

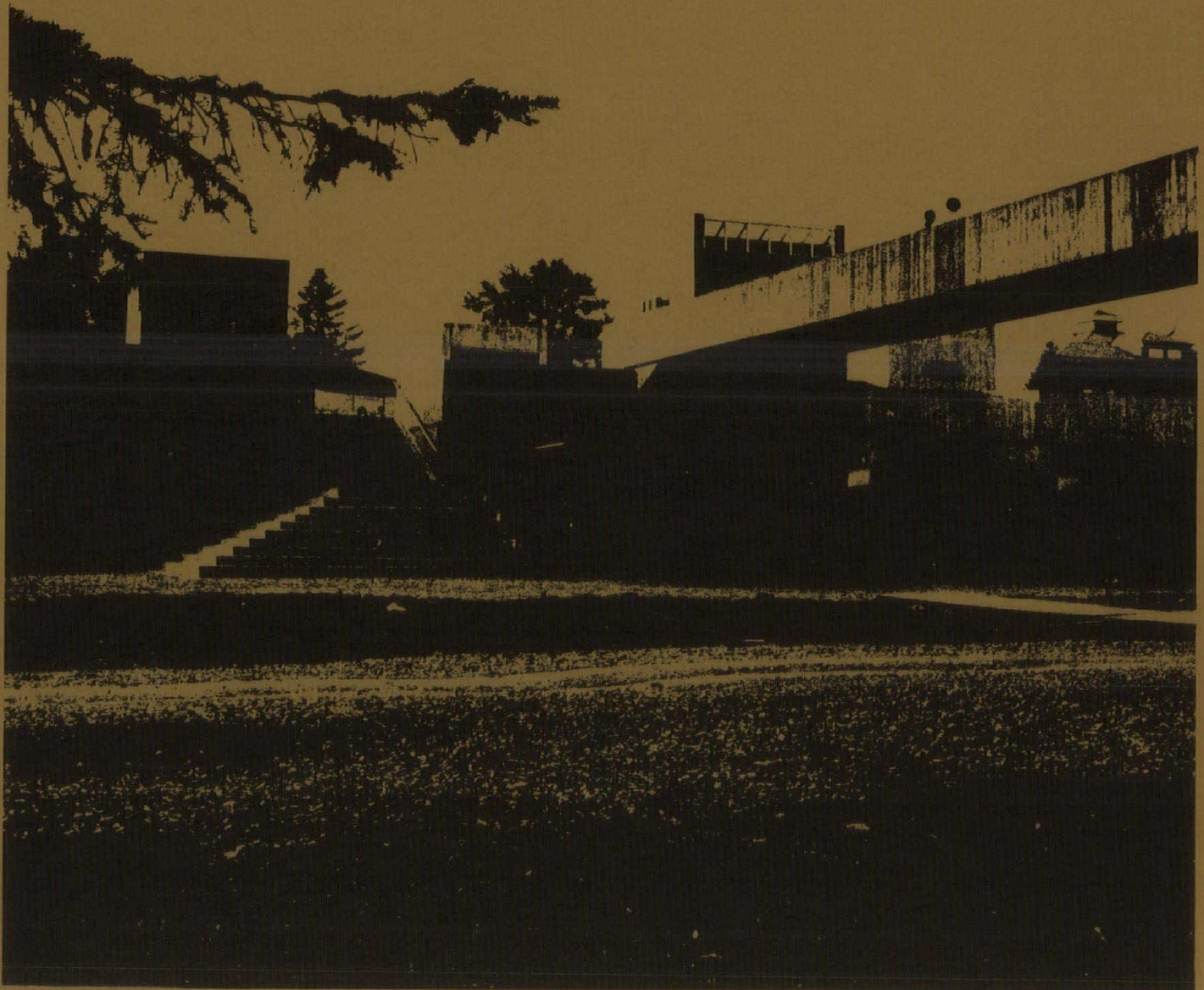
# IOWA ARCHITECT

APRIL/MAY/JUNE/1969

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Man is endowed with the capacity to sense his environment in numerous ways. As circumstances modify a particular aspect of our environment, certain sensory mechanisms may become more perceptive. This refinement could be a result of the loss of one of the other senses, as in the case of the partially sighted. The ugliness in our cities and the state of our environment reflects confusion and creates collective visual stress. Since shock is a reaction to gross stress, do we not deploy a technique of shock to our visual and acoustical environment, and in so doing, is our capacity to experience permanently diminished? If so, is this situation not stifling to a society and to a profession that, at least in theory, are committed to the concept of self-actualization? Biological man requires a dynamic involvement balance, a mean between gross visual stress overloading and a vacuum of visual stimulation.

There are guide lines relating to air pollution, but we have no effective legislation relating to the aesthetic aspects of our environment.

The inconsistencies between two dichotomous value systems, an experiential reality and a political-economic reality, have resulted in inevitable conflict manifested in demonstrations against the "establishment" in this decade. The majority of these demonstrations have been based on a political idealism, but this is merely the most obvious aspect of a general movement committed to an environmental idealism. Students of Architecture in Rome moved to the streets to dramatize their conflict with the university, and students led by the Head of the Architecture Department at the University of Minnesota marched on a neon festooned drive-in in Minneapolis to protest this blatant architectural concoction. The visual aesthetics of our environment are difficult to codify and legislate; at least there is little evidence to the contrary existing in this country. Zoning boards and various appointed commissions currently determine socio-aesthetic "fit" of isolated architectural projects, often based upon a pragmatic and rear-view-mirror attitude.

Sectors of our society are conscious of the potential dangers that are operative in an exploitation-oriented physical environment. B. Fuller once remarked "Architects tend to be ineffective in our society today because they are members of a slave profession, because of the patron-client relationship." Within the last decade, the profession has attempted to confront this issue by establishing committees on comprehensive architectural services, education, etc.

The majority of decisions which in effect determine our visual environment are not made by architects, but by financiers, developers, politicians, and manufacturers. New multi-disciplinary technologies will never be integrated into a society's development with compartmentalized specialist's tools.

If the architectural profession is to comprehend and influence cogent environmental design decisions, a revised professional educational program is an absolute requirement, along with a change in attitude and posture toward the current evolution manifest in the building arts industry today.—JAMES BREWER



# ia

## IOWA ARCHITECT

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**8** Des Moines is the only city in Iowa to receive a **MODEL CITIES** demonstration grant. The firm of Rice and Hunter was selected to do overall physical planning for the Model Cities area, and the results of their efforts are shown along with a thought-provoking explanation.

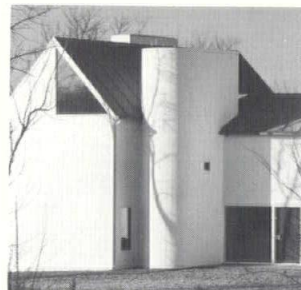


**12** On May 8 and 9 of this year, a Symposium entitled **THE GOOD LIFE** discussed the present and the future status of the Iowa environment. It was co-sponsored by the Iowa Chapter AIA, the Iowa Chapter AIP, and Iowa State University, and funded in part by a Title I Federal Grant. The spirit of the meeting is summed up by Dick Kruse.

**14** **THE GRADUATES** of Iowa State University are identified along with a pictorial survey of some of the 1969 terminal problems. Diversity in topics and direction is abundant.



**16** In a method of architectural reporting new to the "Iowa Architect", Doug Frey has traced the development of a structure from conception to formal opening. **UNI UNION: BIOGRAPHY OF A BUILDING** is the first in a series of experiments in architectural critique to be published.



**18** Up-to-date **NEWS** is presented, this issue including honors and awards, new members, and items of local and national interest. **THE CALENDAR** will notify you of important coming events.

**21** In an explanation of **THE ARCHITECT'S COMPENSATION**, the Chairman of the Iowa Chapter Committee on Services and Compensation explains the recommended fee schedule.

**22** **THREE AREA COLLEGES PROVIDE DRAFTING CURRICULUM** to serve the architectural and engineering professions, and Roy Berger explains the program and its goals.

**23** Adding to the newly established AIA library, new **BOOKS** are reviewed. Loans are made from the Iowa Chapter Office for a period of two weeks to the public as well as to all AIA members, either in person or by mail.

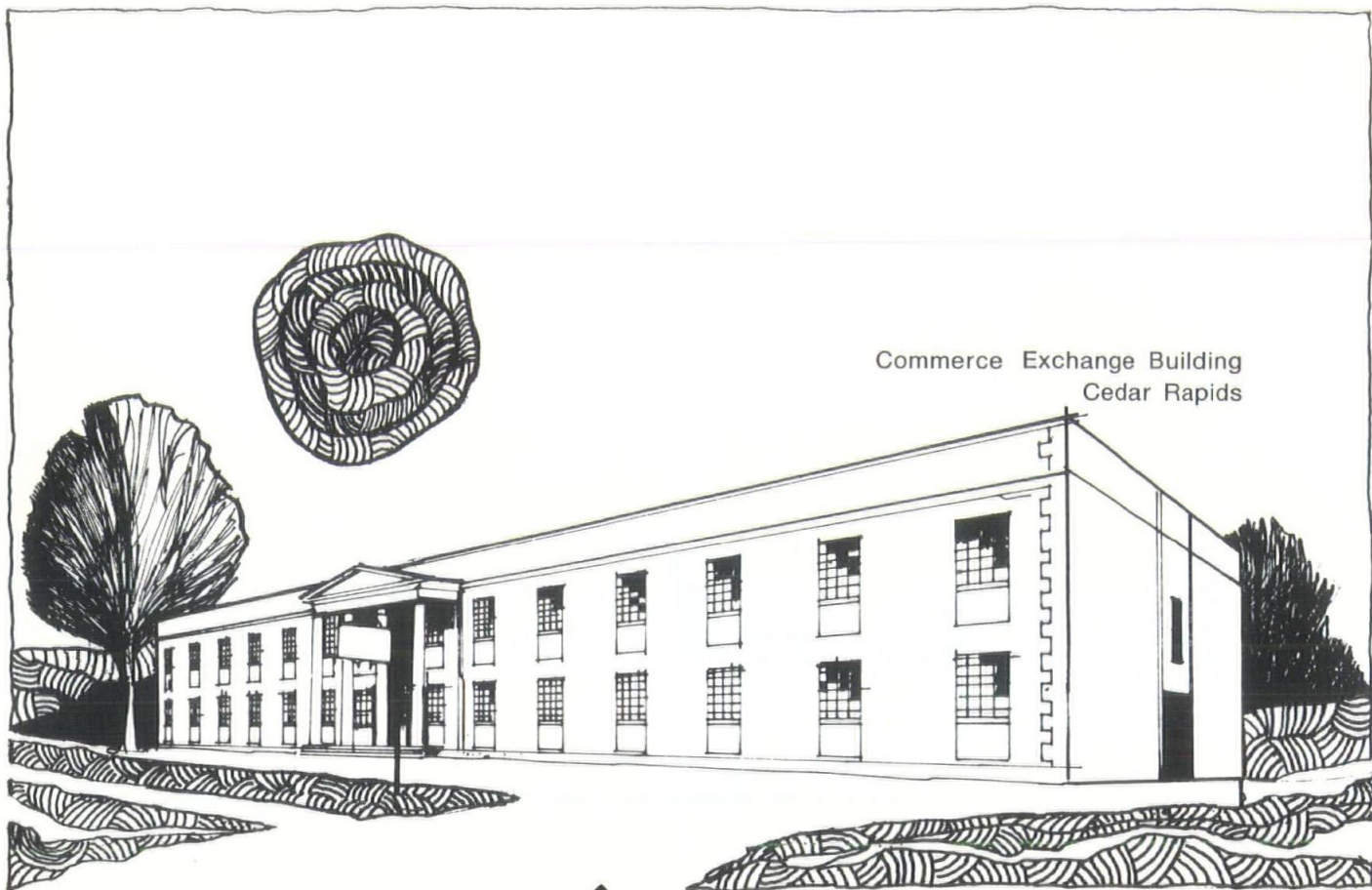
### Photographic Credits:

UNI Student Union—Doug Frey,  
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### Honor Awards:

Black Oaks Office Building—Larry Day  
Brenton Student Center—Larry Day  
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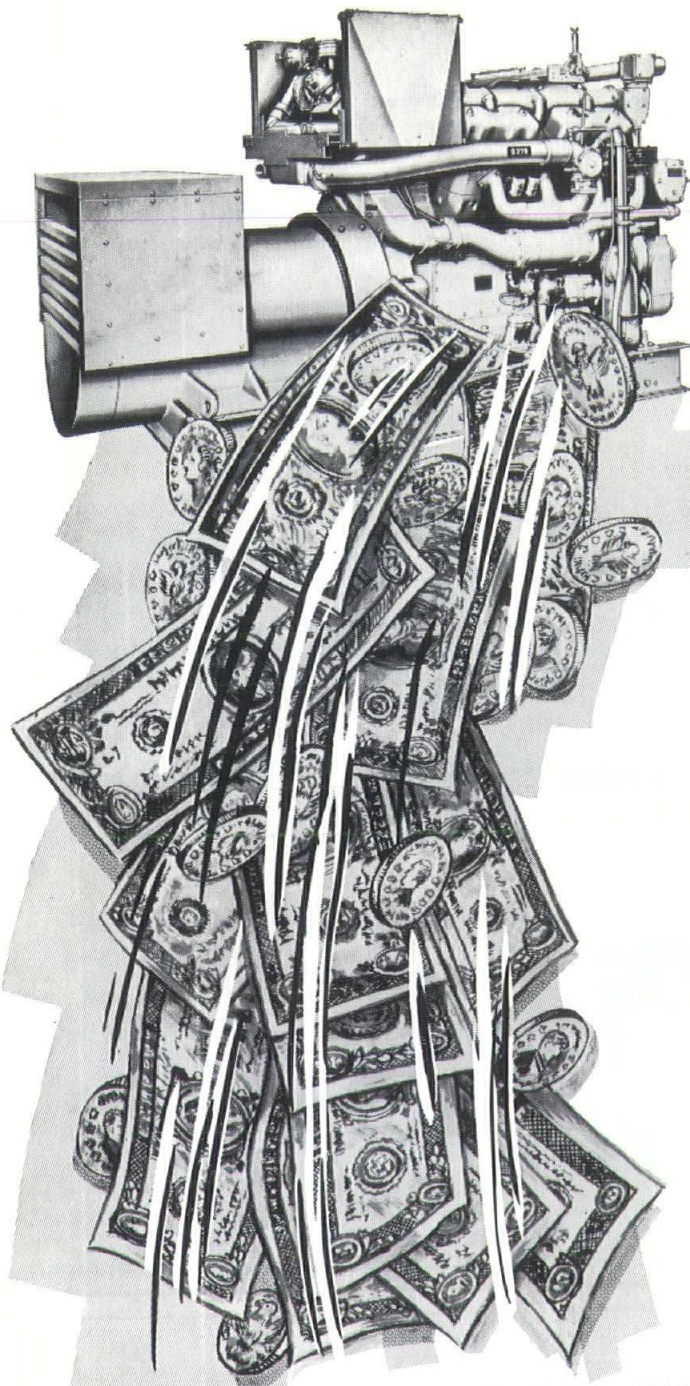
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## MODEL CITIES

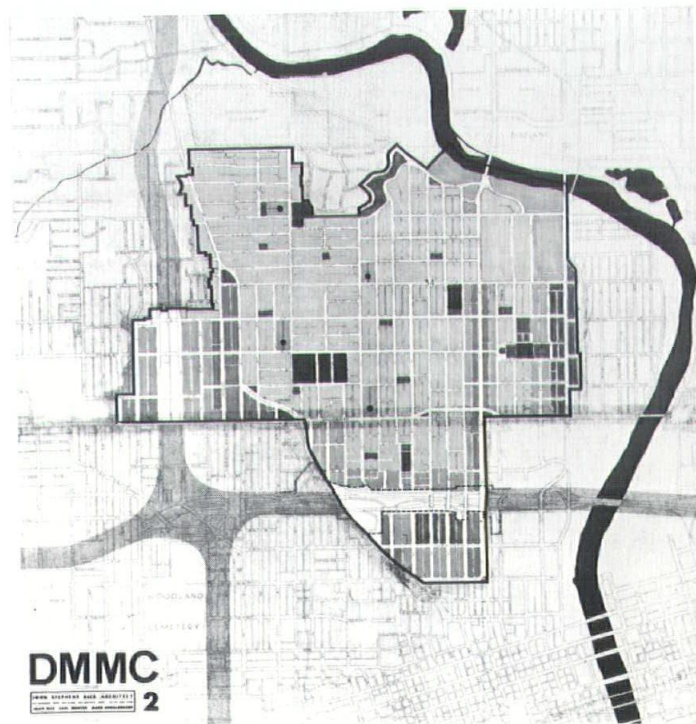
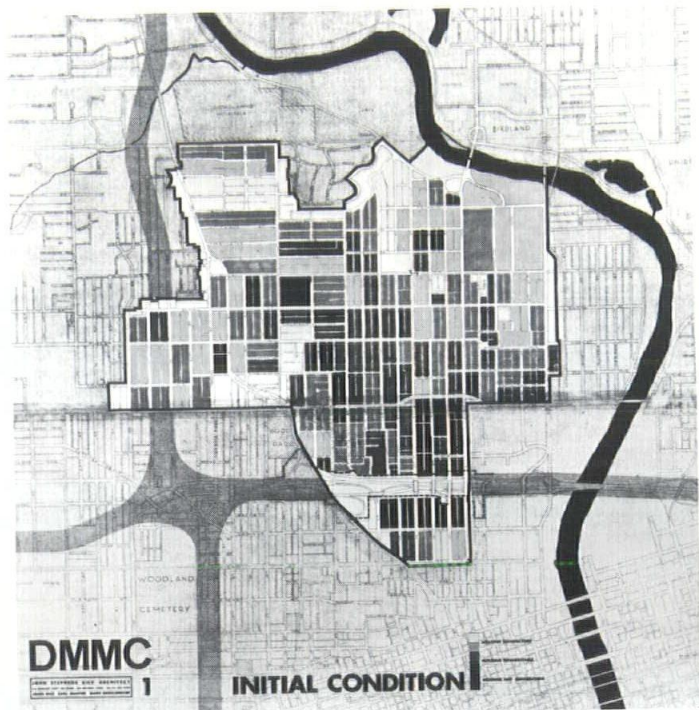
By the firm of Rice and Hunter, Des Moines, Iowa

The comprehensive plan for the reorganization of the Model Neighborhood physical environment is a response to the work of various official planning committees. As such, this plan is at once a coordinating agent and a primary means for the expression and accommodation of the interest and specific programs to be instituted by the Planning Board.

Of course, there are various parameters affecting the planning of the physical environment which have had little interplay with the numerous committee studies. Matters of topography, environment history, and natural or artificial physical limitations are more specifically related to the process of physical planning than to committee concerns. A most important pre-condition in this report is the 1980 Comprehensive Plan for the City of Des Moines. Although the Model Cities Program looks to a five year interval for fruition, there are many aspects of the plan presented herein which are conceived as being developed within the context of the greater city comprehensive plan and related to its scheduling rather than that of the action program. However, the opportunity presented by the Model City Program to demonstrate the advantages accruing with the realization of the 1980 Comprehensive Plan must not be lost. It is essential that the 1980 Plan be communicated as the basic underpinning structure of the proposals presented in this report.

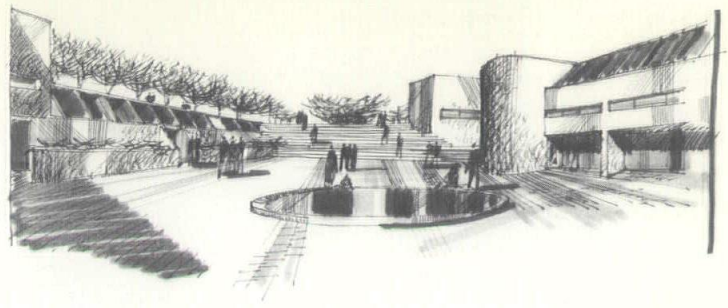
A second primary precondition affecting this environmental study is graphically represented by Plate DMMC-1. This diagram indicates, by block, the relative health of the structures within the Demonstration area. A basic philosophical thrust of the entire Model City Program is the contention that neighborhoods must be revitalized rather than replaced. It follows that any environmental reorganization must bear the responsibility of encouraging those areas of the urban fabric which presently possess the potential for health while removing those pockets already too diseased to be revived. A final test of the fidelity of plan to the philosophical point referred to above is the coordination of the effort with the environmental precondition demonstrated by Plate DMMC-1. However, the point must be made that a healthy and cohesive plan cannot in all cases conform to the potentiality of this precondition. Although the pattern of urban decay must largely determine the structure of revitalization, some exceptions must be made if the shaping of the environment is to offer new possibilities. There will be a limited acquisition of potentially rehabilitable structures within the five year action program, but this acquisition is the necessary exception to realistically implement the general rule.

The Model Neighborhood boundaries generally conform to a plateau rising to the north of the City Core and bounded by the Des Moines River. The east-west freeway, completed in 1968, presents a formidable limitation to the south and Keosauqua expressway, extending up a draw north





The Demonstration Cities Act passed by the Congress calls for the application of the consolidated resources of all federal programs relevant to problems of urban, social, and physical decay to large blighted sections of some twenty-six American center cities. One of the selected "model cities" was Des Moines, Iowa, and the following article outlines the planning and design efforts to be undertaken with this Federal program over the next five years.



and west from the freeway, represents the actual and natural southwesterly boundary to the site. In turn, Keosauqua merges at its north-west extension with the 19th-Harding Road Parallel which proceeds to the north from University Avenue. This parallel presently is the site of a retail commercial development, which serves both the Model Neighborhood and residential areas to the west. As such, this commercial activity is highly oriented to access by auto and the thereby creates a difficult division within the confines of the official Model Neighborhood boundaries.

Falling into natural interplay with the 19th and Harding parallel, and its abundant commercial and traffic considerations, is the impending reality of a major North-South Freeway presently in the preliminary design stage. The only concrete information presently available to this study regarding this Freeway is the publication of a desired corridor location which extends across most of the Model Neighborhood precinct. However, since the commercial development along Harding Road presently disputes the integrity of the Demonstration Area towards its western extremity, it seems material that a major North-South Freeway location shown on Plate DMMC-1 could be accepted along this route. Drake University abutts the Model Neighborhood to the West and, although the actual University facilities will not extend East of 25th Street, it seems very likely that continued growth of the University, along with a reinforced graduate program, will make the erection of high density housing between 25th and Harding a most desirable development. Also, the central core of the City of Des Moines could benefit from a North-South Freeway extending roughly south along Harding and turning east along the Racoon river and then North to the realization of a loop with its terminal on the East-West Freeway in the general vicinity of the State Capitol. A development of this sort would provide access necessary to the revitalization of a vast but decaying industrial complex immediately to the south of the core area. A third element which encourages the acceptance of the proposed freeway location on the part of the Model Neighborhood is simply the improved areas provided to the residents of the area.

The location for the disputed freeway presented by this plan is a firm recommendation, but it should be clearly understood that the overriding structure of the environment envisaged by this report is not contingent upon this development. The one unequivocal point to be made is that construction of a new freeway to the East of 19th Street within the Model Neighborhood boundaries is not acceptable.

A last consideration in the boundary analysis of the Model Area concerns the intent of the city, as expressed by the 1980 Comprehensive Plan, to develop Second Avenue as the major arterial connection between the core area and the northern precincts of the city. This development will relieve Sixth Avenue of its present carrier responsibilities

and significantly contribute to the consolidation of the Model Neighborhood site to the east.

The foregoing boundary determinations are central to the planning study because a primary concept is involved. In accordance with the expressed desires of the residents of the model area, the population distribution within the precinct is to take the shape of a large, low-density, family-oriented community contained by higher density developments, accommodating the young or retired, rising along the design boundaries of the area. The low density community realizes Forest Avenue as its major East-West axis and is further bounded by the slope to the river at the North, 19th and Harding to the West, Second Avenue to the East and the frontage of the Keosauqua-Freeway combine to the South. A proposed zoning plan, Plate DMMC-2, clearly articulates this general density configuration. By approximately 1980 the total population of the entire Model Neighborhood precinct will have reached 20,000 with a corresponding density of 20 people per area.

Plate DMMC-3 outlines the primary concepts put to work in the foundation of the physical plan for the Model City area. Of the numerous key ideas presented geographically by DMMC-3, the Center-sub center concept is the primary organizing element, and that idea most closely allied to the various problems and programs defined by the actual planning committees.

This concept involves the erection of five sub-centers located within the low density interior of the community in such a manner that virtually any resident has no more than a four block walk to one of the locations. The sub centers themselves are designed to serve a problem cluster articulated by the various committees. Four of the five sub-centers accommodate 100 elderly housing units each, and a central facility will be provided at each location to serve as both neighborhood facility and commons for the elderly residents. Housing for the elderly is a salient problem within the area, and new facilities, of the sort envisaged by the sub-center concept, will provide adequately for the elderly needs and continue their place of residence within the low density, family-oriented interior of the precinct. The central facility located at the sub-centers will accommodate (in addition to common dining spaces for the elderly) limited commercial space, childcare operations, and agency programs aimed at the neighborhood residents. In this way, it is anticipated that the elderly will continue to enjoy the surrounding vitality of family activities in their new accommodations.

Various other advantages accrue with the construction of the sub-center clusters. Many of the elderly are presently over housed in large rehabilitable structures, and their change of residence to the dense sub-center accommodations will open up these large units for families of the area presently living in overcrowded conditions. Secondly, a centralization of the elderly of the community will make the prospects for improving their mobility

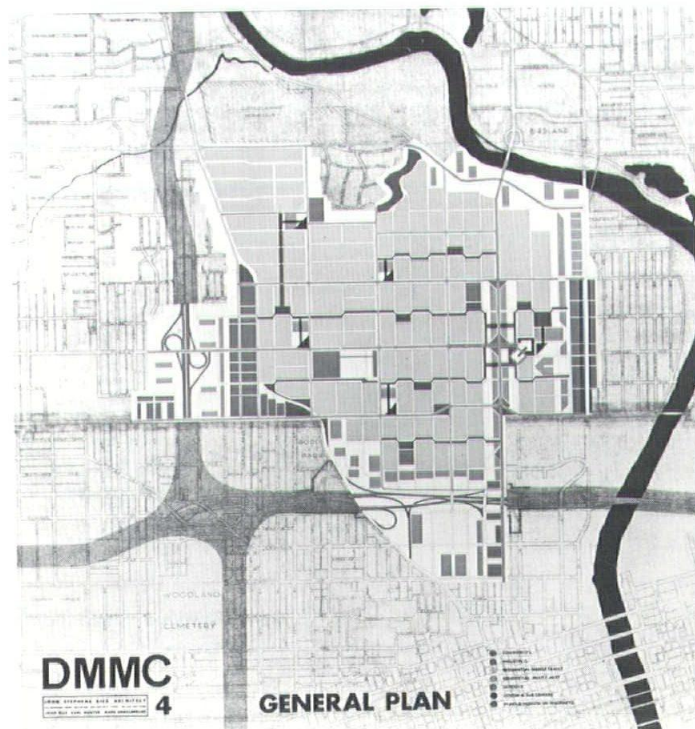
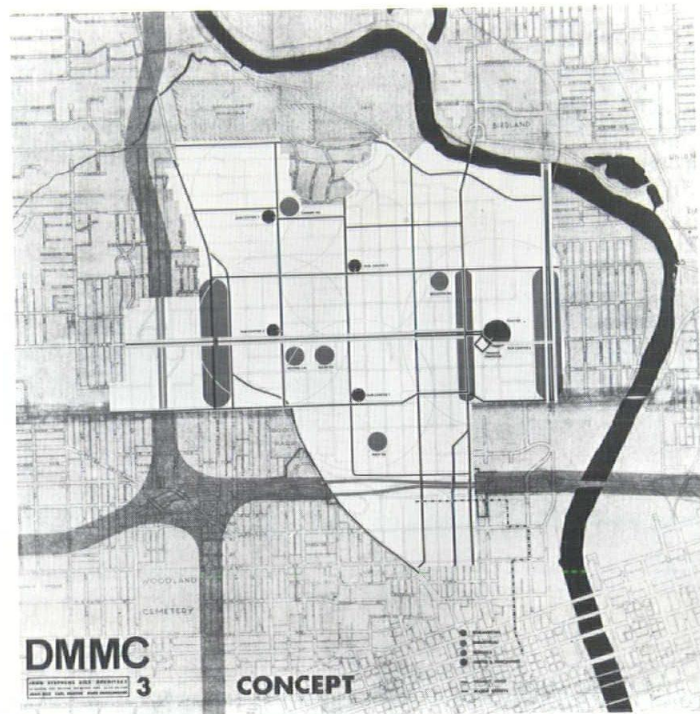


considerably brighter. More will be said of the transit program in a later section of the report. Plates 5 and 5S more clearly relate the typical structure and character of the sub-center developments.

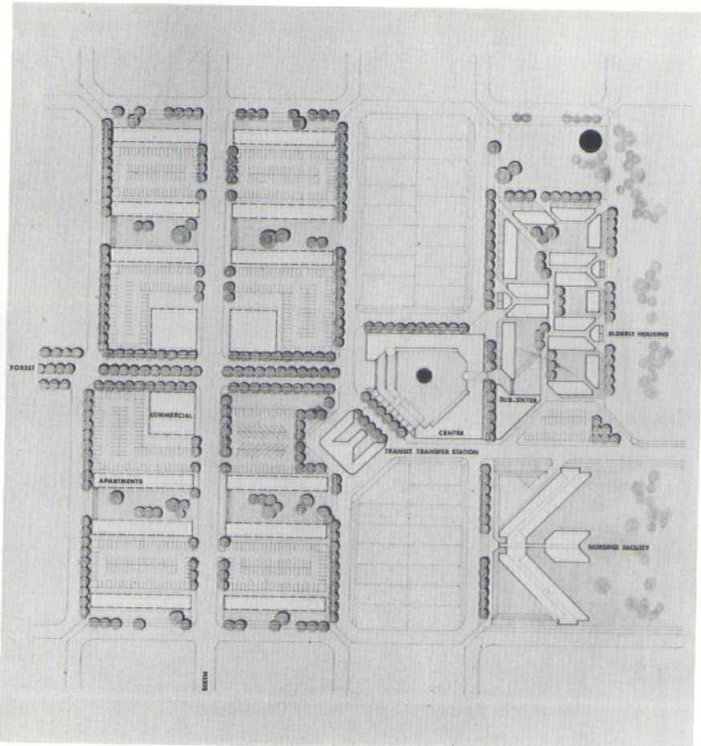
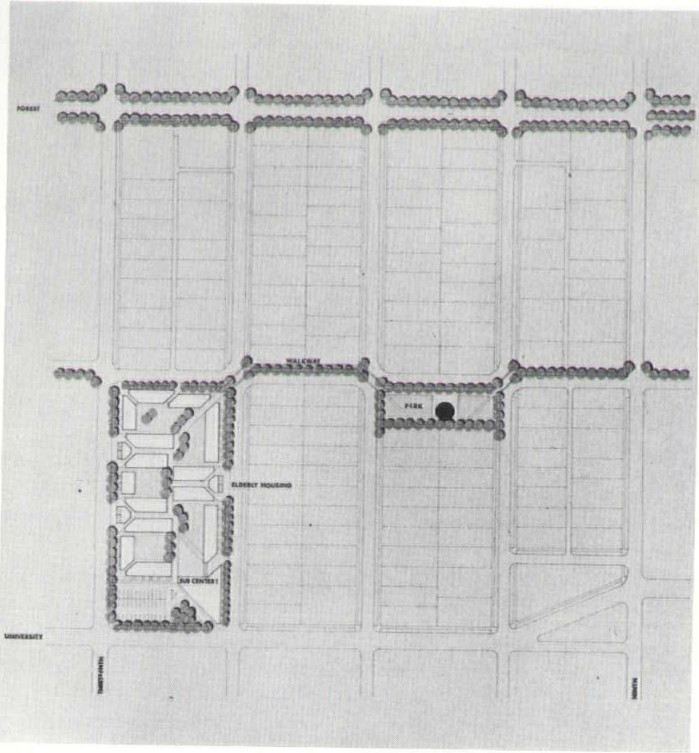
The fifth sub-center is to be constructed in conjunction with the primary or Community Center. The fifth sub-center is analogous to the other four in all respects except that 200 elderly housing units will be provided on its site.

The Community Center will accommodate numerous and ever-changing programs, engaging the community as a whole. Large assembly facilities, classrooms for adult education, a library branch, and studio areas for art programs are just a few of the activities to be accommodated by this central facility. In addition to the preceding sample uses, the center will provide space for headquartering the ongoing Model City staff together with office spaces for special agency groups conducting programs within the area. No large scale facilities for physical recreation are planned to be provided by the center since it is intended that existing and new school recreational resources can be more efficiently used in this regard. Plate DMMC-3 locates the site of the Community Center at the visual terminus of Forest Avenue, one block east of Sixth Avenue. Plates 6 and 6S outline the character and organization of the community in more detail. These two plates also indicate the configuration of the Fifth Neighborhood Sub-Center along with a 150 bed nursing unit scheduled for construction as a part of the action program.

The Center and Sub-Centers form the basic frame-work for an intra-community transit system to be inaugurated as a part of the action program. The proposal involving the transit system is conceived as an experimental project targeted at both increasing transportation opportunities to area residents and testing a component of a system potentially capable of offering the larger part of Des Moines, and many cities similar, viable public transit possibilities. Although the transit scheme is rendered in more detail in a separate proposal, the basic outline of the system should be related in this report. Basically, eight small buses with seating capacity of twelve will follow a specified route within the community with stations at four neighborhood sub-centers, the site of the future Community Center and a location on Harding Road. Pick up intervals will be maintained at ten minute increments during the day, and, although adequate waiting spaces will be provided at only the six stations, busses will stop by hailing anywhere along the established route. Connection to the main metropolitan transit lines will be made at the Community Center station and the location at Harding Road. These two points will also be the only stops to be made by metropolitan transit within the Model Neighborhood precinct. To develop sufficient usage of the system for proper evaluation, the program will operate on a free-ride basis for the first year with round trip transfers being offered area res-







The last major concept demonstrated by Plate DMMC-3 concerns the projected plan for educational facilities. A new elementary school will be scheduled for construction south of University Avenue. With the construction of this facility and the subsequent abandonment of Sabin Elementary (presently) located within two blocks of Moulton), districts can be redrawn, and elementary pupils can look forward to walks of only a few blocks compared to distances of up to a mile which are presently quite common. Nash Elementary will be rebuilt on an expanded site at Irving Junior High School and a special facility, designed to accommodate experimental approaches involving both center city and general educational problems, will also be erected on this site. With the expansion at Cassady Elementary and necessary upgrading of the existing structures, the Model Neighborhood can look forward to the possession of an excellent educational plant. It should also be noted that the neighborhood sub-centers are located in proximity to elementary schools, thereby affording opportu-

11



# THE GOOD LIFE

by Richard H. Kruse

The Good Life — ah, the good life — the good Life? Are we kidding ourselves? Will the good life continue? Is there really any need for concern and if there is what can we do? As people, as architects, what exactly are the problems? Do they relate? Are they inter-related? If so, in what manner? And the \$64 question, what the hell can be done in a positive way to alleviate or solve our environmental problems?

On May 8 and 9 there was a Symposium on the Iowa Environment entitled THE GOOD LIFE. It was at most a bare beginning. There were no grandiose ideas brought forth to stir men to action. But more importantly there was a subtle acknowledgement that the persons there were interested. The one common denominator was diverse thought which may be the salvation if enough people remain open-minded, searching to establish the unifying goal.

In Iowa the economy is primarily still agricultural, though non-farm enterprises are on the increase. Since the early 1940's there has been a 50 percent decline in farm employment, but that apparent unemployment has been canceled out by new non-farm enterprises. With this movement away from the farm, small towns and cities have not been the recipients of that migration. In fact, the smaller towns are suffering decreasing population. The growth has occurred in the larger more dynamic urban areas.

In Iowa the economy is healthy overall, but in small cities the basic problem is one of economy.

It is readily seen that the same institutions (schools, church, fire department, city government, if you will) are unable to be supported by the smaller tax base. Medical facilities are available only at a distance; thus, that cost is multiplied, or services are reduced.

Possibly the answer is consolidation as has been done with school districts. But the physical distances still remain, and there seems to be a reluctance of communities to work together, even to a common problem. Industry or a commercial complex might also be the solution since it could draw from several communities within a radius and establish new jobs.

To a minor degree, this is happening. The "Chicago complex" influence has spread gradually into eastern Iowa with western Iowa showing a continual decrease in jobs, as pointed out by Eber Eldridge. The spread, though snail like, should continue because there is room for expansion both physically and economically with a great land area served by truck, rail, and air. People here are trainable; Iowa has one of the lowest illiteracy rates in the nation. There are good school systems (not that the system couldn't be improved considerably).

But the small community still has to find and do its own thing; it cannot wait for some giant company to pull it from the muck.

Iowa has a productivity growth that's faster than the nation on the whole. It has a good interstate

highway system extending north and south, a good secondary road system, rail facilities, and the possibility of increased air capacity. Maybe small communities can take advantage of these assets.

Iowa is in the position of being a bridge state. People may travel, and materials may be transported easily. Can this asset be developed? What will make travelers stop on their 75 mile an hour cruise across I-80? A giant billboard 600 feet from the interstate won't. Maybe, though, the culture of Iowa, the unique culture, if developed and handled, would. The further development of transportation systems can help us attain our economic and social goals. A large regional airport, for example, could be of great advantage.

More basic to this state than new economic growth is the conservation of resources. (This is a nationwide problem, too.) Dewitt Nelson, with no small degree of sensitivity, stated that people in decision-making positions must recognize the ecological results of their actions. Air, water, even land, are much too dear not to guard with all endeavor by all people. We cannot return what has been exhausted in that realm. Pollution, physical and visual, must be controlled. Of what use is the economic development of Iowa if the destruction and desecration of resources, basic resources, continues? They are essential to our existence. What of the Good Life then??!! Must disaster strike before action is taken?

Even with these gigantic problems there are more, problems with even greater consequence that must be solved concurrently or even before those above. Man's relation to man, and it seems foolhardy to mention so briefly, has not developed or flowered. What are our priorities? Freedom—we fight for freedom but we won't give it. Starvation, poverty—we have more wealth in money, food, materials, etc., than any other nation presently or ever before, but much is wasted while people are growing up with mental retardation because of lack of proper nourishment. This nation, this civilization, though the richest, has certainly not attained the heights of culture. There seems to be a searing mockery between what is said is needed and what is done to alleviate those needs.

As a nation and as a state, PEOPLE are the most important resource; that is apparent. What are we doing for people? Legislation has been woefully inadequate: a civil rights law that attempts to protect minorities when men—you and I—should have, by nature, been keen enough to solve the problem of denial on the basis of color, race or creed; a food stamp act, that attempted to place food on the tables of the poor when the stamps were too expensive. Federal and state funded low-cost housing seemed like a good idea. Who would have thought this meant building a low-cost slum with high cost consequence? Legislation, since 1960, appears almost to have had just an opposite effect on crime, with a national increase



**The Good Life . . . A Symposium on the Iowa Environment**

**AGRICULTURE**/Dewitt Nelson, Dept. of Forestry, ISU

**HOUSING**/Alan Seitz, President, Home Builders Association of Iowa

**INDUSTRIAL DEVELOPMENT AND TOURISM**/Eber Eldridge, Dept. of Economics, ISU

**ECONOMY**/William G. Murray, Dept. of Economics, ISU

**TRANSPORTATION**/Leroy Peterson, Head, Planning and Programming, State of Iowa

**HEALTH**/C. W. Seibert, M. D., Past President, Iowa Medical Society

**EDUCATION**/Kenneth Wells, Iowa State Education Association

**CULTURE**/Raymond D. Reed, Chairman, Iowa Arts Council

**PREJUDICE**/Robert Wright, State President, NAACP

**POVERTY**/Darwin Lynner, Realtor

**POLLUTION**/Robert L. Morris, Associate Director, Hygenic Lab, SUI

**EQUAL OPPORTUNITY**/Samuel J. Simmons under secretary HVD

**CRIME**/Gary Ventling, Juvenile Probation Officer, Polk County

**AGING**/Robert Blue, Chairman, Commission for the Aged

**SMALL TOWNS**/Percie Van Alstine, Mayor, Gilmore City

**COMMUNITY ACTION**/Donald Payer, Story County Housing Association

**THE CHURCH**/James P. Kelley, FHA Consultant

**THE STATE**/Maurice Harmon, Commissioner Social Services, State of Iowa

**PLANNING FOR PROGRESS**/Emmet and Ruth Layton, Layton Associates

**CRITIQUE**/Alan Temko, Architect and Critic, University of California

**AGENDA FOR TOMORROW**/Stewart Udall, Chairman, The Overview Group



Commissioner Maurice Harmon



Stewart Udall



Robert Wright



Governor Robert Blue



Undersecretary Samuel Simmons



Emmet Layton, Ruth Layton, Mayor Tom Urban, Stewart Udall



Alan Temko, Emmet Layton



Mayor Percie Van Alstine

of 71 percent and in Iowa an increase of 96 percent.

There appears one thin thread of continuity through these tremendous human problems; that somehow these problems with humans have to be solved or they will tear away our fiber, the fiber of our civilization. Somehow the needs of the aged are similar to those of the poor. Somehow the problems of prejudice are related to the problem with crime. Though I don't think that it follows, for example, that Waterloo, which is the fifth most segregated city of comparable size in the U.S., has any more crime per capita than Des Moines. Both seem to have a great deal. Possibly one should look then to the types of crime or underlying motives. When, by the way, Mr. Reader, did you last see the Southeast Bottoms (of Des Moines) of your city; when did you last visit or even see a County home for the aged? "The summer of 1961?" We say, "Pretty bad, very sad." They are very much the same today.

These conditions and concerns are the challenge we face as a nation and as a state. We must get to work on the problems at hand so as to be ready for the future.

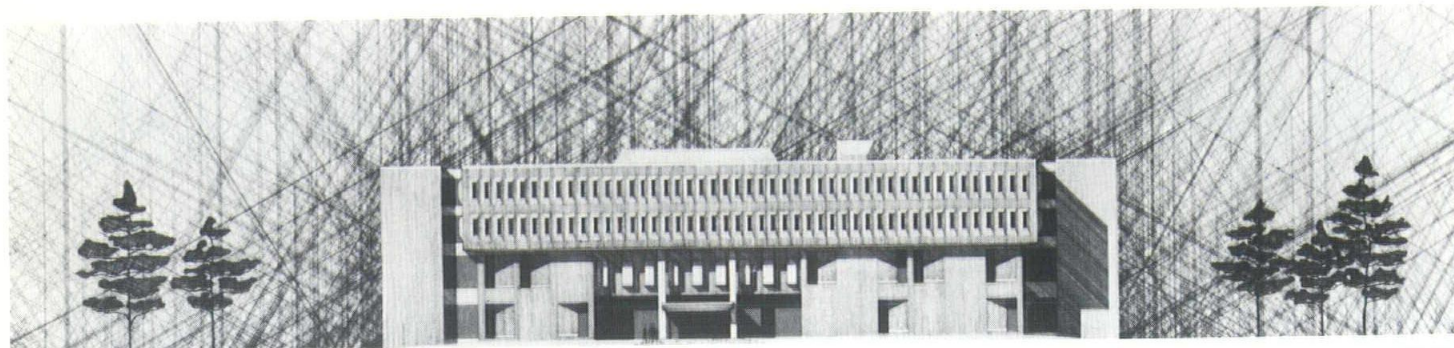
Stewart Udall in his summary address observed and reflected interestingly about Iowa: Our slow growth is in fact a great advantage, because it gives us a chance to grow right, a chance to see the degeneration occurring in the nation's large cities which show unmistakably the havoc of unplanned overgrowth. We can benefit if we look and study and plan and create an environment for people. We have a beautiful state, almost park-like. Let us take advantage of it and make it better by developing our landscape. We don't need billboards describing beauty that will speak for itself. We can become a more interesting state. Our local culture can be developed and expressed in a way that future generations can be proud. Our young talent will remain and even return if we can develop an environment of and for people.

Our great national successes are the American Revolution and the development of science and technology; our national failures are lack of unity, chaotic urbanization and poor management of our overall environment. By contrast European cities tend to describe the spirit of men. They are more humanly related in scale, housing and social values. They have a more positive approach to growth, planning and industrialization.

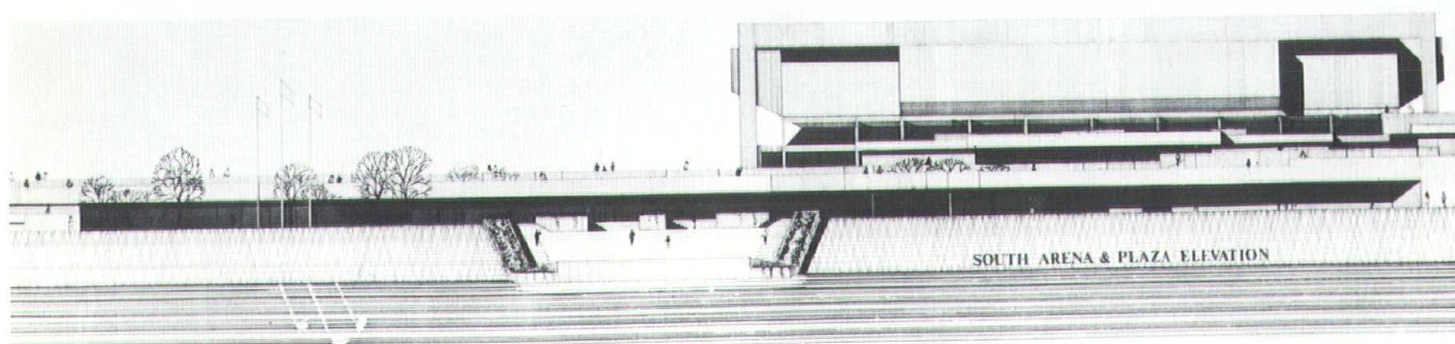
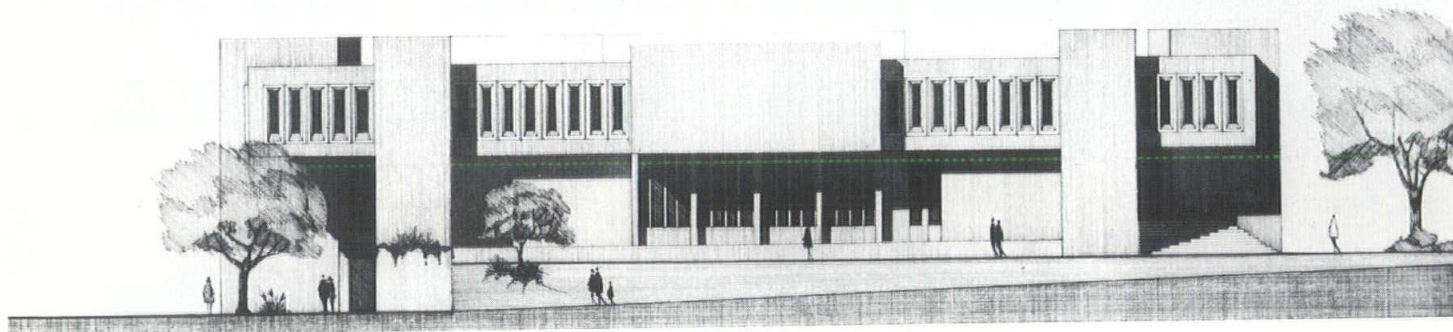
Our nation has to turn from the Atomic Age, the Jet Age, the Space Age, Computer Age to the Human Age. "We need to sort out our priorities." Of what merit is our affluence and national success if our environment cannot support our pleasure? This empty affluence—we spend more on pet food than food for the poor, more on tobacco than on education, more on hair dye than mass transit, more on chewing gum than Model Cities—must be enriched.

We have to find the inter-link between a man-made and a natural environment or one will destroy the other. We must establish our priorities. The challenge is great.

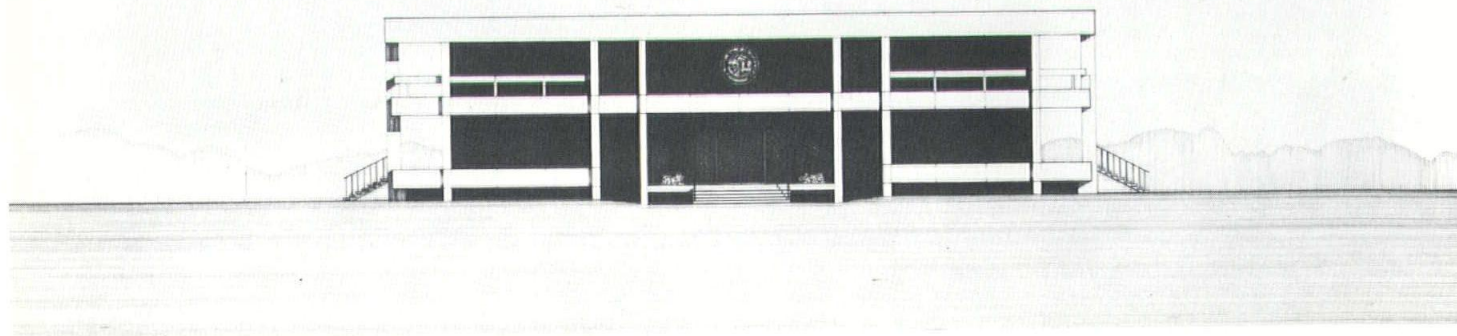




Sontag/State Highway Patrol Training Academy  
Grimes/City-County Building for Marshalltown



Olson/Civic Center for Cedar Rapids  
Smith/Governor's Mansion for the State of Iowa

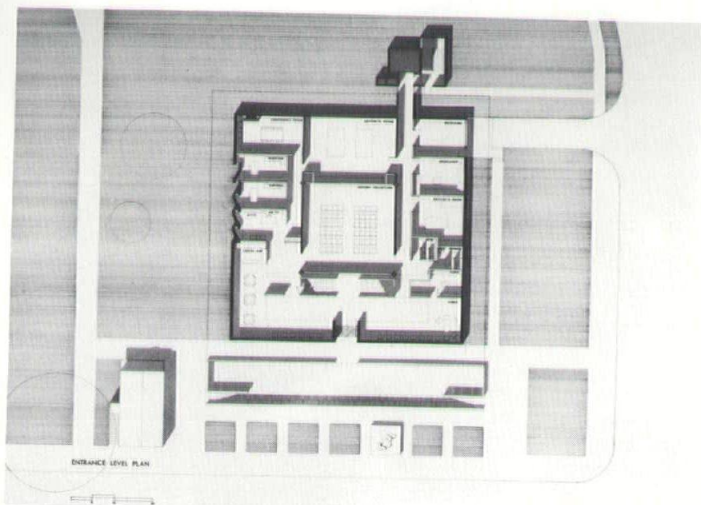




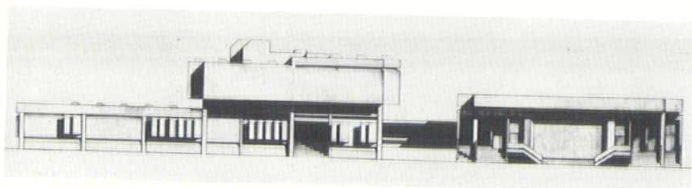
Iowa State University granted twenty-seven Bachelor of Architecture degrees on May 24, 1969. This represents one of the largest graduating classes in the history of the Department of Architecture.

The graduates are listed with their home town and their new employment, if known.

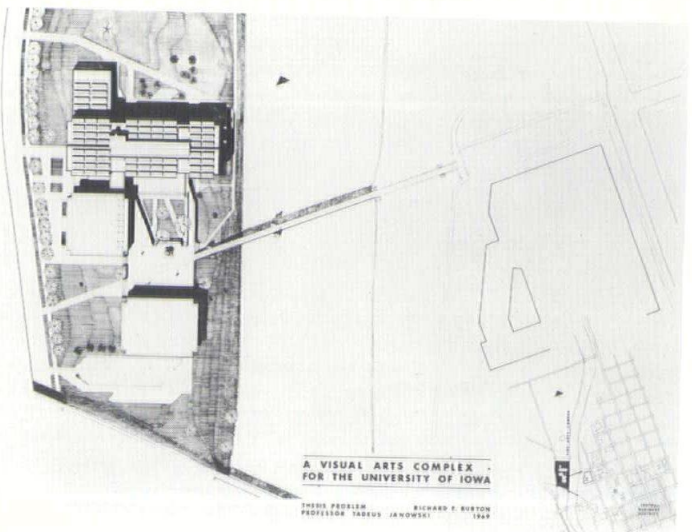
Illustrated are examples of the major problems completed by the students. This terminal problem, the longest and most difficult of his academic career, is chosen by the student and worked on all during his fifth and final year. He programs the needs, performs analyses to assimilate the requirements, and carries the project through a semi-detailed solution.



Daniels/Norwegian-American Museum for Decorah



Burton/Visual Arts Complex for SUI



## GRADUATES

- Dick Anderson, Waverly
- Richard Burton, Iowa City
- Paul Buss, Ames
- Rice and Hunter, Des Moines
- Ed Cable, Cedar Falls
- DeWild, Grant, Reckert and Associates, Sioux City
- Scott Cram, Des Moines
- Woodburn and O'Neil, Des Moines
- Curt Dale, Rosebud, South Dakota
- Architect Norman Rudi and Associates, Ames
- Kurt Dale, Menomonee, Wisconsin
- Walter Daniels, Decorah
- Bruce DeJong, Sully
- Charles Herbert and Associates, Des Moines
- Geoffrey Grimes, Marshalltown
- Mike Gunsch, Sioux City
- W. A. Klinger Contractors, Sioux City
- Bill Ibach, Wauwatosa, Wisconsin
- United States Navy O. C. S.
- Mike McCann, Lacrosse, Wisconsin
- Graduate School Iowa State University
- William Nelson, Ames
- Scott Olson, Cedar Rapids
- Cedar Rapids
- Howard Peterson, Sioux City
- Tom Prendergast, Sibley
- Kansas City, Missouri
- Mike Smith, Dubuque
- Charles Herbert and Associates, Des Moines
- Steve Sontag, Muscatine
- Potter, Lawson, Findley and Pawlowski, Madison, Wisconsin
- Dennis Stacy, Glenwood
- United States Army
- Gary Stowe, Harlan
- Dave Strachan, Humboldt
- Minneapolis
- Jock Thompson, Hampton
- Hannan Company, Cleveland, Ohio
- Steve Thorman, Muscatine
- Stanley Consultants, Muscatine
- Stan Thurston, Marshalltown
- Glenn Vondra, Fairfax
- Miller Melby Architects, Minneapolis, Minnesota
- Don Warren, Humboldt
- Hannan Company, Cleveland, Ohio



# UNI UNION: BIOGRAPHY OF A BUILDING

By Doug Frey

The Union at the University of Northern Iowa was formally opened during May of 1969. The University Architect at the start of the project was James Brewer; it was completed with Robert Porter in that position. The architects, Rice and Hunter of Des Moines, received a prestigious Honor Award in "Progressive Architecture" magazine's annual program in 1966. The design team included John Rice, Carl Hunter, Mark Engelbrecht, and Ed Kyker.

The University of Northern Iowa, formerly State College of Iowa, in Cedar Falls is the smallest of three state universities in Iowa. It is primarily a teachers' school, and a great percentage of its present enrollment of nine thousand students are either from Iowa or the midwest region. The university somehow has the atmosphere of a much smaller institution than its enrollment might imply, and there exists a sort of calm and serenity which is not apparent at either of its two counterparts, Iowa State University at Ames, and the State University of Iowa at Iowa City. One could hardly imagine mass student unrest here of the magnitude or intensity prevalent at many universities throughout the country, and yet there is much vitality, inquiry, and creative expression evident even to the unaccustomed visitor to the campus. There are certainly the same liberal values one might expect at any modern university, but there is also an attitude, a sort of collective positivism which is somewhat uncommon. The atmosphere seems not so much one of deep introspective intensity as one of more relaxed reflection, based largely on personal relationships, both intellectual and social.

And what should a student union, or rather a student-faculty union, for such a university be? How should it relate to, reflect, reinforce, and perhaps even influence the values and social structure of the university community — and indeed it is a community, perhaps in its purest contemporary form. And further, how can its physical reality be introduced into an existing campus structure in a way that can achieve all this?

The development of a program to answer those questions was begun in 1958, at which time the university

"didn't have a Union as such, but the Commons building which is connected to two girls dorms served to some extent as the equivalent of a Union. Social events were held there, there were some offices of students government and that kind of thing but it was a very limited facility. The decision was made back in 1958 to increase those facilities . . . and the first thought was that you do it by expanding the Commons."

The architectural firm of Brooks-Borg was retained for the design of an addition and remodeling project, based on a program developed with the assistance of the Director of the Union at the University of Wisconsin. Preliminary plans were prepared, presented, modified, etc., but for several reasons it became increasingly clear that the whole approach was of questionable validity, pri-

marily because of the painfully obvious fact that the Commons did not lend itself to any sort of graceful expansion. The circulation patterns which would be generated by an addition to it tended to be conflictive at best, and a genuinely workable solution based on this premise seemed impossible.

A decision to go to a separate but nearby site and merely connect to the remodeled Commons facility followed. It was assumed that the site would need to be near the Commons because certain facilities already existing in this building could be used to advantage by the new Union. But one further draw-back was noted in both this idea and its predecessor: the site's generally remote location relative to the heart of the academic area where the highest incidence of student-faculty circulation in fact occurs. There was also the fear that the location, near dormitories and related to the Commons building which served the dormitories, would tend to alienate students living away from campus and therefore would not function effectively as a student forum and meeting place.

At this time, a new, more detached and objective study was made of traffic counts and pedestrian circulation patterns on the campus.

"It became quite clear that the place where students and faculty were, in actual fact, and, as our general campus plans developed, where they were likely to be in the future . . . was there just east of the library. This, of course was a park-like area . . . between the various academic buildings all around it."

But while this appeared to be the most logical site in terms of its effective relation to the majority of academic functions, it also represented an extremely undesirable situation, that of a three or four story building fronting against the new library and all the other academic buildings surrounding the "inner circle," as it was called. It would fill and thus damage or destroy the most important open space of the campus, its "village green."

"We considered other sites and along about this time . . . we brought Jim Brewer on the staff to help us in planning. He pointed out that . . . you could, because of the grade, put a building there mostly underground. It would be level with the ground at the north end and come out of the ground one story at the south end . . . and you could still, in effect, have your plaza and the facility right there. It would be highly unusual and there might be objections to it, etc., but it could be done, and be very effective."

Members of the administration and faculty involved in the planning split in their reactions to this concept. A student committee for the Union had also been developed by this time, and it was generally in favor of the idea. There eventually was sufficient support developed for the idea within this group of administrators, faculty and students that the concept was presented to the Board of Regents. The Board had reservations about the validity of the idea, particularly the notion of the



It has been my opinion for some time that certain architectural projects should be presented in Iowa Architect in a somewhat different way than merely photographs and verbal critique of the building itself, when at best this usually results in a sort of frozen, capsulized format. What I have attempted in the following article is to present a

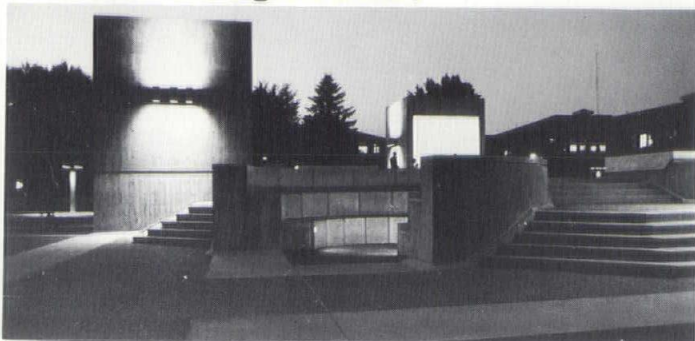
particular project as a process, an evolution; a series of events, circumstances, and decisions which contributed to the end product, if in fact there ever is an "end." I am particularly grateful to Dr. J. W. Maucker, President of the University of Northern Iowa, Carl Hunter, James Brewer, and Bob Porter for their assistance.



**South Entrance With Bridge**  
**North Entrance Below Grade**



**Overall View Looking Southeast at Plaza**  
**Plaza Level and Light Monitors**



building being largely underground, but gave the University and the architects its approval to develop the project further in more definitive terms. Shortly thereafter, John S. Rice and Carl Hunter established their own practice, and since Carl had been the designer primarily in charge of the project prior to that time, it accompanied them, and understandably so. A new program had been developed, and the project developed smoothly toward final approval by the Board . . . almost, that is. Shortly before the final presentation to the Board, a group of faculty members became concerned.

"about the fact that we would be tearing down this beautiful park-like area which they liked to see . . . and felt we were developing too urban a campus . . . too congested."

Letters to the editor of the student newspaper both in disagreement with and in support for the concept fanned the flames of controversy. A formal petition requesting reconsideration and suggesting vague alternatives materialized and even the local city newspaper became involved. The arguments were basically: 1) that the project would make the campus overly urbanized, and 2) that it would undermine the academic process to have a building that was in fact a social center so clearly placed in the center of the academic area. The committee held fast in their opinion that this concept was based on the idea of taking advantage of the existing traffic density across the site, and that, far from undermining the academic program, it would hopefully reinforce it through more effective faculty and student interaction, intellectual as well as social. "The idea of having a place where people converse next to the library, where they can't converse, seemed to be a perfectly logical relationship." Ultimately, the Board did give its final approval, and working drawings were completed.

As the project is unique in concept, so was it unique under construction. The initial excavation, a huge crater 30 feet deep in the heart of what had for many years been a pleasant green area, no doubt convinced many sceptics that they had been absolutely correct in their views. Although the problem of ground water was present to some extent, this was not nearly as serious as many other more conventional construction projects on the campus. But the dust, dirt, and noise generated were outstanding, and all this was centered in the heart of the academic area. The phenomenon of an exposed concrete structure 80 percent completed and still not out of the ground is not exactly commonplace, and probably at that time even the most vocal advocates of the project were avoiding the area.

But now the concrete trucks have gone, and the dust has settled. The community has a new center, and it works well. It is not so much a building in the ordinary sense as it is an environmental device, a modulator, a PLACE. The initial reaction by both

continued page 25



The Spokane, Washington transit system has invited the public to submit color suggestions for the repainting of their buses, a notable step by a public agency involving itself in this opportunity. The Spokane Chapter of the AIA is submitting a recommendation.

Architects representing the AIA have urged a Senate Sub-committee to establish a Joint Congressional Committee on Technology and the Human Environment. Jeh V. Johnson AIA, Poughkeepsie, New York; and Rai Y. Okamoto AIA, San Francisco, asked for the monitoring of technology's impact on air, water and land and for consideration of a national land use policy.

## **New members of the Iowa Chapter, AIA, are:**

- Emeritus:** Charles B. Silletto  
Des Moines
- Corporate:** LeRoy K. Albert  
Iowa State University—Ames
- Leland D. Blackledge  
Porter/Brierly/Blackledge  
Des Moines
- John D. Bloodgood  
John Bloodgood Architect—  
Des Moines
- Pierce E. King  
Pierce King Architect—Muscatine
- Richard H. Kruse  
James Lynch & Associates—  
Des Moines
- James A. Paxton  
James Paxton Architects—  
Des Moines
- Associate:** Bruce A. Brodt  
Kohlmann-Eckman-Hukill—  
Cedar Rapids
- Timothy W. Dowing  
G. B. Cox  
Bettendorf
- James I. Dwinell  
Charles Herbert & Associates—  
Des Moines
- Lawrence L. Ericsson  
Wetherell-Harrison-Wagner-  
McKlveen—Des Moines
- S. Larry Hayden  
Tinsley Higgins Lighter & Lyon—  
Des Moines
- James W. Maxwell  
Thorson-Brom-Broshar-Snyder—  
Waterloo
- Anthony J. Nigro  
James Lynch & Associates—  
Des Moines
- Edward L. Soenke  
Frevort-Ramsey—Des Moines
- Gary L. Warner  
Prout-Mugasis-Johnson  
Clinton

Bruce DeJong and Michael Smith have become associated with Charles Herbert and Associates of Des Moines. Bruce is a native of Sully; Mike is a native of Dubuque. Both are 1969 graduates of Iowa State University.

Dennis Battrick, formerly with Charles Herbert and Associates, has become a project designer with the Des Moines firm of Woodburn and O'Neil. Dennis received a Bachelor of Architecture degree from the University of Oklahoma in 1965.

Wilkins and Bussard, Des Moines, are employing three architectural students for the summer. They are George Wilkinson of Iowa City and John Hanway of Ames, both attending Iowa State University, and Joe Lengeling of Lincoln, Nebraska, attending the University of Nebraska.



**Des Moines Art Center**

The Des Moines Art Center Addition, designed by I. M. Pei and Partners, is one of sixteen winners of the 1969 AIA Honor Awards, the nation's highest professional recognition for architectural excellence. The Art Center is the sixth Iowa building to be so honored in the 20 years of the Awards Program. The Jury of five architects included Ray D. Crites AIA of Cedar Rapids. The Jury commented that "The addition—which is virtually an independent building, having only two small connections to the 1947 Eliel Saarinen Museum—is effectively sited. The dramatic quality of the sculptural form is heightened by the reflecting pool between the old and new buildings and by the play of sunlight on the boldly contrived concrete masses. Inside, natural light has not been shut out, but comes through windows and skylights to liven the exhibition space. The building works well as a gallery. There is also a further functional quality: its graceful massiveness suggests protection of that which it contains."





**Weitz Residence**

Two Iowa architectural firms are among seventeen honored in the Homes for Better Living Awards Program co-sponsored by The American Institute of Architects and "House and Home" magazine. John D. Bloodgood AIA of Des Moines received a First Honor Award for the Fred Weitz Residence in Des Moines, and Crites and McConnell of Cedar Rapids received Honorable Mention for the Oehmke Residence in Iowa City. The Weitz Residence was featured on the cover of the 1969 Mid-May issue of "Architectural Record", a special publication on house designs. The Oehmke Residence was also honored in the Iowa Chapter Awards Program. (See January/February/March issue) Judges were Rex W. Allen FAIA, President of AIA; Walter Wagner, Editor, "Architectural Record"; Louis Sauer AIA, Philadelphia; Philip Meathe FAIA, Detroit; and Charles Moore AIA, New Haven.

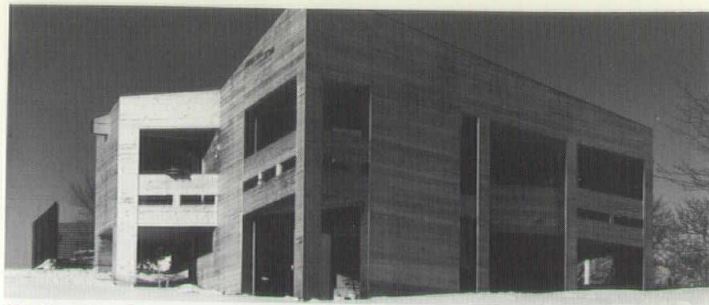
Edward Kyker has joined the Des Moines firm of Rice and Hunter. He was formerly with Savage and Ver Ploeg of West Des Moines. Kyker is a 1966 architectural graduate of the University of Nebraska.

The Des Moines City Council has approved the controversial sign ordinance. The new law will restrict sizes and locations of signs. Nonconforming signs will be removed through a time-amortization process over a one to fifteen year period.

Bossenberger - Rietz, Consulting Engineers, Ames, and Ronald F. Middlebrook, Structural Engineer, Des Moines announce they have combined their firms. The new firm, Engineers Bossenberger Rietz Middlebrook, will continue to provide engineering services from both cities.

Twenty candidates for architectural registration were given a four day, 36 hour test June 9, 10, 11, 12. The exams covered a design problem (12 hours), structural design and site planning (5 hours each), history and theory (4 hours), building equipment (4 hours), building construction and professional administration (3 hours each).

Amos B. Emery AIA, Des Moines architect of Emery-Prall and Associates, presented his personal collection of books and engravings to the Iowa State University Library. He has assembled the material since receiving degrees in architecture from the University of Pennsylvania and l'Ecole des Beaux-Arts in Paris.



**Oehmke Residence**

Members of the Architectural Examining Board and the executive Secretary Mrs. Lucille Long, will attend the National Convention of Architectural Registration Boards to be held at the Palmer House in Chicago, immediately preceding the AIA National Convention, June 19.

## CALENDAR

- |                         |  |
|-------------------------|--|
| <b>Thru July 15</b>     | Fine Arts Festival Exhibition including U. of I. Art Collection, work by faculty and graduates of School of Art and contemporary American sculpture by invited artists. University of Iowa Museum of Art, Iowa City. |
| <b>Thru August 31</b>   | Owen and Leone Elliot collection of paintings, prints and silver. University of Iowa Museum of Art, Iowa City  |
| <b>June 29-Aug. 31</b>  | "The Merry-Go-Round", circus and theatrical art. Davenport Municipal Art Center.   |
| <b>July 11-Aug. 9</b>   | Art Tour of Mexico with optional tour to Oaxaca or Acapulco. Dr. Gifford C. Loomer, Art Department Western Illinois University, Macomb, Illinois.  |
| <b>July 27-Aug. 31</b>  | Selections from DRAWINGS: USA, Mac Nider Museum, Mason City  |
| <b>August 2-3</b>       | Summer Outing, Iowa Chapter, The American Institute of Architects, Sioux City.   |
| <b>August 8</b>         | Deadline for material, Iowa Architect Issue No. 3.   |
| <b>Aug. 25-Sept. 26</b> | "50 Years: Bauhaus" Sponsored by the Federal Republic of Germany. IIT, Crown Hall, Chicago, Illinois.  |
| <b>September 6</b>      | AIA Professional Development Program - Specifications - Chicago, Illinois  |
| <b>September 17-20</b>  | Central States Regional Conference, Lincoln, Nebraska  |
| <b>September 19</b>     | Deadline for material Iowa Architect Issue No. 4.  |
| <b>October 24-26</b>    | Illinois Region Conference, Wagon Wheel Lodge, Rockton, Illinois.  |





**Project:** Tenth Street Bldg, Addition #1,  
Northwestern Bell Telephone Co., Des  
Moines, Iowa.

■ **Contractor:** The Weitz Co. ■ **Architect  
and Engineer:** Tinsley, Higgins, Lighter &  
Lyon ■ **Ready-Mix Haydite Concrete:** J. C.  
White Concrete Co. ■ **Lightweight Haydite  
Concrete used:** Exterior frame fireproofing,  
and 2½" fill over sub-floor.

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# THE ARCHITECT'S COMPENSATION — WHY A RECOMMENDATION?

By Dave Frevert

The architect thinks that one of his most unpleasant duties is to tell a client that compensation is higher than it used to be for the architect's services. It's a tough thing to do, even though he knows that the knowledgeable client has known for some time that costs of all kinds of services have been increasing faster than costs of manufactured goods, or construction costs. The architect is perplexed that even his improved drafting and specification writing techniques and office procedures have not produced savings in proportion to his rising costs.

This is the architect's cost dilemma. His clients ask more questions and require more studies and comparisons than ever before. His exposure to risk and liability is increasing the cost of professional liability insurance. More time is needed to check and analyze contractor's purchases of materials and equipment. More time is needed for meetings, legalities, red tape, negotiations, government regulations, follow-up. Finding and keeping qualified technical employees is increasingly more expensive. Mandatory and customary benefits for employees are broader in scope and cost. Changes in building technology are giving the architect a more important but more time-consuming role in selection and coordination of systems, materials and methods. Architectural education is requiring more under-graduate and post-graduate time. Increasing public interest in physical environment requires more of the architect's time in public service.

The architect recognizes the necessity of these causes of rising costs. To some extent he is able to cope with their effect through continuous search for and application of time-saving techniques and business procedures. But he must zealously guard and strive to improve his effectiveness as a professional servant to his client and to the public. His profession must perform needed services for reasonable compensation but, if it is to survive and attract competent new members, the compensation must be at a level which covers cost of producing the service and provides profit incentive comparable to that available in other professions with similar requirements for responsibility, unique talent, education, management and investment.

In 1967, The American Institute of Architects retained Case and Company, Inc., Management Consultants, to make a nationwide study of the costs of architectural services. In 1968, The Institute published a report of this study entitled "The Economics of Architectural Practice." The architect in Iowa learned that his cost dilemma is not solely a local problem. It is a nationwide problem. A half-dozen significant remedial recommendations are listed by the management consultants. One of these is "determine better and more equitable methods of compensation for architectural services." It is obvious that a method of hourly service invoicing, based upon a definition of direct and indirect costs, reflects most accurately the value of services in terms of time necessary to provide these services. Simply stated, it is a "cost-plus" method of compensation. The American Institute of Architects' "Standard Form of Agreement

Dave Frevert is a partner in the Des Moines firm of Frevert-Ramsey. He offers this article in his capacity as Chairman of the Iowa Chapter Committee on Services and Compensation. Other members of the 1969 Committee are R. Wayne Lyon, Allen Salisbury, John Locke, and Robert Savage of Des Moines, Oswald Thorson, Waterloo, and Donovan Kramer, Dubuque.



Between the Owner and the Architect on a Basis of a Multiple of Direct Personnel Expense" is a document which clearly identifies the architect's services and defines his compensation as a multiple of his actual costs. There is much to be said in favor of this method of compensation for all of the architect's services. Most other professionals use a system of hourly charges and reimbursements in determining their compensation.

There are other ways of compensating the architect for his services. The traditional one is the "percentage" method. The American Institute of Architects' "Standard Form of Agreement Between Owner and Architect on a Basis of a Percentage of Construction Cost" is a document which defines the terms of this well-known method of compensation. Management consultants and architects agree that it has recognized disadvantages. For example, it is a contradictory situation for the architect to expend additional time, as is often necessary, to achieve the lowest construction cost and thereby reduce his compensation. The disadvantages can be overcome to some extent if the "percentage" is a variable related proportionately to the costs of providing service.

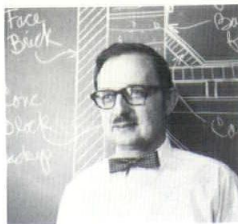
Projects vary in scope, complexity and size; all of these affect the architect's costs and should be reflected in his compensation. A committee of the Iowa Chapter, A.I.A., has surveyed publications from 40 geographical areas of the United States in order to establish a broad base for rating projects according to complexity and construction cost. Having studied the experience of architects in Iowa and many other states, the Iowa Chapter has published a document entitled "Recommended Compensation for Basic Services Based on Percentage of Construction Cost." This document schedules projects according to rate groups, allowing appropriate reductions in rates for larger and less complex projects.

The "Recommended Compensation", as an insert in a brochure describing architectural services, has been distributed by the Iowa Chapter office and by Chapter members to many of the architect's client-public. Copies are available from either of these sources. The recommendations will be reviewed periodically to keep abreast of needs for change.

The schedule is not intended to standardize rates for compensation. Higher rates are necessary when project phasing is not continuous, scope of services is broadened, speculation is a factor, unique design is desired, or other factors of the architect's cost or special knowledge are considered. Recommended rates should be regarded as the minimum which will permit the architect to do a satisfactory job for his client by maintaining a knowledgeable staff and retaining competent consultants. If the client demands that the architect accept lower than recommended rates, and the architect is willing to do so, both may obviously suffer. The client who realizes the most from his investment is the one who selects the architect for the job he can do, rather than the rate for which he agrees to do it.



## THREE AREA COLLEGES PROVIDE DRAFTING CURRICULUM



Hawkeye Institute of Technology at Waterloo, Area X Community College at Cedar Rapids, and Des Moines Area Community College began one-year Architectural Construction Drafting Programs last fall. The Des Moines Area school first provided an Electrical Drafting Program in the spring of 1967, graduating seven students in February and six more in August 1968.

Upon a survey of industry needs and recommendations of an advisory committee composed of practicing architects and engineers, the DMACC drafting program was revised into two new programs; and Mechanical/Machine Drafting and Architectural/Construction Drafting classes were begun in late August of 1968.

M. Robert Anderson of the Delavan Manufacturing Co. Engineering Department (a former high school drafting instructor), who had taught the Electrical Drafting Program, took charge of the Machine Drafting curriculum. Roy E. Berger of Architect Berger & Assoc. was hired on two-thirds time basis to teach the Construction Drafting classes.

The primary emphasis in Machine Drafting is graphic representation of machine products in the manufacturing field. This includes basic and advanced shape and size description, fastening devices, pictorial representation and assembly drawings. The related course content is similar to that found in Construction Drafting. At present, five and six people in the fourth quarter course. And six people in the second quarter.

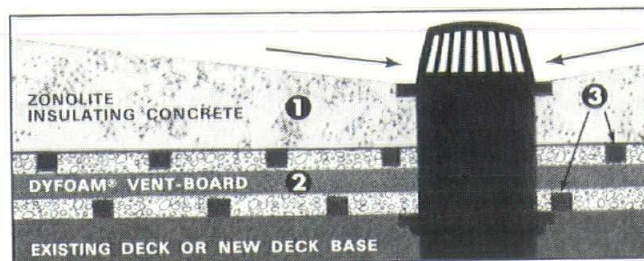
The Construction Drafting Program began with twenty-one students, seven of whom will graduate this August. Eight new students enrolled for the spring quarter in February. The students are in classes six hours each school day with at least three hours at the drafting board. In addition, fourth-quarter students are employed part-time by architects, engineers or contractors.

The drafting course begins with the basics of vertical lettering, line quality, use of scales, etc., and proceeds through orthographic, oblique and isometric projections into residential floor plans, elevations and wall sections in the first quarter. Two subsequent quarters are devoted to plans, elevations, sections and details for non-residential construction, sitework, handbook structural, mechanical and electrical design and final layout, one and two-point perspectives, and model construction. The final quarter is spent in preparing a complete set of architectural working drawings and short-form specifications for a small institutional or commercial project.

In addition to the drafting course, students take three quarters of practical math, including slide-rule, algebra, geometry and trigonometry. Also included are courses in descriptive geometry, technical writing, report writing, physics, office practice, estimating, construction materials and specifications.

Similar Construction Drafting classes are taught by Don Armon at Area X and by Bruce Lee at Hawkeye.—REB.

## New double-insulated Dyzone roof deck is self-venting



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**PERITUS**

Published Fall, Winter and Spring by the students of the Design Center, Iowa State University, Ames —\$1.50 year.

Reviewed by William M. Dikis AIA

It is apparent from the second issue of PERITUS that the magazine is improving rapidly. It is apparent, too, that the concept of a Design Center is far superior to the former singular organization of the Architecture, Applied Art, and Landscape Architecture Departments. The balance offered by one to the other two is a valuable influence, and the increased strength and resources are obvious.

The first issue was disappointing and lacked unity and quality. This issue is impressive in its selection of artwork and progressing in editorial quality. If PERITUS can break out of its "class report" character and develop a literary spirit to match its artwork, it should become a significant publication.

**"THE MEASURE OF MAN"**

by Henry Dreyfuss

Whitney Library of Design, New York, 1968—\$5.95. Reviewed by Robert D. McIntosh AIA.

At first glance, this work by Henry Dreyfuss seems somewhat confusing, largely due to the extreme amount of detail presented and the scope of the factors involved. As one studies the material, however, it becomes evident that here at last is a reference work which considers most of the major factors of human dimensions, or as Mr. Dreyfuss describes it, the factors of "Human Engineering".

The material should be of great value to all design professions, especially to the architect, who on many occasions must search through various volumes of material in order to properly perform his design function.

The architect, more than anyone, must have a broad knowledge of the physical and mental requirements of his fellow human being if he is to be successful in the design of this environment. After all, is not this the Architect's most important contribution?

**"DRAWINGS OF ARCHITECTURAL INTERIORS"**

by John Pile

Whitney Library of Design, New York, 1967—\$10.95. Reviewed by R. William Matz, Jr.

"The sketch, perspective, or 'rendering' showing a space in more or less realistic fashion becomes the key document for explaining a design proposal." In a straightforward introduction, author John Pile outlines the compelling reasons for his book. "For students and serious designers alike, drawings play a vital part. They give the first — and sometimes only — true visual reality to design ideas; they are a critical 'line of communication' between designer and client."

The development of rendering techniques from historical beginnings through the Pioneer Modernists (such as Corbu, Gropius, Mies van der Rohe, Wright) to Contemporary Practice is vividly illus-

trated with drawings and text. Realistic drawing by architects finally became a major professional activity only with the arrival of formal architectural education. The Ecole des Beaux Arts emphasized "rendering" which led to the reaction of the pioneer moderns to sweep out this dependence on realistic drawing that was so closely identified with eclecticism. But the need for more-or-less realistic drawings has remained unchanged throughout history. The practicing designer needs to "see" his work in advance of building and needs to show it to his client. Honest and expressive drawing remains the flexible and practical means to this end.

The author began his book in an effort to assemble a range of examples of the best interior renderings. "The final selection excluded not only bad renderings but also good renderings of bad work" (which he found surprisingly common). In many instances the rendering is not intended to give the true picture of the final design. This is justified only if the client is made aware of the intention. But, more often than not, don't we try to 'sell' the client on the project with 'pretty pictures' of deceiving description? Although this deceit may be non-intentional in many instances, we as professionals must endeavor to state the truth, if indeed that is the purpose of perspective renderings.

**"A GUIDE TO BUSINESS PRINCIPLES AND PRACTICES FOR INTERIOR DESIGNERS"**

by Harry Siegel CPA

Whitney Library of Design, New York, 1968 —\$13.95. Reviewed by Gene P. Gordon AIA

It is easy to understand how so many interior designers, as well as architects, financially collapse because of lack of business knowledge. By reading and understanding the contents of this book, chances of this calamity should be lessened. The book should be valuable to a firm intending to develop an interior design department or do interior design work and to the young interior designer intending to set up his own practice.

Interior design is art; it is also a profession and a business. However, many interior designers who practice their art with competence fail to make a go of their careers because they do not know how to cope with their business. Unfortunately few candidates for the profession are aware of these hazards. Yet the business principles which must be borne in mind to practice interior design with reasonable financial security are easily understood.

Mr. Siegel's well-organized book sets forth the basic principles, procedures, and office systems designed to bring order out of chaos, to solve the financial and operational problems of interior designers in a logical way, and to assure them a reasonable remuneration for their knowledge, flair and hard work. His book includes chapters on methods of recording time spent on a job, of determining fees, billing and collecting, special requirements of non-residential work, and includes actual examples of the specialized procedural forms used in the office.





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## *Patterned translucent ceiling from ALLIED integrates tastefully with Georgian interior*

The architectural style is Georgian for this new Valley Bank board room; yet the architect was able to integrate unobtrusive modern ceiling components from ALLIED . . . to achieve the effect he desired. ALLIED installed Cepco lighting fixtures and Cepco translucent panels, patterned to blend with the room's decor. Also integrated into the dry-wall ceiling were QUADRO-FLO linear air diffusion bars.

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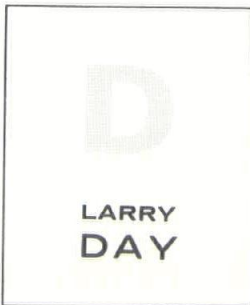


## UNI UNION cont.

student and staff has been quite positive, and the facility relates so effectively to all tendencies of movement and social activity that it seems quite natural. Large public spaces, both interior and exterior, are supported by numerous more intimate and private spaces, and the experiences created through level changes and fragmentation permits one to circulate over or through the activity, to be on the fringe, directly involved, or quite alone. The sense of "place" is strong, and forms that define and manipulate entrances and internal circulation patterns effectively overcome the problem of directional orientation one might expect. The fact that the architects responsible for the project's design also were responsible for choosing the furnishings has added tremendously to the Union's vitality, color, and general success. There was adequate allowance for interior furnishings and it has been used with great sensitivity.

The Union for the University of Northern Iowa is a departure from the norm in concept and execution, and is an achievement made possible by insight, conviction, and tenacity. It is, in this writer's opinion, a project with real teeth, and by example will perhaps provide the direction and spirit for really effective future planning on the campus.

The whole concept of relating the building to the space around it . . . ought to be followed out in the future development of the campus . . . so that in a sense the Union and its relationship to the library, etc., constitutes a kind of model for future campus developments. The point, of course, (is) that they will be related to one another much more thoughtfully and the space between will be considered just as important as the building itself.



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## MODEL CITIES cont.

ity for the development of a significant after school care program.

Plate DMMC-4 graphically represents the General Plan for the Model City Precinct in greater detail. All of the key conceptual thrusts exhibited by DMMC-3 are elaborated on this plate, along with some significant additions.

Although, according to the report of the Committee on Recreation, the Model Neighborhood is adequately served by recreational facilities for the teen-agers and adult, there is a significant dearth of small outdoor play areas designed specifically for the child of under ten years of age. Plate DMMC-4 outlines the development of a system of pedestrian walkways within the community. These walkways, seen in larger detail on plate 5, shunt the vehicular traffic to the basic converter grid and accommodate small parks at various locations along their respective lengths. In this way, small children can gain access to park facilities with minimal risk of involvement with moving vehicles. It can also be seen that the sub-centers and schools are also interconnected by this walkway system, enabling the elderly to embark upon pleasant and undisturbed strolls and school children to reach class in safety.

The second major point to be made in conjunction with Plate DMMC-4 is the vastly increased significance of Forest Avenue as a major orienting landmark within the community. The siting of the Community Center, proposed Freeway interchange, expanded Irving-Nash-Special Studies Center site, Harding Commercial Complex and Drake University all contribute to the realization of Forest Avenue as the axis of the community. University Avenue is presently considered the "main street" of the Community, and, as such, it is replete with that entire Demonstration Cities endeavor. University Avenue must be subordinated as a symbol effecting the dreams of the Community. Forest Avenue will emerge as the new axis of the environment, expressive of the new psychological orientation of the University which must be the resultant of the Model City enterprise.

The foregoing narrative, though lengthy, is necessary to satisfactorily explain the conceptual roots of the proposal for environmental reorganization of the Model Neighborhood Precinct. In closing, a few general, but significant points should be drawn concerning the entire planning effort.

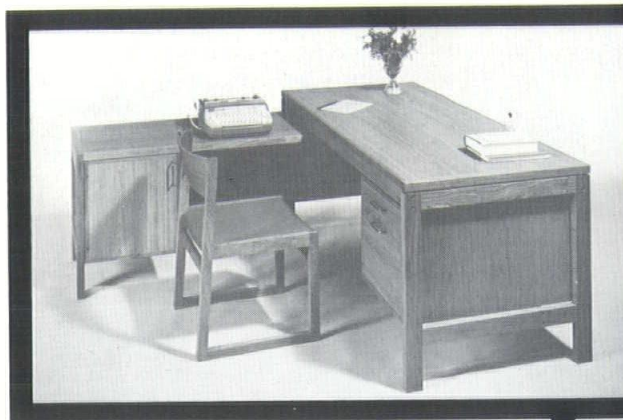
The plan presented herein has been designed to follow the charted course of the community into the main stream of contemporary American life. This environmental proposal will not become obsolete with the success anticipated upon the realization of the total Demonstration City Program in Des Moines. All capital projects recommended in this report have their centers of vitality in activities which will become increasingly meaningful to the community as the quality of life within the precinct is enhanced.

Finally, it is the intent of the planning board to initiate the five year action program with a concentration on upgrading the physical environment of the Model Neighborhood residents. Correspondingly, it has been proposed that significant parts of the plan be developed within the first action year. No doubt, the aggressiveness of the schedule will be questioned by governmental agencies and professional groups as well. However, it is the contention of this report that only with a visible restructuring of the physical environment of the Model Neighborhood can the credibility of the Demonstration Cities approach be upheld and rendered outstanding against the vast historical background of half-hearted attempts and outright failures.



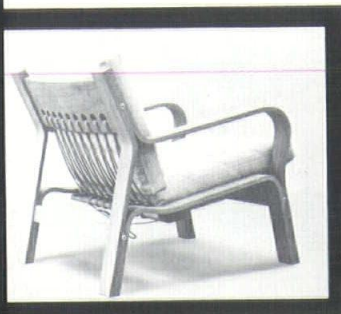
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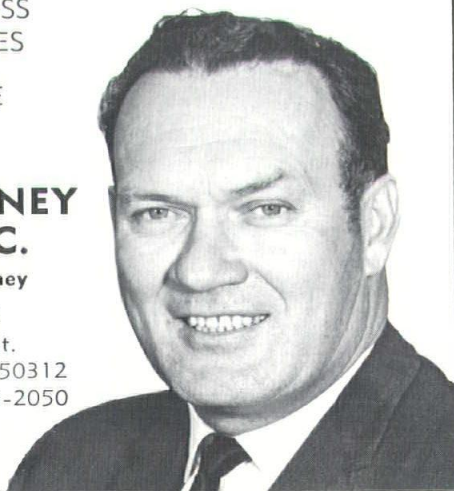
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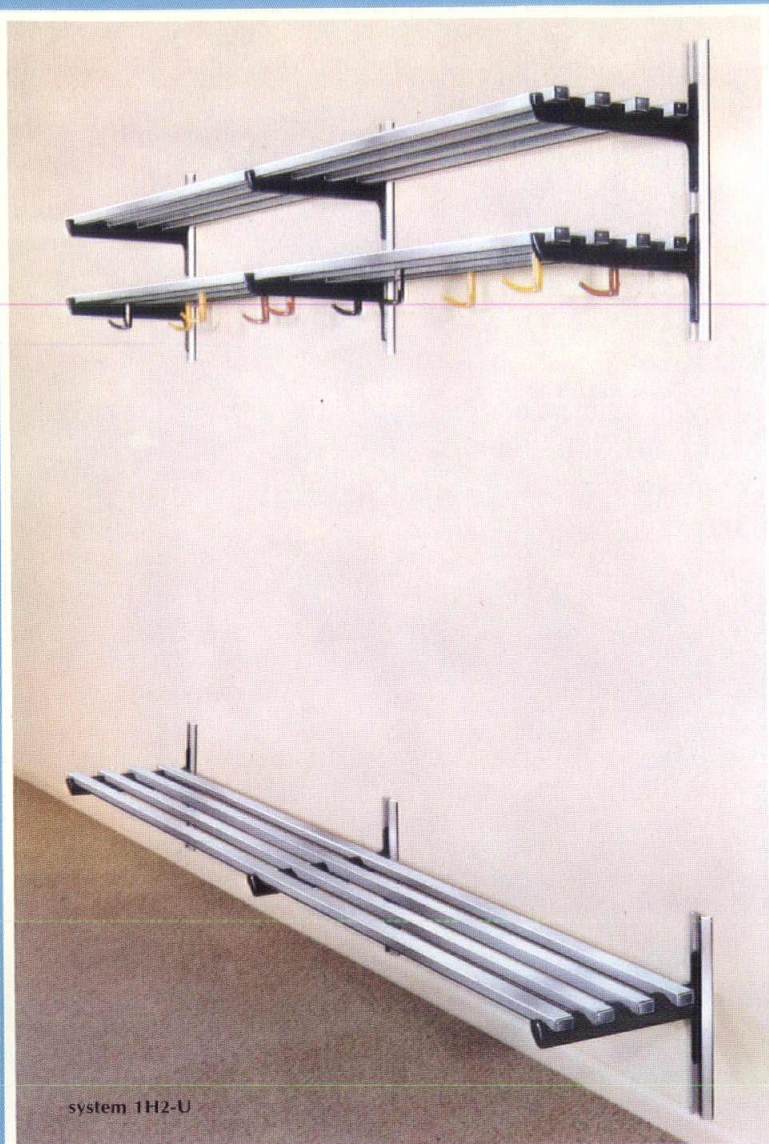
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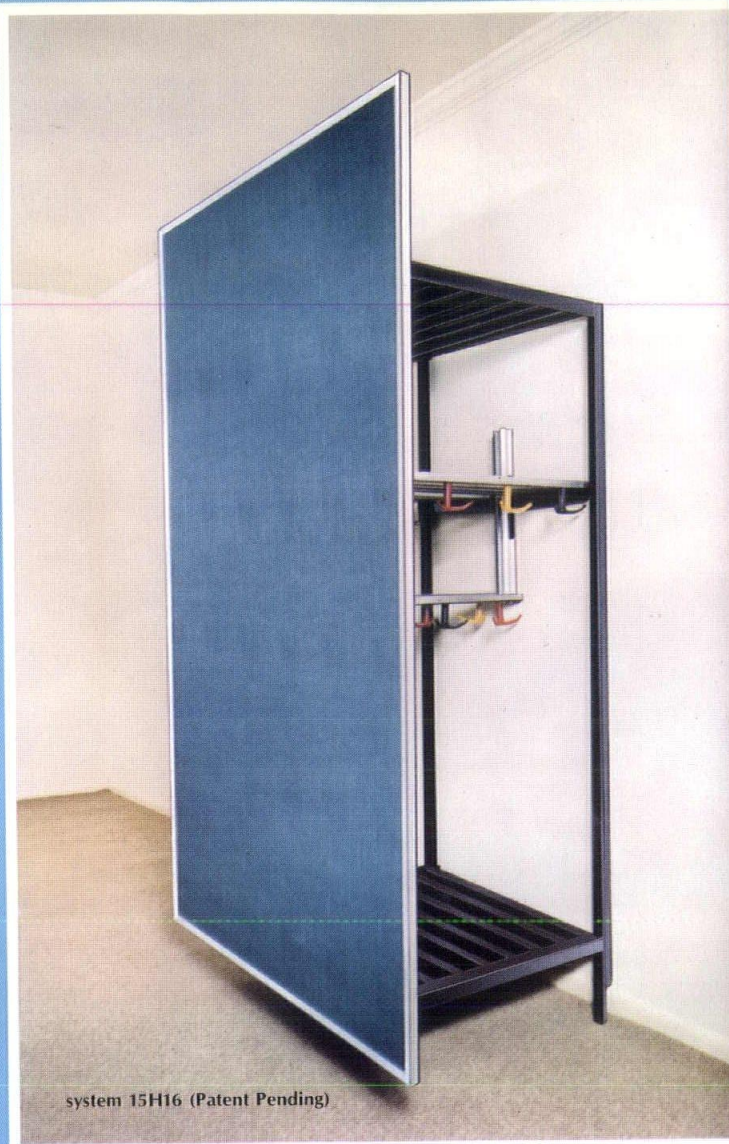




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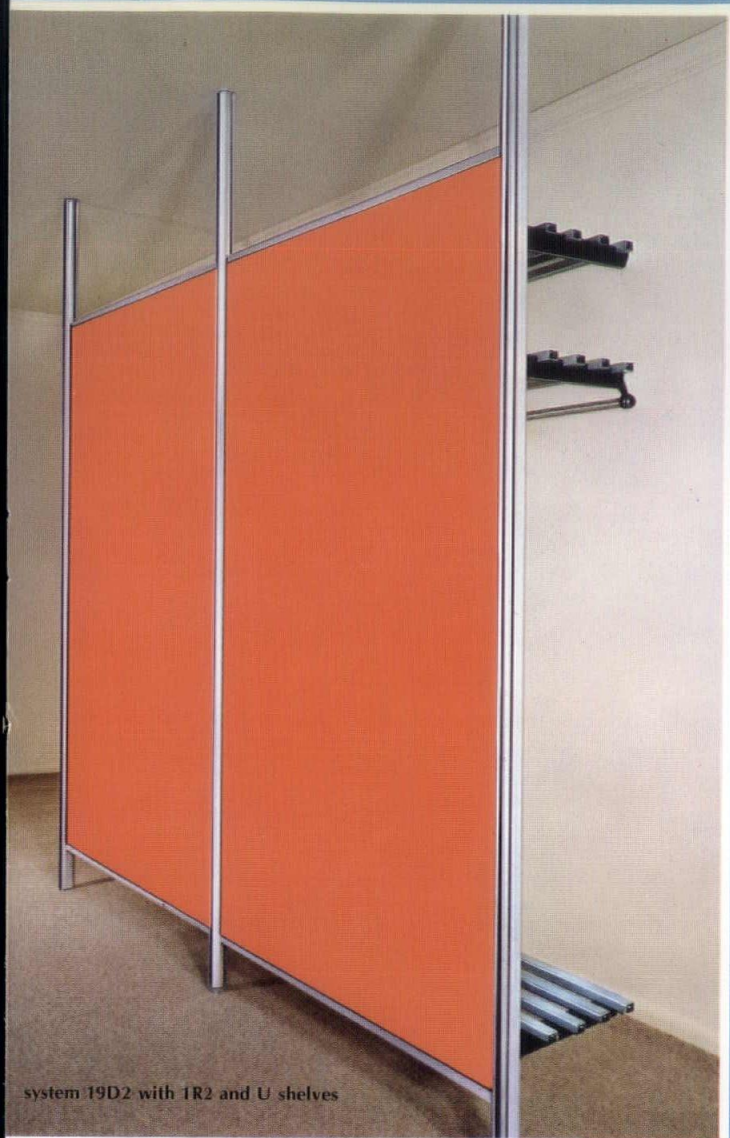


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EMCO Cantilever semi-concealed wardrobes anchor securely to the wall—accommodate 16 students—are only 26" deep—and have adjustability for all age groups. Two "Bridge Built" welded frames of 1" steel tube support the ¾" aluminum framed tackboard, or optional chalkboard. Companion units include many teacher, supply and sink combinations with closet doors as required.





system 19D2 with 1R2 and U shelves

### **IF NOT—one solution is to utilize the ceiling and floor.**

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system 17H16

### **OR—Combine wardrobe storage with needed work surfaces—add a divider wall—and roll it all around.**

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The frames are welded 1" steel tube; hook shelves (or hanger style) are adjustable. Companion teacher and supply closets are available.





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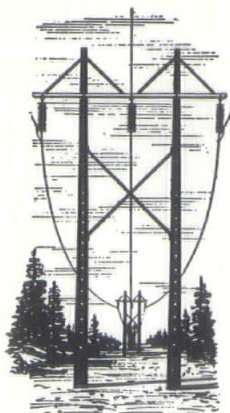
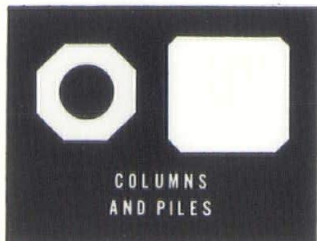
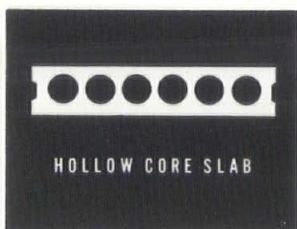
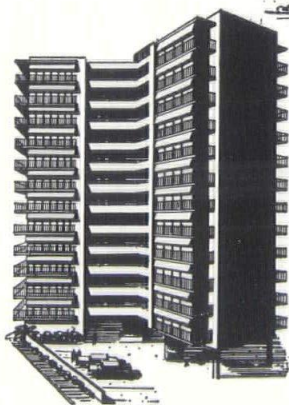
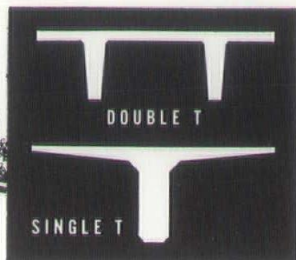
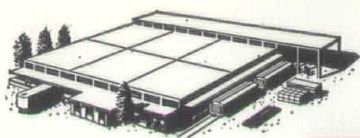
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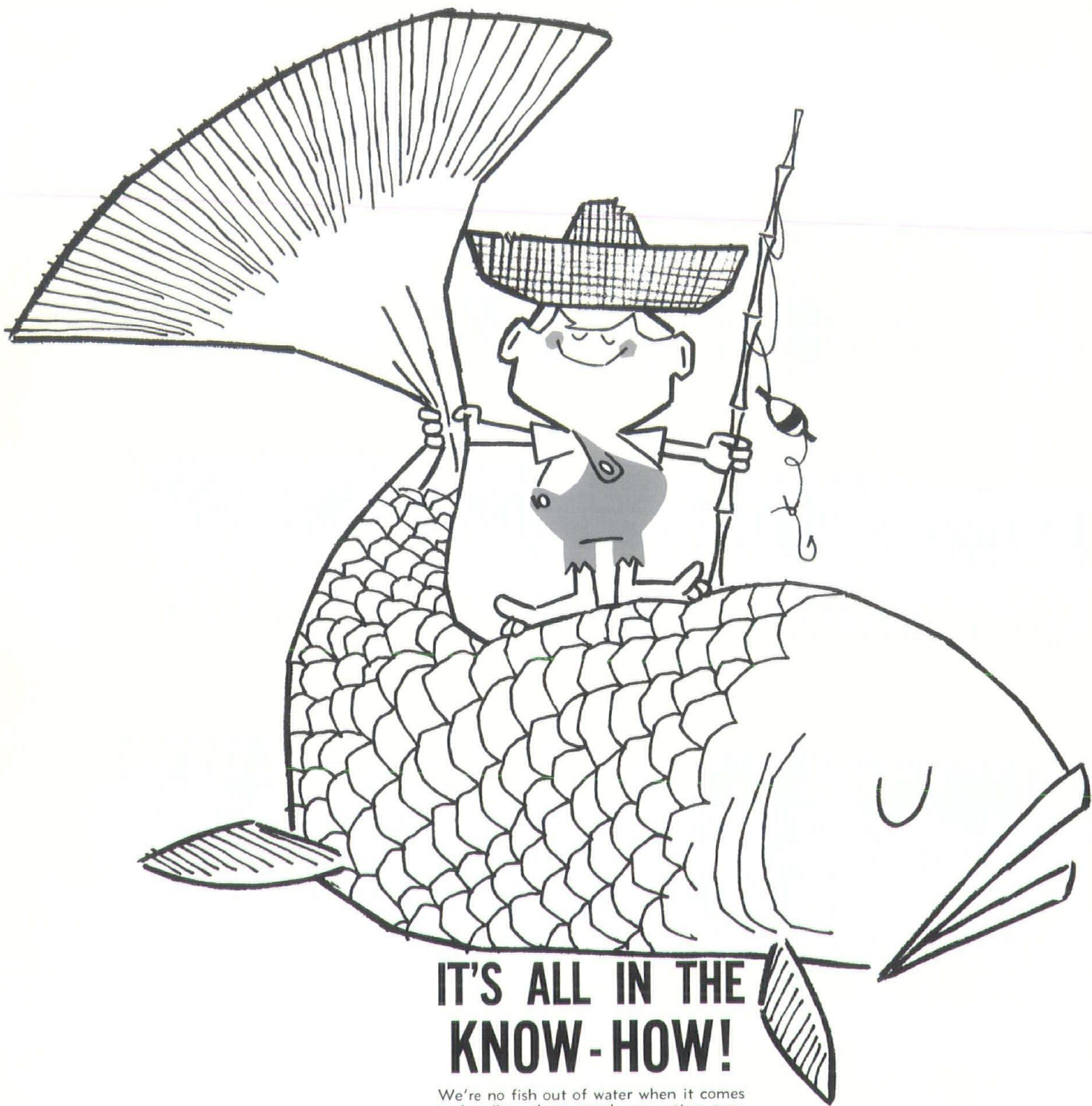
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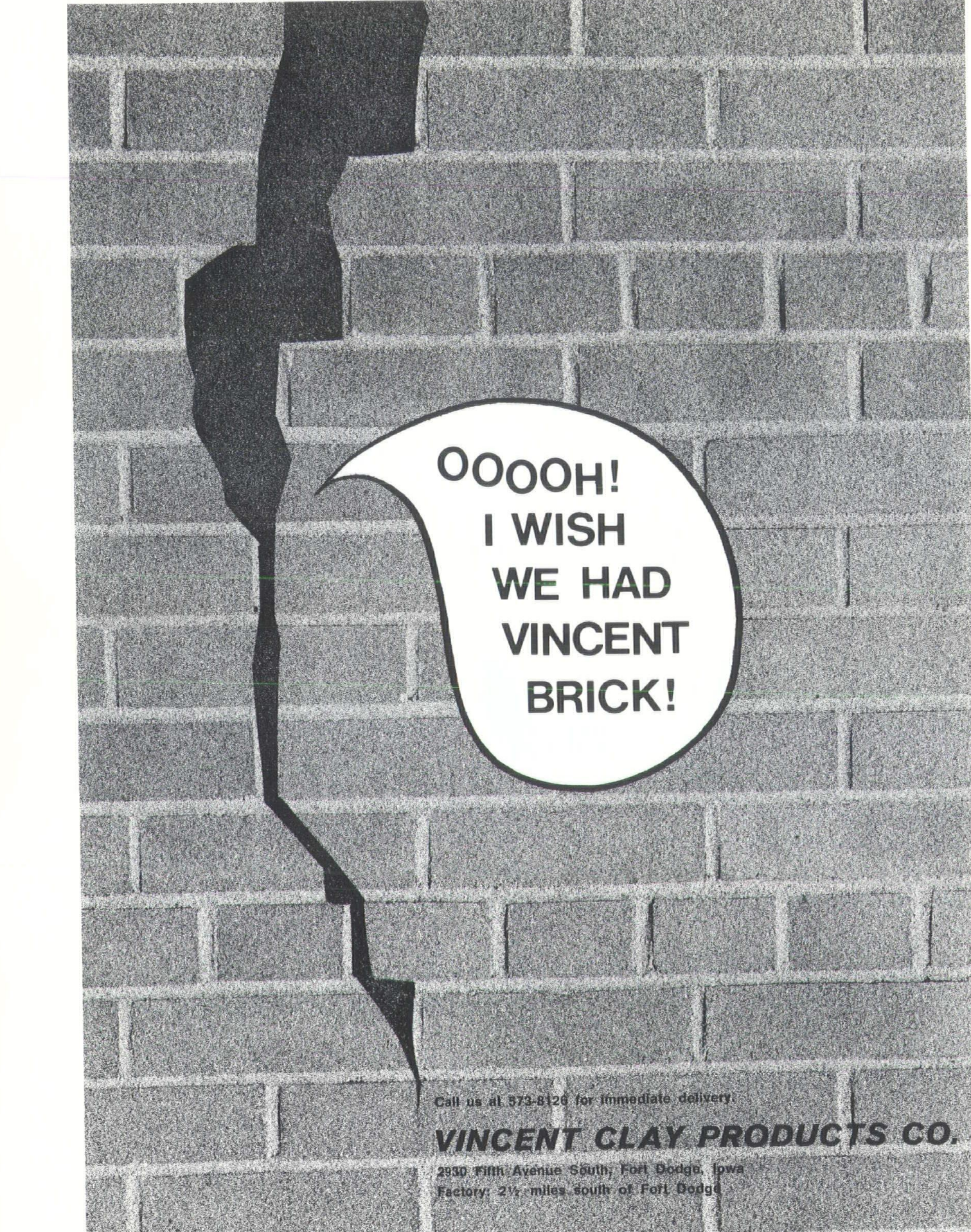
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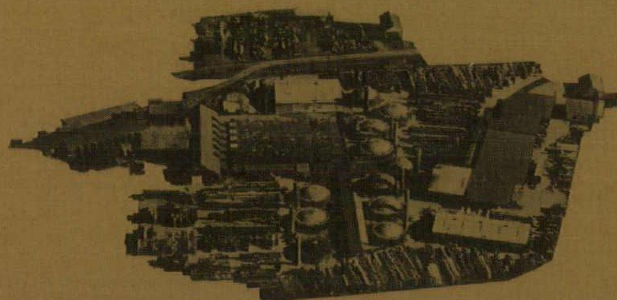
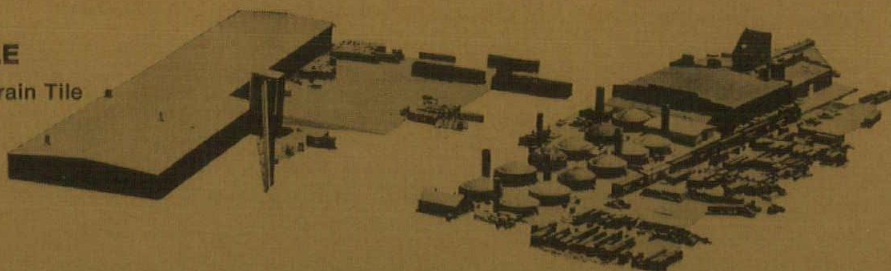
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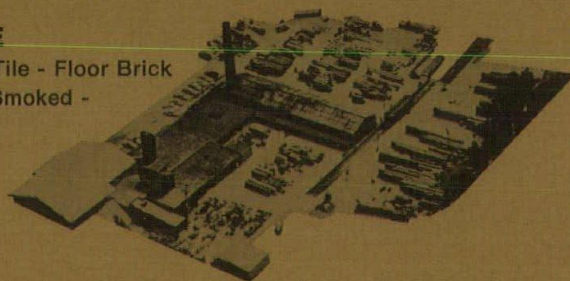
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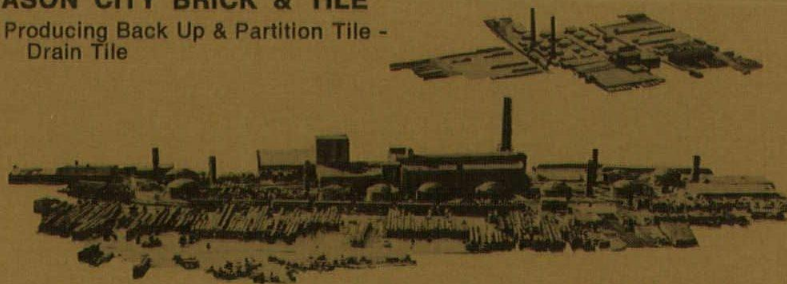
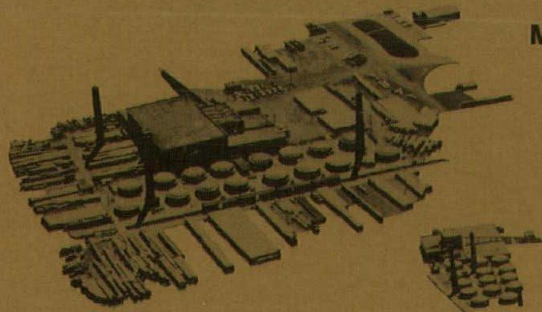
Producing: Face Brick - Face Tile - Floor Brick

Colors: Ivory - Buff - Brown - Smoked -  
Mixed Clays



### MASON CITY BRICK & TILE

Producing Back Up & Partition Tile -  
Drain Tile



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