%. However, the 15% bracket and personal exemptions will be phased out for incomes above \$71,900 on a joint return, \$43,150 on a single return, and \$61,650 for a

head of household return by use of a 5% surcharge. This effectively creates a 33% bracket. Depending on the number of exemptions, the rate returns to a flat 28% at some higher income level. Corporate rates have been reduced to 15, 25, and 34% for corporations with tax years beginning on or after July 1, 1987. These lower rates have several implications.

Currently, borrowing costs are essentially subsidized due to the deductibility of interest expense. The Act gradually eliminates the consumer interest deduction, allowing us to deduct 65, 40, 20, and 10% in 1987, 1988, 1989, and 1990 respectively. Those items such as car notes and credit card purchases now will be more expensive. The lower tax rates and higher standard deductions will mean that deductible mortgage interest will result in less tax savings. This may make home purchases for those starting out more difficult. In addition, for those mortgages financed after August 6, 1986, only the interest on an amount equal to the purchase price of the home plus improvements will be deductible. There is an exception for medical and educational expenses. The overall effect is to make borrowing less attractive. Fifteen year mortgages may make even more sense.

On the savings and investment side, you may have mixed feelings.



The lower rates will mean that we keep more of our interest and dividend income, but capital gains will be treated as ordinary income. For most people, the first will offset the second. Capital appreciation investments will still be attractive if the expected gain is enough higher than the comparable income investment to balance the risk of loss. Risk reward principles still apply, as all in all, we will keep more of our investment income.

Simple? No. Fair? Dubious. What to do? Before the end of the year, evaluate your income and deduction situation for 1987, and 1988. If your income situation is increasing or static, look for ways to move income from this year to next when your rates will be lower. Arrangements to move income based on your service must be made before the income is actually earned. With corporate rates higher than individual rates for incomes over \$75,000, you may want to evaluate your corporate status versus partnership or sole proprietorship. If you are redeeming U. S. Savings Bonds, wait until next year if possible. Move income from next year to this if next year's income is expected to increase significantly. The 50% restriction on long term capital losses has now been removed.

Investment strategies retain many of the same elements. Evaluate your investment alternatives with your corresponding goals. Consider the time frame of the investment and the goal. Determine the tax consequences, advantages and disadvantages. If you match investment characteristics with your goals, your investments should not keep you awake at night.

One sector being overlooked by many now is the tax exempt municipal bond area. Despite the lower rates, tax exempts will continue to offer higher yields than comparable corporate and treasury bonds. Also, tax reform has reduced the supply of municipals by eliminating the exempt status of many private activity bonds issued after August 7, 1986. This may create some pressure for tax exempts to increase in value on top of their yield. Keep in mind that a rise in interest rates could cause a decrease in value, as in any bond investment.

IRA's are still deductible if neither

spouse or the individual, on a single return, are retirement plan participants. For couples where either spouse is a plan participant, contributions will be fully deductible if their adjusted gross income is less than \$40,000, partially deductible from \$40,000 - \$50,000, and non-deductible above \$50,000. The phase-out limits for singles are \$25,000 - \$35,000. Whether deductible or not, the earnings continue to grow tax deferred. If you are self-employed or an owner of your firm, you may want to consider establishing a retirement plan. Limits on contributions are generally much higher, offering an increased opportunity to reduce taxes and save for retirement.

401(k) contributions have been capped at \$7000, but SEP's, simplified employee pensions, for businesses with fewer than 25 employees now allow contributions up to \$7000 within participation guidelines.

Limited partnerships are far from dead, but the orientation has changed to income rather than tax losses. If you have pre-October 22, 1986 partnerships with tax losses still to come, you haven't lost them. 65, 40, 20, and 10% of those losses will still be allowable against ordinary income in 1987, 1988, 1989, and 1990 respectively. Additional losses, including those from post-October 22 partnerships, can be used against future gains of the partnership or against passive income from any other partnership. This will lead to syndicators producing income partnerships to match with both existing and future leveraged partnerships. Your interest in these will depend on your evaluation of the underlying investment be it real estate, equipment leasing, cattle etc.

For the next several years, this tax reform will add much more complexity than simplicity to our lives. I hope the few ideas here will be useful.

*For additional information, contact Connie Wallace at TSA, 256-2311 or Randy Oakes at 297-6182. Tax Reform Highlight booklets, 64 pages, are available at no cost.*

*Randall V. Oakes, III is a Personal Financial Planner with IDS Financial Corp. an American Express Company. He holds a B.S. in Finance from Cornell University. TSA*

## TSA AIDS DAY CARE CENTERS

Architect Stephen Helmey, AIA, has been working with the Tennessee Department of Human Services to ensure that proper design guidelines are available to day care center owners. Carol T. Hawkins, coordinator of the Day Care Employer Consultation Team stresses the need for design education as many Tennessee companies gear up to provide inhouse day care services for employees.

The Tennessee Society of Architects donated a sufficient number of "You and Your Architect" booklets to the Tennessee Department of Human Services to begin this client education process. These will be distributed statewide to major corporations considering such an expansion of services. **TSA**



Helmey, Hawkins, and Wallace



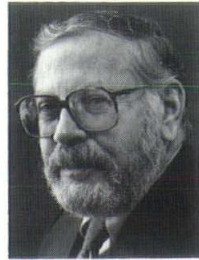
## NEWS BRIEFS



MAXWELL



OXFORD



NATHAN



THOMAS



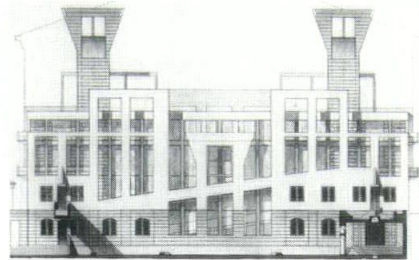
PURSELL



LUCK



BUSHDIECKER



"CA VENIER,"  
VENICE BIENNALE

### **Nathan Installed as AIA Director**

Architect Thomas R. Nathan, FAIA, was installed December 6 as a member of the Board of Directors of AIA. Nathan will serve a three year term representing the Gulf States region. A past president of both the Memphis Chapter/AIA and TSA, Nathan currently serves on the board of advisors of the UT School of Architecture and on the board of the Tennessee Foundation for Architecture.

### **Hinton Receives TAC Fellowship**

The Tennessee Arts Commission has awarded Kem Gardner Hinton, AIA, an Individual Artist Fellowship for 1986. The prestigious award is presented annually to an emerging Tennessee artist who has demonstrated outstanding design creativity and career promise.

A partner in Tuck Hinton Everton Architects, Hinton is the recipient of the Anne and Walter Knestrick Fellowship, the award presented in the Visual Arts category. Hinton is the first architect to receive the award in this category, normally reserved for painters, sculptors and printmakers.

Hinton was design director of the recent "New Firms, New Forms" architectural exhibition displayed in museums across the state. Among his recent design proposals are "The Promenade at Miller Park," a large multiple-use urban development in Chattanooga; and "Ca Venier," The Guggenheim Museum in Venice, drawings of which were displayed at the recent Venice Biennale.

### **Welcome to Gale Luck**

The appointment of Gale Luck as the first Executive Director of the Memphis Chapter/AIA was made in September by Lee Askew, III, AIA, just in time to coordinate the TSA convention in Memphis. That she stayed shows us she has a sense of humor, that she made enormous contributions shows us how lucky we are. Her experience in sales, public relations, marketing and public speaking brings a vital presence to the architectural community.

### **Memphis Firm's Plan a Standard**

New post offices all over the United States will soon be based on master plans produced by Jones Mah Gaskill Rhodes, Inc. The building plans will be based on a system of

computer drawings by Francis Mah, AIA and Martin E. Gorman, Jr., AIA.

The system, called the "Kit of Parts," breaks a typical post office into six components, the lobby, mail sorting room and so on, like "basic building blocks," according to Gorman. Mah said the design components allow 16,000 arrangements.

Almost 200 post offices are built around the country each year, and the new system will save \$5 million the first year. Project delivery time will be reduced from 2½ years to one year.

### **Matchett Project Published**

*Progressive Grocer* magazine has chosen Roger Matchett's Market Square Shopping Center, Lebanon, Kentucky, as its story of the month for January 1987. Anchor tenant, Higdon's Foodtown's custom design is being recognized for its innovation and consumer appeal.

### **Memphis in the News**

Memphis has welcomed two new major corporations: International Paper Company and Northwest Airlines. Liberty Bowl Memorial Stadium is expanding from 52,000 to



65,000 seats, with a complete renovation. Design is by HOK of St. Louis, in association with Jones Mah Gaskill Rhodes, Inc.

The Ramesses the Great Exhibition opens April 15 at the Memphis Convention Center. Preparations are underway to allow 500,000 people to view the 73 objects. The Memphis Chapter/AIA will begin work in early January on a design for a permanent pavilion on the Mall of Memphis during the course of the exhibit and will reflect the theme and motif of the Ramesses Exhibit.

[Editor's Note: We like receiving chapter news. What's remarkable about these excerpts is that they are contained in the Askew Nixon Ferguson & Wolfe client newsletter—one of the best we've seen—Liz Ebber's work, we think. It's nice to see architects providing PR for other firms to our mutual benefit.]

#### New Identity for Architects

Rand McFarlin Architects announced a company identity change to McFarlin Huitt Architects, AIA. Founded in 1983 by McFarlin, Huitt joined the firm in July 1983

and became a partner in July 1984. Concurrent with the firm's new identity is the promotion of Leticia Thomas as Director of Architecture.

#### Maxwell Oxford Associates Formed

A new Nashville-based architectural firm, Maxwell Oxford Associates, Inc., was announced by the firm's two principals, Robert S. Maxwell, AIA; and Glen P. Oxford, AIA.

Prior to founding their firm, Maxwell was project manager and director of the CADD Production System for Earl Swensson Associates, and Oxford was project manager of the office and hotel design team of Dalton Morgan Shoof & Partners, Architects, Charlotte, North Carolina.

#### Ehrenkrantz Group Merges

Marion Fowlkes, AIA, has announced the merger of The Ehrenkrantz Group and the practice of Stanton Eckstut. The new firm, The Ehrenkrantz Group & Eckstut, will continue to provide their hallmark services, with Eckstut offering large scale urban development solutions. The new firm has over \$800

continued on page 33

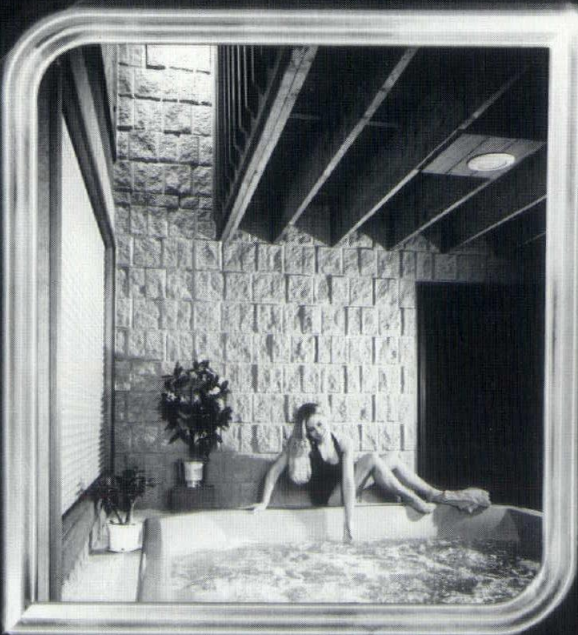


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## Searles Receives Foundation Award

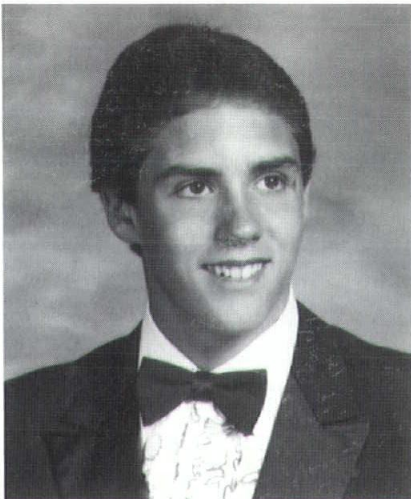
The Tennessee Foundation for Architecture awarded the second annual Edward J. Meiers Memorial scholarship to David Lee Searles, University of Tennessee School of Architecture.

Searles, a third year student, is a resident of Cleveland, Tennessee. His interest in architecture began as a toddler with building blocks and crayons. His interest grew into an infatuation when he traded his crayons for pencils and paper.

*All my spare time was occupied with these new utensils during my adolescent and high school years. I loved to spend endless hours sketching many different forms and shapes. In high school I received drafting tools which aided me in my drawing and enabled me to draw to scale. Throughout my entire life I created fantasy lands with my hand and my imagination. I could not have chosen a more beloved hobby to nurture into a successful career,* Searles said.

*I believe that the preservation of architectural history, as well as the creation of a contemporary atmosphere, is essential to a healthy architectural environment. Utilization of the elements to create firmness, commodity and delight in an environment will test the skills which I have been developing since childhood; to enhance an environment with beautiful places which are useful and stable is a tremendous challenge. In my future professional career as an architect, I will always strive to achieve this goal,* Searles added.

The Tennessee Foundation for Architecture was established two years ago from monies received upon the death of Edward J. Meiers, AIA, Nashville architect. Three additional memorial funds were initiated in 1986 in memory of Jim Booher, AIA; Burney Tucker, AIA; and Steven and Trent Gilleland. The Foundation's purposes are to award scholarships to deserving students, to provide architectural awareness, grant monies to chapters and communities and to provide research grants to architects. **TSA**

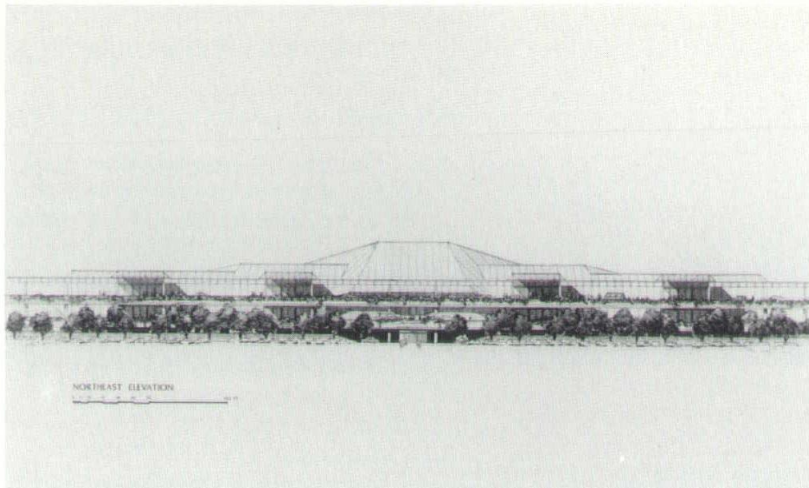




## PORTFOLIO

continued from page 24

step up to the higher central space creating a profile that reflects the green hills surrounding the city.

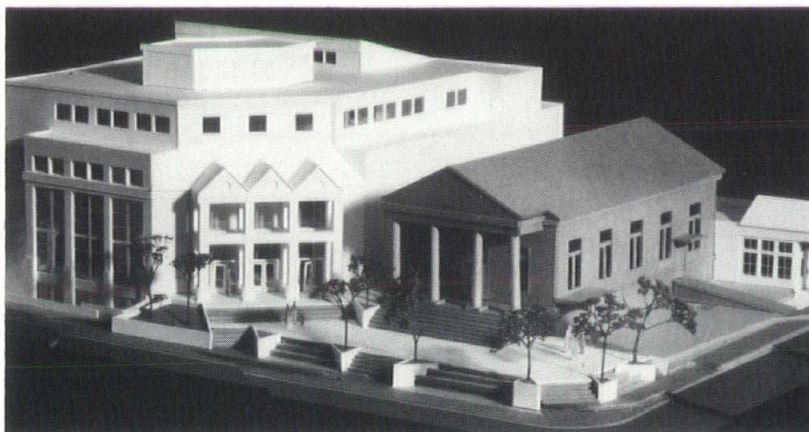


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### FLOYD & CORBIN ARCHITECTS

Belmont Church  
Nashville, Tennessee

The program for this project included the design of a church facility with administrative offices, educational spaces and an auditorium to seat 1,000 people on a 10,000 square foot site, all of which complement and harmonize with the small existing Greek Revival church. The 42,000 square foot high rise solution provides flexible space to accommodate continued growth and program use.

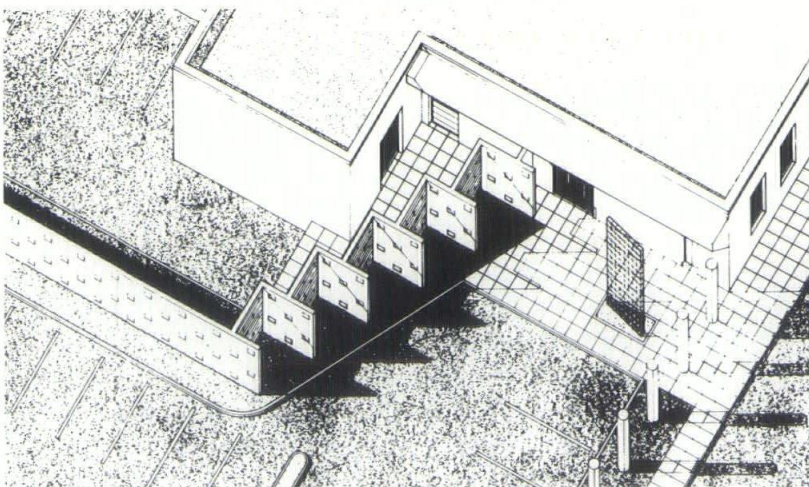


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### TUCK HINTON EVERTON ARCHITECTS

Renovation of the Offices of  
Ragan Smith Murphy and Associates  
Nashville, Tennessee

The main level of an existing two-level industrial building at 315 Woodland will be completely renovated for the civil engineering and planning firm. The lower level will remain as leased storage space. The introduction of layered masonry walls in conjunction with fifteen freestanding monumental columns provides a strong entrance. The screening walls and rhythmic columns focus attention onto the new entrance court, highlighted by a patterned glass-brick monolith.





## LETTERS

continued from page 4

ture. Exploring these themes with you would interest me very much.

### Michael Aurbach

Department of Fine Arts  
Vanderbilt University

May I take this opportunity to thank the TSA for the plaque honoring T. M. Wallcovering Co., Inc. with the Best of Show Award during the recent convention in Memphis. There were some very nice exhibits in this show, which makes us feel very honored and proud to display this award. We felt the show was very successful to us with a good turnout, nice leads and a great time! Again, thank you for the opportunity to join you in Memphis, the award, and to all who visited our booth during the show—thank you for stopping by.

### Patti L. Sandage

Sales Representative  
T. M. Wallcovering Co., Inc. **TSA**

## 1986 PRESIDENTIAL AWARDS

continued from page 13

for Architecture. Nationally known as a preservationist, he is working on the State Capitol Restoration; and he has worked to save and restore numerous historic landmarks throughout the southeast. **TSA**

## OUT OF PLUMB

continued from page 16

building with a vaulted roof. In order to get a fire rating, we coated the rubber with another synthetic rubber and then embedded sand in that coat. While standing uneasily at the top of the vault, it occurred to me that if I fell, I would probably have all the rough edges sanded off me before I hit the ground. I didn't fall. I still have a lot of rough edges. **TSA**

### TUCK HINTON EVERTON ARCHITECTS

The Doctors' Building  
Nashville, Tennessee

Restoring and preserving one of Nashville's most significant landmarks, the addition of an atrium and ground level court will give the building added visual continuity. The Renaissance Revival style Doctors' Building was constructed in 1916 and added onto in 1921. It may be remembered by many Nashvillians as the place where their health care was provided for more than half a century.



### GOBBELL HAYS PARTNERS, INC.

The Quarters at Second Avenue  
Nashville, Tennessee

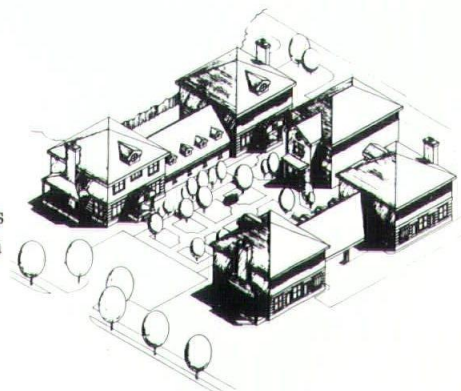
An adaptive reuse of former warehouse space into 32 luxury apartments and a small retail area, there are five levels of living space at 7500 square feet per level. Two-story apartments are located on the first level/mezzanine. Lofts overlooking living and dining areas are featured in upper level apartments. Other features are rooftop sun decks, walls of exposed brick, 12-foot ceilings and a center atrium.



### MANUEL ZEITLIN ARCHITECTS

3511 Richland Residences  
Nashville, Tennessee

This proposed infill housing on Richland Avenue responds to the forms, scale and character of the existing neighborhood. An attempt is being made to introduce a pedestrian courtyard and to continue the pattern of houses on the avenue.





## TECTONICS

continued from page 20

Tectonics, Mr. Shell explained that there was a three-fold purpose in establishing the scholarship. There was an interest in supporting the University of Tennessee because of its significant influence and presence in East Tennessee. There was an interest in helping the growth of the profession through the encouragement of young people entering the field of architecture; and, there was a great desire to find a way to honor Mr. Bebb for his guidance and leadership through the years.

The principals of Community Tectonics are proud that we have been successful in carrying on the traditions of community service upon which Hubert founded the firm. We are particularly gratified to have had the opportunity to remember Hubert and his contribution to design in this manner. We think he would have been pleased. **TSA**

## NEWS BRIEFS

continued from page 28

million projects in design or construction.

Fowlkes credits client support as the keystone of their accomplishments and acknowledges the firm's gratitude to client goodwill and confidence.

### Ross Andrews Starts Firm

Chattanooga architect, Ross Andrews, AIA, began his own business a year ago. His address is Ross Andrews, Architect; 50 Lawrence Drive; Ringgold, Georgia. Andrews is president-elect of the Chattanooga/AIA.

### Pursell Named Director, Corporate Communications

Julie C. Pursell, publicist and media consultant, has been named director of corporate communications for Yearwood Johnson Stanton & Crabtree, Inc. Ms. Pursell, a writer and former journalist and mayoral assistant, will coordinate corporate and media communications for the firm named 1983 Company of the Year by *Advantage* magazine.

### Dew Joins Grieve, Ruth & Hankins

Richard E. Dew has joined Grieve, Ruth & Hankins Architects as project architect with responsibilities for design development and production of contract documents.

Dew, a 1971 graduate of the University of Tennessee School of Architecture, previously worked at the Tennessee Valley Authority as a project designer/programmer and energy consultant.

Grieve, Ruth & Hankins, formed through the recent merger with Sidney L. Hankins, specialize in custom designed residences, office and hotel design and renovation.

### Thomas and Bushdiecker Join Sverdrup

Donald J. Thomas has been named Director of Marketing for the South Central Division of the Sverdrup Corporation, ranked the nation's third largest engineering/architectural firm and eighth largest construction management firm according to *Building Design and Construction's* July issue.

William A. Bushdiecker is Vice President and Manager of Sverdrup's South Central Division office in Nashville.

### American Heritage Shutters Wins International Design Award

American Heritage Shutters, Inc. gained industry-wide recognition by winning the 1986 International Design Competition for Window Treatments. The Memphis firm won first place in the hospitality, commercial, institutional category for their moveable white pine shutters designed for the First Evangelical Church in Memphis. AHS also manufactured the Honduras mahogany wood shutters in DC's Willard Hotel restoration.

### New Liability Firm Survey

Design firms are responding to the current liability crisis by including "limitation of liability" clauses in their project contracts, according to *PSMJ* and *A/E Marketing Journal*.

"36% of the participating firms report having limitation of liability clauses in some of their current contracts," according to Frank Stasiowski. "For these firms, an

average of 33% of their fee volume is covered."

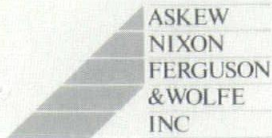
7% of participating firms are adding the cost of liability insurance to fees as a separate reimbursable item. Other survey results continue to show government sector work with lower fee structures than in the private sector. On the other hand, government projects typically require additional work effort to meet agency requirements. Also, firms continue to face government restrictions on fees, such as overhead rate limits.

The complete survey report is available from PSMJ for \$125 prepaid.



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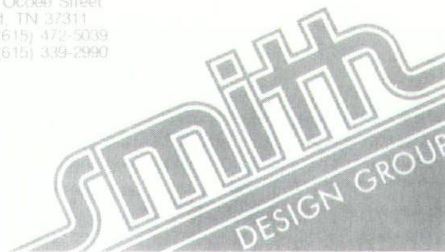
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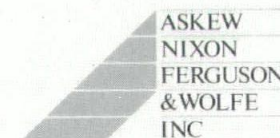
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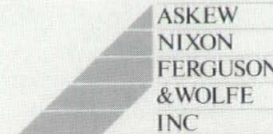
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## ERVATION

Avenue; and Ratterman House, 1215 Fifth Avenue North.

Winners in the multifamily residential category were Hardaway House, 516 Russell Street (Warterfield-Goodwin Associates - . . . *splendid example of the use of the 25% Investment Tax Credits . . . the quality of the restoration work on the exterior is outstanding.*); and Glenmary Home Missioners, 1307 Sixth Avenue North (Michael Emrick, AIA).

In the mixed use category for buildings with combined commercial and residential functions the winner was Chefs-on-Command, 1239 Sixth Avenue North. The winning commercial structure was the Firestone Building, 2416 West End Avenue (R. Chris McGill - . . . *successfully*

*combined the opportunities or limitations of the original use and design with the new program.*)

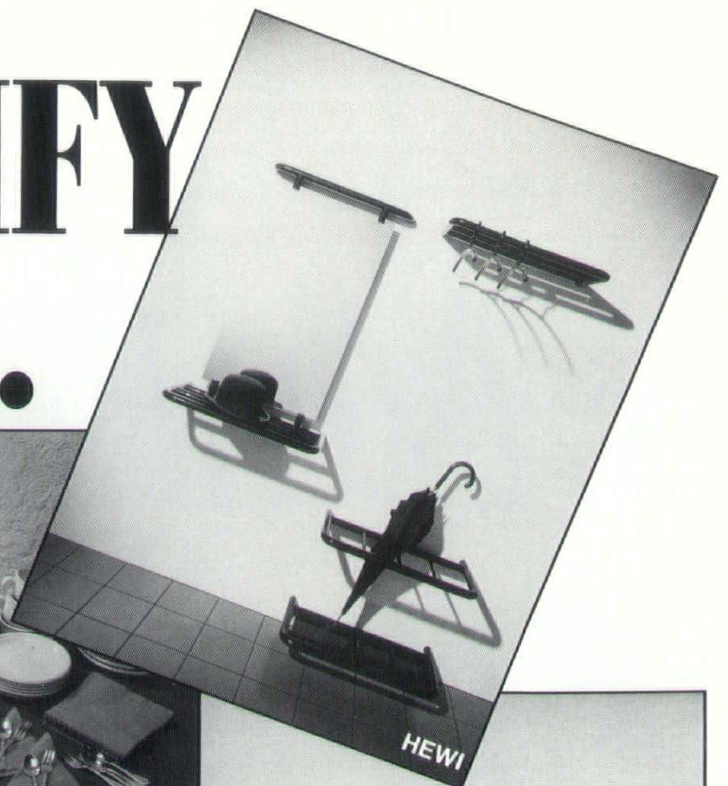
Several buildings were also honored in the educational and engineering categories: Father Ryan High School, Pearl High School, Ross Elementary School, and the Metro Nashville Omohundro Drive Water Filtration Complex. **TSA**



# TO SPECIFY THESE...



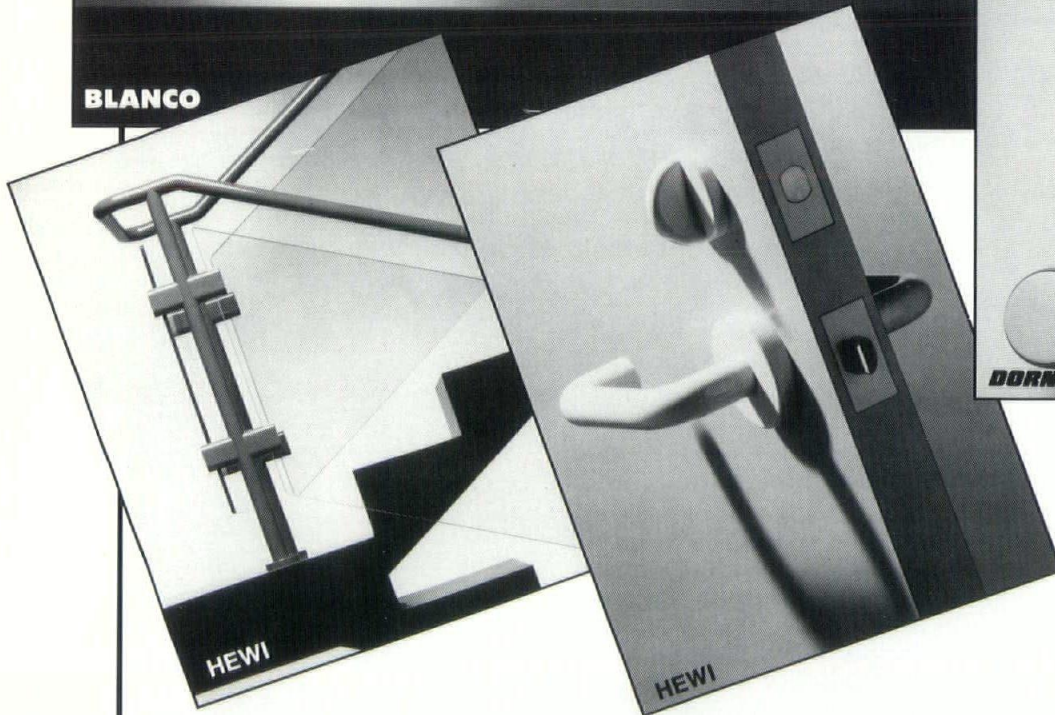
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# MARKETING ARCHITECTURAL SERVICES

*Pam McDonald*

*Webster defines marketing as “the act of selling or purchasing in a market.” Does that clearly define the process by which architectural design firms acquire new work?*

---

**A**rchitecture is no longer just a profession — it is a business that is faced with competition like never before. In years past, like lawyers and doctors, architects had a general tendency to rebel against selling professional services, fearing that somehow it demeaned the profession’s level of sophistication. Most firms’ business came

from referrals and repeat work, making it unnecessary to actively market their services. It seems there was an unwritten book with an unwritten set of rules consisting of “things you do” and “things you don’t.” Some of the chapters have been rewritten, but there still remain many more to be revised.

**T**imes and attitudes about marketing professional services have changed and are continuing to do so today. Whether you are a one-person firm or a large architectural firm, marketing is essential to your practice. According to a report conducted and published this year by the American Institute of Architects, “Ninety



percent of principals agree or strongly agree that marketing is essential to new business development, and 85 percent agree that its importance in their firms will increase."

**S**uccessful architects can no longer afford to be designers only, no matter what the quality of the design. Many firms recognize this fact and have employed full-time marketing professionals. But marketing is a team effort, requiring participation not only by the marketing professional, but also by each principal. The marketing professional should simply *augment* the efforts of the principals.

**T**he marketing professional can spearhead the marketing effort and keep the "thumb on the pulse" while allowing the principals to actively market. However, it is extremely important that one of the principals serve as principal in charge of marketing. The sole purpose of any marketing program is to assist a firm in achieving success. The marketing effort determines the direction of a firm, which in turn significantly impacts the goals of the individual principals.

**T**here are two things that we have to acknowledge: First, our clients are far

more intellectually attuned to "architecture" than in the past, and in many cases know exactly what services they need prior to our ever entering the picture; second, our competition is looking for the angle by which to edge us out. Every competitor has strengths and weaknesses. Many clients have selected an architect because of the extra service offered, especially if that extra

## *Successful architects can no longer be designers only.*

happens to be the competitor's weakness. **DO YOUR HOMEWORK!** Know who you are up against when going after a project (especially when entering an interview situation). The job is not yours until the contract is signed.

**I**n selling design services, the client needs to be convinced of the value of your ser-

vices as opposed to the competition. Most clients assume that all of the firms they are considering are equally competent and have similar technical credentials (particularly true after "short listing"). Technical skills alone are no longer enough to ensure a firm's success. The client consciously or unconsciously establishes a framework of standards by which to measure during the selection process. Unlike selling a tangible product, the client has to rely on the architect's ability to present reasons and benefits that show the advantage of using that firm. Communicating to the client in this context is "selling."

**T**wo other elements that can heavily impact the client's decision are the firm's reputation and client references. Every firm develops a reputation and continually projects a changing image each day they are in business. Client references directly or indirectly assist in establishing a firm's reputation. It is of vital importance that a firm's image be recognizable to the public.

**M**arketing is the lead vehicle by which business objectives and goals are

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achieved. The term "marketing" can be broken down into two components, business development and marketing positioning (also known as public relations). Both components act independently, yet one will suffer ineffectiveness without the other. Clearly, involvement in both areas grows with increasing firm size.

**A** marketing plan is essential. The plan should indicate objectives and goals at the one-, three- and five-year point and should include both business development and market positioning. The objectives need to be set in measurable terms. The plan should identify new target markets of-

fering opportunities, along with strategies to break into those markets. The plan should be monitored and updated as the market dictates, but no less than once a year. Operating without a marketing plan practically guarantees a firm will not obtain its objectives and goals.

**B**oth the marketing professional and principals of a firm have to be fully dedicated and committed to the marketing effort. No marketing effort will be successful unless all involved are willing to make that commitment. Marketing is time-consuming and a long-term endeavor nec-

essitating perseverance and aggressiveness.

**B**usiness development is just that — developing new business, or in other words, "getting the work." Successful marketing professionals are familiar with all of the services the firm offers, can identify needs of the client and match the firm's skills to those needs. They should always radiate enthusiasm and a positive image. How can you sell to a client if you do not believe in what you do?

**W**hile the business development aspect concentrates on acquiring specific new work, public relations focuses on developing or projecting the firm's reputation and image. Public relations activities are the means of obtaining recognition for your firm as well as establishing the reputation you desire. The value of getting the firm before the public is obvious. Not only does the firm benefit from the visibility, but also the profession as a whole benefits.

**P**ublic relations is expressed through various avenues such as community activities, media relations, press releases, design awards programs, professional organizations, public service, advertising, newsletters and corporate communications. Public relations is important, but in no way can it alone bring in new work. However, in many instances, it will open the door when an architect seeks new work.

**I**n the past, architects have hidden their talents and failed to project a positive image of the profession and their respective firms. This has changed significantly during the past few years and will continue to do so every day.

**I**t is imperative to plan, organize and control your future through marketing and public relations just as you manage other areas of the business. A well-organized marketing effort is the key to improving your chances for success and profitability.

**S**ecurity is an illusion; there is only the continual opportunity to succeed or fail. Those who prepare for and pursue their opportunities will succeed.

*Pam McDonald, previously director of marketing for The Cromwell Firm, Memphis, recently joined the Nashville firm of Tucker Hinson.*

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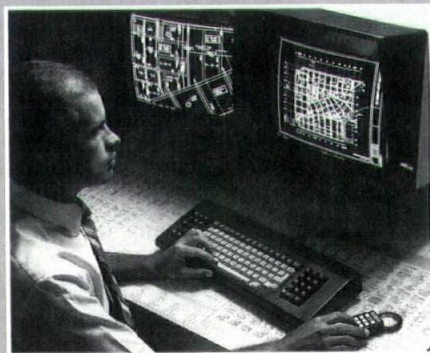
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# Architecture is a Contact Sport

Rich von Lührte, AIA

**Editor's Note:** Originally presented by Rich von Lührte, AIA, at the Colorado/AIA Convention, excerpts have been published in numerous AIA component newsletters because of the speech's excellence and relevance.

**A**rchitects have a natural adversity to selling themselves. We are taught in school all about design, all about structures; but what they don't teach us very well is that we can't do any of these things unless we have the work.

We all sit smugly and say we are professionals and that we can't sell. We look at marketing as something that advertising firms do. We look at sales as something the used car salesman does.

Well, I submit to you that the plight of our profession is that we have failed dismally to make ourselves relevant.

- We complain that there is no work.
- We complain that fees are too low.
- We complain that we do not control our destiny.
- We complain that others are doing our work.
- We see that the architect is controlling less and less of the building.
- We see the developer who is hiring all consultants, no longer under control of the architect.
- We see the contractor becoming the design/builder.
- We see the developer doing the work in-house with draftsmen and technicians.
- We see more and more of the building process being controlled by mandate rather than through a concerted and open design process.

And I submit to you that we have nobody to blame but ourselves.

If you believe in what you do, it is incum-

bent upon each of you to become an advocate of our profession, to market architecture first.

The avenues are as varied as your personality. There are design review boards, public commissions, volunteer groups, boards, planning commissions, and city councils.

If you wish to get involved, to commit, then you can change the plight of our profession and influence legislation to make more work and to exercise a greater influence on our society.

The message here is that marketing and sales are not dirty words. They are, in fact, the very essence of our profession.



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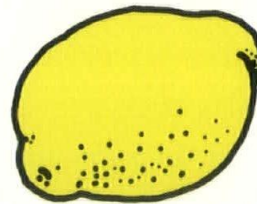
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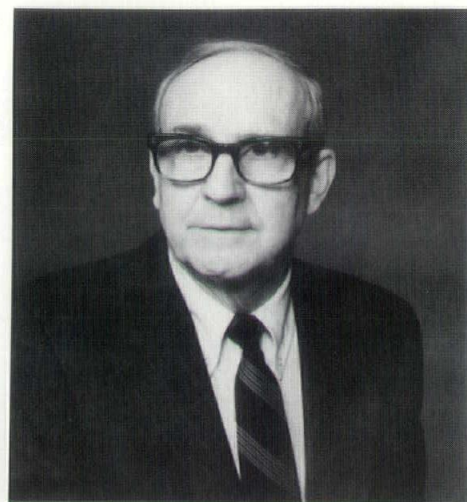


A Salute

to

Elbridge White,

AIA



# fifty

## YEARS AND COUNTING

*Lana Draper*

Spending 50 years with one firm is in itself a singular accomplishment in our disposable world, where the average stint of employment is only 4.2 years. Elbridge B. White has not only crossed the 50-year milestone as a member of the staff of Nashville's Hart Freeland Roberts Inc., but his longevity with the 78-year-old architecture-engineering firm is just part of the story of his distinguished career.

Elbridge Buford White was born on December 14, 1916, in Wales, Tennessee, but spent most of his youth in Pulaski. He attended Giles County schools and graduated from Fishburn Military School in Virginia. In 1938, he emerged from the Georgia Institute of Technology with a bachelor of science degree and launched his long association with Hart Freeland Roberts,

working under the supervision of firm founder Russell Hart. Since that time, Elbridge White's only departure from the firm was to serve as chief petty officer in the U.S. Navy during World War II.

"When I joined Hart Freeland Roberts, times were tough," says White. "A young man just out of college was lucky to find work, much less a job in the field he had studied. Hart Freeland Roberts had just been awarded a large project and needed the extra help, so I felt fortunate to happen along at the right time."

Hart Freeland Roberts would prove to be a fertile ground for the growth of White's career. He began as a project manager. Under his direction, the firm would complete such recognized Nashville structures as the National Life and Accident Insurance

Co. headquarters, the original Green Hills Shopping Center and the Sullivan Tower, as well as subsequent additions to the Baptist Sunday School Board complex and numerous projects for both St. Thomas and Baptist Hospitals. In 1965, he would advance to vice president and managing partner and in 1977, he would become president of the firm, a position he held until 1981 where he took the helm as chairman of the board.

A firm believer in the important role the professional society can play in the career of a design professional, White held firm to this philosophy by spending over 40 years actively participating in the American Institute of Architects. From his appointment to the 1955 Design Committee for Downtown Nashville to his service on the AIA





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National Committee on Health and Environment, he has dedicated his energies to the advancement of his profession. He was instrumental in starting the local chapter of AIA, an organization he would lead as president in 1960. In recognition of his contributions to the organization, White has been the recipient of the TSA Presidential Award for Distinguished Service and the TSA Award for the Development of Young Professionals.

Elbridge White's commitment to and involvement in all aspects of the design professions is further exemplified by his tenure of service on the State of Tennessee's Architectural Review Board. He served five consecutive terms on the Board of Architectural and Engineering Examiners beginning in 1963 when he was appointed by Gov. Frank Clement. During his service, approximately 1,000 architects and 3,500 engineers were licensed. White's undaunted dedication to excellence help to set a standard of professional competence that will be reflected in the quality of Tennessee's built environment for years to come.

His own contributions to the built environment of Middle Tennessee are great in number and stature, and their value exceeds \$100 million. But far greater than dollar volumes and square footage are the long-standing relationships he has built with clients over the years, some of whom he has now worked with for over half a century. It is by these accomplishments that a man's career can truly be measured.

In honor of his 50 years of dedicated service to his firm and his profession, Hart Freeland Roberts, in conjunction with the Tennessee Foundation for Architecture, has announced the establishment of the Elbridge B. White Endowment. The endowment will provide a means by which current issues related to the built environment can be explored. It will fund an internship grant for the study of such critical concerns as current architectural design issues, occupancy trends, socioeconomic/architectural relationships, the impact of legislative initiatives on design and construction, and the status of professional liability.

Elbridge B. White has quietly played a key role in shaping the Tennessee we know today. The Elbridge B. White Endowment will continue his efforts to promote and nurture Tennessee's outstanding architects, young men and women who will shape the Tennessee of tomorrow.

*Lana Draper is a marketing consultant and free-lance writer, specializing in architectural/engineering projects.*



# IT'S CULTURE SHOCK, CAJUN STYLE

John Mundinger, AIA



Any architect who has interviewed prospective employees lately is aware of the recent influx of out of work Louisianians. Resumes with names like Thibadeaux, LeBlanc and Broussard have probably been piling up on your desk.

You've heard all the horror stories of double digit unemployment, the dried-up construction industry and homes being on the market for 2 or 3 years before being sold, so you know about the problems by now. What you might not know about is how to deal with these newcomers, should you decide to hire one. Here are a few dos and don'ts:

1. **DON'T** go overboard trying to impress your new employee that the Tennessee food is anything special. Anyone who grew up eating seafood in New Orleans (or Breaux Bridge for that matter) will be hard to impress. Dry ribs are good, but "cajun style blackened catfish" will not cut it.
2. **A FEW DATES** to be aware of when setting deadlines for projects: The L.S.U.-Tulane game; Mardi Gras; New Orleans Jazz and Heritage Festival; The Rayne Frog Festival.
3. **TRY TO SHOW** a little patience with New Orleans Saints fans. (They are the ones with "Who Dat?" bumper stickers). They have been a strange breed for twenty years and learning to adjust to a winning team may be a difficult transition.
4. **DON'T** be insulted if your new employee from Louisiana runs to the bank to immediately cash his paycheck. He may be used to paychecks that bounce, get delivered a month late, or maybe the concept of getting paid on a regular basis is just something that takes some getting used to.
5. **DON'T** make jokes about Tulane's basketball program or L.S.U.'s Dale Brown, unless you're ready to defend Dana Kirk.
6. **IF YOU'VE GOT** three or four hours to kill, ask what politics in Louisiana are really like.

The language barrier can make life interesting. If someone from New Orleans says he is going to "make groceries," he is really going to Piggly Wiggly to buy food. He may be looking for boudin, etouffee, goo balls, jambalaya mix or crayfish tails, but he won't find any of it.

Louisiana and Tennessee are quite similar in that both are culturally divided states. North and South Louisiana have very little in common with one another, and it seems that this is also the case with east and west Tennessee. The food is different, the music is different,

the accents are different, the governor's the same, and that's about it. At least in Tennessee you can get from one end to the other on the interstate. Shreveport to New Orleans can take all day if you get stuck behind a sugar cane truck.

As far as the architectural communities go, Baton Rouge and Knoxville share a common situation. Both have a blessing/dilemma in the form of a large university, with a constant supply of young architecture school graduates. Neither city is really large enough to provide jobs for all of them, so it's just a little more competitive for those who do stay. Louisiana has five accredited schools, so there is no place to go that is not an hour away from one of the schools. In Tennessee, the western and central parts of the state are not covered with accredited schools. This creates an unusual situation wherein those looking for jobs are more in demand. Of course, if you are on the other side of the interview table, the smaller supply of graduates can be a little frustrating.

When I run into other architects from "back home," they generally agree that moving to Tennessee has been a positive experience. Despite many apparent differences in the cultures, the people are friendly, and the local architects seem to welcome a different perspective. Maybe it's some kind of professional respect, or just curiosity, but we have been made to feel welcome. Architects speak a language that only other architects understand, even if some of them use words like "lagniappe," "beaucoup," and "bousillage." We miss Louisiana's rich cultural heritage, but Tennessee is home now, and it has made leaving the bayou country easier.

*John Mundinger is an architect with The Cromwell Firm Inc. in Memphis. He is an L.S.U. graduate who practiced in Baton Rouge for 10 years before moving to Memphis in 1986. He thoroughly enjoyed the L.S.U.-Tennessee game in September, but promised not to mention the score, which incidentally was L.S.U. 34, Tennessee 9.*

*Originally published in the Memphis Chapter/AIA newsletter*

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# The Seven-Month Miracle:

**J**ust how much can one state capitol be expected to endure? In the 143 years since William Strickland laid the cornerstone of his master work in Nashville, the Tennessee State Capitol has risen above an irate legislature, occupation and fortification by unsympathetic Union troops, the ravages of a smoke-polluted atmosphere, decades of neglect and the vagaries of politics. In the 20th century its magnificent setting has been diminished by the "progress of urban renewal," the ascendancy of the automobile, and a public preference for easy pedestrian access over 19th century landscaping.

In 1937 Gov. Gordon Browning took the first steps toward interior improvements when the executive suites were eclectically renovated by Nashville architects Emmons H. Woolwine and John Howard Clark with handsome Georgian woodwork combined with Art Deco chandeliers and ceilings. Restoration was not considered important at that time, and even later when the first major "renovation and repair" of the exterior was undertaken in 1953, the theory, principles and technology of historic restoration were only emerging.

Although the limestone exterior was largely removed and precisely replicated in this massive effort, many departures from original detailing and interior finishes further compromised the integrity of Strickland's design. Modern building systems were incorporated during this work and the interiors refurbished, but the absence of commitment to precise restoration based on research and analysis gradually became evident. The 1950s "restoration," undertaken in an era when the value of historic buildings was barely recognized, was nonetheless a major step in the ultimate

## Restoring the State Capitol

*Charles W. Watterfield Jr., AIA*

preservation of the Capitol. Architects for this project were Woolwine, Harwood and Clark, in a joint venture with Victor H. Stromquist of Nashville.

In the absence of historical documentation and guidelines for future efforts, the State Capitol Commission appointed in 1985 engaged Mendel Mesick Cohen Waite Hall Architects of Albany, N.Y., to provide a historic structure report including recommendations for phased restoration, anticipating that work would continue until 1996, the state's Bicentennial. The firm was also retained to restore the Capitol library as a pilot project during Gov. Lamar Alexander's term of office and as a demonstration of the value of authentic restoration. The dramatic result was an inspiration for the Commission, which then adopted the Historic Structure Report and firmly established restoration goals and quality standards to guide all the work to be done.

With an initial appropriation of \$3 million, the state engaged two architectural firms for design and restoration: Watterfield Goodwin Associates of Nashville and the Nashville office of The Ehrenkrantz Group, P.C. Their first task was assistance to the Capitol Commission in determining areas to be restored, an effort complicated by the quite natural concerns of the building occupants: the governor, secretary of state and

other constitutional officers, all of whom were concerned that historic restoration was inimical to the traditional operation and function of their offices, not to mention the inconvenience of temporarily relocating the entire administration to another building. Further complications resulted from the absolute necessity of completing all work between sessions of the Legislature, a period of seven months!

Within the budget and time constraints it was decided that work should be limited to complete restoration of the major lobbies and halls; the reclamation and restoration of the original state Supreme Court chamber; partial restoration of executive offices with particular emphasis on furniture, drapery and carpeting; and total refurbishing of the crypt floor to accommodate the governor's support staff. Other required work included abatement of asbestos materials installed in the previous restoration, installation of fire-suppression systems, and installation of massive new electronic data and communication systems. Additionally, planning was to be done for acquisition and placement of period furniture wherever and whenever possible. Thus the architects' charge was to plan for authentic restoration in a building incorporating every system of a modern office building and to furnish it with a combination of antique and high-tech furniture. All in seven months!

Obviously all of the analytical and investigative techniques developed for restoration work in the three decades since the Capitol's first major restoration were to be employed, but logistical planning and scheduling were also essential for the success of the entire planning and construction phases, and as a part of basic services the architects provided a computer-generated schedule and CPM plot defining the entire process. Every decision and activity on the

*The restored Supreme Court Chamber (facing page); office of the governor (inset).*



part of the Capitol Commission, state officials, building occupants, the design team, specialized consultants and the contractors was scheduled to meet the anticipated target move-in date of Dec. 15, 1987.

Based on the report of Biltmore, Campbell of Asheville, N.C., who were responsible for the decorative ceiling painting in the library, the critically important lobby ceiling painting was separately bid in advance of the general contract and the work awarded to Evergreene Studios of New York whose contract was eventually subcontracted to the general contractor. Only scant documentation exists of the original Cornelius and Baker gasoliers, but a design was developed by the architects assuming that

the component parts were similar in character to those in other original ones in the building. Frank Boesel of Experi-Metals Inc. of Milwaukee, Wisc., was identified as the only supplier capable of producing the three massive 15-arm fixtures in the allotted time and to the expected high quality standards.

Continued research, coordinated by John Kiser, a consultant to the Capitol Commission, yielded exciting and fruitful results. Architect Jim Thompson of The Ehrenkrantz Group located three brass gasoliers from the 1850s, also made by Cornelius and Baker, which would replace those removed from the Supreme Court chamber when it was subdivided into office space in

1937, and John Mesick found that Samuel A. Dornsife of Philadelphia had in his possession original 19th century point papers from which carpet patterns, closely matching those illustrated in early sketches and lithographs of the Capitol's interior, were designed.

With such information at hand, contract documents were completed, the building vacated, and a contract awarded to the successful bidder, C.A. Gardner Construction Co. of Nashville. Asbestos abatement work was quickly completed and the building turned over to the contractor on July 10, 1987.

The management plan agreed upon by State Architect Michael A. Fitts, the architects, engineers, and contractors included daily job meetings, biweekly scheduling conferences and recognition that the work would include changes that would have to be made faster than state paperwork could flow. Every document would be hand-delivered. Representatives of the State Building Commission, architects, engineers, the contractor, all subcontractors and all suppliers convened for the scheduling conferences, which were deftly orchestrated by David Edwards of Construction Services Inc. of Atlanta. Edwards translated the discussions directly to computerized progress charts.

With the work proceeding at such a pace, almost constant surveillance by the architects was required to ensure that uncovered evidence of original or early fabric or design was carefully documented or preserved. The many discoveries influenced the final design.

As the work moved closer to completion, with ceilings painted, walls cleaned, chandeliers installed and historic carpet hand-stitched in place, the intent of William Strickland's interior concept became increasingly clear: spaces of great nobility and monumental scale in a building of relatively modest size; spaces that are defined by severely plain stone surfaces which dramatically contrast with the rich decorative features in brass, plaster, wood and paint; a color scheme of pure grey stone and richly toned ceilings.

Future phases of the restoration will include the chambers of the Senate and House of Representatives, and as much of the site as is possible to restore. Hopefully the beautiful lamp standards and statuary groups which originally graced all four of the approaches to the building will also be replaced.

The restoration of this master work of a master architect was a challenging and humbling experience for the architects and

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all who were involved. It is not necessary to visit William Strickland's tomb in the building's north portico to experience his powerful presence — it is almost tangible throughout the building. We see the Capitol today as he envisioned it, but did not live to see. His respectful and admiring successors think he would be pleased to see his design realized again. Much was learned in

the restoration, but one item still remains Strickland's secret: the location of that cornerstone laid 143 years ago.

*Charles W. Warterfield, Jr., AIA, is a partner in the Nashville firm of Warterfield Goodwin Associates Architects.*

*Written originally for publication in Architecture magazine.*

## KEY PARTICIPANTS

### 1987-88 Tennessee State Capitol Restoration

#### STATE CAPITOL COMMISSION

Amon Carter Evans - Chairman  
 Bill Snodgrass, Comptroller  
 John Bragg, Member of the House of Representatives  
 Gentry Crowell, Secretary of State  
 Douglas Henry, Jr., Member of the Senate  
 David Manning, Commissioner of Finance & Administration  
 James Jonathon Powell  
 William Whitson, Commissioner of General Services  
 Steve Adams, State Treasurer  
 Russell Hippe, Chairman, Tennessee Historical Commission

#### Staff to Capitol Restoration

Michael A. Fitts, State Architect  
 James A. Hoobler, Executive Director, Tennessee Historical Society  
 Lois Riggins, Director, Tennessee State Museum

#### JOINT VENTURE ARCHITECTS

**Warterfield Goodwin Associates Architects**  
 Nashville, Tennessee  
 Charles W. Warterfield, Jr., AIA  
 Fred Royals

#### The Ehrenkrantz Group, P.C.

Nashville, Tennessee  
 Marion Fowlkes, AIA  
 Jim Thompson, AIA

#### GENERAL CONTRACTOR

**C.A. Gardner Construction Co.**  
 Nashville, Tennessee

Wesley E. Parker, Superintendent

#### CRAFTSMEN

**Ceiling Restoration**  
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**Evergreene Studios**  
 New York, New York

Project Manager: Michelle Becker

**Ceiling Restoration & Wood Graining (Governor's Office)**  
**Decorative Specialists Inc.**  
 Nashville, Tennessee

Thomas Dotzier  
 J.B. Blanks

**Allen Kemper**  
 Columbia, Tennessee

**Masonry Restoration**  
**Wasco Inc.**  
 Nashville, Tennessee

Stephen Brown, Building Conservator

**Chandelier Fabrication**  
**Frank Boesel**  
 Experi-Metals Inc.  
 Milwaukee, Wisconsin

**Carpet Design/Specification**  
**Henry Dornsife**  
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**Mural Restoration**  
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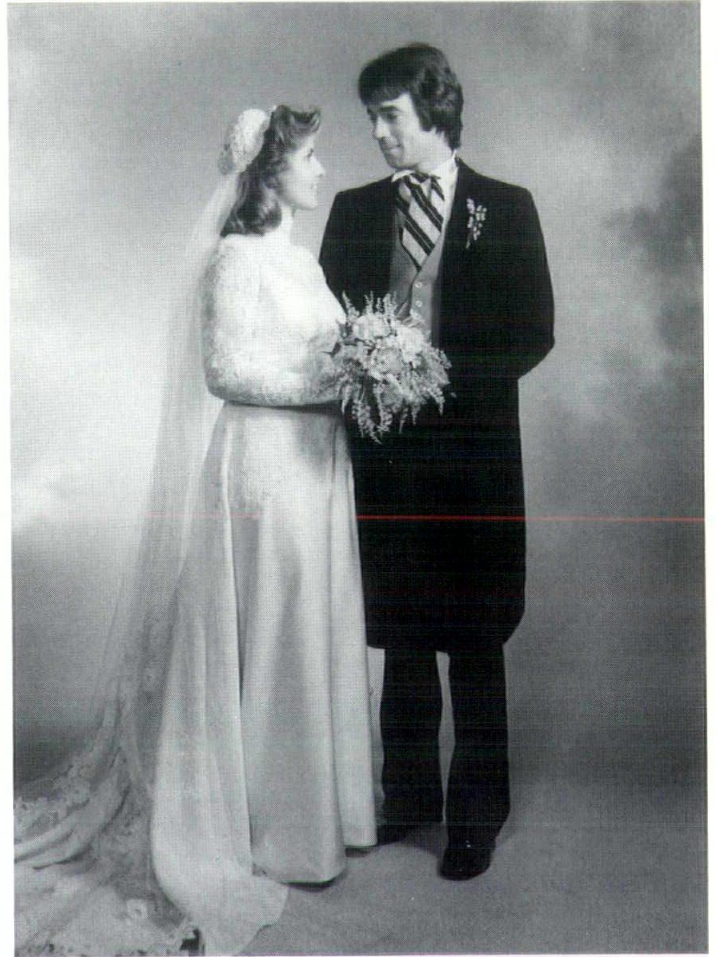


# DESIGNING

Daniel Buehler, AIA



Bea Thompson and Dan Huitt



Susan and Charles King

If you have ever wondered what it would be like to be married to someone who shares your hopes, your dreams, your graphic standards, read on.

## The VISTA Vision

It was just like any other AIA meeting in Springfield, Mo. The food was bad, the crowd familiar, the speaker spoke on "The Advantages of CADD in the Production of Standard Details in the Small Midwestern Office of Between Four and Six People Who Specialize in Commercial/Industrial Pro-

jects on Mondays, Wednesdays and Fridays."

And then they introduced the VISTA volunteers. His eyes met hers, their glances bonded like sealant to a substrate, and the rest is history. So went the meeting of **Bea Thompson** and **Dan Huitt** of Nashville.

They have been married for nine years, and both agree that their architectural interests have strengthened their relationship.

"Architecture is fun enough not to leave at the office," Dan says. "We talk about it a lot, use the benefit of each other's experience in solving some of our own prob-

lems. But, there are also times when we've had to keep our mouths shut." Although their firms have not gone head to head in competition, they do sometimes find themselves in the running for the same Metro school job, along with several other firms.

They have just designed their new home together and admit there were times when they disagreed.

"In December, we had to stop designing," says Bea, "but we eventually got back into it, did a lot of napkin sketching . . . I really don't remember whose idea offered our solution."



# COUPLES



Virginia and Steve Campbell

"She said she married her  
an architect, kept her  
warm and safe  
and dry. . ." Dan Fogelberg



Ken and Marian Moffett

## When Babies Make Four

Having been together for more than 15 years, **Susan and Charles King** of Chattanooga have developed in areas of their own strengths, and divide up their labor. "I know that she is more production minded, organizing the office, schedules and the like," says Charles. He is more of the "front end" person, dealing with clients and initial design.

They had a great relationship, a great office, a great life — then their office burned to the ground in November 1987.

"The idea of not going back into business

never entered our minds." After the fire, they immediately jumped into action, strategizing and setting directions for the new office.

"No matter how bad it sounds, some good results came out of it. We had the opportunity to look back and say, 'What have we done wrong?' and we changed nearly everything."

Although they had little CADD experience, they realized the potential to get back into production quickly. "Our business is better; our organization is better. We are a totally new office now."

Children, too, brought change. Susan reorganized her schedule to spend quality time with Mary Elizabeth, six, and Christine Corey, 4½ months.

"While I only work three days a week at the office, my commitment is still 100%," Susan says. "I am always available to our employees, and an in-house sitter gives me the flexibility to respond to deadlines."

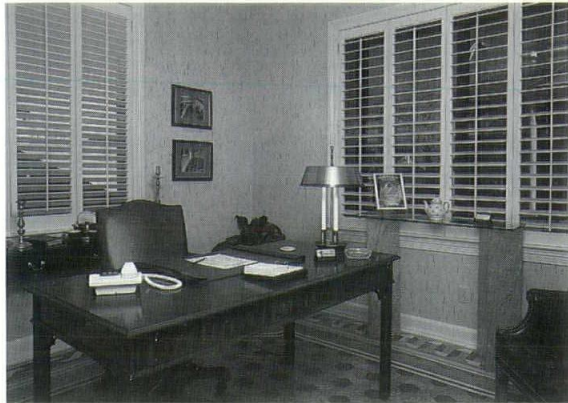
Daughter Mary Elizabeth shows early signs of artistry. Favorite toys are colored pencils, triangles and a T-square. She enjoys spending time in the office and finds the computer very challenging!





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### Two Perspectives Help

Virginia and Steve Campbell of Nashville met while working in the office of John Coleman Hayes. "I was in school; he was working full time. He is much, much older," Jenny jokes.

Steve is a planner and looks at problems from the broad perspective. Jenny is a designer, more of a dreamer, a detail person.

"This tends to generate a good interplay and interchange of ideas," explains Steve.

Working in separate firms that are sometimes in competition can often lead to conflict, "so we don't talk specifics at home," Jenny adds.

They renovated their house in the historic Edgefield area in Nashville and are currently working on the construction of a new home. Their varied perspectives made both of these projects great successes.

**"I am an architect, and I am married. I've also considered myself lucky not to be married to me. It has got to take guts, or at least mercy."**

### Prefers to Remain Anonymous

### Divergent and Complementary Points of View

Marian and Ken Moffett also approach architecture from different perspectives. He is Director of Design at Bullock Smith. She is a faculty member at the UT School of Architecture. Their relationship to the architectural profession and their interests are varied enough to be complementary to one another.

"Our professions are different enough that we don't stomp on each other's turf," Ken says. "Our ideas and views are not so similar as to be competitive."

Marian agrees. "Our interests and strengths are divergent and complementary. We both enjoy our jobs . . . I wouldn't have his, and he wouldn't have mine!"

When asked if the two have collaborated on any projects successfully, Marian is quick to respond, "our daughter."

As a matter of personal taste, they must negotiate many issues. She prefers more ornament, while he is partial to a more unadorned style. Says Ken, "It took us six years to buy glasses for the house!"

*Daniel Buehler, AIA, is principal of Daniel A. Buehler Architecture, Nashville.*

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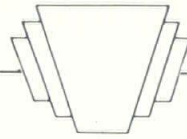
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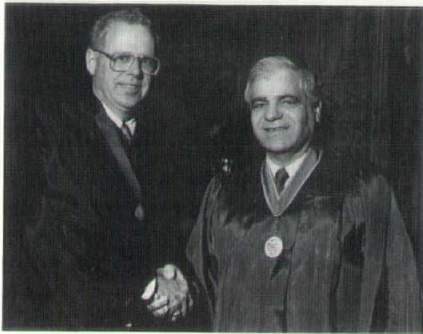
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## News Briefs



### Smith in Fellowship Ceremony



(L-R) Smith, Pappas

Fleming Smith Jr., FAIA, received his fellowship at a ceremony at the Cathedral of St. John the Divine in New York City. Here he receives congratulations from Institute president Ted Pappas, FAIA.

### Preston Advances to CSI Fellowship

Jerry W. Preston, CCS, has advanced to fellowship in the Construction Specifications Institute (CSI), one of two top awards. One of his major accomplishments is his *Designer's Manual*, a guide for architects and engineers in planning and preparing the project manual and implementing its requirements. It is the guide document for State of Tennessee agency managers and follows the CSI format.

Preston is director of design and construction, capital projects management, for Tennessee's Department of Finance and Administration.

### Stockard Elected to ASCE Fellowship

Hart Freeland Roberts Inc. president William J. Stockard has been elected a fellow of the American Society of Civil Engineers. The distinguished level of membership is the highest available and affords a higher level of professional identification.

Stockard is one of Tennessee's few dually registered architects and engineers. His 30 years of experience in design and management chart an admirable record of national practice activities and service to many professional organizations.

### Sverdrup Corporation is Ranked

Sverdrup Corporation has been named the largest engineering/architectural firm

in institutional work and the tenth largest in design construction by *Building Design and Construction* magazine. The full-services Nashville division office employs 100 people.

### Fowinkle Speaks in New Orleans

Dr. Eugene W. Fowinkle, associate vice chancellor for health affairs at Vanderbilt University in Nashville, told architects how to market to new doctors at a meeting in New Orleans. The August meeting of the AIA Committee for Health invited Dr. Fowinkle as an expert on marketing services of the health care industry.

### Hutchison Joins William W. Howell, Architect, P.C.

A. Sayre Hutchison, AIA, has joined the staff of William W. Howell, Architect, P.C., a Nashville firm specializing in historic preservation work. Hutchison is a graduate of the University of Cincinnati. Previously, he served as the Kentucky Main Street Architect for the Kentucky Heritage Council.

### Schwartz Joins Scalf and Associates

M.F. Schwartz III, AIA, has joined James F. Scalf and Associates. Schwartz served as principal architect for the State of Tennessee for the past five years, where he administered capital projects for Human Services, Library Construction, the Tennessee State Museum and the State Board of Regents' community college system.

### Lloyd Moves to Corporate Construction

Kevin Lloyd, AIA, is contract manager of Corporate Construction Managers Inc. Lloyd was a senior architect at Barge, Waggoner, Sumner and Cannon and also worked with Arnold Engineering Center and with Yearwood and Johnson Architects.

### "Pyramid" Premieres on Public TV

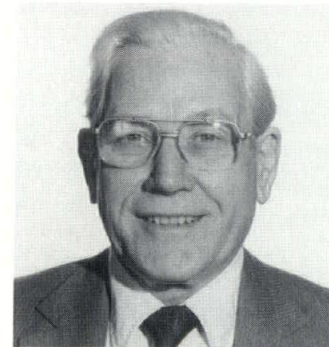
The mysteries of ancient Egypt come vividly to life in an hour-long documentary on public television scheduled for November 28 at 8:00 p.m., EST. Based on the best-selling book *Pyramid* by author/

architect David Macaulay, the program combines location photography with cinema-quality animation to tell the story of the planning, construction and cultural significance of the greatest pyramid in history, the Great Pyramid of Giza.

An accompanying teacher's guide, *Pyramid Times*, is directed to teachers and students in intermediate, middle and junior high schools. It will help teachers present ancient Egyptian history in a visually exciting manner. The guide includes a poster, background information on the period and its cultural and interdisciplinary activities in language arts, social studies, the built environment, and related disciplines.

The eight-page tabloids are available free upon request from the AIA's educational services center, 202/626-7573. AIA chapters are encouraged to coordinate newspaper releases with local public television stations.

### Kenn West Honored at Retirement



Earl Swensson Associates Inc. recently honored Kenn West, AIA, who was one of the firm's first employees and who has now retired after 25 years with Swensson. West joined the Nashville firm in 1963 after working in construction, carpentry and architecture for 13 years in Salina, Kan. His knowledge in architecture and construction contributed to Earl Swensson Associates' growth from a small company of about eight employees to a nationally recognized firm with 90 employees.

"Kenn is one of the best project architects in the industry, and we've been fortunate to have someone with his expertise and skills working with us and helping our firm develop over the past 25 years," says Earl Swensson, FAIA.

Prior to joining Swensson, West worked in a large midwestern architectural firm,



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worked as a construction superintendent and was also a World War II ace fighter pilot for the U.S. Navy. He has been a skilled carpenter since he was 17.

"Field observation requires a strong, goal-oriented person," says Swensson, "and Kenn's experiences in construction and as a fighter pilot gave him the ability to think and act quickly and to use intuitive good sense while observing some of our more innovative building projects."

As a project architect for Earl Swensson Associates, West was a "troubleshooter" and supervised millions of dollars worth of construction. He worked on such Nashville projects as Opryland Hotel, the Channel 5 television station, Tennessee Baptist Convention, Southern Baptist Convention, Whites Creek Comprehensive High School, Dodson Elementary School and J.E. Moss Elementary School.

West says he enjoyed most the larger projects with extensive detailing, and noted that one of his goals in supervising projects was to create teamwork between the architect, the contractor and the owner.

West, who lives in Nashville, received his architecture degree at Kansas State University.

## Calendar of Events

### UT Lecture Series

November 2

Walter Leedy, Cleveland State University, Fan Vaulting at King's College Chapel, Cambridge

November 9

Peter von Buelow Architect, UTK, A Modular Tent System for the US Marine Corps

November 16

Peter Kohane, University of Pennsylvania Transformations: Louis I. Kahn's Library Projects

### Of General Interest

November 11-12

TSA Strategic Planning Retreat, Hachland Vineyards

January 13-14 (1989)

Design of Worship Spaces for Southern Baptist Churches, Orlando, Fla.

January 25-28 (1989)

AIA Grassroots, Washington D.C.

May 5-8 (1989)

AIA Convention, St. Louis

September 27-28 (1989)

TSA DesignVisions '89, Nashville

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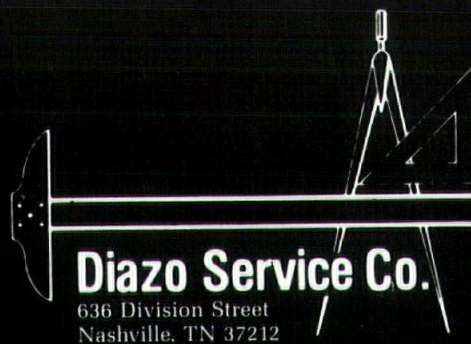
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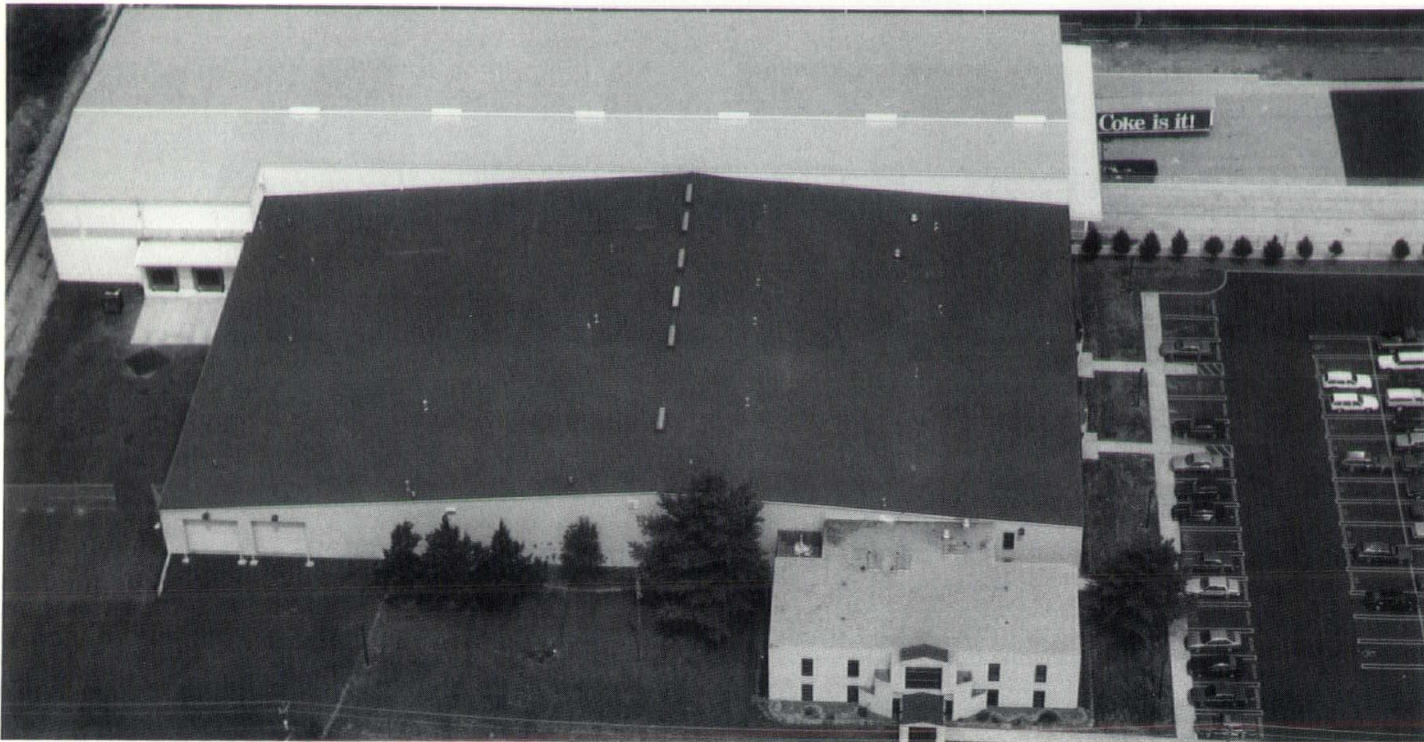
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# METAL on METAL

T O D A Y ' S M E T A L R O O F R E T R O F I T

Sharon S. Pound



*"These metal-on-metal retrofits are some of the most logical projects I've seen," notes Bill Martin, president of Roof Design Works, a roofing consultant in Knoxville. "When you consider the life of the roof, there's nothing better than a standing seam metal roof to replace an aged metal roof."*

In terms of simple economics and long-term performance, metal roof retrofits provide the best solution when an aged metal roof nears the end of its life cycle," notes William F. (Bill) Martin, president of Roof Design Works, roofing consultant on a recent renovation project at Roddy Manufacturing Co.'s warehouse in Knoxville.

"Metal-on-metal" retrofits are a growing trend. Surveys show that specifications for the standing seam metal roof retrofit business are growing three times as fast as those for new construction, according to a study by U.S. Steel.

## A Knoxville Example

Roddy Manufacturing, the Knoxville bottler for Coca-Cola Inc., expanded its square footage by acquiring a new warehouse. The building's exterior renovation illustrates a typical metal roof retrofit situation. Like many pre-engineered, through-fastened metal roofs, the original 80,000-square-foot roof had developed several leaks as it neared

20 years of service.

Internal and external pressures caused the roof's purlins to roll, transferring the roof's load to the fasteners. As a result of this thermal movement, the screws became loose and caused the holes to "oval" or "wallow," thus developing leaks.

Johnson & Galyon Contractors, general contractors on the job, worked with Henley Roofing Co. "We considered economics and weight, along with the fact that we couldn't interrupt activities within the building," recalls C. Mark Henley, president of Henley Roofing Co. "Armco was our choice because the engineering of their Steelox system is superior, and their people were here to roll up their sleeves and work with us when necessary."

## The Armco Solution

Armco's Steelox standing seam roof system features a longitudinal standing seam two inches above the panel's weathering surface, providing protection for standing water, further assured by a factory-applied

sealant at the seam.

When the panels are installed, they are mechanically seamed to spread the sealant into the ribs and to provide maximum resistance to wind uplift. This attention to detail has earned Steelox a Class 90 rating, the highest given by Underwriters' Laboratories.

For the Coca-Cola retrofit project, the system incorporated short hat sections, which transferred the load of the new roof from the old roof to the building's red-iron substructure. Over these short sections, long hat sections were installed to carry the new roof panels.

Following the hat sections, the panels (measuring 16 inches by up to 43 feet long) were installed over two-inch fiberglass batt insulation in a two-inch to twelve-inch slope. Flatstock was used for perimeter flashings, and pipeboots and new ridge vents were provided by Armco. Working in phases, it took Henley 27 working days to complete the job with crews of five to eight men.



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*Working in phases, it took Henley Roofing Co. 27 working days to complete the metal roof retrofit with crews of five to eight men.*

#### **Metal-on-Metal Advantage**

"The metal-on-metal retrofit is a natural," says David Boozer, district manager for Armco Roof Systems of Cincinnati, a division of Building Technologies Inc. He notes the weight savings and durability inherent in metal.

"Long-term performance is the most important factor for standing seam metal roofs," Boozer says. "Armco's 20-year weathertightness warranty reflects our confidence in the durability and performance of the Steelox standing seam roof system."

In fact, the entire standing seam metal roof category fairs well when considering long-term performance. Using the Smithsonian Institution for a computer model, Roofing Communications Network compared the life cycle costs of standing seam metal roofs to a variety of EPDM systems, BUR systems, PVC roofs and modified bitumens. The standing seam roof enjoyed the longest life expectancy and the lowest life cycle costs.

#### **The Roofing Consultant's Role**

In addition to metal roofing, those involved in roofing must understand a wide variety of products available. "The number of roofing products in the industry is unbelievable," says Rob Eiseman, director of communications for the National Roofing Contractors Association.

Eiseman explains that a new trend in metal roofing has added to the complexities surrounding the industry. Previously, he

says, metal roofs were installed by metal building contractors. More frequently now, roofing contractors are installing the metal roofs, as evidenced by Henley Roofing's involvement with the Roddy Manufacturing project.

Roofing consultants provide one way to make sense of the dynamic roofing industry and the continuous advent of new roofing system technologies. "For example, metal building guidelines are the primary source of information on metal roofing for architects, and they do not adequately address today's roofing applications," says Roof Design Works' Bill Martin. "Our consulting and design capabilities help bridge that gap."

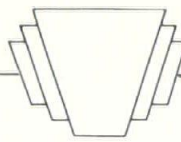
In addition to its role as a manufacturers' representative for Armco, Roof Design Works employs registered architects who develop computerized drawings to properly detail a project in harmony with the engineering of specific products.

A professional member of the Roofing Consultants Institute, Martin currently serves on the roofing committee for the American Society of Testing and Materials. He was formerly president of W.F. Martin Co.

"I've been in roofing for 27 years, and when you consider the life of the roof, these metal-on-metal retrofits are some of the most logical projects I've seen," Martin concludes.

*Sharon S. Pound, APR, is a public relations executive with Tombras & Crytser Public Relations.*





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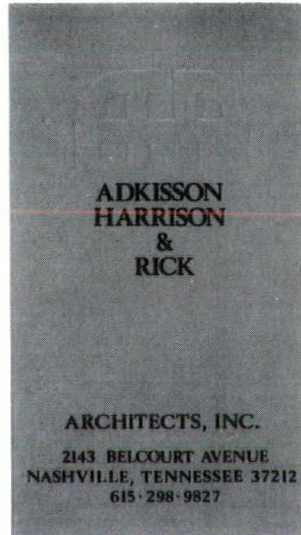


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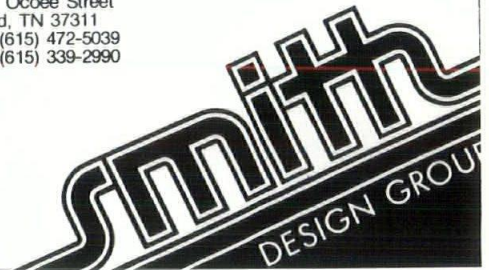


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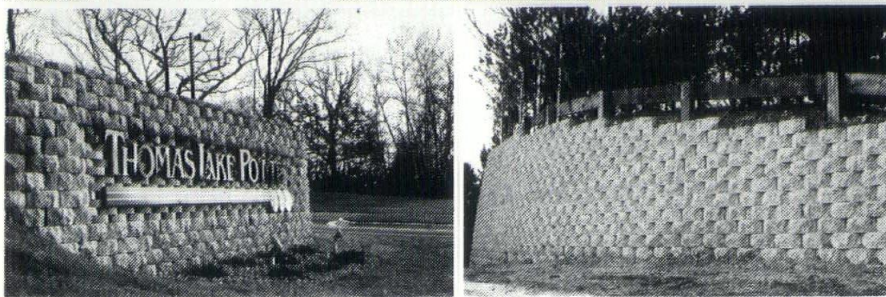
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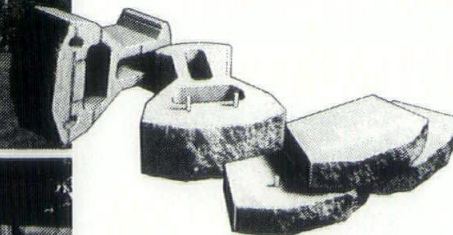
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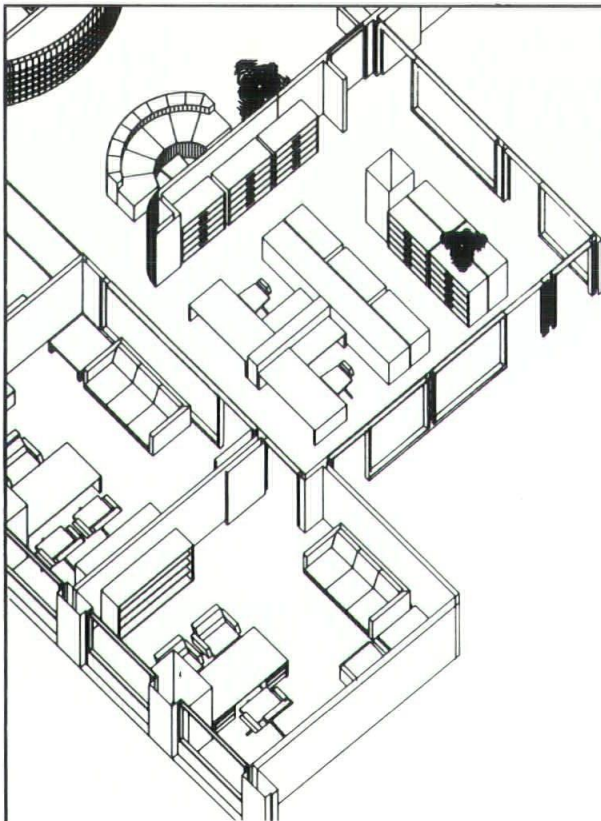
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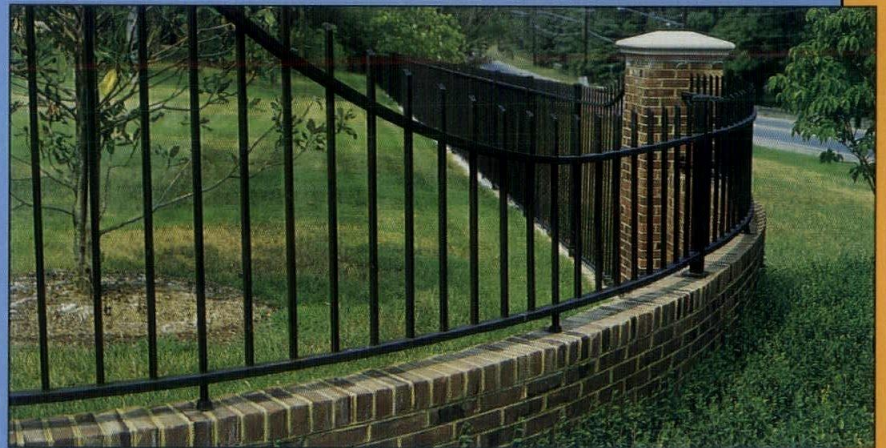
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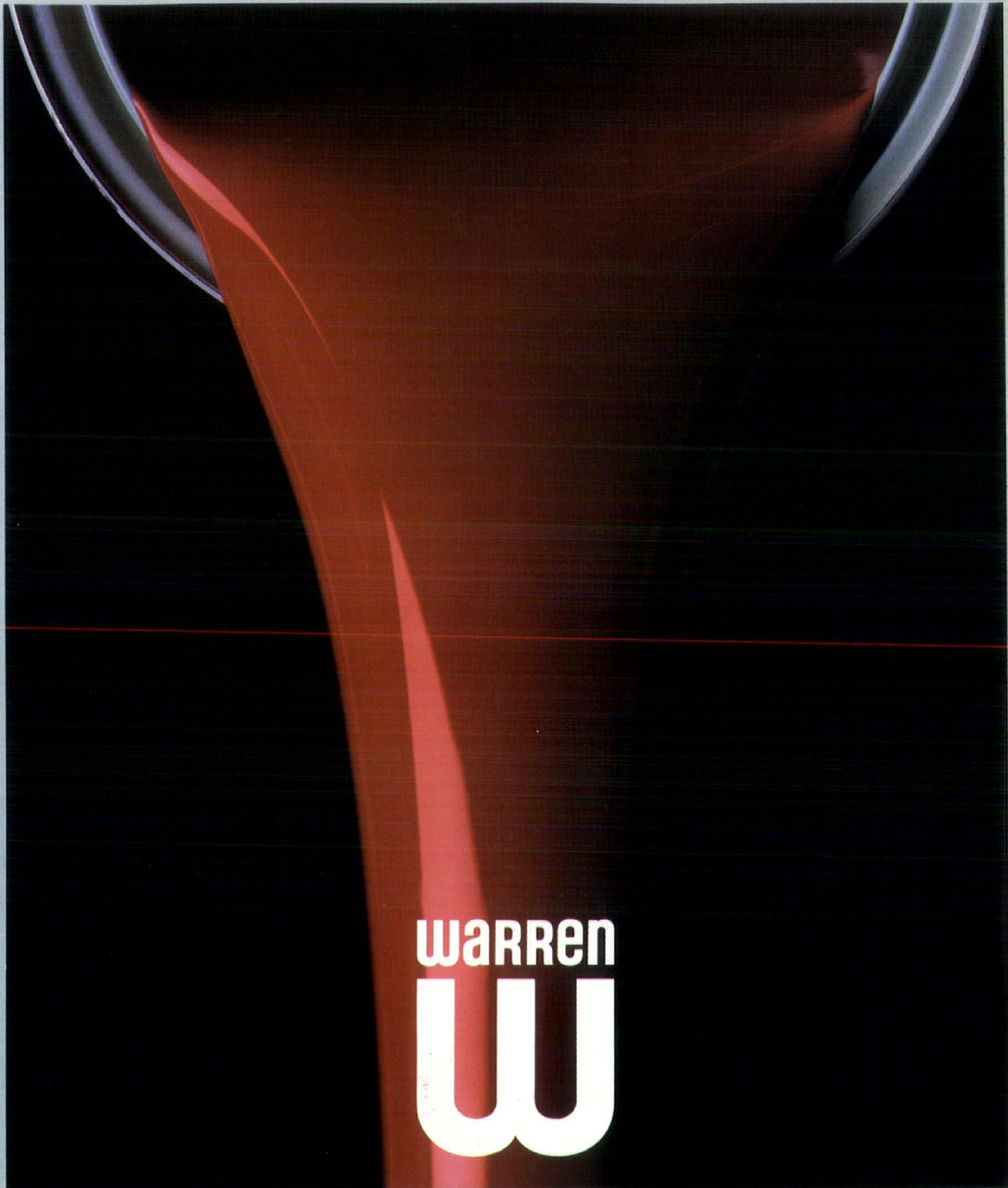
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