FOCUS

Read All About It

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FEBRUARY BIRTHDAYS

3 - Alvar Aalto (1898)
5 - Nathaniel Owings (1903)
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7 - Bernard Maybeck (1862)
12 - Lawrence Perkins (1907)
13 - Gerhard Kallman (1915)
15 - Phillip Will Jr. (1906)
18 - Leone Battista Alberti (1404)
20 - Louis Kahn (1901)
24 - Charles LeBrun (1619)

(Viollet-le-Duc was not born on January 27, 1814, as we said in January issue, this page, but Viollet-de-Duc was)
Chapter Dinner
Features Susan Maxman and Robert Berkebile

Thurs., Feb. 18, 5:30 p.m. Wrigley Building, 410 N. Michigan
(Free parking after 4:30 p.m. at Rush and Hubbard with validation)
Cost: $37.50, members; $42.50, non-members
Sponsor: Committee on the Environment and co-sponsored by AIA Northeastern and AIA Eastern

Recently overheard was a conversation about the AIA convention, architecture, and the environment. The essence was that one of the architects was getting fed up with constantly hearing about the environment in the same breath as a discussion on the convention. The concern was that when discussing the convention, the conversation is always about the environment and rarely about design. Nothing could be further from the truth.

In reality, any discussion today about design must include the environment and vice versa. The two are intertwined. It is the architect’s job to deal with the built environment. This cannot be accomplished without affecting all other aspects of the environment.

How will this be accomplished? Will our environment be sustained? Who will shape the future of our cities? Countries? World? This question is yet to be answered. The most logical choice would be architects. But will it be architects?

Are we up to this challenge? What will our role as architects be in the future? What is the future of the architectural profession? And how does this all relate to the environment?

Don’t miss this important chapter dinner and a stimulating presentation by Susan Maxman, FAIA, president of the AIA, and Robert Berkebile, FAIA, chairman of the national AIA Committee on the Environment. Maxman and Berkebile will discuss the above issues as well as “Architecture at the Crossroads: Designing for a Sustainable Future,” which also happens to be the theme of our June national AIA convention.

Don’t be left behind. This is an opportunity to hear about your future and the future of architecture as it relates to the environment. Join us on February 18 at 5:30 p.m. for cocktails, 6:30 p.m. for dinner, and 7:15 p.m. to hear two of our profession’s most charismatic speakers. Please RSVP (FAX or mail) to AIA Chicago via the program sign-up form this page - by February 12.

If you have any questions, please contact me at 708/692-4700, or contact Helen Kessler at 312/477-7792.

Steven L. Blonz, AIA
Helen Kessler, AIA
Co-chairs, Committee on the Environment

What Do We Do When We Don’t Need it Anymore?

Tues., Feb. 9, 5:30-7:30 p.m. AIA Chicago Board Room Merchandise Mart, #1049
Sponsor: Corporate Architects Committee

What do we do with old worn-out carpet? Where does it go? (Do I care?) Is my firm responsible for its disposal? What can we do with worn-out furniture? Are there environmentally better products? What really needs to be done? How can it best be accomplished? What will it cost? (After all, I still have a budget!)

These are some of the questions that architects must be able to address. As design professionals and specifiers, architects have great influence in determining effective environmental approaches.

Corporate architects may find themselves in the vanguard in establishing and executing pro-active policies and procedures that are environmentally beneficial, as well as demonstrating the social responsibility of their organizations as good corporate citizens.

This program will focus on:
  • comparing life cycle costs vs one-time project cost, from an environmental perspective;
  • the environmental implica-
Current Issues in Professional Liability

Newer Problems of Liability
Confronting Architects

Tues., Feb. 23, 5:30 p.m.
AIA Chicago Board Room
Sponsor: Office Practice Committee

Steve Stein, Chicago attorney specializing in construction law, recently stated that he hoped "the endless well of liability exposure has reached bottom." Optimistic as this comment may be, we will probably not see that bottom for a very long time, if ever.

The February 23rd discussion, led by Stein, will focus on more recent problems of professional liability that have further implanted architects in the legal morass. The intent is to review problems and potential solutions, and to alert architects to yet undiscovered risks so that they may, as best as possible, avoid these legal pitfalls.

Some areas to be covered include environmental issues, architects acting as "designers" only, contractors' applications for Payment, and architects' alleged interference with contracts.

Our best protection from the risks of professional liability is knowledge and the resulting recognition of a potential problem before it occurs. Join us on February 23rd to help advance this knowledge.

Walter J. Foran, AIA
Program Chair

Slaying the NCARB Beast

Wed., Feb. 10, 6 p.m.
Chicago Architecture Foundation Lecture Hall
Fee: $5, AIA Chicago members and current students (with proof of enrollment); $15, non-members
Sponsor: Young Architects Committee

• hear actual exam graders;
• Meet with recently licensed architects and find out their strategies;
• Find out if you're qualified to sit for the exam and how to register;
• Get basic strategies for approaching Site Design (Graphic) and Building.

Computer Aided Facilities Management

A Roundtable Discussion

Wed., Feb. 24, 6 p.m.
AIA Chicago Board Room
Merchandise Mart, #1049
Free to members; $5, non-members
Sponsors: Computer Committee and Committee on Architecture for Health

The committees are proud to present a roundtable discussion on Computer Aided Facilities Management (CAFM). CAFM is an integrated system of database management and facility drawings on CAD designed to enhance data collection and retrieval for the efficient management of facility resources. CAFM applications cover a broad spectrum ranging from maintenance of as-built drawings to Space Planning/Location and Budget/Cost Accounting. CAFM provides a unique opportunity for the architect to continue a relationship with the health care provider by maintaining the facility database.

Terence Houk, AIA
Chair, Committee on Architecture for Health
Michael Goff, AIA
Chair, Computer Committee

Sandra Feldt
Program Coordinator
Hank Pohl, AIA
Co-chair, Corporate Architects

Richard Fencl, AIA
Chair, Technical Committee

COMING UP IN MARCH

Adaptive Reuse and Redevelopment

Wed., Mar. 24, 5:30 p.m.
AIA Chicago Board Room
Merchandise Mart, #1049
Sponsor: Real Estate Committee

This program is a panel discussion focused on the opportunities inherent in the redevelopment of existing properties. Four panelists and a moderator from such diverse backgrounds as developer, architect, client, state/local government, and historical preservation will offer insight into what appears to be a growth field.

The committee is active in the development of design guidelines for the Bryn Mawr Towncenter through its advisory role in the Edgewater Development Corporation. Presently, results are being compiled from this fall's design charrettes. The results will be presented at the upcoming program entitled "Working Toward a New Millenium." As described in the December FOCUS, this committee is directing its attention toward the national APA, ASLA, and AIA conventions to be held in Chicago this year. Please join us as we prepare for what promises to be a very active period of professional activities/networking with a community involvement emphasis.

We would like to have you join us at our next steering committee meeting on March 16, 5:30 p.m., in the Chapter Board Room, #1049 in the Merchandise Mart.

Neal Stemple, AIA
Program Chair
Rich DeLeo, AIA
Chair, Real Estate Committee
Peter M. Fenner, AIA

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Computer Aided Facilities Management

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Wed., Oct. 13, 5:30 p.m.
AIA Chicago Board Room
Merchandise Mart, #1049
Free to members; $5, non-members
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Making Choices

Building to Save the Earth
Educating Architects for a Sustainable Future

By MIMI SLOGAR

When AIA President Susan Maxman, FAIA, and Robert Berkebile, FAIA, national AIA Committee on the Environment Chair, speak at the Chapter dinner this month, their message will warn of the impending urgency of environmental concerns while attempting to define responsive roles for design professionals. These presentations are expected to be a continuation of efforts that conceived "Building to Save the Earth, a two-day symposium on environmentally conscious architecture held last September at Ball State University and co-sponsored by the U.S. Environmental Protection Agency and national AIA.

Through the course of the event, over 30 architects, researchers, academicians, and business leaders from the United States and abroad joined Maxman and Berkebile to deliver a call of distress. In the opening address to an audience of over 450, Marvin Rosenman, Chair of Ball State Department of Architecture, portrayed our present situation with some disturbing statistics: 1. The United States comprises only 4% of the planet's population but consumes over 50% of its oil; 2. Wetlands have been disappearing at a rate of 300,000 acres per year; 3. More species have been lost in the last 10 years than in the last 100 years. Initially, these consequences seem remote in an architect's realm of responsibility. However, the time for the profession to investigate the impact of its decisions against a sustainable future - that is, to leave unchallenged wasteful uses of materials and resources, insensitive land development, and toxic threats to human and ecological health - is overdue. Also overdue is the widespread application of resources and strategies, proffered at the symposium, that promotes ecologically sensitive design. Architects can begin to make choices toward sustainable building practices during the material selection process. Using "cradle-to-grave" analysis, Paul Bierman-Lytle, AIA, president of Environmental Outfitters Corporation, examined effects that construction products have on their surroundings throughout the duration of their existences. By evaluating such criteria as the raw materials of a product, the by-products of its manufacturing processes, effects on human health during its use, its capability for reuse, and options for its disposal, Bierman-Lytle compiled a list of "Green Products." Heading the list are oil-based paints and stains instead of beeswax instead of fossil fuels. These "green" finishes, asserts Bierman-Lytle, perform as well as standard finishing products but generate less pollution in the factory and fewer toxins during application.

Research of additional building materials, as well as reports on the environmental practices of the companies that make them can be found in a currently circulating quarterly publication introduced by vice chair of the national AIA Committee on the Environment, Kirk Gastinger, AIA. The Environmental Resource Guide (ERG) represents a significant effort by its publisher, the national AIA, to disseminate vital information to and raise critical issues with its constituency. Addressing ongoing research, funded in part by the EPA, the ERG maintains the relevance and timeliness of the topics it covers. Architects used to Graphic Standards, said Gastinger, will find the ERG similarly useful.

In an attempt to provide another type of guideline for sustainable building practices, William McDonough, AIA, presented The Hanover Principles, a manifesto for the planning and design of the World's Fair 2000 in Hanover, Germany. As planning architect for the event, McDonough instructs pavilion designers to bridge site-specific logistics and environmental theory, then leads the way through his own practice. For example, his challenge to accept responsibility for the consequences of design (Hanover Principle #4), coincides with his demands to clients to compensate for energy and material expenditures by planting trees.

Some of the most informative resources at the symposium were architects and builders who, like McDonough, shared insights into running a business with an environmental agenda. Steve Badanes reviewed almost two decades of climate-responsive design and construction executed by his design/build firm, Jersey Devil. London architect Will Alsop, RIBA, demonstrated a rediscovery of the vernacular through environmentally responsive building using his firm's large scale complex designs as prototypes. In addition, Thomas Foreman, president of a Chicago-based architecture and planning firm, exhibited his company's attempt to restore and maintain regional wetlands and prairies.

Advice given from specialists at the symposium exemplifies the diversity of issues that define sustainable building. Aiming to preserve natural habitats, solve pollution problems, legislate intelligent land use, improve indoor air quality, conserve energy, and manage waste through building design may seem like an ambitious attempt. But Amory Lovins, director of research at the Rocky Mountain Institute believes that extreme efforts are required in this era of urgency.

Although the assemblage of expertise at "Building to Save the Earth" was unprecedented, similar events are likely to follow. This year, the national AIA will be dedicating both a series of teleconferences and its annual convention to the task of educating architects about sustainable building practices. As Maxman charged last September, "This [the environment] is the issue of the '90s."

-Mimi Slogar, a member of the AIA Chicago Committee on the Environment, is an apprentice architect with Robert Bell Architects Ltd. in Oak Park.
EIGHTEEN PROJECTS WERE SELECTED BY THE AMERICAN INSTITUTE OF ARCHITECTS TO RECEIVE THE PROFESSION'S HIGHEST RECOGNITION OF DESIGN EXCELLENCE FOR INDIVIDUAL BUILDINGS - THE HONOR AWARD. FROM THAT 1993 LIST OF WINNERS, FOUR WERE BY CHICAGO FIRMS. NOT BAD FOLKS!

IN EVALUATING THE AWARDS, THE 1993 JURY, HEADED BY WILLIAM PEDERSEN, FAIA, USED NEW CRITERIA WITHIN TWO BROAD CATEGORIES: DESIGN RESOLUTION, DEFINED AS EXEMPLARY SKILL AND SENSITIVITY IN THE RESOLUTION OF FORMAL, FUNCTIONAL, AND TECHNICAL REQUIREMENTS; AND DESIGN ADVANCEMENT, A PROJECT ADVANCING THE CONTEMPORARY UNDERSTANDING OF DESIGN BY PROPOSING NEW APPROACHES TO THE DEVELOPMENT OF ARCHITECTURAL FORM. THE FOUR SUBCATEGORIES INCLUDED TECHNOLOGICAL ADVANCEMENT, SOCIETAL ADVANCEMENT, ENVIRONMENTAL ADVANCEMENT, AND PRESERVATION/RESTORATION. "OUR CRITERIA ENABLED WORK OF GREAT DIVERSITY AND INTENT TO EMERGE," COMMENTED PEDERSEN. "NONE AWARDED ARE ACTS OF SELF-INDULGENCE. ALL RESPOND TO ISSUES OF THE PHYSICAL AND HUMAN CONTEXT IN A MEANINGFUL WAY."

THIS DIVERSITY SHINES THROUGH IN THE WORK OF THE CHICAGO FIRMS WINNING THE HONOR AWARD. COLTON PALMS, IN COLTON, CALIFORNIA, BY VALERIO-ASSOCIATES INC. IS AFFORDABLE, COMFORTABLE HOUSING THAT ENHANCES THE QUALITY OF LIFE FOR SENIOR CITIZENS. WINNING IN DESIGN ADVANCEMENT, SOCIETAL ADVANCEMENT, COLTON PALMS' GRID OF APARTMENT BLOCKS - NINE THREE-STORY UNITS ON A CENTRAL COURTYARD - WAS DESIGNED TO MATCH THE SCALE OF THE HOUSES IN THE SURROUNDING RESIDENTIAL NEIGHBORHOOD. THE PLAN HAS A "SOCIAL OBJECTIVE" BY BOTH CONNECTING COLTON PALMS TO THE LARGER COMMUNITY AND DEFINING A SENSE OF SECURITY AND PRIVACY FOR THE RESIDENTS. COLTON PALMS IS A CITY WITHIN A CITY, WITH PUBLIC BUILDINGS AND TOWERS THAT HOUSE A LIBRARY, CRAFTS PAVILION, AND MEETING ROOMS. THE JURY COMMENTED THAT THE "ACTIVE INVOLVEMENT OF THE RESIDENTS, FROM PARTICIPATING IN THE JURY THAT SELECTED THE ARCHITECT TO PROVIDING INPUT INTO THE..."
design, has created a lively community that truly meets the needs of its inhabitants. It celebrates life.

Hammond Beeby and Babka, Inc., provided a retreat for terminally ill children in their Hole-in-the-Wall Gang Camp, in Ashford/Eastford, Connecticut. In this 300-acre camp, a "hideout from the harsh reality" of daily life, children with cancer and other life-threatening illnesses find the wonder of the outdoor experience. There are 35 camp buildings that provide comfortable places for eating, sleeping, recreation, and medical support while indulging childhood fantasies. The medical support systems are accessible and visible but do not interrupt the camp experience. Paths are built over old farmland and logging roads linking buildings that are "accessible to children with disabilities without the use of ramped entrances, handrails, or other aesthetically detracting elements." The jury found the camp "careful not to intrude on its woody setting" as it addresses "the unique needs of children facing emotional and physical challenges and celebrates the strength of human spirit." Hole-in-the-Wall Gang Camp was cited in Design Resolution, Societal Advancement.

From this panorama, drawn from familiar American rural and frontier architecture, we move to the city, to the sleek, 36-story glass and steel Morton International Building, woven into the urban context by Perkins & Will. By using trusses to suspend the first 12 stories, the architect was able to build on a part of the site previously considered unbuiltable because of active rail lines that crossed it. The jury, awarding the project for Design Resolution, found the building to "cleverly overcome complex technical challenges" integrating "itself magnificently within its riverfront site." It accommodates an assortment of functional needs - parking garage, computer center, retail spaces, and offices - "creating a fascinating interplay between vertical and horizontal building elements. Fusing sculpture and function, art and technology, this high rise rises to the glass buildings constructed earlier in this century but is very much a part of the present."

And with Chicago's splendid architectural history and several recent, fine restoration efforts, it is fitting to find the restoration and rehabilitation of the 104-year-old Rookery Building among the winners. McClier, a five-year-old architecture firm, will receive the Honor Award for their efforts in Design Resolution in Preservation/Restoration. The architect set out to "restore and combine the most significant elements of the building's three major periods into a unified whole." Their success is marked by the jury who praised the architect for having "masterfully reconciled the work of the three architects - Daniel Burnham, Frank Lloyd Wright, and William Drummond...", and for having "meticulously" restored The Rookery to its "former glory and beauty, preserving an important commercial structure."

PRESENTING THE OTHER PRESTIGIOUS WINNERS


Headquarters, New York, James Stewart Polshek and Partners, New York; Virginia Merrill Bloedel Education Center, Bainbridge Island, Washington, James Cutler Architects, Bainbridge Island; Wexner Center for the Arts, The Ohio State University, Columbus, Ohio, Eisenman Architects, New York.

It is a fine share indeed, four of 18 1993 Honor Awards captured by Chicago firms.

WHAT ABOUT THOSE OTHER YEARS?

A curiosity emerged in the FOCUS editor about how we'd done over the years since the Honor Awards came into existence in 1949. Thanks to quick action by Liz Wainger at the AIA Public Affairs Department, we have our answer. This month we'll look back, year by year, to the beginning of the last decade, and finish up our history lesson in another issue.

1991  
Ross Barney + Jankowski  
Glendale Heights Post Office  
Glendale Heights, Illinois

Tigerman McCurry, Architect, with Yoshihide Kato, The Zenitaka Corporation, Associate Architect  
Fukuoka Mixed Use Apartment Building, Fukuoka, Japan

Hammond Beeby and Babka  
Daniel F. & Ada L. Rice Building  
The Art Institute of Chicago

1990  
Perkins & Will, Chicago and New York  
Capital High School  
Santa Fe, New Mexico

1989  
Hammond Beeby and Babka  
Hansen House, Wilmette, Illinois

Perkins & Will  
Desert View Elementary School  
Sunland Park, New Mexico

Tilton + Lewis  
Meyer May House Museum  
Grand Rapids, Michigan

1988  
Murphy/Jahn  
United Air Lines Terminal One  
O'Hare Airport, Chicago

Skidmore, Owings & Merrill  
United Gulf Bank, Manama, Bahrain

1987  
Hammond Beeby and Babka  
Conrad Sulzer Regional Library  
Chicago

Murphy/Jahn  
O'Hare International Airport Rapid Transit Extension, Chicago

1986  
Krueck & Olsen
Steel and Glass House, Chicago  
1985  
Skidmore, Owings & Merrill  
Weyerhaeuser Technology Center  
Tacoma, Washington  
1984  
Hammond Beeby and Babka  
Addition to Northshore Congregation  
Israel, Glencoe, Illinois  
1983  
Tigerman Fugman McCurry  
Weekend House, Southwest Michigan  
1983  
Skidmore, Owings & Merrill  
Haj Terminal, King Abdul Aziz International Airport, Jeddah, Saudi Arabia  
1982  
Joseph W. Casserly, with Stanley Tigerman & Associates  
Illinois Regional Library for the Blind and Physically Handicapped, Chicago  
Office of John Vinci, Inc.  
38 East Schiller, Chicago (Extended Use)  
1981  
Skidmore, Owings & Merrill  
Banco de Occidente, Guatemala City  
Chrysalis Corporation Architects  
38 East Schiller, Chicago (Extended Use)  
Nagle, Hartray & Associates  
The Oaks, Housing for the Elderly  
Oak Park (Extended Use)  
1980  
Holabird & Root  
Environmental Health Laboratory  
St. Louis

Deere to Receive AIA 25 Year Award

D eere & Company Administrative Center in Moline, Illinois, designed by Eero Saarinen, has been selected to receive the American Institute of Architect’s 1993 Twenty-Five Year Award. The award is given each year to a building project completed between 25 and 35 years ago that exemplifies design of enduring significance.

"The Deere & Company Administrative Center looks better today than it did 25 years ago," noted the Honor Awards Jury. "As the landscape matured, the building is now seen in the way Saarinen envisioned, and the original concept has been validated."

Evoking an ancient Japanese temple, the buildings in the complex take full advantage of their hilly 720-acre site. The seven-story main office building, connected by a glass-enclosed bridge to a product display building, straddles a wooded ravine containing two ponds.

By using Cor-ten, Saarinen, who pioneered the architectural use of this quick-to-corrode unpainted steel, sought to embody the straightforward and service-oriented culture of a company that produces heavy metal machinery. Saarinen’s design extended to the interior of the building as well. He created many of the office furnishings, which have been carefully preserved and are still used by employees today.

It was this year’s Gold Medal recipient Kevin Roche, FAIA, who stepped in to complete the project and carry through Saarinen’s vision for the project when Saarinen died in 1961, just days after construction began. Fifteen years after the complex opened, Roche designed an office addition built on a location that had been indicated by Saarinen more than a decade earlier.

Saarinen’s projects have now garnered the distinction of having received the Twenty-Five Year Award an unprecedented six times. The other five projects are Crow Island School, Winnetka (with Eliel Saarinen); Christ Church, Minneapolis; the General Motors Technical Center, Warren, Michigan; Dulles International Airport, Chantilly, Virginia; and the Gateway Arch in St. Louis.

More Mentors Needed

T he Chicago Chapter’s Student/Mentor program is unique in scope among AIA chapters. Over the past few years it has successfully paired practicing architects with second year through graduate program level students from the city’s three schools. We thank the practitioners who responded to our first call for mentors in the December FOCUS. However, we need even more positive, motivated practicing architects to contribute to this program. By doing so you will be ultimately contributing to the profession.

Students from IIT, UIC, and the School of the Art Institute can form an informal friendship with a practicing architect, gaining valuable insight into career possibilities and options. Any specialty of architectural practice is valuable, and an attempt will be made to match student interests and mentor specialty.

MENTOR SIGN-UP

Name:_________________________  
Firm:_________________________  
Address:_______________________  
City/State/Zip:_________________  
Phone:________________________  
Best time to call:_______________  

I prefer a student from ____ UIC, ____ IIT, ____ SAIC. My areas of interest/expertise are: ____ Structure, ____ Design, ____ Office Practice, ____ CAD, ____ Interiors, ____ Historic, ____ Preservation/Rehab, ____ Construction Management

Send form to: Mentor Program, AIA Chicago, 1049 Merchandise Mart, Chicago, IL 60654. Fax 312/670-2422.
The first thing you'll notice about Wood-Mode cabinetry is the beauty of the wood. It invites you to touch it. To feel the rich, satiny smoothness. That's the Wood-Mode difference. And it's a difference you can feel. It comes from Wood-Mode's unique multi-step finishing process, complete with expert hand-rubbing. For unsurpassed beauty, sheen, and durability that won't chip, peel, or waterspot.

The Wood-Mode difference. Stop by our showroom and feel it for yourself.
Expectations vs Exploration

By DANIEL GARBER, AIA

When I was a student, the model of my future was the myth of the hero practitioner, and I suspect that this has not changed much. Howard Roark lives, right? Studying the designs of these heroes took hours. Conveniently, the architectural press focused on this too, which made our job as students that much easier. We quickly learned that designers are admired for what they make - not what they do. And so, with remarkably narrow expectations of the options available to them, architectural graduates look for work as an architectural firm, seeking to fulfill the prophecy for which they have been trained.

By contrast, consider the expectations of business school graduates. They look for opportunities in newspaper companies, consulting firms, manufacturing companies, real estate development companies, community watch-dog groups or ecological oversight foundations. And that's just for starters. This breadth is possible because business schools assume that all businesses have similarities; they all exist in a world of limited resources. And these resources - people, time, and money - act upon and structure the activities of all businesses in a similar way.

Architects, and perhaps architectural schools as well, should consider their education and training in no less a manner. Theoretically, by the time we are licensed we should have the education and/or training in scheduling time, budgeting money, managing people, and employing materials - the limited resources that act upon and structure all the activities utilized by formgivers to produce a product.

Over two years ago I left the firm where I practiced architecture for ten years. For some time before that I had begun to realize that the things that were important to me in my personal life were not addressed in my professional life. More and more time was spent working, with less and less time for my marriage, a new family, buying a home. It was also evident that the increased time in working did not reap significant financial compensation. And where was the role model I expected to find? It was obvious I was about to become a candidate for the mid-thirties flight from the profession, joining an already large group of architects searching for another, perhaps a better way to make a living.

When my maturing personal life put greater pressure on my architectural profession, I created Design Products Company, my first attempt to make a better living by changing the incentive from spending more time to making more products, while remaining a formgiver. The concept of Design Products Company is to develop products that make patterns. The first of these is Tessel Blocks, which are tessellation toys for the gift market. A single block has a different image on each of its facets and all 16 blocks within a set are identical. When you play with them, patterns can be made across all of their surfaces. They are share some history or quality.

As I developed my new company, I began to notice that what I thought made a successful architect was not what it takes to be a successful business person. Positive comments from focus groups and targeted retail customers led me excitedly to preparation for producing the first manufacturing run of the product. A member of my business advisory board, however, inquired as to how many units of my product had been sold to support the run. That was enough to set me back a few paces. "What do you mean, go out and make some sales? Everybody likes it! It'll sell just fine." I quickly learned, however, the importance of establishing a marketing and...
American Institute of Architects Chicago
1993 Awards Program

Call for Entries
Call for Entries

The Design Commission of the AIA Chicago invites you to participate in the awards program by submitting entries and nominating individuals who deserve recognition for accomplishment and service to the architectural community.

The AIA Chicago Awards Programs began in 1955 with the Distinguished Building Awards. Since that time, new awards have been added, most notably the Interior Architecture Awards which were initiated in 1979 with a separate awards ceremony.

Each year the awards have recognized a distinguished body of work from some of the top firms in the nation. In 1983, a catalogue of the awards was published to record not only the winning entries, but also all of the submissions for the major categories, acting as a snapshot in time of the best work of Chicago firms.

In 1991, the newly formed Design Commission decided to combine the Interiors and Distinguished Building Awards into a single Gala Celebration. With the coming together of the two design communities, the outstanding success of the 1992 Design Professional Excellence Awards to be presented at the Annual Meeting in May, 1993

Design Excellence Awards Ceremony: November, 1993
Excellence Awards ceremony heralded a new tradition for the AIA. This tradition will be continued when the Design Committee and the Interior Architecture Committee again host the Design Excellence Awards ceremony in November, 1993.

In order to properly recognize the varied contributions to the profession and the city of Chicago, citations for outstanding professional ability and service will be presented at the Annual Meeting in May, 1993, when the professional community gathers to elect a new Board of Directors and welcome a new President.

Finally, an exhibit late in the year will provide the winners with the opportunity to display their outstanding examples of design excellence to the public.

If you have a project or a colleague you are proud of, this is your chance to put it into a permanent record to be examined by your fellow professionals, students, the scholarly community, the interested public audience in Chicago, and prospective clients through the medium of *Architecture Chicago 1993*. 
Call for Entries
American Institute of Architects-Chicago 1993 Awards Program

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AIA Chicago

Design: Kevin Phitz, Design Associates
public relations plan, and I went out to make some sales.

Like the architect that I was, I expected that by just bringing the product into existence, my job was completed and people would simply want what it was I made. Marketing and selling were important tasks that had been lost on me. But I began to realize that the success of my new business depended not on my great product but on how it was supported. I had focused on the product and its manufacture as I had focused on the design of a building, not thinking of what was needed to create and support the opportunity to design.

Our profession focuses on the product of its activities - on the design it creates. While creating design is fundamental to our definition of what successful architects do, the strength of our profession is that we know how to design; we know how to give things form.

The architectural process almost always results in something - it produces a product. But creating a product is not unique to the architectural profession. This makes our skills and experience applicable to formgiving fields beyond the building industry. Our rigorous and structured education and training make the architect better positioned than other formgivers to move into other fields. When the specialized knowledge required is removed, the activity for production is similar to that in which the architect has expertise. Architects overlook the importance of these activities, and the result is the loss of control over what we are designing.

Architectural schools, unfortunately, view their main mission as focusing on the design of buildings. This early training in product focus blinds our ability to recognize the contribution that our skills and experiences have in creating other things. Too, it makes us complacent: we sell by answering the phone instead of making calls; we respond to requests for our services rather than figuring out where to find new clients. We say to ourselves, "Here is the design of our building. If it is any good, people will beat a path to our door for more of it." It is important to realize how much energy we spend focusing on ourselves rather than on those we are trying to serve. We don't listen. Our clients sense this and compensate accordingly. The architect is called upon as the consultant to shape and deliver a product, rather than being looked upon as the professional who brings the project together to uniquely address the problem at hand.

Consider how developers hire architects as project directors or directors of construction. The developer, who have come to expect quality design - and it is important - but it is achieved by a process we fail to talk about. We have taught clients to look for the products of "fashionable" architects, and this focus has reduced the opportunities for us to become involved in the process of designing, which after all is essential to the quality of what we make.

If we are to survive successfully, we have to create the opportunity to design, but to do so requires a significant change in our expectation of what we need to do to be successful. I learned that I could no longer rest on my ability to get the work done or to design: I had to listen carefully to potential customers so that I could change what I was selling to accommodate them, without compromising the product's concept. Why? Because I wanted them to buy it. This means that we have to include in the definition of the successful architect the activities of marketing and selling; we need to restore, in ourselves and in the perception our clients have of us, a balance between our product focus and our expertise in the process of design. This is the way to make architecture and formgiving a viable way to make a living and take control of the design process. If we don't, we will have nothing to design.

Dan Garber recently accepted an invitation to return to SOM, where he will continue to seek the bridging of the design and business elements of the profession. He remains an advisor to Design Products Company, which is currently licensing its products to other manufacturers. (This article is taken from the presentation Garber made at the 1992 National AIA Convention in Boston.)
The spotlight is on Spain! You can visit one of the trendier restaurants in Chicago and experience the new craze for tapas. Last summer the world was reintroduced to Barcelona and its multi-billion dollar Olympic face lift. Seville played host to the World Expo and several internationally known architects. The Art Institute mounted the exhibit "Building in a New Spain: Contemporary Spanish Architecture." Finally, a Rizzoli publication, *The New Spanish Architecture* by Anatxu Zabalbeascoa, with an introduction by Peter Buchanan, is on the bookstore shelves.

Zabalbeascoa's essay, "The Journey to Modernism" is a relatively brief yet expansive text discussing Spain’s architectural history from the formation of GATEPAC in 1930 to the present. Zabalbeascoa describes Spain’s journey as she relates the rejection by the post-Civil War Franco dictatorship of the fledgling Bauhaus-inspired Modern movement. Modernism’s introduction to Spain was not viewed in the ideal of potential social mediation but rather "the post WWII need for a more modern-looking architectural aesthetic."

Zabalbeascoa continues the review through the '50s and '60s, introducing the theoretical influences of organicism and realism. The 1970s brought the death of Franco and Spain’s grapple with an architecture of democracy, which led into the '80s and the inevitable experimentation in the postmodern style. Balancing this effort was a group of architects who concentrated on the development of a more contextual and original architecture. The author depicts the '90s architecture in Spain as being defined "by each architect’s individual characteristics."

Throughout the entire journey, Zabalbeascoa is able to thread a marvelous list of architects and their work, always seeming to adhere to one principal; that being the ability to continually weave their designs into the cultural and physical landscape that is Spain.

The regional influences of Seville, Valencia, Galicia, and the Basque Country are all highlighted in a succinct and accessible manner. Zabalbeascoa is impressive in her depth of presentation in such a brief text. As an introduction to the architecture of Spain, one would find it difficult to equal what Zabalbeascoa has offered in *The New Spanish Architecture*.

The content of the book is divided into two other distinct parts. One is a short biographical sketch of each of the 13 architects or firms that are presented in the third part, entitled simply "The Architects." Coverage of such well-known architects like Rafael Moneo and Santiago Calatrava, along with the not so well-known firms of Pep Zuurica and Joseph Llinas are given equal, and deserved, space. Several designs executed by each of the 13 firms are presented in "The Architects." Color photos, plan and section sketches of each project are a welcome exception compared with more introductory publications. A brief text introduces each firm and their philosophy as it pertains to the work shown.

*The New Spanish Architecture* easily appeals to the architect as well as the person who has found or rekindled an interest in Spain.

-Richard Parks is an architect with Skidmore, Owings & Merrill

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**New Russian Design**, Constantin Boyum. Rizzoli, New York. 204 pages, 200 illus., 100 in color. $45.

Reviewed by THOMAS ZUROWSKI, AIA

The recently published *New Russian Design*, by Constantin Boyum, is a book caught in the upheaval generated by the dissolution of the former Soviet Union. Like everyone else in the new Russia, these designers from the fields of architecture, industrial and graphic design, find themselves at the threshold of a fresh but difficult to define future. With creativity constricted under communist regime, much of the work presented in the book is theory and prototype.

The book, is well organized, presenting first a brief history of post-revolutionary Russian design and then overlaying the work of contemporary design professionals from the various fields. It reflects the thoughts and direction of a small group of designers who are today in a position of leadership in Moscow, the cultural center of Russia. The book could have been more appropriately titled *New Moscow Design*.

I respect the author’s efforts to present different design professionals within their contemporary context and applaud Rizzoli’s commitment to a topic with a limited audience. I believe it is important to document how Russian designers have responded to the parameters created by a culture in flux.

While perhaps not as drastically evident as among the general population, American designers are fairly cloistered in their view of contemporary life. Not only is our focus on American design, but little opportunity for dialogue exists between the design disciplines. Although the American Center for Design has recently displayed a gallant effort to bridge this gap, the general attitude among design professionals is very inwardly focused.

As can be expected from a Rizzoli publication, the work presented in *New Russian Design* is documented with excellent photography and drawings. Considering how difficult gathering information in Soviet Russia must have been, the author is to be congratulated for his effort. A book like this makes me wonder what was not discovered and where the thoughts of the designers presented are right now in light of constant social and economic change.

-Tom Zurawski is a principal at Eastlake Studio.

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Eva Maddox, president of Eva Maddox Associates, has been inducted into the Interior Design Hall of Fame. Maddox was honored, along with Denise Scott Brown and Robert Venturi, Peter Marino and the firm of E:I:faHna#gi,#r:I:to:FeE,?zEaA::!a| dra:ris=

Jack Hedrich of Hedrich-Blessing was one of two "Spe:

Robert L. Juris, AIA, has announced the formation of the new architectural firm Robert Juris and Associates Architects, Ltd., 2609 Walter Dr., New Lenox, IL 60451; phone 815/485-3860; Fax 815/485-3880. The firm offers a variety of architectural and interiors services. Prior to establishing his own practice, Juris was most recently a project manager at the offices of Eckenhoff Saunders Architects, Inc.

Thomas Hutchinson, AIA, CRC, staff architect with Legat Architects, was a member on a jury panel for the 1992 Metal Construction Association Merit Awards, sponsored by the Metal Construction Association with assistance from the American Iron Steel Institute.

For their design of O'Plaine Intermediate School, Legat Architects, Waukegan, received one of two awards presented at the Illinois Association of School Boards' Joint Annual Conference held in Chicago late last year. Winners were selected for innovative design solutions to problems encountered in school construction and renovation. The new 59,900-square-foot school sits on a 10-acre site in Gurnee, Illinois. It houses 600 students in grades three through five, and includes among its facilities 24 regular instruction classrooms, 2 special education classrooms, 6 special education/testing offices with support spaces, a learning resource center, and a two-station gymnasium.

Chapter associate member R. Lawrence Kirkegaard was recently selected by the Institute for Honorary Membership. "The work of Lawrence
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Kirkegaard has had a positive influence on the design of many notable buildings, which are savored with a sense other than sight," the jury wrote. Kirkegaard, with 30 years of practice, has received international recognition as an architectural acoustics consultant.

Cynthia Winter, AIA, announces the establishment of Cynthia Winter Architects, consultants in architecture and interior architecture. Offices are located at 900 N. Lake Shore Dr., Chicago 60611; phone 312/587-8380.

Loebl Schlossman and Hackl and LSH/Hague-Richards has announced several personnel changes: Richard N. Hague, AIA, and Robert K. Clough, AIA, have advanced from principals to managing principals. Hague is principal-in-charge of interior architecture at LSH/Hague-Richards, and is responsible for the interiors conceptual design and quality control. Clough, oversees the legal, financial, and administrative aspects of the firm. Robert W. Klute, AIA, along with Rajesh J. Desai, were elevated to principals from senior associate principals. Klute is the firm's senior health care planner. Former associate principals, Roger Heerema, AIA, A. John Schneider, and James Pritchett, have been named senior associate principals. Heerema, serves as both project manager and designer.

Scott C. Baker, AIA, Radosveta Doytcheva, AIA, George B. Chapman, Ellis A. Katz, Leonid Skorochod, and Csaba Szekelyhidi were all appointed associate principals. Baker is a senior project manager with LSH/Hague Richards, and Doytcheva is a senior designer. Leslie L. Gryce has joined Loebl Schlossman and Hackl as director of marketing for the firm and for LSH/Hague Richards. Gryce was formerly vice president of marketing at The Madison Advisory Group.

Brach's Home Sweet Home gingerbread competition drew more interest from architects than was known at the time of the January FOCUS printing. Yetta Starr, Starr Design Associates, was, along with team members Robert J. Kempa and Carol Kempa, the third place winner in the holiday season competition, recreating Marina Towers in gingerbread and candy. Jack Train Associates and Walter H. Sobel, FAIA & Associates had dramatic and colorful renditions of the old Water Tower.

Kirkegaard was recently awarded the commission to design the new Worship Center for Kentwood Community Church outside Grand Rapids, Michigan. GPB was awarded the contract after competing in a design competition initiated by the building committee to aid in the architect selection process. The competition program called for a new sanctuary and support facilities totaling approximately 50,000-60,000 square feet and seating 3,000 people, with future expansion to 4,500 square feet. The new Worship Center will become the third largest assembly space in the Grand Rapids area.

McClner, along with C. W. Fentress J. H. Bradburn and Associates, Denver, Design Architects, and Baum, Hi-Lim, Jung Lim, Wondoshi (B.H.J.W.) from Seoul, Korea, were selected as winner of an international design competition for the $550 million main terminal building at the New Seoul Metropolitan Airport in Seoul. The jury, composed of architect Ricardo Boffill; W. Cecil Steward, past president of the AIA; Sang Choo Lee, director general of the Ministry of Transportation, the Korean Airport Authority; Jeff Durante, International Air Transport Association; and five professors of architecture from leading architectural universities in Korea, was unanimous in its decision. According to James Ratteree, AIA, president of McClner, architect for the new 2.8 million square-foot building, the main terminal will be radial in shape with two connected unit terminals, which will provide a total of 46 gates. The length of the terminal will be just under 3/4 mile; however, with a variety of people movers, users will not walk any distances greater than 400 yards. The new Seoul Metropolitan Airport site, Yong Jong Do Island, is located 30 miles west of the Seoul city center.

COMPETITIONS/AWARDS PROGRAMS

Landmarks Preservation Council of Illinois is seeking nominations for its 1993 Illinois Preservation Awards, which honor outstanding achievements by individuals and organizations that demonstrate a commitment to excellence in historic preservation. Awards will be presented for Preservation Project of the Year, Preservationist of the Year, Distinguished Illinois Preservationist, Educational Program, Publication, Preservation Advocacy, Community Revitalization, Media Coverage,
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ference will direct the agenda away from design trends and address ideas that inform and drive our design solutions. The Conference, for the first time, has invited men and women in the visual arts, sciences, literature, education, and related fields, to speak of design as an expression of ideas. Additionally, conference attendees will hear, and see, proposed and emerging work and ideas of national and international architects. Registration deadline is March 7. Forms may be obtained by calling 800/886-7714. Registration deadline for housing at Asilomar is February 15. You must have the form to register.

The national AIA is developing a set of programs for sole practitioners to be offered at the Chicago Convention in June 1993. In order to receive advance announcements of these programs, please provide your name and address to: Aster Tessa, AIA, 1735 New York Ave., N.W., Washington, D.C. 20006, or Fax to 202/626-7518.

The City of Chicago is seeking volunteer architecture assistance for the recipients of abandoned buildings acquired through the Chicago Abandoned Property Program (CAPP). CAPP is a fairly new program initiated by Mayor Daley that serves to acquire abandoned buildings through a judicial process and transfer clear title to a pre-selected developer or homeowner. Many of the buildings the City is trying to save through CAPP are examples of fine architecture and craftsmanship. There already is an established pro bono legal service supporting CAPP, and it is hoped the same concept may be developed with architects through the assistance of the AIA. If you are interested in having your name included on a data base kept by the City, please contact Richard Sciortino, Director, CAPP; Department of Buildings; City Hall, Room 950; 121 N. LaSalle St., Chicago, IL 60602; phone 312/744-6512; Fax 312/744-0682.

CORRECTIONS

In the December FOCUS listing of new members, there is an error in the name of the firm for which member Theodore J. Theodore is a partner. The correct firm name is pkyarchitecture.

In the news announcement on page 5, "Paying Dues," we should have told you that Jim Torvik, AIA is Membership Committee Chair.
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THE CALENDAR

February

2 Tuesday
- Deadline. Roche Scholarship Applications Due by 4 p.m. in Chapter office. FAX 312/670-2422.

9 Tuesday
- Chapter Executive Committee Meeting. 8 a.m. Board Room.
- SMPS Roundtable. Tracking the Decision Maker. 8:30 a.m.; continental breakfast. Turner Construction, 11 S. LaSalle St., #1800. 15 members/$20 non-members. Call Naomi Fried, 708-605-1770.
- Corporate Architects Program. Establishing Pro-active Environmental Policies and Procedures. 5:30-7:30 p.m. Chapter Board Room. Sign up on page 3.

10 Wednesday
- Architectural Exam Preparation Seminar. Slay the Mighty Beast. 6 p.m. CAF Lecture Hall, 224 S. Michigan. Sign up on page 3.

11 Thursday
- Graham Foundation Exhibition Closes. Selection of Student Work from the 1992 Rome Study Program. 9 a.m.-4 p.m., Mon.-Thurs. 4 W. Burton.
- SMPS Program. Growth Trends and Opportunities in Lake County. 11:30 a.m.-1 p.m. Congress Hotel, Buckingham Rm. $30 members/$45 non-members; walk-ins $5 more. Call Beth Adams, 708-803-4510.

15 Monday
- President's Day. Chapter Office Closed.

17 Wednesday
- Design Committee Meeting. 5:30 p.m. Chapter Board Room.

18 Thursday
- Chapter Dinner. Architecture at the Crossroads. Speakers: AIA President Susan Maxman, FAIA, and Robert Berkebeil, FAIA, National Committee on the Environment Chair. 5:30 p.m. 410 Club, Wrigley Building, 410 N. Michigan. $37.50 members/$42.50 non-members. RSVP via sign-up page 3.

21 Sunday

23 Tuesday
- Chapter Board Meeting. Noon. Board Room.
- Liability Program. Current Issues in Professional Liability. Sponsored by Office Practice Committee. 5:30 p.m. Chapter Board Room. Sign up on page 3.

24 Wednesday

25 Thursday
- Interior Architecture Committee Meeting. 6 p.m. Chapter Board Room.

March

6 Saturday

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I certify that the statements made by me above are correct and complete: (signature) Annette Kolasinski, Editor.
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