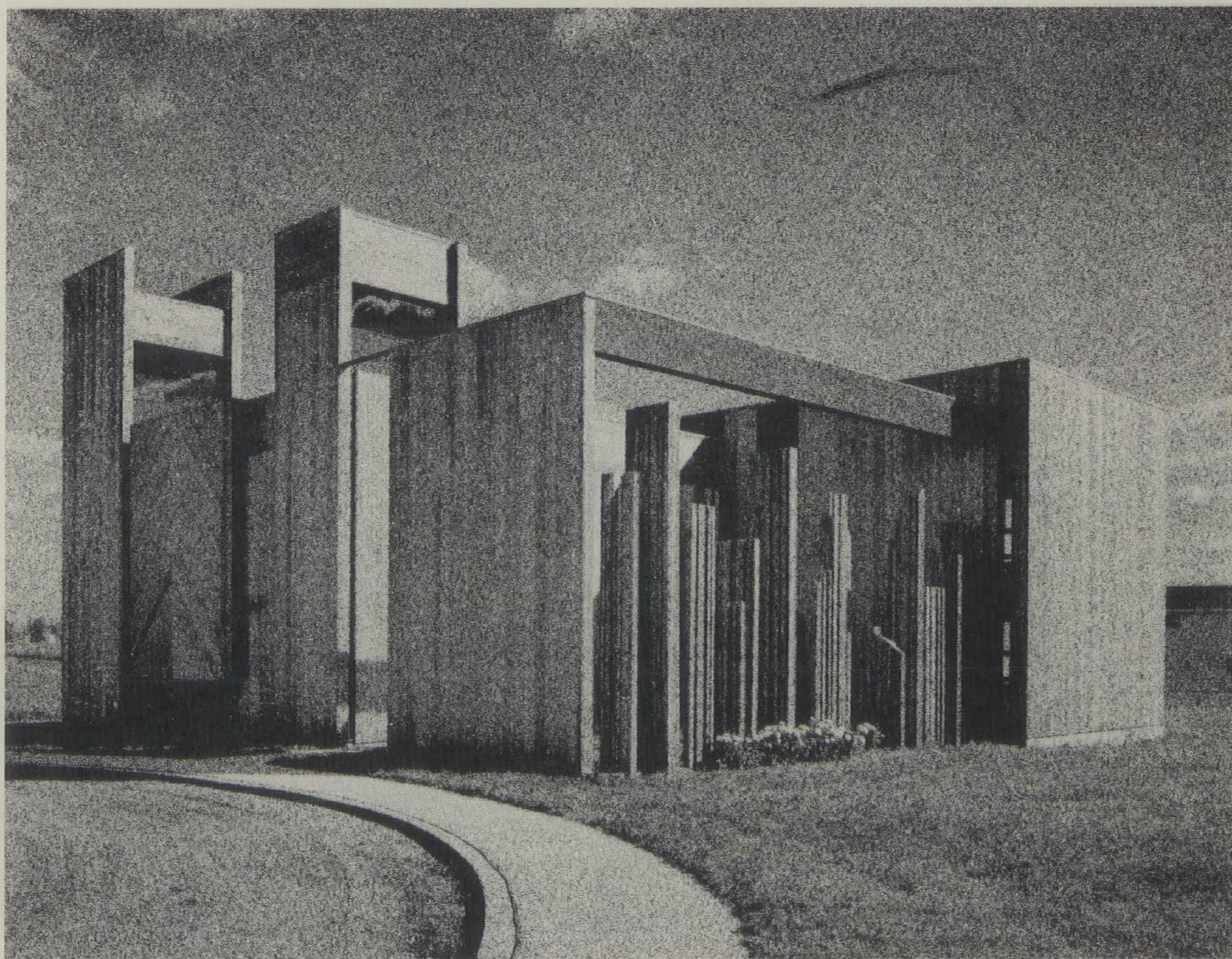


IOWA ARCHITECT

JANUARY/FEBRUARY/MARCH/1969

AMERICAN INSTITUTE
OF
ARCHITECTS
MAY 28 1969
LIBRARY





The "Iowa Architect" began as a mimeographed and stapled newsletter in 1953; it has grown in size and sophistication to a circulation of 1200. It is appropriate that it become now an advocate for the highest goals of our environment. Our aim is stimulation: to reaction, to contemplation, to solution, to creation; we thrive on communication, dialogue, exchange.

With this, the first issue of the 16th volume of the "Iowa Architect", the familiar reader will sense a new look. The new Editorial Staff has added their design to expert criticism received at the 1968 AIA Component Editors Conference to reorganize format and graphics. We sense a period of spirit and growth and involvement to which we add our voice. The Chapter President's message printed herein reflects this spirit.

The AIA has, on a national level, called for a "National Policy to Guide Urban Growth" to protect open space and strive for clean air and water; backed the concepts of new towns, Model Cities, Urban Renewal, and Design Centers to serve those architecturally disadvantaged; and advocated Design Teams to review public projects. It has called for Federal backing of material and technology research, recommended a Federal Fine Arts and Architectural Act, and fought for the Redwood National Forest in California.

The State Chapter has established task force committees on Human Environment to study ecological planning, Disaster Assistance to pre-plan an architectural aid program to be utilized in such as the 1968 Charles City tornado, and Help to the Disadvantaged to make architectural services available on a broad social range. In addition there are standing committees on Professional Development, Industry Relations, Legislation, History and Preservation, Design, and Conventions.

This is a vital program, responsible and responsive to the profession and to the public.

The "Iowa Architect", in the issues ahead, will explore these issues and others. We welcome your contribution, be it article, art, or angry letter to the Editor.—WMD

ia

IOWA ARCHITECT

Volume 16 Number 1
January/February/March 1969

The **IOWA ARCHITECT** is the official publication of the Iowa Chapter, The American Institute of Architects, and is published quarterly.

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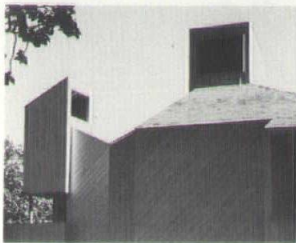
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8 The Iowa Chapter of the American Institute of Architects presents the 1969 **DESIGN AWARDS**. Jurors Kivett, Swing, and Eflin met in December of 1968 to make the award selections. Award presentations will be made at the Symposium on Environment at Ames on May 8. The judges were impressed with the overall quality of submittals and thus chose sixteen buildings to be honored.

20 In the second in a series of papers presented at the 1968 Symposium held at Newton, Mark Englebrecht presents his **REFLECTIONS ON THE PROFESSION**, a critical self-evaluation of the architectural profession.



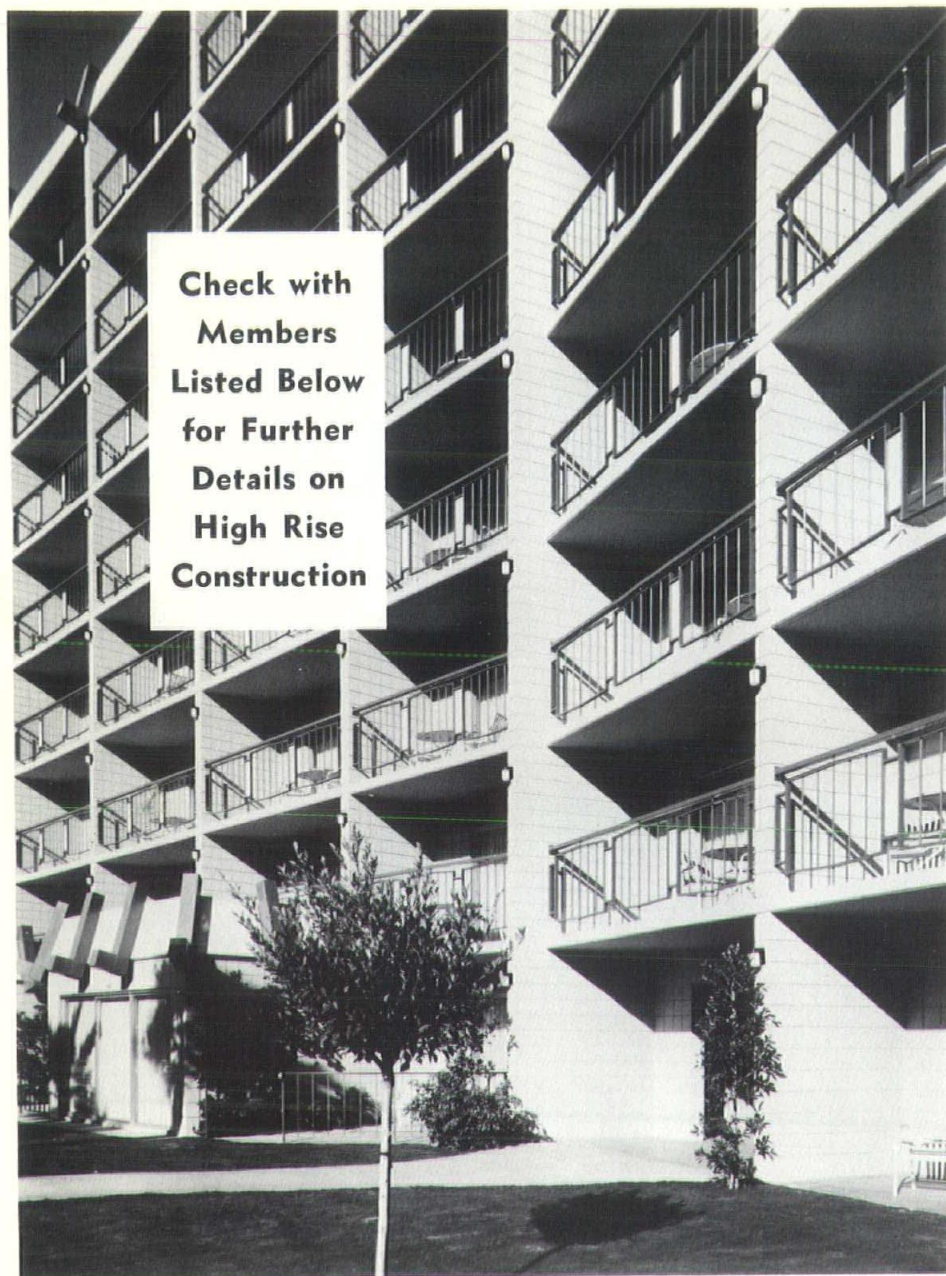
22 Willis Schellberg, the president of the Iowa Chapter for 1969, reviews the **PROSPECTUS** for the year. His ambitious program should prove beneficial to public and profession alike.

34 **NEWS** of interest in the Iowa region is a new feature of the **IOWA ARCHITECT**. Coming events, honors and recognition, and other items of importance are noted.

35 A **CALENDAR** of coming events may prevent your missing an important occasion. Dates of professional, university, and community happenings are recorded.

36 With the newly established Chapter library, **BOOKS** are reviewed for your edification. This month's selections include a psychological analysis of space, a rare treatise on the business side of architecture, and a statement of philosophy by the world famed Walter Gropius.

Modern masonry is reaching new heights with loadbearing concrete block

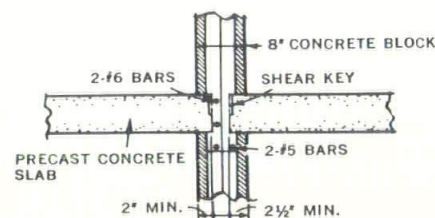


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Concrete block is coming up in the world—and fast. These loadbearing walls of scored 8" x 8" x 16" block were completed at a rate of one story per week over a four month period, enabling the owner to open for the summer season. Note how transverse wall system provides the amenity of balcony privacy. Integral scoring treatment in the modular unit evinces a more attractive wall network of 8" squares. The loadbearing walls support concrete floor slabs that were precast at the site.

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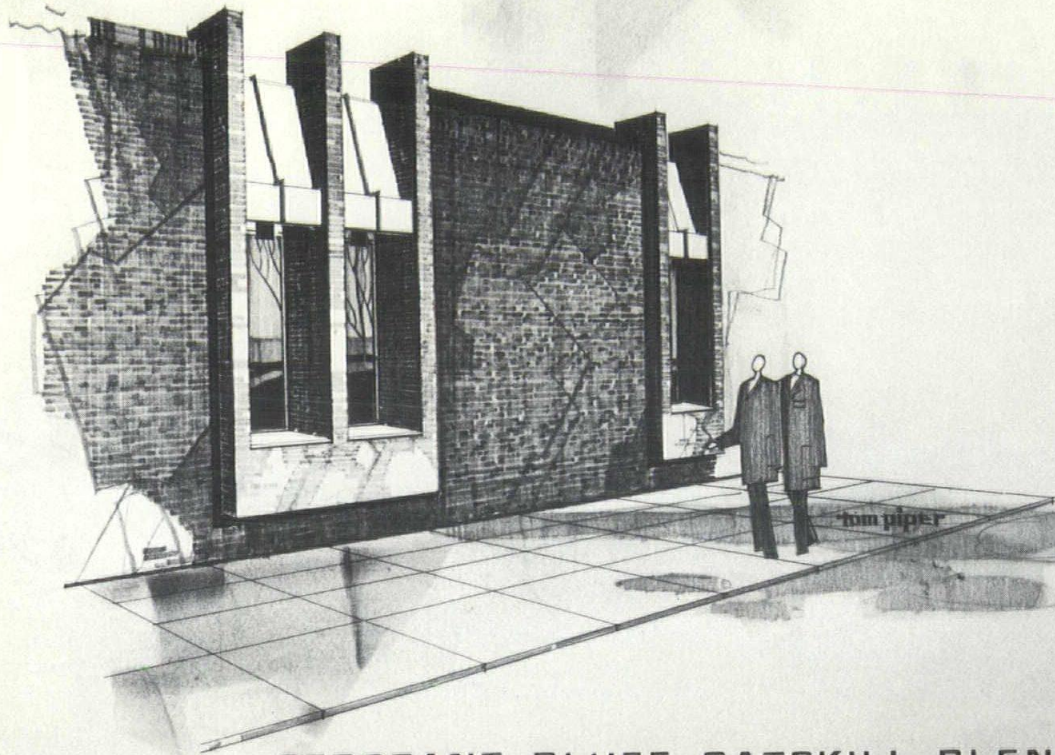
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SERGEANT BLUFF CATSKILL BLEND

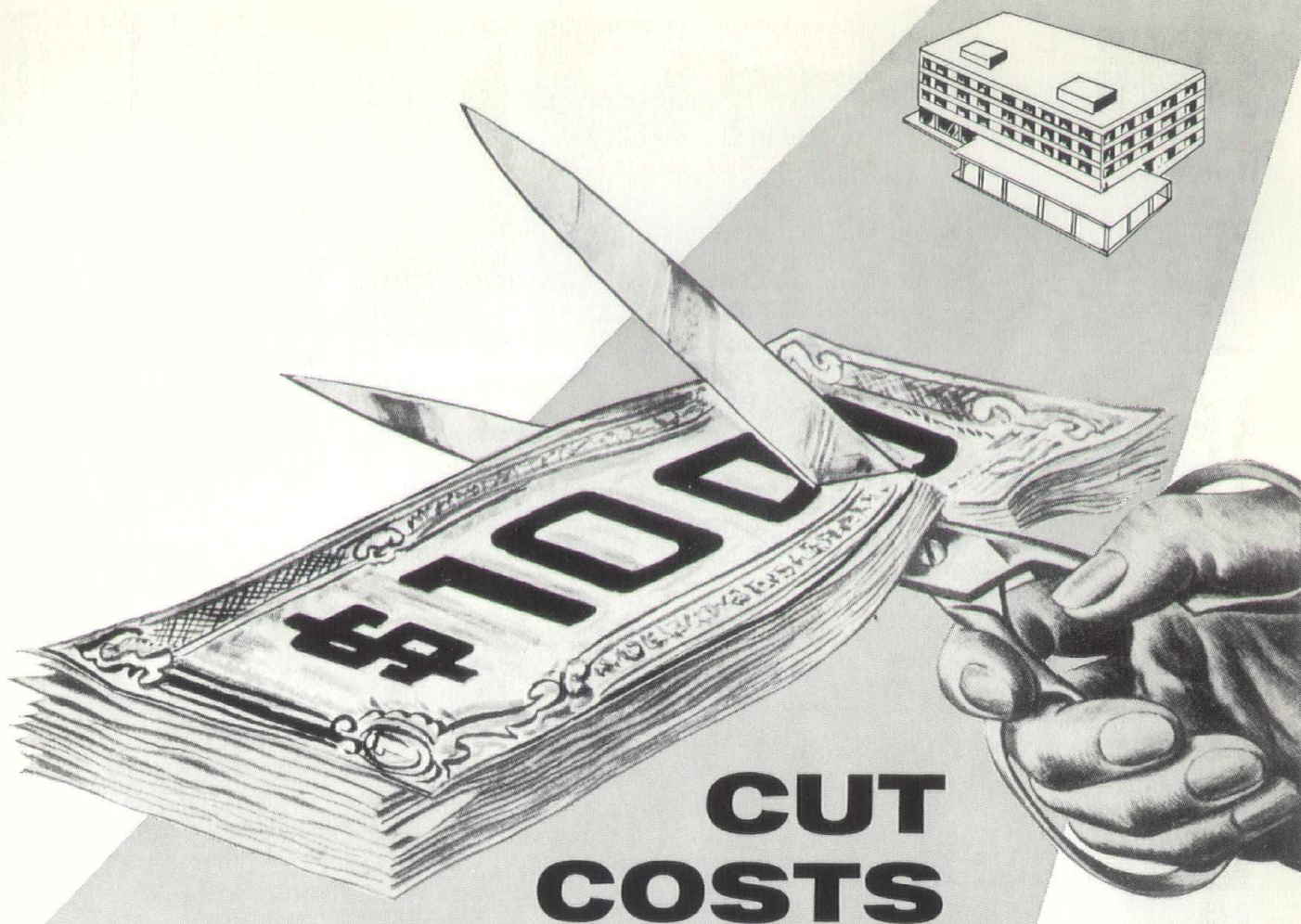
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DESIGN

THE FOLLOWING PAGES CONTAIN PROJECTS CHOSEN FROM CURRENT WORK BY IOWA ARCHITECTS AS THE HIGHEST ACHIEVEMENT IN ARCHITECTURAL DESIGN, HONORED AS SUCH IN THE 1969 IOWA CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS DESIGN AWARDS PROGRAM. THE WORK CLEARLY REPRESENTS AT THIS POINT IN TIME THE CAPABILITIES, DERTH, AND GENERAL LEVEL OF DEVELOPMENT OF THE PROFESSION IN IOWA, AND, AS ONLY COMPLETED PROJECTS ARE ELIGIBLE, THESE AWARD WINNERS MUST FURTHER REPRESENT THE LEVEL OF COMPETENCE IN ALL ASPECTS OF PROFESSIONAL PRACTICE, IN EXECUTION AS WELL AS INITIAL CONCEPT. THE DEGREE OF UNDERSTANDING AND CONTROL OF ALL DESIGN PARAMETERS, INCLUDING THE ECONOMIC, TECHNOLOGICAL, AND SOCIAL REALITIES OF ANY ARCHITECTURAL PROJECT MUST BE THE FINAL MEASURE OF DESIGN COMPETENCE AND THE BASIS FOR SUCH AWARDS PRESENTATIONS.

SIXTEEN PROJECTS BY SEVEN FIRMS RECEIVED AWARDS IN THIS YEAR'S COMPETITION, JURY EVALUATION BEING MADE FROM PHOTOGRAPHIC SLIDES AND WRITTEN DESCRIPTION FOR EACH OF THE 57 PROJECTS SUBMITTED. THE OVERALL LEVEL OF ENTRIES WAS UNUSUALLY HIGH, AND ARCHITECTS OF IOWA SHOULD BE COMMENDED ON THE WORK THEY ARE DOING, A QUALITY OF WORK EQUAL TO THAT ANYWHERE IN THE COUNTRY.*-DF

*Jury comment

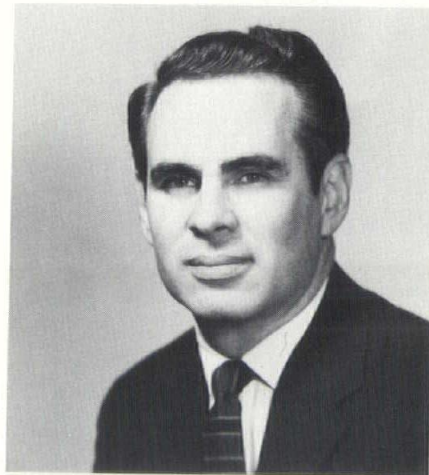
AWARDS

Clarence Kivett graduated from the University of Kansas in 1928, receiving a B. S. degree, and attended Massachusetts Institute of Technology, Summer Session, 1957, Regional and City Planning Seminar. His office was established in 1931, with the present firm of Kivett and Myers being established in 1945. Mr. Kivett is a Fellow, American Institute of Architects and is past Director of the Kansas City Chapter. He is also a member of the Missouri Association of Registered Architects; Urban Land Institute; Society of Architectural Historians; Building Research Institute; Real Estate Board; Missouri Planning Association; and serving 16th year on the Kansas City, Missouri, City Plan Commission.



Professor Jack H. Swing, 41, an alumnus who joined the faculty in 1959, is now Chairman of the Department of Architecture at the University of Illinois. Jack was born in McCoyburg, Indiana, and attended Rockhurst College. He received a B.A. degree in 1949 (landscape architecture) and a B.S. degree in 1951 (architecture), both from the University of Illinois.

He was with Perkins and Will, Chicago, 1951-52, the Chicago Park District 1952-55, and was a partner in the firm of McPherson, Swing and Associates, Homewood, Illinois, 1955-61. Professor Swing has served as a consultant on PHA Housing and campus planning projects. His designs have been recognized and awarded by the Municipal Art League of Chicago, the Ford Foundation, the American Institute of Architects, and in national competitions.



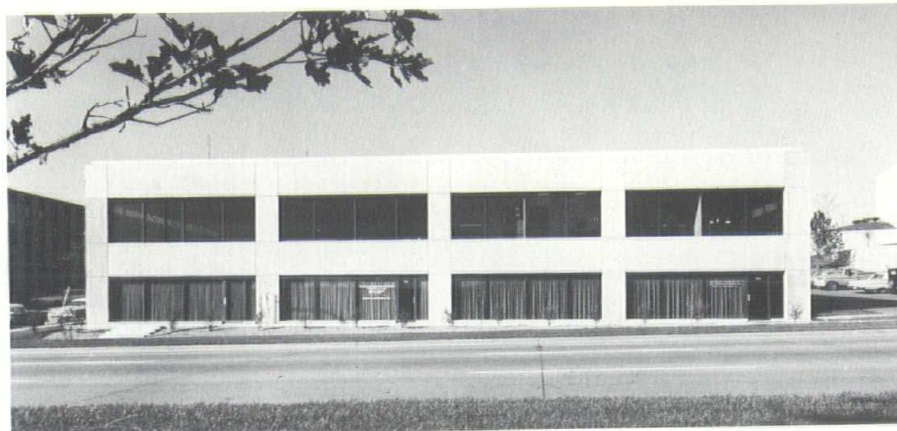
Robert D. Eflin, a native Kansan, is a graduate of the University of Minnesota School of Architecture where he was a recipient of the Henry Adams Award for achievement in the Study of Architecture.

His architectural experience includes work with several firms since 1951 in Minnesota, California and Kansas. While associated with John Carl Warnecke and Associates in San Francisco he was designer and project architect for the Asilomar which received a National AIA Award of Merit Design Award in 1960.

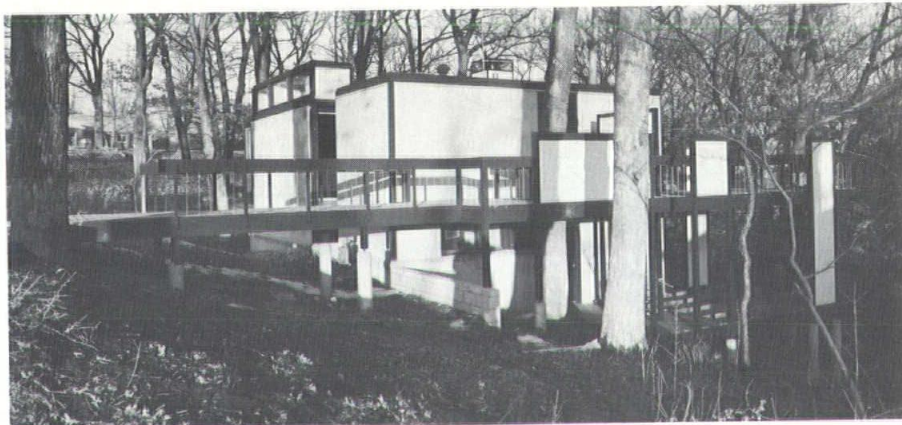
In 1960 he joined in partnership in the firm of Schaefer, Schirmer and Eflin, Architects, AIA, Wichita, Kansas.



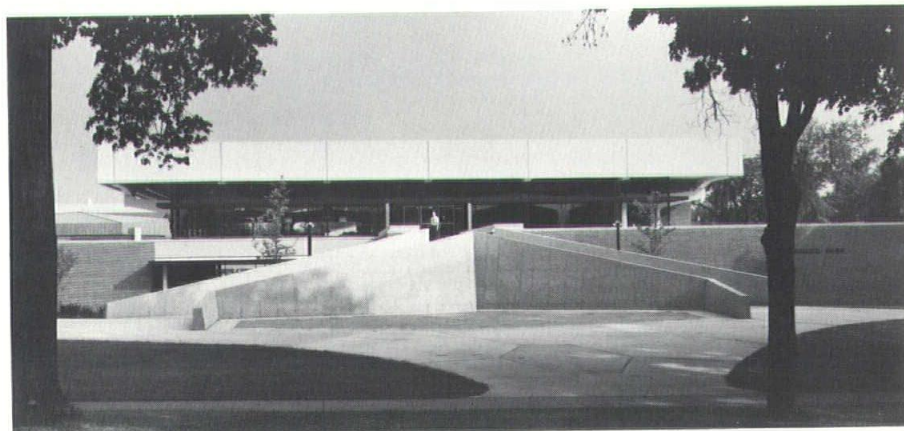
HERBERT



Black Oaks Office Building, Des Moines
Charles Herbert and Associates, Des Moines



Birch Residence, Iowa City
Crites and McConnell, Cedar Rapids



Coe College Union, Cedar Rapids
Brown Healey and Bock, Cedar Rapids

AWARDS ➤

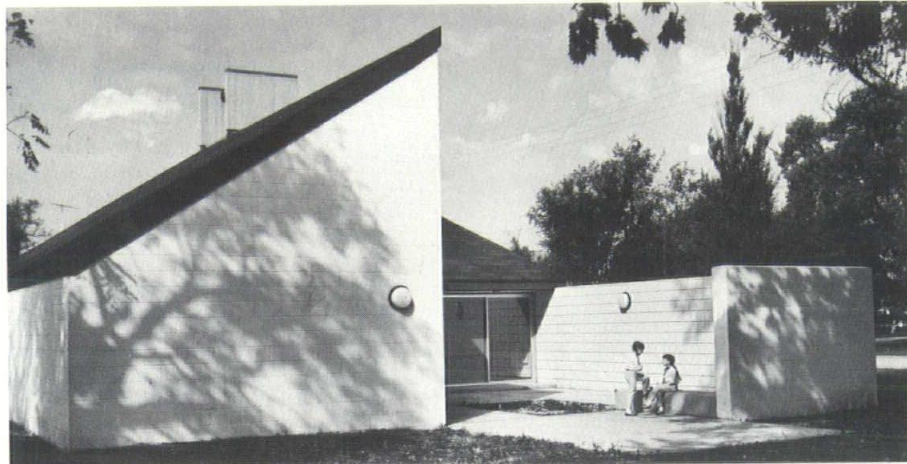


Schuster Residence, Ames
Crites and McConnell, Cedar Rapids



Men's Residence Group, Iowa State University, Ames
Crites and McConnell, Cedar Rapids

HONOR



Kindergarten and Primary School, Clare
Maiwurm-Wiegman, Fort Dodge

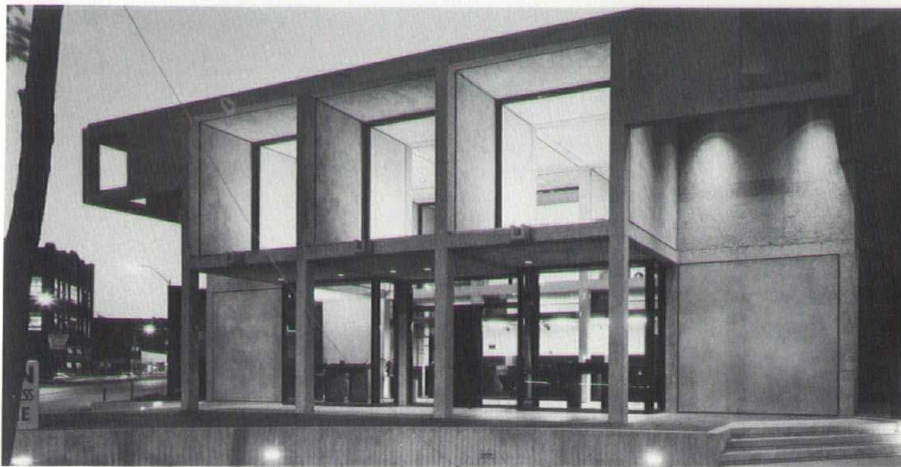


Knock Residence, Creston
Crites and McConnell, Cedar Rapids



Unitarian-Universalist Meeting Hall, Cedar Falls
Crites and McConnell, Cedar Rapids

AWARDS ➤

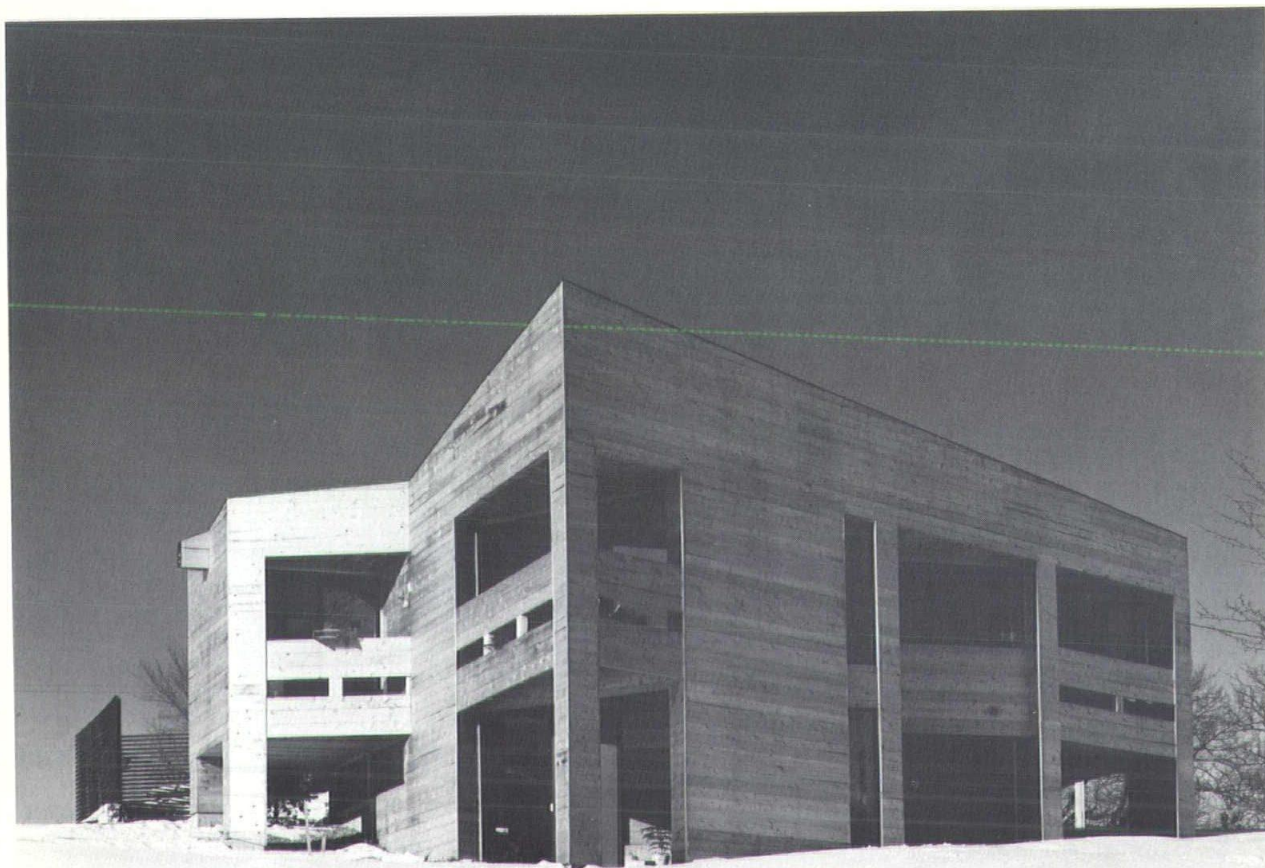


National Bank of Des Moines, Des Moines
John Stephens Rice, Des Moines



Reed Residence, Ames
Ray Reed, Ames

MEDAL



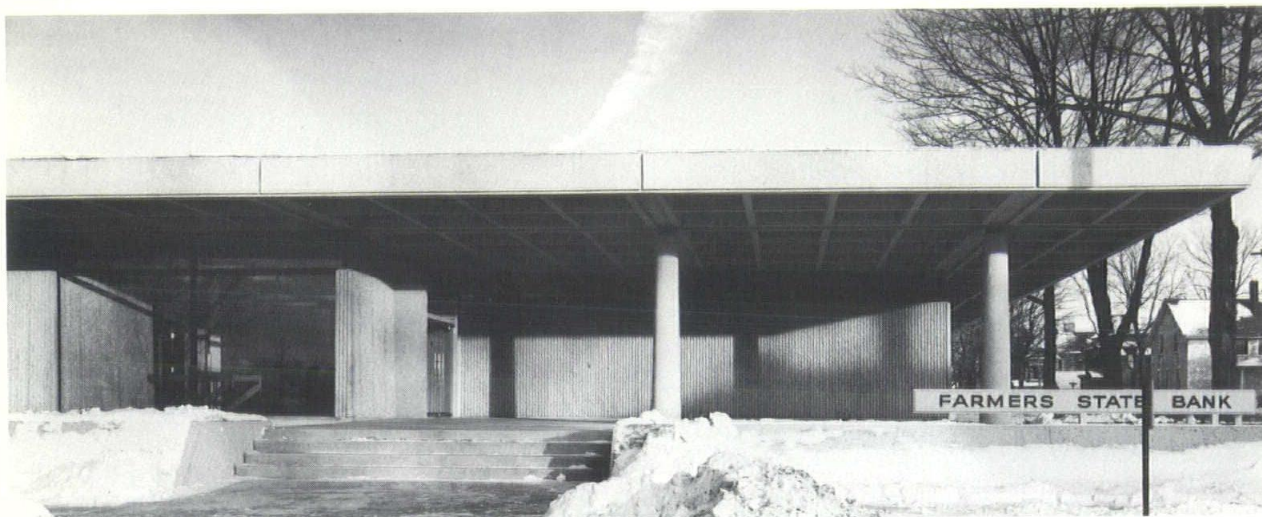
Oehmke Residence, Iowa City
Crites and McConnell, Cedar Rapids

AWARDS ➤



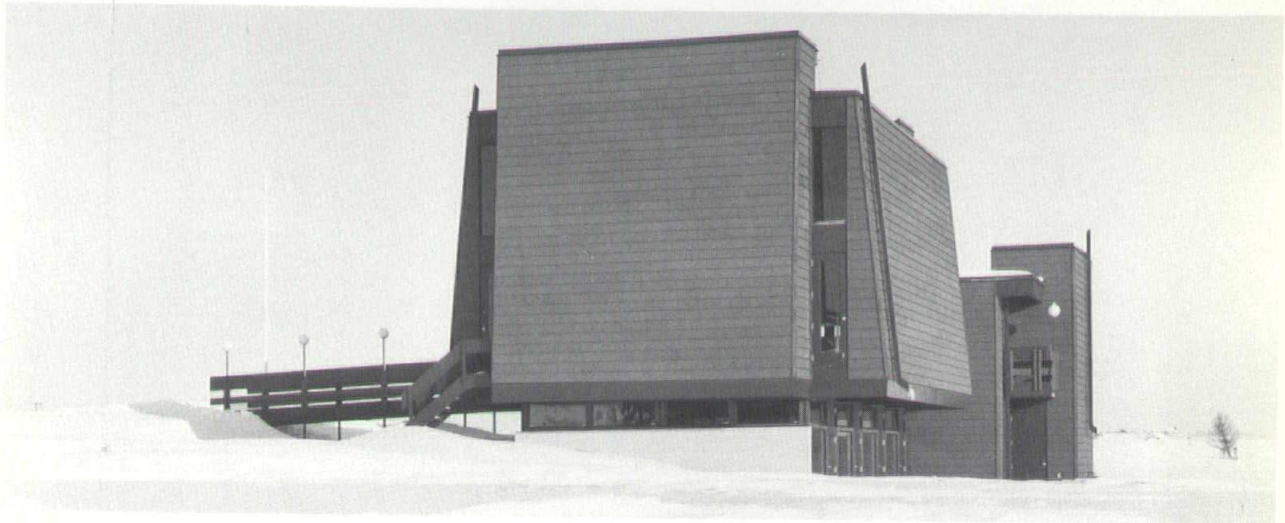
Farris Residence, Cedar Rapids
Crites and McConnell, Cedar Rapids

MEDAL



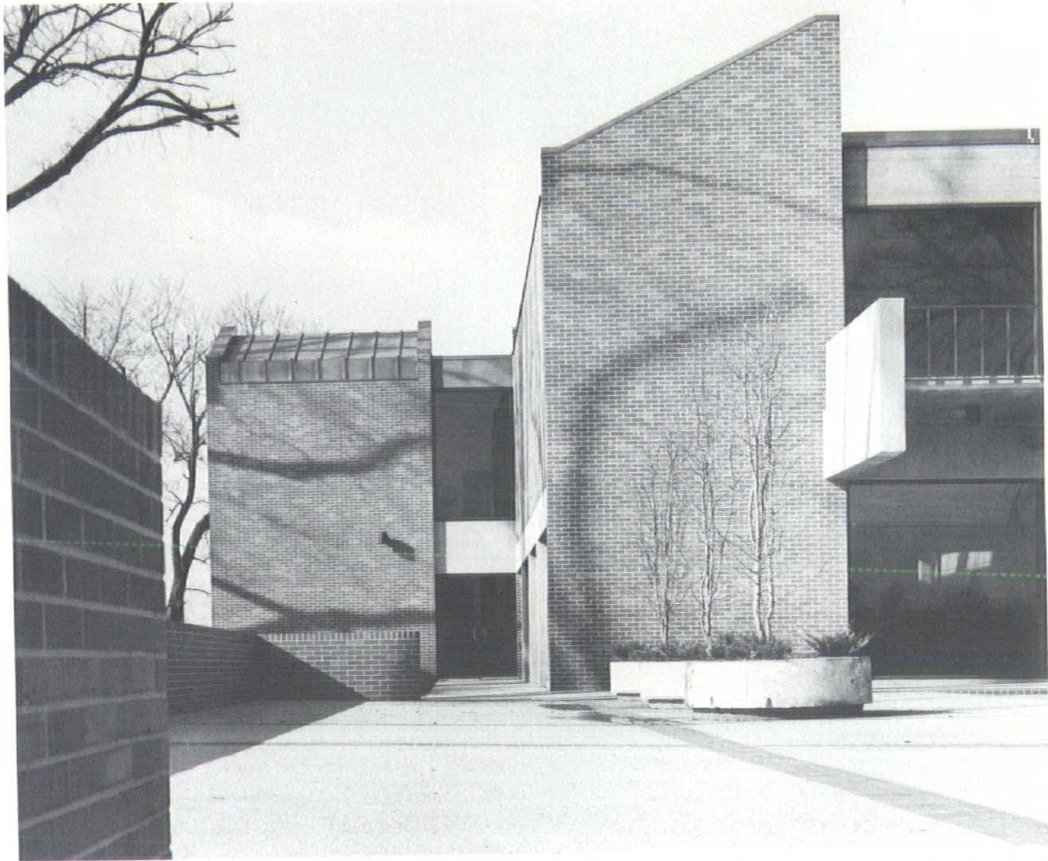
Farmers State Bank, Marion
Crites and McConnell, Cedar Rapids

AWARDS ➤



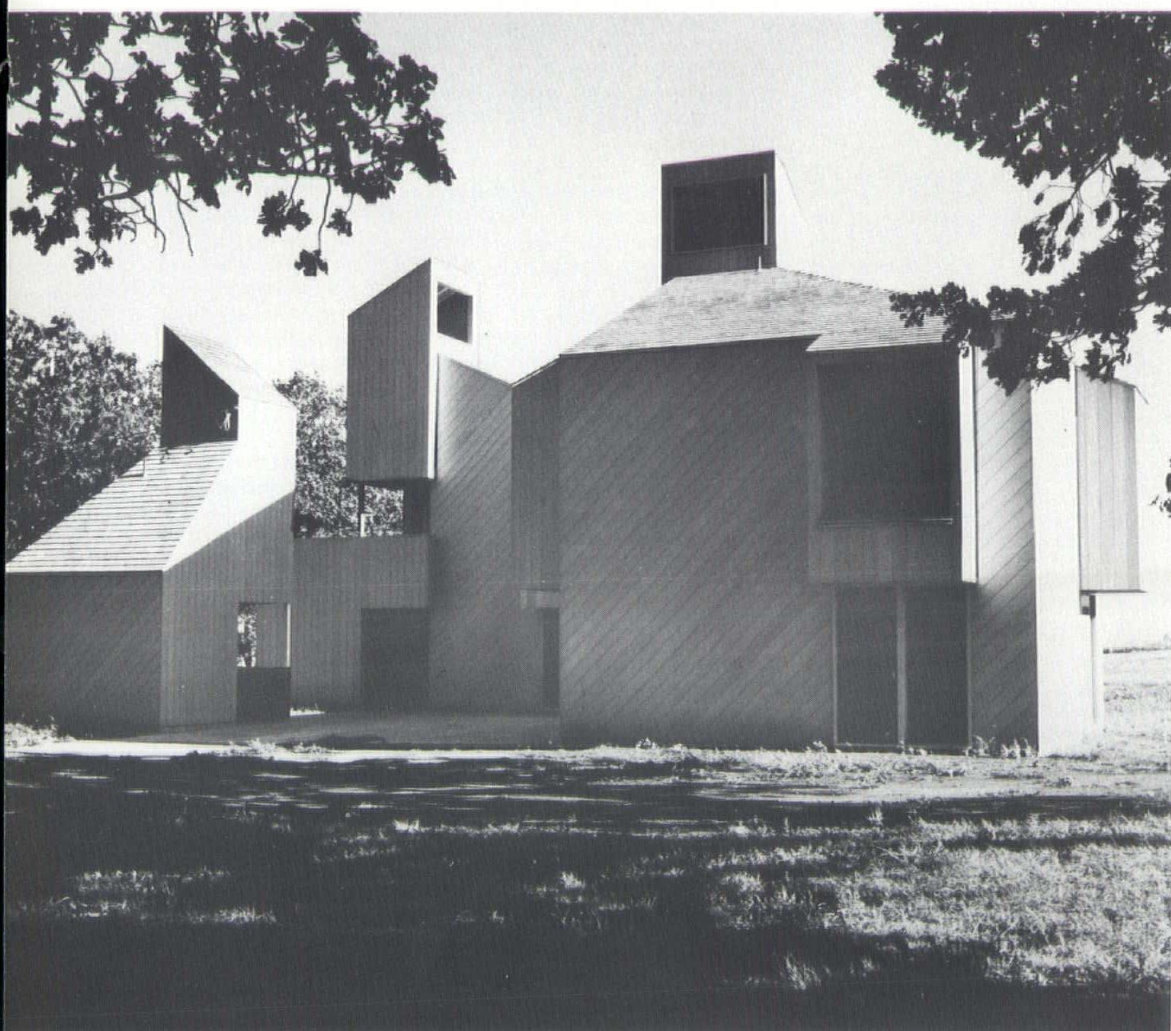
Pilgrim Lutheran Church, Waterloo
Thorson-Brom-Broshar-Snyder, Waterloo

MEDAL



Brenton Student Center, Simpson College, Indianola
Charles Herbert and Associates, Des Moines

AWARDS



Okoboji Presbyterian Camp Building, Okoboji
Maiwurm-Wiegman, Fort Dodge

REFLECTIONS ON THE PROFESSION

Problem and Proposal Mark C. Engelbrecht

This is the second in a series of papers which resulted from Symposium '68, an Iowa Chapter Fall meeting which took place October 31 and November 1 of 1968. Fifteen students, five guests, and seventy architects met at the Newton Camp and Conference Center for an overnight retreat to the woods. Highlights were beer, bunk beds, good food, football, and stimulating and active discussions. Mark Engelbrecht is a 1963 graduate of Iowa State University and a 1964 graduate of Columbia University with a Master of Architecture degree. He is presently associated with the firm of Rice and Hunter in Des Moines.

THE PROBLEM

I am here today to reflect on the architect and professionalism. These occasions are best served by the projection of ideas and I have come equipped with one that I consider to be worthy of debate in this forum. However, it is important to start with some discussion which might help to frame the context of the proposal and reveal some of its necessity.

Our time is marked by an increasing cultural restiveness. The institutions of a society are being severely tested and their survival will largely depend upon the ability of these forms to accommodate new needs and processes. Although a majority may cleave to an established form, we must be convinced that unless a willingness to accommodate dissent be established by the common opinion, the original institution cannot hope to survive unblemished.

It should surprise none of us that the profession of architecture as an established function, operating within the society, has come face to face with his contemporary crisis of dissent and accommodation. There is little need to look beyond this room or the circumstances of this event to realize the problem. The established form of the architectural profession is being challenged as I think it never has been, and our ideas and efforts must be directed toward accommodation. It is notable that the major challenge has been issued from within the ranks of the discipline and it is not necessary to look far afield to uncover the nexus of the conflict.

The fundamental issue of contention is the passivity of the profession in the face of a rapidly accelerating environmental crisis. A minority within the professional body, of which I count myself a part, is despairing over the inability and unwillingness of the discipline to address essential environmental problems and is apprehensive of the capability of the established form to accommodate the new necessities.

Now, the problem is one that can be traced to the most fundamental principles underpinning the traditional mode of architectural practice. The concept of passivity is at the heart of the profession and it is everywhere reflected in its ethics, institu-

tions and procedures. At a time when the necessities of architecture and environmental design are real as they perhaps never have been, and when it is not only possible but necessary that the proper construction of human environment be realized as a positive reinforcement of social well-being, the profession finds itself locked into a condition of little more than abject servitude. The great possibility of architecture lies dormant, almost totally dependent upon the initiative of the "owner" to bring it to life. We are all very well aware that the crushing environmental problems of our time are precisely those which cannot be circumscribed by the standard AIA Owner-Architect Agreement, and I fear that these necessities are being forced to go begging for that very same reason.

But this fact of professional passivity should be traced even further. The established mode of architectural practice centers on the appropriate and efficient application of knowledge, but there is no real capability within the profession for the development of knowledge. Virtuous efficiency, coupled with the simple economic laws of architectural practice, effectively cripples every attempt by the practitioner to originate knowledge, and, once again, reinforces the essentially passive professional preoccupation with acquiring and applying information developed by others. The profession, in its traditional form, has abdicated the responsibilities of research and looks to other interests to satisfy these needs. Industry, the schools and, lately, government now share in the processes of environment oriented study, and it is little wonder that contracts are frequently exchanged between these institutions—adroitly beyond the reach of the profession.

There can be no doubt that the traditional processes of the practice of architecture, ascribed to by the majority of the profession, are still viable. With the aid of the chief professional organization, architecture is being produced with an ever increasing efficiency. But the subject of lament is that a considerable reservoir of talent, ability and desire within the working profession is being stymied in its efforts to address significant environmental problems which exist beyond contract—but not beyond need. Equally lamentable is the circumstance of the young man fresh from the school, trained in design and encouraged to initiate and propose. This individual, straight from the design studio, can contribute much as he is, but the profession demands that he consider his design training terminated, at least for some years, and that he get on with the business of learning the trade. Now, no one can deny the necessity of professional competence, but to expect that talent and design ability can be canned and set in a cool place to keep for some years is the height of folly.

The dilemma of the profession can, then, be simply put, and certain possibilities for accommodation vaguely outlined. In my view, there are many within the profession, albeit a minority, who



Mark C. Engelbrecht

are capable and anxious to address that constellation of environmental problems which reside outside the standard, codified limits of architectural practice. Presently, this can only be accomplished by forsaking the working profession for the centers of research, notably, the schools. It is also my opinion that much can be said for the researcher who is also deeply involved in the standard processes of the profession, for his every day experiences with the reality of the social field can go far toward offering acute insights and a more finely tuned sense of possibility and need. As a profession, and, I believe, as a society, we cannot afford to allow this reservoir of ability to go untapped—a basic method must be developed to afford these men the opportunity to conduct basic research within the realm of private architectural practice. Hopefully, we might discover a way to accomplish this objective without shattering the basic structure of the profession. Hopefully, we might reach a viable accommodation.

THE PROPOSAL

Basically, I am proposing the formulation of a foundation targeted at acquiring funds to allow interested practicing professionals to conduct basic research under the general heading of environmental design. In membership and in function this foundation would cut across professional limits and office loyalties. The foundation would exist outside of the control of any professional organization or, for that matter, any single profession. This organization would, then, in a very real sense sponsor the studies of its constituents and, in some cases, initiate programs of research that the membership believed necessary.

The foundation approach seems necessary for a number of reasons. First, it appears that an organization of this kind, by representing a relatively large group, might prove more effective in dealing with sources of funds than would all of the members searching for grants independently. Secondly, by the very fact of cutting across professional and, particularly, office classifications, certain sources of interest and funds might be more easily abstracted. I can imagine this might be particularly true in regard to local governmental agencies which have funds for research but would prefer to avoid the political indelicacies of directly retaining one particular office. Finally, a foundation such as I envisage here would be particularly effective if instituted in a state such as ours, for its large, individual membership could be easily pooled to conduct fully dimensional and large scale studies of local environmental problems which local firms could not adequately service.

Now I am certain that major objections will be raised against this idea because of possibilities for conflict with existing practices. There is no doubt that this is a delicate matter, but I believe the foundation and the professions could, with care, reach a positive relationship of mutual reinforcement. Basically, the intent of the foundation would be

to sponsor studies targeted on those environmental problems which cannot be effectively serviced by the professions as they are presently formulated. This fact, coupled with the research oriented role of the foundation, would, I believe, separate the operations of the various interests involved. Certainly, results of studies will inevitably find their way toward application, but one must remember that without the presence of the foundation or similar capability, nothing at all will have been accomplished. In addition, there is the natural check and balance provided by the constituency of the foundation, which would, to a man, be comprised of practicing professionals.

I have attempted to develop an idea whereby the profession, along with its Institute, might accommodate the surging necessity for basic environmental design research without forsaking its established values and procedures. However, unless some effort of the sort projected herein is adopted, the profession must, by itself, either seriously take up the problem of traditional unresponsiveness and quietude in the face of the new issues of design, or inevitably lapse into obscurity and total ineffectiveness. Whatever the outcome of that crisis, the established form of our profession, as we presently know it, will forever cease to exist.

To render the concept of the foundation in somewhat greater detail, I have drawn up the following list of characteristics.

1. The foundation will be a non-profit corporation which shall solicit funds for the pursuit of basic research in the general discipline of environmental design.
2. The foundation, insofar as it possible, will strive to incorporate, as contributing members, men from all disciplines and professions related to the task of properly shaping the human environment.
3. The foundation will have a membership composed of persons engaged in the related professions on an essentially full-time basis, and will admit to membership individuals only. Proposals for research and grants for study will be issued in the names of individual constituents, although this will not preclude the use of office capabilities in the pursuit of work.
4. The foundation will carry on its research through the efforts of its constituent members and shall work to adequately fund these efforts.
5. The foundation shall not seek to compete with any profession nor shall it accept projects which might be adequately serviced through the customary procedures of such a discipline.
6. The foundation shall deem as particularly suited to its purpose those environmental problems which, by their very nature, require the competence of various professions and cannot be satisfactorily embraced by customary professional contracts.
7. The foundation will operate by endeavoring to match the proposals of its constituents with funds, taking on directed grants from outside its membership, or by initiating programs of study deemed necessary by the membership at large.

cont. page 28

Willis E. Schellberg was inaugurated as the 1969 President of the Iowa Chapter at the Annual Meeting held on January 31 at the Des Moines Art Center. He is a partner in the firm of Gjeltén, Schellberg and Associates of Forest City and Rochester, Minnesota. He received a Bachelor of Architecture degree from Iowa State University in 1952.

Architecture is a social art that deals with man, environment and community. We cannot deal with the whole of architectural design without considering the totality of the implications of this design in the world in which it lives. Certainly the remarks of George Kassabaum in his address at Portland made us indelibly aware of the fact that architects and architecture have a social responsibility. In the last decade we have been enveloped with well-meaning vertical slums in our inner-city and tacky-tacky boxes in our suburbia while in some cases pleasant visual forms have shown total disregard for the community and its people.

For many years we have watched the more congested areas of the east and the west coasts move in and choke out the last remaining parcels of open area. We have sat back with a certain smugness realizing that our state currently now is predominantly rural as far as its total space is concerned. Many, however, view the rapidly changing pattern with great alarm. It is time for us to take an active interest in studying the environment of our state toward the goal of setting up an organized plan for a humane setting for our future. Such a goal demands the collective efforts of all in the state concerned with every aspect of this question. I am therefore setting up a committee to explore the possibility of setting up an inter-disciplinary group to act as a creative force in the development of such a plan.

Certainly in our concern for the social fabric in which our visual architecture must live there must be a concern for equal opportunities for all persons wishing to serve on the design team of our communities. Whitney Young in his address at Portland has made it clear that he feels we have not offered such opportunities to people of minority groups. Perhaps we can hide behind the fact that there is an insufficient number of trained personnel to serve in this capacity in our profession, but our responsibility cannot be shrugged off so easily, and we must look to the reasons for this deficiency. In the area of education we need to consider ways of assisting those people in the disadvantaged groups to obtain education and fill openings in a rapidly expanding industry. To review this responsibility I have asked the Professional Development Committee to provide us with recommendations to effectively assist in this area.

In addition to providing opportunity within our profession, we also must speak to the responsibility of providing services to those people who are unable to avail themselves of our talents through normal channels. In many communities throughout the country, design centers are being estab-

lished to help those people in urban areas to receive assistance in developing a more livable space in which to live and work. Perhaps something of this nature can be set up in the larger cities of Iowa, and a task force committee to discuss how we might aid the disadvantaged has been established. Also in this broad general category we have been made aware of the needs of people who have been affected by disaster—disasters of many types. Certainly our most recent experience in Charles City has made us even more aware of this problem. We have learned much from experiences in this community, and it is hoped that this knowledge can be applied to developing a logical method of approach to communities that experience such disasters in the future. Perhaps in the near future the Iowa Chapter can have plans to aid such people similar to those established by Master Builders and by the Engineering Society of Iowa.

Not only are we aware of the changing face of architecture as a social art, but we are day by day being made aware of the changing technology of the profession. New tools, new techniques are rendering old procedure in offices obsolete. Younger men of our profession are being trained for practice that is totally different from the one which we are now experiencing. As relationships between contractor and architect shift, and as tools shift to provide the architect needed skills, it is essential that we understand these changes and try to apply them to our particular type of offices in our Chapter. For this reason a Committee on New Office Procedures has been instituted which can combine the experience of the seasoned practitioner, the new young professional, and the research facilities provided by our Department of Architecture at Iowa State University.

What has been discussed in the preceding paragraphs is primarily the thrust of the new programs being instituted this year, but both the new and the old cannot reach meaningful fruition without the complete effort of all that participate in the Committee activities of the Chapter. In 1968 Stan Ver Ploeg did much to re-organize the Committee structure of the Iowa Chapter. He threw out all Committees that were not functioning and placed the emphasis on those that did have meaning to our local State organization. This year I have tried to increase the involvement in the Committee structure of the younger members of our organization. I have tried to involve those who are Associate members who for the most part have been left out of participation in these activities in preceding years. I have also tried to develop a Committee structure with greater geographic balance and also

Willis E. Schellberg

to include students of our Department of Architecture in active involvement in Committee work. To provide the greater involvement as indicated above, but at the same time to provide a greater flexibility of a smaller group to respond to concerns of the Committee with greater speed, I have proposed the following plan for committee structure:

1. To gain a more active Committee that would involve both more Committee members and be more responsive to Executive Committee requests for action, I would propose an executive group of the Committee of three to four members which could meet on short notice either in face-to-face confrontation or by phone to respond to problems of an emergency nature. It would be the Chairman's responsibility to inform all members of meetings including the agenda of material to be covered. If members are not able to be present, would be expected of them to respond by correspondence as to their feelings in regard to the items on the agenda. It would also be the Chairman's responsibility to inform the whole group of action taken by the Committee at any such meeting.

2. Each Committee should take a more active role in suggesting proposed programs to the executive Committee with a budget estimate for the coming year. In the past, Committees have asked for allocations for special projects during the year that have not been budgeted. This type of month-to-month planning has caused a certain amount of financial distress on the treasury. A more organized system of budget askings by Committees would make budgets more realistic and fiscal soundness possible.

3. If the Committees could be organized as discussed in point "1", the Executive Committee then could serve as a long-range planning committee and deal with the requests of the standing and task force committees on the basis of their soundness with respect to the over-all goals of the Chapter. The Executive Committee would also feel more free to make direct referrals to Committee Chairmen for decisions if they knew that these decisions could be reached with greater ease by the Committee in question.

Never has a profession faced such a challenge as we face today, and many of the problems in the preceding remarks cannot be solved by individual effort or by the collective efforts of all of the members of our Chapter. We must call upon all those who show an active interest in the problems that are vital to our communities. It is my hope that our Chapter can provide a catalyst for the growth of a better human environment for both our rural and urban areas.





Stanley C. Ver Ploeg, immediate Past President of the Iowa Chapter, is pictured visiting with Representative Neal Smith of Iowa and Mrs. Smith at a reception for legislators held in connection with the AIA/CEC Public Affairs Conference in Washington.

James A. Lynch and Stanley C. Ver Ploeg, both Past Presidents of the Iowa Chapter, represented the Chapter, along with representatives of the Consulting Engineers Council of Iowa, at a two-day Public Affairs Conference March 19 and 20. The Conference was held at the Mayflower Hotel with an evening Congressional reception at the Smithsonian Institution Museum of Science and Technology.

Tuesday evening and Wednesday were devoted to briefings by key officials covering equal employment opportunity, regulations for design firms, product boycotts, a government study of A/E contracting procedures, and plans for financing needed airports and rapid transit systems.

Thursday was devoted to individual visits in the offices of Senators and Representatives by State delegations of architects and engineers.

Announcement was made that a new publication "Contracting with the Federal Government: A Primer for Architects and Engineers" is now available at \$6 per copy. Iowa Chapter delegates report that this should be in the library of the Chapter and in the office of every architectural firm even remotely interested in government contracts. It is available from Primer, Room 713, 1155-15 Street N.W., Washington, D.C., 20005. Book orders must be prepaid.

Ted Healey of the Cedar Rapids firm of Brown . Healey . Bock has been named to the Licensing and Internship Committee of The American Institute of Architects. He will continue to serve on the Iowa State Board of Architectural Examiners.

Ray D. Crites of the firm of Crites and McConnell, Cedar Rapids, has been named to the Jury for the 1969 Honor Awards of The American Institute of Architects. Awards will be presented at the National Convention at Chicago, June 22-26.

Maiwurm and Wiegman of Fort Dodge have received a special citation by the American Association of School Administrators for their Kindergarten-Primary School at Clare. (See Honor Awards this issue.) An exhibition panel was displayed at the AASA Conference in Atlantic City February 15-19.

Mark Engelbrecht of the firm of Rice and Hunter, Des Moines, has been appointed to the Des Moines Plan and Zoning Commission. His first experience will be with the long-pending, controversial sign ordinance.

The Spring Convention of the Iowa Chapter will be held jointly with the Department of Architecture at ISU and the Extension Service in a "Good Life" Symposium May 8 and 9 at Iowa State University. Stewart Udall, former Secretary of Interior and currently Chairman of the Board of The Overview Group will headline a list of nationally known speakers including officials of the U. S. Department of Housing and Urban Development and others. Planners, politicians, engineers, and any others interested in problems of environment and solutions will find the program invaluable and stimulating.

William M. Dikis has been named an associate in the firm of Wilkins and Bussard, Des Moines. He was with Charles Herbert & Associates since his 1964 graduation from ISU. He also holds a 1967 Master of Architecture degree from ISU.

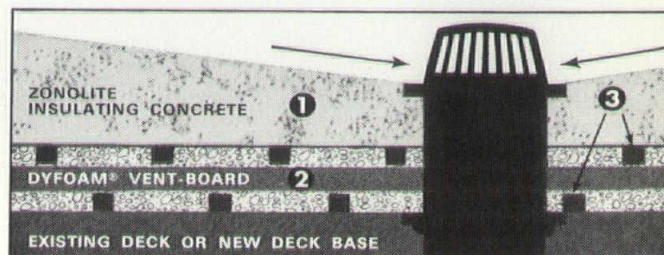
The Iowa State University Center Theater at Ames will hold a week long grand opening in September, 1969. The reinforced concrete structure, designed by Crites and McConnell of Cedar Rapids, will be inaugurated by a series of concerts by the New York Philharmonic Orchestra on September 9, 10, 11, 13, and 14. Ticket sales open May 5; contact Alvin R. Edgar, ISU, Box 1133, Ames, Iowa, 50010.

CALENDAR

The following are key dates to remember. For further information contact the sponsor or the Iowa Chapter Office.

- | | |
|-------------------|--|
| May | "Sculptures, Drawings, Paintings",
Exhibit of the work of Robert Lorr
Iowa State University Design Center,
Art Shed Monday-Friday 10 to 5 |
| May 1-3 | Housing Conference
Washington University - St. Louis |
| May 7-9 | North Central States Regional
Convention |
| May 8-9 | Lake Lawn Lodge - Delavan, Wisconsin |
| May 12-13 | Construction Law and Liability Seminar
Hotel Ambassador - Chicago |
| May 13 | Deadline for Receipt of Entries
1969 Prestressed Concrete
Institute Awards
Iowa State University
Ames |
| May 15-17 | Spring Convention on Regional
Environment, "The Good Life"
Iowa Chapter, The American Institute
of Architects |
| May 17 | Architectural License Seminar -
Chicago |
| June 2-4 | Construction Specifications Institute
Convention Houston |
| June 7 | The Architect and the Law
AIA Professional Development
Program - Chicago |
| June 15-20 | "The Rest of Our Lives"
19th International Design Conference -
Aspen |
| June 22-26 | Annual Convention, The American
Institute of Architects
(Co-sponsored by Royal Architectural
Institute of Canada)
Palmer House - Chicago |

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The Iowa Chapter Office, with generous sponsorship by the Des Moines Section, has begun assembling a lending library of significant architectural books. The library is open to the public as well as to all AIA members. Books reviewed in this column are available on loan in person or by mail for a period of two weeks.

ARCHITECTURE: A PROFESSION AND A BUSINESS by Morris Lapidus—Reinhold Publishing Corporation, New York—\$15

In an area that is sadly lacking in architectural training, the author has pioneered a text on the business of architecture. Traditionally the architect has been taught the theory and the profession; he has been left to fend for himself in ways of organization, accounting, promotion and public contact, as if the subjects were below his dignity. Most architects have found need for a book like this, yet even today few architectural schools have integrated business practice into their curricula.

The author shares his long-earned experience on when and how to start a practice; which type of firm; inter-office organization (layout, forms, methods); public relations ("Every good businessman has learned how to sell his product . . . Hiding your light under a bushel will only draw insects, not clients."); contracts and fees; office efficiency, planning, and accounting; legal problems; and clients.

The stimulus of this book is well worth your time, whether as a review for an experienced architect or an introduction for the new practitioner. Its only shortcoming is that there are not more answers to the questions raised; perhaps it is better that way.—WMD

THE SILENT LANGUAGE by Edward T. Hall
Doubleday and Company—\$4.50 hardbound \$.60 paperback

The architect of today is pictured bent over his drawingboard hours on end, completely divorced from the world outside. Yet, he commonly interacts with people of varying cultural backgrounds. Daily he works with well-to-do clients as well as the range of men on the construction site. In short, the architect draws on his limited knowledge of the prevalent cultures to design and shape man's environment.

Edward Hall has defined approach and broached most subjects that the architect or layman may experience in his interactions with people.

Hall divides all of the cultural patterns into categories such as time and space. He says of informal time patterns, referring to appointments, that "two or three minutes early or late will bring no response,

since the time in this case is not significant. At three minutes a person will still not apologize or feel that it is necessary to say anything; at five minutes there is usually a short apology; and at four minutes before or after the hour the person will mutter something, although he will seldom complete the muttered sentence." Time communicates definite meanings and dictates certain actions.

This insight into spatial culture was also noted by the author: "Given a large room, Americans will distribute themselves around the walls, leaving the center open for group activities such as conferences. That is, the center belongs to the group and is often marked off by a table or some object placed there both to use and to save the space." The author suggests a space scale from "very close-intimate" to the "limits of distance", and he points out that the actual dimensions of this scale vary across cultures. This illustrates the essence of the book, "understanding communication"; how the environment communicates to its inhabitants and how the architect communicates with his clients.
—John Hanway, Fourth year student at I.S.U. and member Editorial Staff.

APOLLO IN THE DEMOCRACY by Walter Gropius
McGraw-Hill Book Company—\$12.50

Walter Gropius is one of the leading influences on architecture as it is practiced and taught today. The personal philosophies developed during the Bauhaus Years have given direction to this generation of architects and designers. "Apollo in the Democracy" is a statement of the condition of contemporary architecture by a man of exceptional scope and vision.

He examines the esthetic and cultural chaos of our time and shares his own personal feelings on what is required to elevate America from the "commercial jungle" in which it is now immersed.

This book is excellent reading for anyone who would like to understand more intimately the struggle of Gropius and those near him to bring to life the "modern" movement in architecture and its applications, still to be learned.—HRW

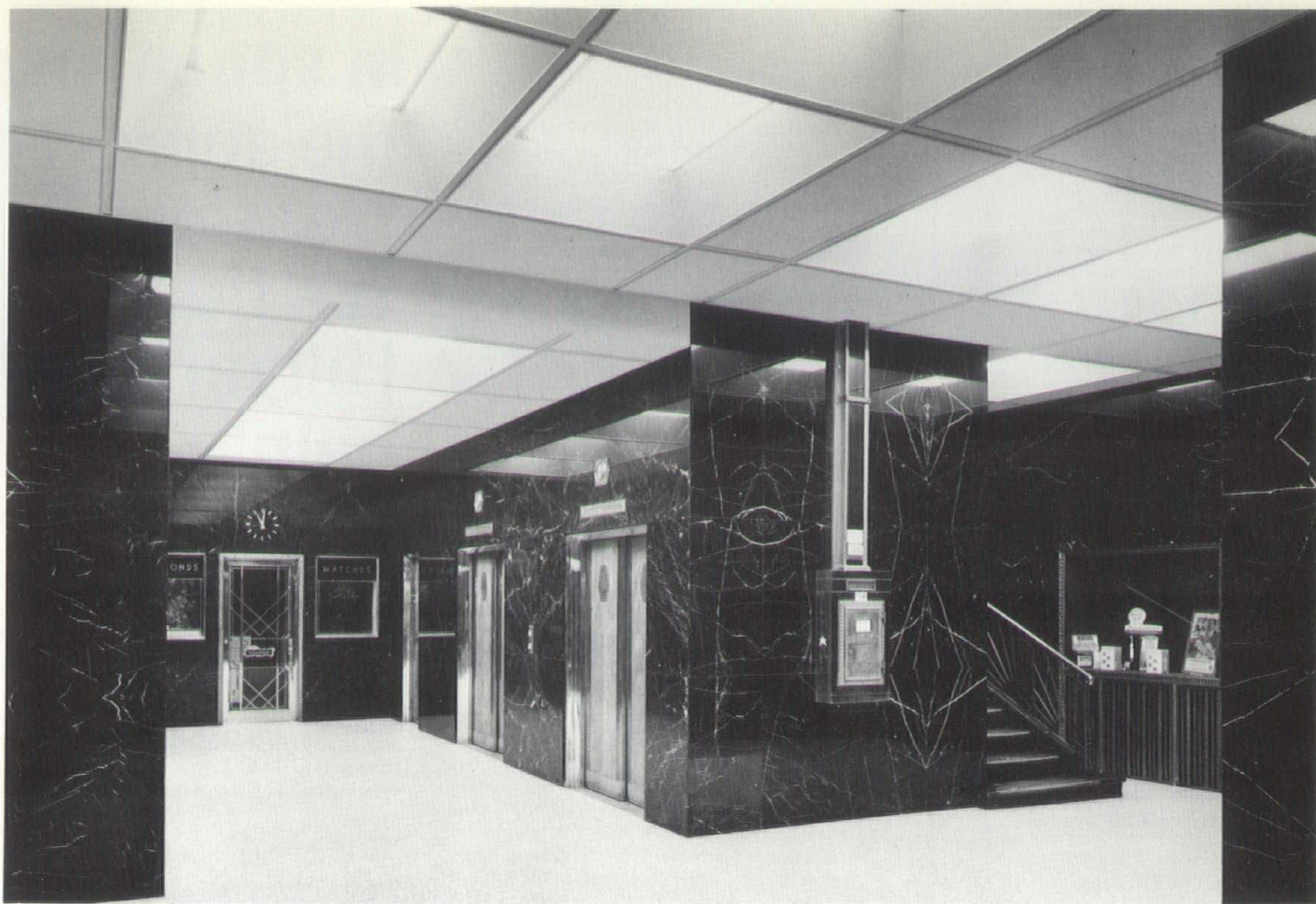
Other books available from the Library are:
William Wagner—"Sixty Sketches of Iowa's Past and Present"

Albert Mayer—"The Urgent Future"

Paul Speiregen—"Urban Design: The Architecture of Towns and Cities"

Wolf von Eckardt—"Mid-Century Architecture in America"

Walker and Rohdenberg—"Legal Pitfalls"



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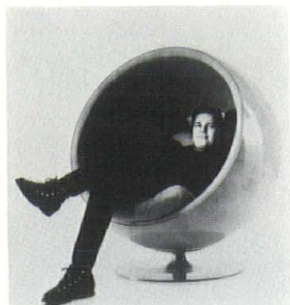


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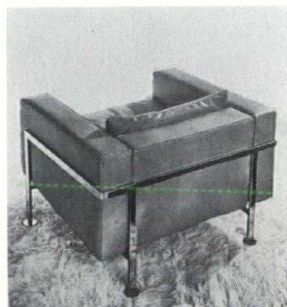
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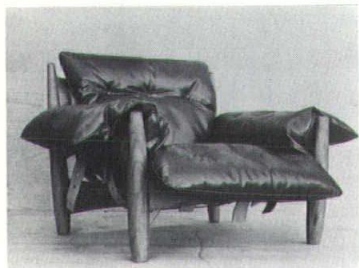
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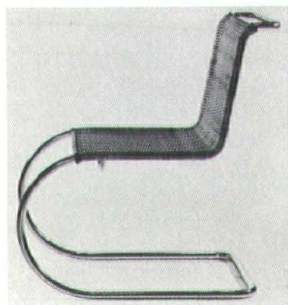
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12. The foundation will initially be directed by a Board of Trustees which shall be selected from the membership for terms not to exceed two years. During the tenure of any director he will retain his eligibility to participate in any studies of the organization.

13. The foundation will choose the participants for particular studies on the basis of detailed proposals either directly initiated or elicited in response to programs formulated or transmitted by the Trustees.

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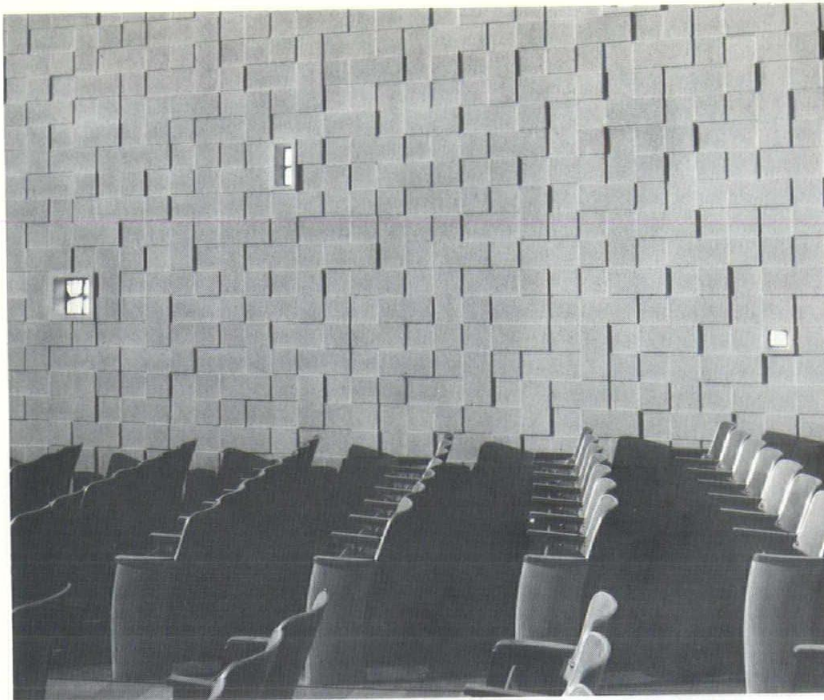


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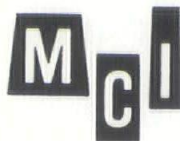
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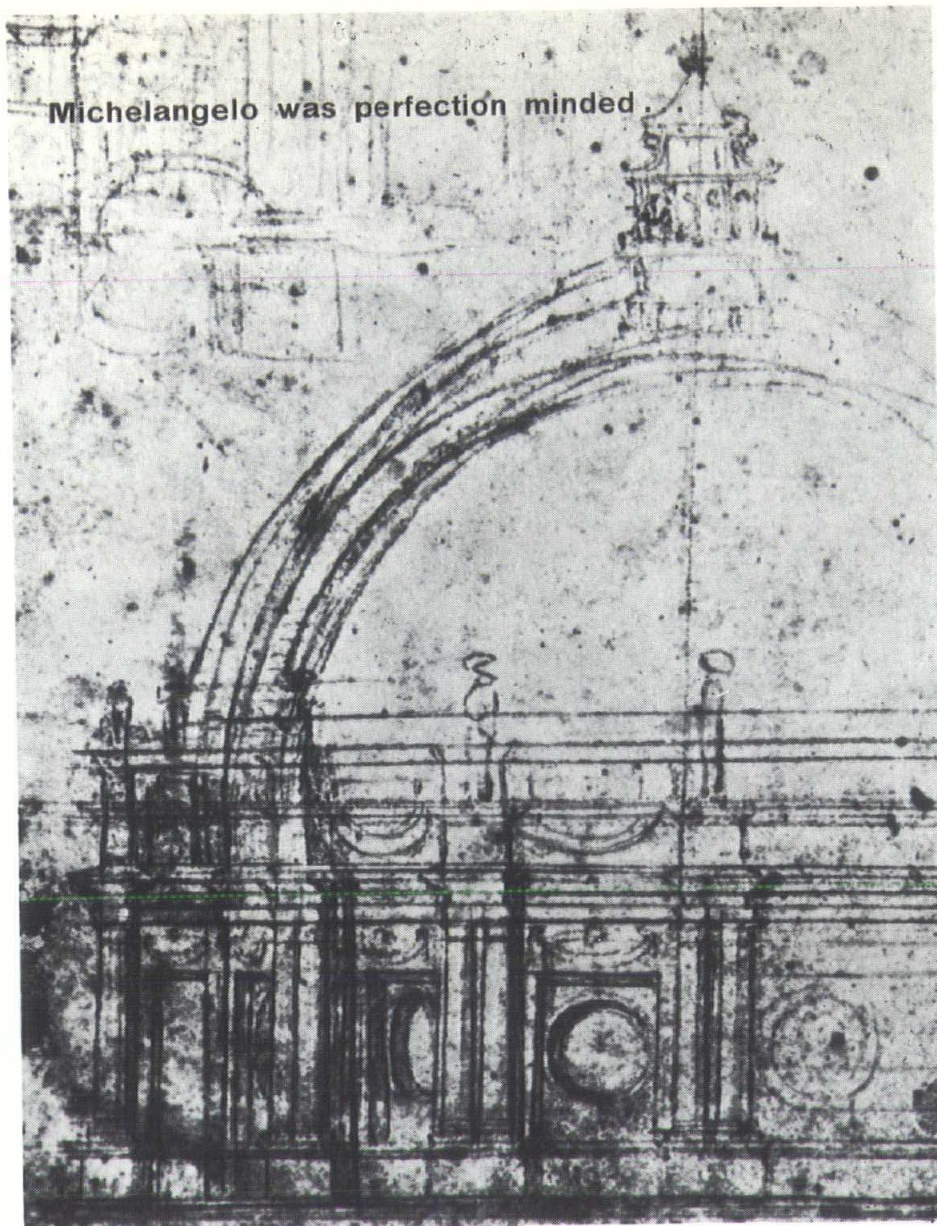


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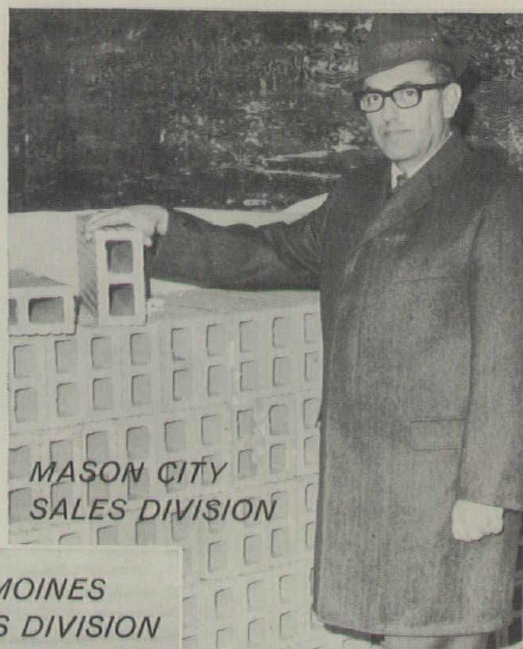
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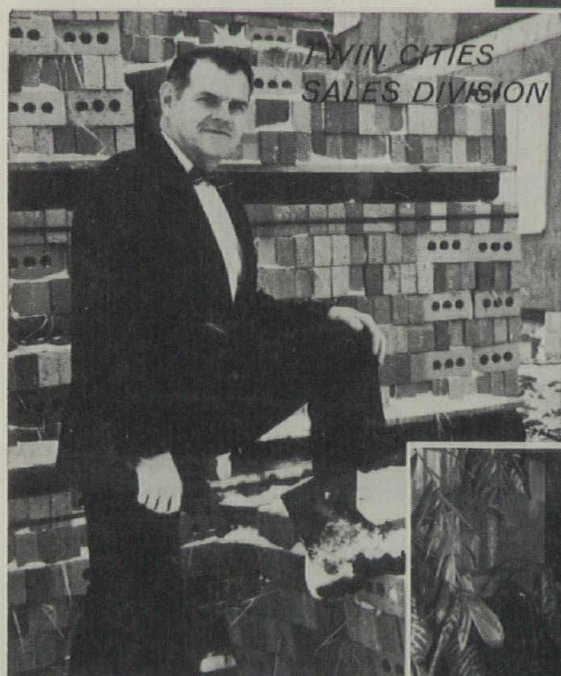
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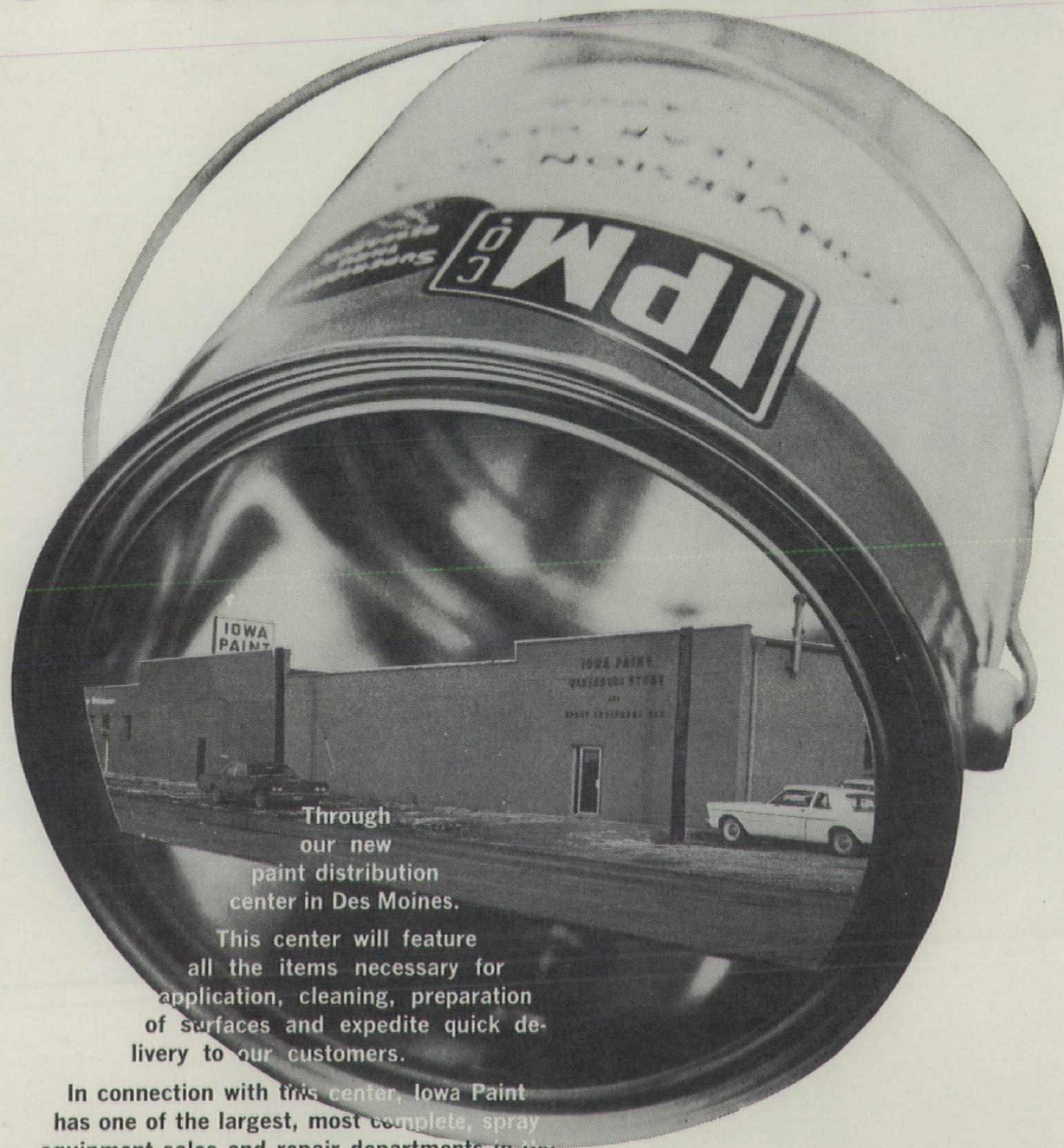
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