IT REALLY WORTH THE MONEY?

In June of 1983, Chicago's City Council passed a bill which allowed the outdoor advertising firm of Foster & Kleiser to hang 10' X 36', illuminated billboards from the Chicago Transit Authority's elevated-train structure. The signs were to be erected over twelve intersections which serve as ports of entry into the Loop. Under its agreement with the Foster & Kleiser division of Metromedia, Inc., the CTA was to receive $8,000 for each sign or 37.5 percent of the advertising revenue that the signs generated every year, whichever is greater.

News of these billboards evoked an immediate response of disapproval from the community. Among the more vocal groups was the Chicago Chapter, AIA, who, under the leadership of 1983 president Bill Brubaker, led a battle against these visual intrusions. In a letter to Mayor Washington, President Brubaker maintained that permitting these signs in the central area was contrary to the Chicago Chapter, AIA's efforts to improve the image of the downtown. Furthermore, he stressed that any short term monetary gain which might be realized by such a project could not justify the eventual price that would need to be paid to repair the damage wrought by the unsightly displays.

President Brubaker's efforts, combined with those of numerous individuals and civic groups, such as the South Loop Planning Board, the Greater State Street Council, Friends of Downtown, as well as organizations such as the Chicago Architecture Foundation, and the Chicago Central Area Committee, resulted in a moratorium on the construction of the billboards.

On January 2, 1984, under mounting pressure, CTA Chairman Michael Cardilli reported that at his request Foster & Kleiser had agreed to halt construction of the signs in the Loop temporarily until the transit agency had heard from opponents of the project.

Ten of the contracted twelve billboards were erected over the weekend of February 11-12. Currently, each of the signs bears a reproduction of a painting by a professional artist with the name of the sponsoring business prominently displayed beside it. Although some may not consider these objectionable in their present form, it will certainly be but a short time before their true advertising objective is realized. Then Loop-bound motorists, as well as downtown's pedestrians, will be greeted with:

What is the price for "beefing up" the CTA revenue?

Continued on page 8
FROM THE PRESIDENT

Achieving Better Quality Control

The Quality Assurance Task Force has been meeting for the past three years on a regular basis for the purpose of developing ways to achieve better quality control in all aspects of architectural practice among Chicago Chapter member firms, and to encourage excellence of the architectural product. The objective is to serve the public interest by reducing errors in the design, documentation and construction of buildings. Participating architectural firms will be able to better control financial losses and help abate insurance premiums by reducing claims and lost time, and will help increase the goodwill of clients and the credibility of the profession through fewer errors and failures.

To achieve these objectives, the Task Force sponsors a Peer Review Program which conducts voluntary and confidential evaluations of a member firms' quality assurance activities. The purpose of these evaluations is to allow an outside team of three reviewers (all senior principals in member firms) to thoroughly investigate the actual working procedures of the firm and compare it with the firm's own criteria and goals, as well as minimum professional standards. A report is made which may contain observations of differences between the goals and practice of the firm and suggestions for correction or improvements. Only one copy of this report is made and is given to the participating firm to incorporate, publicize, or dispose of as it sees fit. The review team is sworn to confidentiality. There is currently a nominal fee of $800 for this service to help defray secretarial and legal costs associated with the reviews.

Additional information may be obtained by contacting co-chairmen Frank Heitzman at 456-0300, Ext. 481 or John Gillan at 278-7701.

The Institute - The Schools - And You

The focus of the Chicago Chapter in 1984 is the education of the architect. This leads me to comment on the role of the AIA, the schools, and the practitioner. The Chapter area encompasses the School of The Art Institute of Chicago, the University of Illinois, and Illinois Institute of Technology. If smokestacks in Chicago are to be supplemented by a new knowledge-driven service industry, then the AIA, the schools, and the practitioner must work together to make it happen.

It may be obvious to some, but not enough, that money is the medium in which we operate. The AIA and the schools do not exist to create money, but money sustains them. That logic does not demean the search for knowledge, but it should describe the limits within which that search should be carried out. We all realize that any linkages will be successful only if these linkages are based on educational programs of intrinsic academic value.

The schools must develop goals and execute them with distinction. If these programs are of value, there is basis for developing mutually satisfactory linkage.

In like turn, the AIA and the practitioner must work with the schools to better understand their own deficiencies and shortcomings as viewed by the schools. The time is now for the Institute the schools, and the practitioner to better understand each other. We can, by working together, respecting each others' freedom and independence, and most importantly, by being concerned with each others' welfare bring this ideal to fruition. We have an opportunity to produce a society better equipped with unlimited horizons for the twenty-first century.

WAL: FRIEND OF CHICAGO ARCHITECTS

Year after year, the Women's Architectural League, through the diligence of their members and the generosity of their friends, have given thousands of dollars in financial aid to the future architects of our Chapter.

For the past twenty-five years, WAL has worked with dedication towards the goals of the AIA. Their steady and sure support has become indispensable to our Chapter.

On behalf of the AIA, I thank the members of WAL for their continuing, outstanding service to our profession, and join with them in looking forward to another twenty-five years of their fine work.

Thomas J. Eyerman, FAIA
CCAIA President
CHAPTER PROGRAMS

NAL Honored at Gala

In honor of the 25th Anniversary of the Women's Architectural League, the Chicago Chapter will host an "April Gala" at The Art Institute on April 3.

The evening's activities will begin at 5:30 p.m. in Pullerton Hall with a lecture by Joseph Giovannini, architecture history and design writer for the New York Times. Mr. Giovannini has worked as an architect, a consultant for Architecture Digest, and is architecture and urban design critic for the Los Angeles Herald Examiner.

At a reception in McCormick Gallery following the lecture, Victor O. Sinnerer and Co. will present a grant to the Department of Architecture in honor of the Women's Architectural League. Cocktails will be served. Following the presentation guests will have an opportunity to view "Chicago and New York: More Than a Century of Architectural Interaction," in Gallery 200.

Jahn to Conduct Tour

On Wednesday, April 4, at 12:30 p.m., Helmut Jahn will conduct a tour of the new State of Illinois Building. Tour members should bring a hardhat, if possible, and meet at the southeast corner of the site, Clark and Randolph Streets. The tour, sponsored by the CCAIA Design Committee, is limited to the first 30 reservations, which can be made by calling the Chapter office.

Continuing Education for Young Architects

The final session of the Young Architects' Professional Development Seminar Series, "Exposure I: Elements of Architectural Practice," will be held on April 10 at 5:30 in the Chapter Board Room. This session will discuss "The Construction Process: What the Contractors Do With the Architect's Work." If you haven't signed up for the series, you may enroll for this program by remitting a check to the Chicago Chapter in the amount of $7 for members, $5 for students, $14 for non-members. The registration fee covers handouts, bibliographies, and refreshments.

Integrating Art Into the Project

The Chicago Chapter Interior Architecture Committee, in conjunction with the School of the Art Institute, will offer a program discussing "Art in the Corporate Office." On Wednesday, April 18 at 5:30, in the offices of FCL, 225 N. Michigan, Mr. Joseph Rosen, vice president of ISD Incorporated, will speak on the process of selecting, acquiring, and cataloging a corporate art program.

Mr. Rosen, who was named 1983 Designer of the Year by Interiors Magazine, will present slides of selected art programs developed by ISD for corporate clients such as AT&T, Xerox, PPG Industries, Westinghouse, and R. J. Reynolds. Rosen, based in New York, believes firmly that "art should be integrated into the conceptual design phase of all projects. The spiritual quality of art enhances the totality of the environment." To this end, "budgets must be formulated with art as a given." He believes that art "should never be positioned to a client as an investment but the indispensable element in the overall interior environment."

Reservations to hear Joseph Rosen are limited to 50. Please call the Chapter office with your wish to attend.

Rosen was an early supporter of Jaime Ardiles-Arce, and was instrumental in commissioning the young and unknown Ansel Adams to make a series of photographs, now famous, of the California coast for the Bank of California project.

Advisory Council Set

Over the past several months the Membership Committee has worked to form a Chicago Chapter Advisory Council which would exist to provide consulting services to Chapter members on legal matters, accounting, insurance, marketing, codes, and business planning. Members of the Advisory Council have now been selected, and will be introduced to the membership on Tuesday evening, April 24. Advisory Council services will be explained by Jeff

Continued on page 4
Kutsche, AIA, Membership Chairman, and members of the Council will be available for informal discussion with individual members.

The program will be conducted at the Associates Building, corner of Michigan and Randolph, from 5:30-7 p.m. Sheldon Schlegman, AIA, of A. Epstein & Sons, Inc., and a designer with I.D.S., Inc. will address the members on the development of the Associates Building. Please call the Chapter office for reservations.

1984 Awards Program

Program brochures for the 1984 Chicago Chapter Awards are in the mail beginning the last week of March. You will want to note the following deadlines:

- Distinguished Building Awards Intent to Enter: May 10, 4 p.m.
- Distinguished Building Awards Entries: May 31.
- Service Award Nominations: May 11.
- Young Architect Award Nominations: May 1.

As part of the awards program exhibition, the CCAIA and the Department of Architecture at The Art Institute are organizing a slide show, "150 Lesser-Known Residential Buildings in Chicago." All types of housing built before 1959 and located in the greater Chicago area will be included. Each slide submitted to the Chapter office should have: your name, name of building, address, architect, and date of construction; please note if it has been demolished. Enclose a stamped, self-addressed envelope for returning slides. Deadline for submissions is April 15.

All entries will be viewed by a five-person jury; winning entries will be published in the AIA Awards exhibition catalog.

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CHAPTER WELCOMES NEW MEMBERS

AIA

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VAN KEMPEN, LINDA SUE CONGREV
RANDALL FIELING, DIRK DANKER
JAMES HALEAS, KURT HESNER
SCOTT HIMMEL, SCOTT HINDSLEY
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Congratulations to DARCY BONNER, MARINA HALDEMAN, WILLIAM LEUNG, RICHARD MOHR, LYNN ANN OLECHNOWICZ, MARY B. SWANSON who have received their license to practice architecture and have been upgraded to AIA membership.

Associate

PAUL BODINE, DANIEL EHRMANN, GEORGE GELIS, PATRIC GREENE, PAUL HAGLE, ROBERT SEKOWSKI

Professional Affiliate

DANIEL BORKOWICZ, CLYDE CASE, JR., PHIL CORNES, JAMES LEOPARDO, ETHEL SAMUELS, GARY VERNE, CHESTER WETTSTEIN

Student Affiliate

SUSAN BATHA, DOUG BLANCHARD, JANETTA BRIDGES, JEFF BUDGE, JOSEPH CIENIEWICZ, THOMAS COS TELLO, DAVID DASTOR, ROBERT DAVIDSON, FREDERICK DELAROSA, JENNIFER DINI, IOWA DOBOZ, KAREN FRIEDRICH, SANFORD GLAZER, MONIKA GREIFF, DANIEL HAKE, BRIAN JASKE, STEVEN KOLBER, ANGELO LASKARIS, ANTHONY Y. K. LEE, SEAN LINNANE, MICHAEL MCKEON, PATRICK O'NEILL, BERNADETTE PLANERT, ELLEN SCHULMAN, ROBERT SIKOWSKI, PAMELA SLOAN, SCOTT SONOC, DAVID STEFFLER, DOUGLAS STROM, MICHAEL STUDZINSKI, STANLEY SWIECH, MICHAEL TAYLOR, MELANY THOMPSON, MARK TORTORELLA, PETER ULIASZ, DAVID WARD, CYRUS YAMIN.
Chicago Chapter members Kenneth G. Groggs, Gerald Horn, and Yoshio Nakazawa have been advanced to the Institute's prestigious College of Fellows, the highest honor the AIA can bestow on any member. Fellowship in the AIA is conferred on members of ten years' or more good standing who have made "notable contributions to the profession in such areas as architectural practice, construction, design, education, government or industry, historic preservation, literature, public service, research, service to the profession, or urban design."

KEN GROGGS, president of Groggs and Associates, Inc., as combined 22 years of architectural experience with service, both to the profession and in community affairs, is support and development of young architects has resulted in significant advancements in their careers.

At the national level, Groggs fostered increased involvement of architects in government, and played a major role in recent changes in the architectural registration procedures. His tenure with the National Council of Architectural Registration Boards, and his participation as a member of the Illinois Architects' Licensing Board aided in the development of a more professional, objective examination for all architects. His current role as a member of the NCARB Intern Development Program Coordinating Committee is further testimony of his concern for the young professional.

Groggs record in public service includes being a member of the CAAC board of directors and a founding member of Chicago's first minority Community Design Center. As Director of Architecture for the Chicago Board of Education for five years he managed the largest rehabilitation program in the school board's history.

GERALD HORN, Director of Design at Holabird & Root was named a partner of the firm in 1979, and is responsible for establishing the design direction and character of each project. In the last six years, Horn has received National Honor Design awards for the Northbrook, Illinois 4A Telephone Equipment Building, restoration of The Chicago Public Library, and the Monsanto Environmental Health Laboratory in St. Louis. Projects winning local awards include Hollister, Inc. corporate headquarters and research and development facility in Libertyville, and the Health Sciences Building at Northwestern University/Northwestern Memorial Hospital.

Horn's work has appeared in several architectural publications including 100 Years of Chicago Architects, L'Architecture D'Aujourd'hui, Progressive Architecture, Architectural Record, and the AIA Journal.

He has recently been exhibited at the Graham Foundation, Cornell University, Museum of Contemporary Art, Chicago, Walker Museum of Fine Arts, Minneapolis, and Museum de Castelvecchio, Verona, Italy.

YOSHIO NAKAZAWA, president of Nakazawa Corporation, has contributed much of his time over the past 30 years of design and directing his own firm, to the fields of Science of Construction and Research. Nakazawa has five U.S. and Canadian patents for solving design problems for delivering vertical and horizontal laminar air flow for clean rooms, and developing the only integrated floor/wall/ceiling modular interior system known.

Nakazawa's firm has been recognized by the AIA and the CACI for the General American Research Center in Niles; the U.S. Air Force's "First Honor Award" for the Avionics Science Building, Wright-Patterson AFB; and the AIA/NAVFAC "Award of Merit" for the Pipe Shop Facility, Naval Shipyard, Charleston, S.C. Since 1965, the Nakazawa Corporation has received ten awards for excellence of design and superior performance.

The Institute's 83 new Fellows will be invested into the College of Fellows on May 6 at the 1984 National Convention in Phoenix.
WORKS IN PROGRESS: Bertrand Goldberg, Dunbar Furniture Showroom #837, Merchandise Mart, 8:30 a.m.
MEMBERSHIP COMMITTEE MEETING: noon, The Architects Partnership, 410 S. Michigan
"AIA: In honor of W.A.L., The Art Institute, reservations required, $35 per couple, $20 per person, 663-4111
"EXPOSURE I: YOUNG ARCHITECTS' SEMINAR: "The Construction Process," 5:30 p.m., CCAIA Board Room
"DEADLINE: Preservationist of the Year Award applications, information 366-9342
"DEADLINE: Nominations for Young Architect Award

[Diagram of CHICAGO AIA FOCUS]

JOHN G. SHEED AQUARIUM TOUR: By CAF, 11 a.m.-1 p.m., $5 members, $8 public, meet at main entrance, reservations required, 782-1776

Meadow in Upper Park

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8-9:30 a.m., registration:
PLANNING & URB MEETING: 12:30,
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WORKS IN PROGRESS: Neil Frankel, Vector Contract Showroom #1168, Merchandise Mart, 8:30 a.m.
EXECUTIVE COMMITTEE MEETING: 8 a.m., CCAIA Board Room
EXPOSURE I: YOUNG ARCHITECTS' SEMINAR: "The Construction Process," 5:30 p.m., CCAIA Board Room

DEADLINE: Slides for "150 Lesser-Known Residential Bldgs. in Chicago"
JOHN G. SHEED AQUARIUM TOUR: By CAF, 11 a.m.-1 p.m., $5 members, $8 public, meet at main entrance, reservations required, 782-1776

DEADLINE: Noninations for Young Architect Award

CCAIA BOARD MEETING: Noon, Board Rm.
WAL MEETING: Tour of Univ. of Chicago Mandel Hall & Robie House with Harold Hallman & John Vinci, followed by lunch at Faculty Club, $10, tour at 10:30, lunch noon, reservations required 620-4527
PRESENTATION OF ADVISORY COUNCIL: 5:30-7 p.m., The Associates Bldg., no chg., reservations 663-4111

DR. DENIS DOD Federhaus, 5/1 Central Core,

CENTRAL PARK Retouched by W. B. Van Ingen

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WORTH THE MONEY?
Continued from page 1

each morning by the Malboro
man and Mrs. Peller's "Where's
the beef?"

On February 16, four days
after the billboards were con-
structed, Mayor Washington
ordered their removal citing
them as being in violation of
city codes that required ap-
proval by the Department of
Streets and Sanitation. On
Wednesday, February 29, Cir-
cuit Court Judge Thomas P. Caw-
ley issued a preliminary in-
junction barring the disman-
tling of the billboards until
the issue had been resolved.

This ongoing struggle
clearly demonstrates the need
for the environmentally con-
cerned members of the Chicago
Chapter, AIA to be one the
alert and continue providing
a strong voice in matters
which jeopardize the architec-
tural integrity of our city.

Roger M. Seitz, FAIA

THE ULTIMATE EXCHANGE

Two pivotal cities in Amer-
ican architectural history,
Chicago and New York, are the
focus of a major traveling ex-
hibition now on view at The
Art Institute of Chicago and
continuing through July 29.
"Chicago and New York: More
Than a Century of Architectu-
ral Interaction," features
exchanges between Chicagoans
and New Yorkers that helped
shape the American cityscape.
More than seventy drawings,
photographs, prints, models,
posters, and architectural
fragments trace the evolution
of the skyscraper and the de-
velopment of city planning,
residential dwellings, subur-
ban environments, and world's
fairs. Highlights include two
recent gifts to the Art Insti-
tute: Jules Guerin's render-
ing of the famed Flatiron
Building designed by Daniel
Burnham in 1902, and Ralph
Walker's design for the pro-
posed Tower of Water and Lig
for the 1933 Century of Pro-
gress Exposition in Chicago.

The simplest level of ex-
change is that many architec-
lived, designed, or taught in
both cities. Chicago's land-
mark Tree Studios were pro-
duced in the 1890s by the
Brooklyn firm of the Parfitt
Brothers. Louis Sullivan de-
signed the Bayard-Condct
Building for New York in 189
8. Recently, the New York
firm of Kohn, Pedersen, and
Fox completed the 333 W. Wack
building. The exhibition will
feature other types of inter-
action - collaborations be-
tween the two cities' archi-
tects as well as between ar-
chitects and clients, typica:
architecture of one city
adopted and adapted by the
other, and the challenge of
solving similar problems.

A 114-page catalogue will
be published for the exhibit.
The Computer Committee will be conducting its third annual computer usage survey during April. A questionnaire will be sent to each CCAIA member firm during the first week of April. The committee has asked all firms to participate regardless of level of usage so that the survey results can aid the committee in addressing the needs of Chicago Chapter firms.

A survey form is enclosed with this issue of Builder. Deadline for completed entry notebooks is April 30.

NE SISCO, AIA has joined Bulley Andrews as vice president of the AIA Chapter with the move to the AIA Building, 224 Michigan Avenue, 60604, 339-0483.

The Preservation of Chicago has named the following people to the Chicago Preservationist for the year award program: Robert A. C. McDonald, 1155 Merchandise Mart, Chicago 60654, 202/822-0390. Deadline for applications is April 17.

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OFFSET PRINTING

• Specifications and booklets
• MAGI-COPIES
• Cast printing service

Blue Prints, White Prints, Sepia Intermediates on Paper or Mylar
Notebook
Continued from page 9

offers eleven architectural treasures. Tickets after 4/15 are $25. Contact FLW Studio, 848-1978, or pick up a brochure in the Chapter office. An ARCHITECTURAL EXCURSION TO L.A. highlighting the work of FLW and others, will be sponsored by the FLW Home and Studio Foundation August 18-25. Travelers will stay on the dry-docked Hotel Queen Mary in Longbeach. Tours will include Wright's Hollyhock Studio and Residence, his Ennis Concrete Block House, Greene & Greene's Gamble House, the Schindler-Chase House, the Getty Museum, Howard Hughes' Spruce Goose. Contact Gail Downey, 848-1978, for more information. RICARDO BOFILL, the internationally known architect and planner will discuss his innovative work on May 3, 6 p.m. in Fullerton Hall at The Art Institute. The slide lecture, illustrating recent constructions, is free and open to the public.

The April 13 SEMINAR ON IMPLICATIONS of the complete revision of CHAPTER 68-Minimum Design Loads of the Chicago Building Code will be held at the Holiday Inn Dart Plaza. The seminar, sponsored by the Chicago Committee on High Rise Buildings, was previously announced for the Holiday Inn Dart Plaza. Consult the March Focus for details, and for reservations contact Amy Page, 481-2576. DEPAUL UNIVERSITY is offering a course, June 19-24, for the study of architecture in the city of Chicago, 1834-1984. Course work will include archival study on original materials for graduate students; seminars, lectures, and guided field trips for all students. The following faculty has been announced: Robert Bruegmann, Sally, Chappell, Carl Condit, Joan Draper, Kevin Harrington, Michael Hershensohn, David Van Zanten, and John Zukowsky. Deadline for applications is April 15. Contact Sally Chappell at 321-8207. "PRESERVATION IS TAKING CARE OF AMERICA," is the theme for the National Trust's Preservation Week, May 13-19. Preservation Week materials are available by writing the National Trust Public Affairs Office, 1785 Massachusetts Ave., N.W., Washington, D.C. 20036. A/E SYSTEMS '84, the annual exhibition and conference on automation in design firms, will be held at Baltimore Convention Center June 4-7 featuring programs with over 150 speakers who are leaders in their fields of design, management, and automation. Contact Carol Gosselin, A/E Systems '84, P.O. Box 11318, Newington, CT 06111, 202/666-1326. The Chapter Office staff would appreciate having committees that meet in the Board Room bus"their tables by removing soda cans, sandwich wrappers, napkins, etc. We would be pleased to have your cooperation in keeping the space ready for the next program.

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When it’s time to recycle an old building into a desirable piece of real estate, Jon has the people, the know-how, and the creative vision to do the job right.

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Other people like what we do, too. Two of our renovation projects were among a select group spotlighted at a Chicago Architectural Foundation exhibit, “Renovating Chicago.”

If you can see the possibilities in recycling, give us a call. We share the same vision. And we have the ability to make it a reality.

For a free 14 page “Guidelines for Readaptive Use of Existing Structures”, write our Vice President Randy Thomas.

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