

DESIGN AWARDS

IOWA ARCHITECT

April/May/June 1973



Walter A. Meisen

Total Performance: A Goal for Architecture

One of the highlights of the 1973 Iowa Chapter AIA Convention had to be the presentation by Mr. Walter A. Meisen, Assistant Commissioner, Office of Construction and Management, with General Services Administration in Washington. For those who couldn't make it to Des Moines and for those who did, but feel his thoughts bear repeating, we present the following summary of Mr. Meisen's stimulating talk.

We must learn to look at our performance as an architect from the owner's viewpoint. Drawings are not the end product of our efforts. In fact, drawings are not always the best way to get a result. If you want a cow it's much easier to write C-O-W than to draw a picture of a cow. The owner is concerned with the end result and not with the drawing.

In addition he doesn't want to pay for something he doesn't need. A mechanical engineer will tell

you that the ideal mechanical system is one that maintains a constant 74° and is not seen, heard or felt. That is as wrong as it could be. 74° is not the temperature at which half the people are cold and half are hot; it's a median. If it's also quiet, then everyone is miserable. However, if people hear a little whoosh, then at least they think something is being done for them and they feel better.

Don't pay for more than you need. We are designing for people, not creating engineering feats. As the owner what he wants and give him alternatives. Three or four years prior to occupancy we ask the owner where he wants to put his desks. He doesn't know so we tell him we will make the building so flexible he can put them anywhere. So we make the whole building 75fc. at desk height, one fixture per every 5 x 5 module. Actually he only needs one fixture per desk, which is usually not oftener than one desk per 125 sq. ft. and his electric load, air conditioning load, etc. are five times greater than they need to be.

Architects should tell the owner the costs of flexibility. We must look closer at what we're doing. Why do we end up with 75 fc. all over and a fixture every 5 x 5 module? Because we drew it that way and our system of prescriptive specification will not allow the contractor to be more efficient.

This system of prescriptive specifications and competitive bidding has all but ruined our whole construction industry. Prescriptive specifications don't allow any options. They don't permit better use of a product and instead, encourage cheapening of all products.

The other culprit, competitive bidding, says in effect, construction is such an uncomplicated thing that all of its value and all of its merit can be measured in one thing and one thing alone: price.

Actually construction is very complicated and a basis on price alone is a mistake. Even worse, the system has made arch rivals of the two major industry participants, the architect and the contractor. Our system says the designer and the builder are enemies and cannot get together for the benefit of the owner who employs them both. The AIA goes so far as to say it is unethical.

We ask the contractor for a lump sum price and give him definite specifications. He in turn must find the cheapest qualifying product in order to be competitive. When the contractor does this we call him a crook and yet we have written the rules that forces him to do this.

The system forces us to distrust the contractor. We don't communicate with the people that build our buildings. Actually the contractor can tell us a lot.

The deficiencies of the system have forced a re

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IOWA ARCHITECT

Volume 20 Number 2
April/May/June 1973

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

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editorial:

A highlight of the 1973 Iowa Chapter AIA Convention was the presentation by Mr. Walter A. Meisen, Assistant Commissioner, Office of Construction and Management, with General Services Administration in Washington. We present here a summary of Mr. Meisen's stimulating talk.

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charles herbert, FAIA, joseph durrant, FAIA:

Mr. Herbert, Charles Herbert and Associates, Inc., Des Moines, and Mr. Durrant, Durrant - Deininger - Dommer - Kramer - Gordon, Dubuque, were recognized by the National AIA Convention this spring and named Fellows in the American Institute of Architects.

design awards:

Presented annually by the Iowa Chapter, AIA, the 1973 Design Awards program reflects the wide range of architecture in the state. Distinguished jury members selected four Honor Award winners and six Merit Award winners through an open jury, a new concept this year. The awards and comments on the level of achievement and presentation are presented in this issue's Design Awards.

Photo credits:

Ed Soenke, collage, page 10.

The IOWA ARCHITECT is printed by Garner Publishing Company.

Typography is Helvetica set by Art-O-Type Service.

Cover and text paper is Paloma—Butler Paper Company.

Cover and layout by Young Ideas, Inc.

Annual subscription rate is \$4.00 per year, \$1.00 per single copy. Advertising rates and subscriptions are available through the Office of the Chapter, 621 Savings and Loan Building, Des Moines, Iowa 50309, telephone (515) 244-7502, or the Publisher, Young Ideas Inc., 4816 Grand Ave., Des Moines, Iowa, telephone (515) 277-7674

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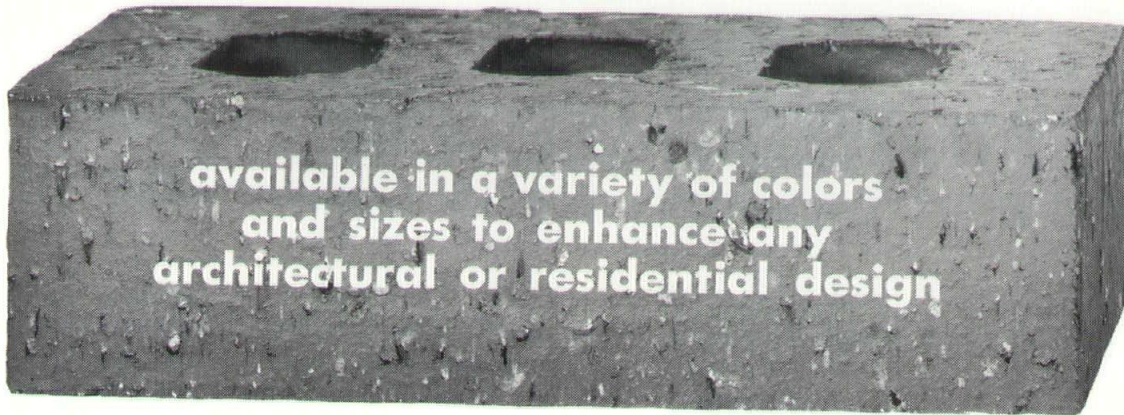
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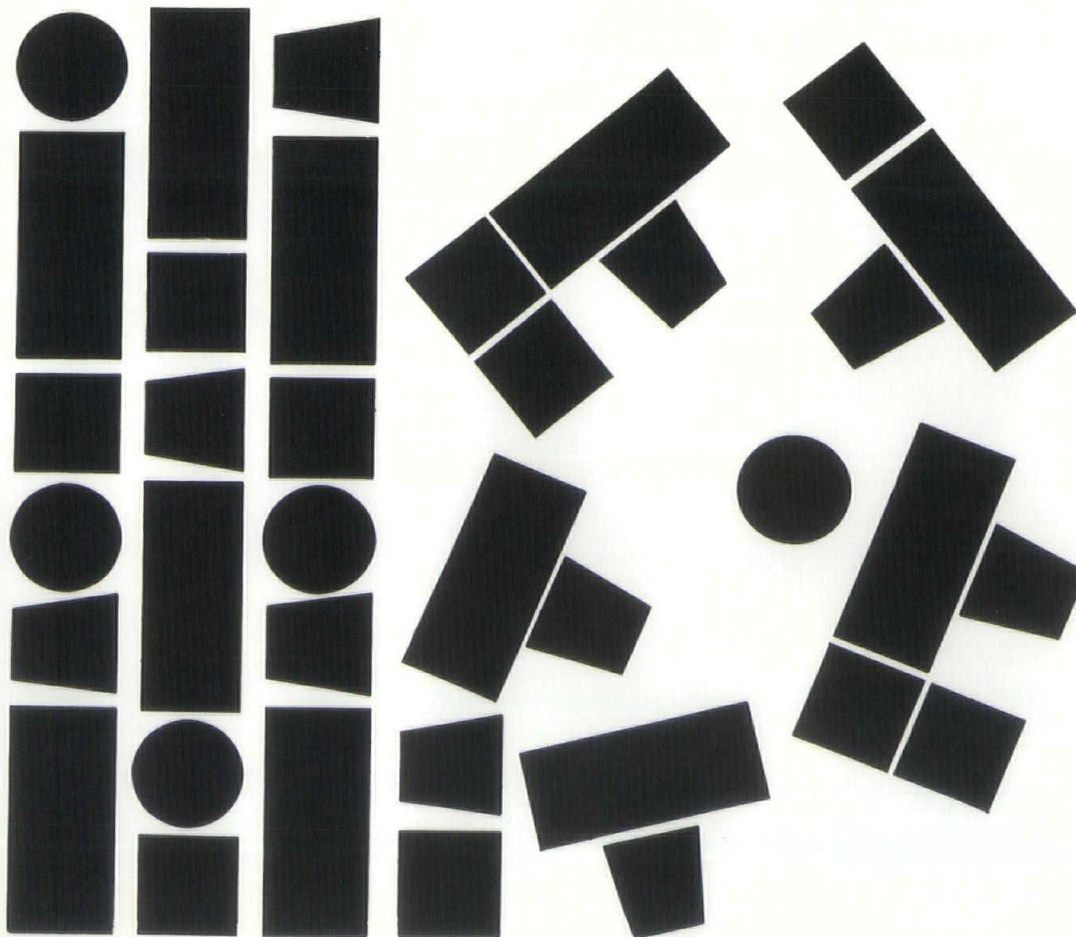
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"Why hire an architect if all I need is four walls and a roof?"

"It's not a big project," the argument goes. "So let's not make it any more complicated than it has to be..."

With these words, architects are shut out from the job they do best.

Architects are trained un-complicators.

Architects are simplifiers, trained to help you separate what you truly need from what you think you need.

Together, you and your architect make discoveries you might never make by yourself.

You may discover (as a North Carolina bank did) that 4 walls are one wall too many.

You may discover (as a Kentucky company did) that those two buildings you're assuming you need should really be one building.

Or you might find that that steep (and cheap) site is actually better suited to your building's function than that flat (and costly) one.

Architects are assumption-busters.
Walls, sites, materials, "inevitable"

costs and delays—all of your assumptions about traditional construction come under attack.

And as you collaborate, you may find your assumptions about architects (that they're slow, or spendthrifts, or impractical dreamers) being shattered, too.

In the meantime, it would be good if you could talk to some businessmen who've been through the experience.

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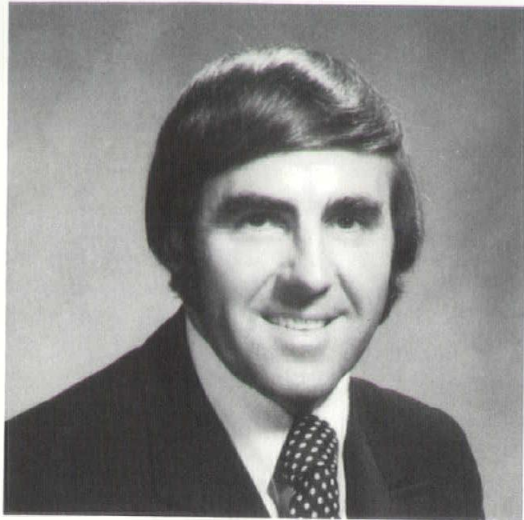
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IOWA PAINT

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Charles Herbert FAIA



At the San Francisco Spectacular (AIA National Convention) the first week in May, 64 architects from across the country were recognized for their contributions to the profession by investiture as Fellows. Two FAIA honors were bestowed on Iowans—Chick Herbert, Des Moines, and Joe Durrant, Dubuque.

Charles Herbert's design work has continually displayed those qualities which collectively yield architectural excellence: appropriateness in arrangements of spaces and volumes in relation to each other and to the site; restraint and taste in selection and use of materials; unity of the parts into a comprehensible whole. In a number of projects, these qualities have been conspicuous enough to earn various awards, but his contribution to the profession is not measured by awards. The significance of his work has more to do with the consistency with which he has been able to achieve some measure of excellence on all projects.

His firm, Charles Herbert and Associates, Inc., won first place in a competition to design a new City Hall for Ames, Iowa. The failure of bond issues has prevented a start of construction of that building.

Some of the awards garnered by his firm in recent years for architectural commissions have included office buildings, churches, and educational facilities:

- 1963 Award of Merit for St. Paul Presbyterian Church, Johnston, Iowa
- 1964 Honor Award, Church Architectural Guild of America, for St. Paul Presbyterian Church
- 1967 First Place, Ames City Hall Competition

- 1968 Award of the Prestressed Concrete Institute for Brady Motorfrate, Inc. Office Building, Des Moines, Iowa
- 1969 Medal Award for Brenton Student Center, Simpson College, Indianola, Iowa
- 1969 Merit Award for Black Oaks Office Building, Des Moines, Iowa
- 1970 Medal Award for Welch Junior High School, Ames, Iowa
- 1970 Honor Award for Drake University Student Center, Des Moines, Iowa
- 1970 Merit Award for Brady Motorfrate Office Building, Des Moines, Iowa
- 1971 Merit Award for Northwood Elementary School, Ames, Iowa
- 1972 Medal Award for Home Federal Savings & Loan, Ingersoll Branch Office, Des Moines, Iowa
- 1972 Merit Award for College of Nursing, University of Iowa, Iowa City, Iowa
- 1972 Merit Award for A. H. & Theo Blank Center for the Performing Arts, Simpson College, Indianola, Iowa
- 1972 Merit Award for Continental-Western Insurance Company Office Building, Des Moines, Iowa
- 1972 Merit Award for a Vacation House, Lake Panorama, Iowa
- 1972 Merit Award for remodeling of executive offices, Des Moines Register and Tribune Company, Des Moines, Iowa
- 1973 Merit Award for Hickman Road Branch, Capital City State Bank, Des Moines, Iowa
- 1973 Merit Award for Fine Arts Wing, Ames Senior High School, Ames, Iowa
- 1973 Merit Award for Dial Center for Computer Sciences, Drake University, Des Moines, Iowa

It is quite apparent that the profession benefits greatly from the design work of a talented and dedicated professional. A somewhat less obvious benefit has also appeared related to the career of Charles Herbert. The firm has attracted talented young men and given them rich opportunities to develop. Now, a 'second generation' firm of men formerly associated with Herbert have recently been acquiring their own reputation for excellence.

Joe Durrant FAIA



Joseph G. Durrant joined the 4% of membership who are entitled to the initials signifying fellowship—FAIA—and the esteem and honor attending that title. Durrant was cited for "special achievement in design, public service and service to the architectural profession".

After attaining formal education in architecture and engineering at Armour Institute of Technology in Chicago and the University of Wisconsin he commenced his practice in Boscobel, Wisconsin. Fully staffed offices in Dubuque, Iowa and Watertown, Wisconsin were opened under his direction after World War II as part of his goal to have a practice that encompassed the Upper Midwest. He and his firm, Durrant-Deininger-Dommer-Kramer-Gordon Architects and Engineers, have gained prominence through their significant contribution in design of a variety of building types. The firm's first major project in the City of Dubuque was St. Patrick's Grade School during 1950. Other major building projects in Dubuque include Wahlert High School, Hempstead High School, Loras Library, Thermolyne Factory, Dubuque Building Plaza, Central Fire Station and Finley Hospital. Since moving to Dubuque, the organization has been staffed with 60 registered architects and professional engineers and has designed well over 1000 building projects. The firm has continued to garner honors from the American

Institute of Architects as well as many other National and State societies and organizations. His personal achievements in the area of design have been judged superior by the Jury of Fellows.

Durrant has devoted time and energy beyond the call of duty to accomplish significant and far reaching improvement for the profession. He served untiringly on State Chapter AIA Committees and also as President of the State Chapter of the AIA. He energetically serves on the National AIA Architecture for Health Committee, and was elected for the President of the United States' Public Advisory Panel in 1965 acting therein as Chairman of the Design Criteria Committee for General Administration. True leadership in his profession and origination of advanced techniques for the practice of architecture by Durrant gained special attention by the Jury of Fellows.

The affable Joe Durrant, energetic as he is, has been active in many civic and service organizations. He has also devoted much of his personal time and freely contributed his firm's time to promotion of civic projects and many areas of social betterment and concern for man's environment. True comprehension of the dedication to service to the community have utilized the technical and esthetic abilities of the recipient of this most distinguished honor by his peers and the added citation of achievement of Fellowship by the Jury of Fellows.



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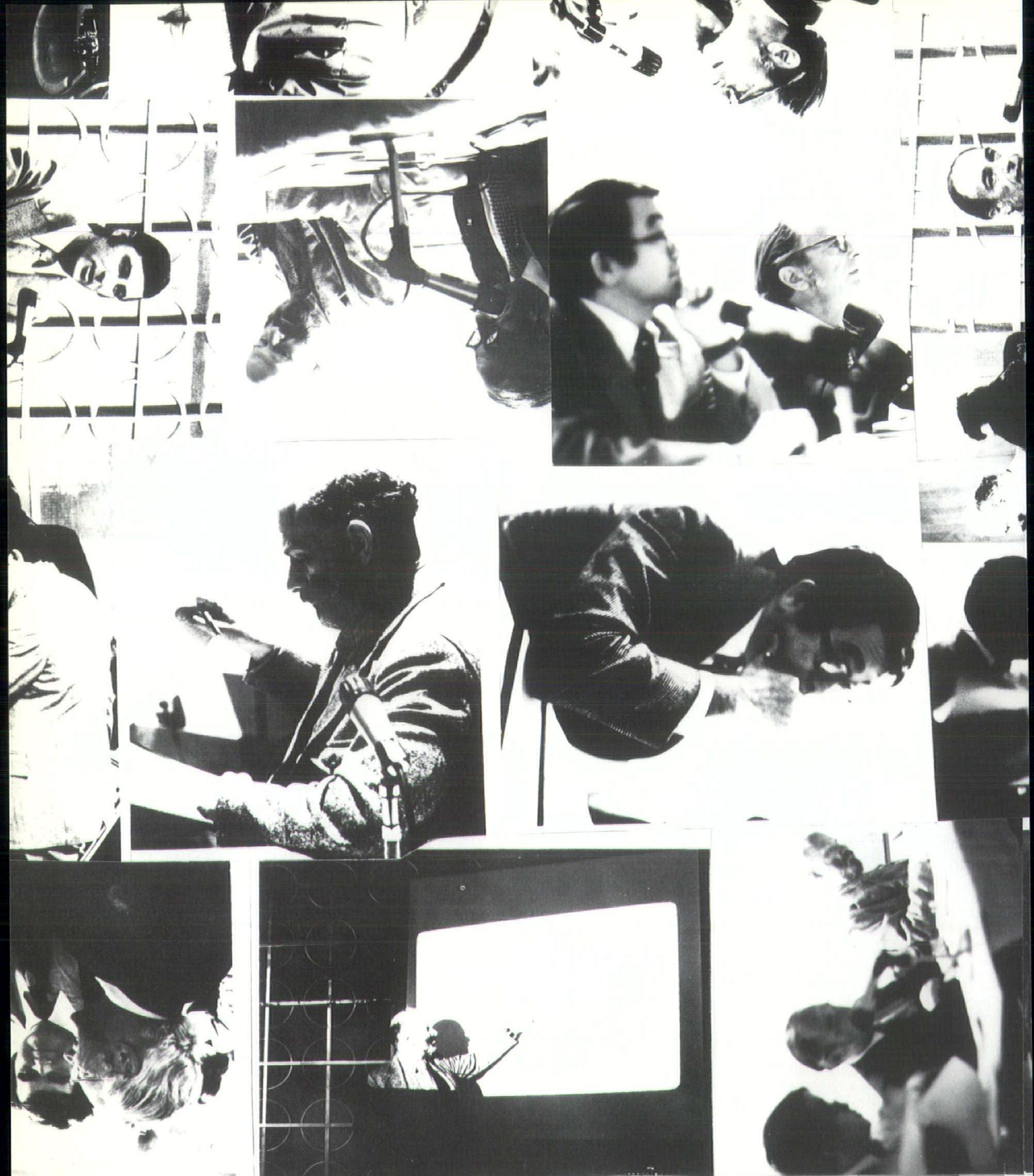
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DESIGN AWARDS

1973

This year The Honor Awards Program of the Iowa Chapter of The American Institute of Architects consisted of 43 entries from 15 firms. Submissions reflected the wide range of architecture in the state: from office buildings and banks to schools and residences, both single and multi-family. As in previous years, a number of additions and remodelings were among the honored entries.

But there was a decided change in 1973 . . . *an open jury session was made part of the convention program.* For the first time the state's architects participated in the selection process with a particularly well-rounded jury. All comments and criticisms were aired in discussion form Thursday evening, thus allowing a more thorough investigation of the twenty finalists selected that morning.

The jury's background was, to say the least, diverse: teaching—**Charles Kahn**, Head of Architecture at Kansas; practice—**Don Hisaka**, renowned architect from Cleveland; journalism and building—**Jan Rowan**, past editor of **Progressive Architecture**. Rowan, serving as jury moderator, informed convention participants of his ventures into Design-Build, residential complexes in Connecticut.

The open jury concept, admittedly plagued with difficulties arising from personal preferences, afforded participants the opportunity to improve presentation techniques for future submissions. Taken generally, the jury had the following observations on this year's entries: overall presentation was often unclear and not adapted to slide techniques as a mode of group showing; on many entries the entrance was not emphasized, some even dubious; verbal descriptions tended to be inadequate, leaving many logical questions unanswered. Again this year too many entries failed to describe the project's relationship to its neighborhood, making it difficult for the jury to determine urbanistic values often alluded to in the descriptive data.

As for the architecture itself, the level of excellence remained consistent as four Honor Awards and six Merit Awards were presented. The higher Honor Awards were particularly noted for the architects' solution to the problem presented.

The jury believe that these Iowa Chapter Honor Awards Program winners again exhibit excellence in architecture and bring to public attention the variety, scope and value of architectural services.

The Jury 1973

Jan Rowan is best known for being Editor of **Progressive Architecture** from 1963 to 1969. Mr. Rowan was born in Warsaw, Poland, and received his education from London School of Economics and McGill University. He presently has his own firm, Jan C. Rowan, Architect, in Rowayton, Connecticut.

Charles Kahn is presently the Dean of the School of Architecture and Urban Design at the University of Kansas. From 1959 to 1968 he was with his own firm Kahn and Associates. Mr. Kahn has received Honor Awards for: House in Chapel Hill, house in Asheville, and Design Excellence Award for Mingos Coliseum from American Institute of Steel Construction.

Don M. Hisaka, of Don M. Hisaka and Associates, Cleveland, is well known for his many awards for architectural excellence. He has received these Honor Awards: Award Citation for Urban Design; Low Cost Housing, and Giddings Elementary School. Mr. Hisaka received the **Progressive Architecture** first Honor Award for Ohio Savings Association Bank; Honor Award for Staunders, Stivers and Co. offices, and First Honor Award for Lisle Elementary School.

HONOR AWARD

The Park at Southern Hills/Des Moines

John D. Bloodgood Architects/Des Moines

OWNER: Southern Hills Development Company, Des Moines, Iowa

ARCHITECT: H. Ronald Walker, AIA

LANDSCAPE ARCHITECT: Elizabeth Howertan, Bettendorf, Iowa

CONTRACTOR: The Weitz Company

PHOTOGRAPHER: Hedrich-Blessing

ARCHITECT'S COMMENTS: Single Family Attached Housing, Condominium Development.

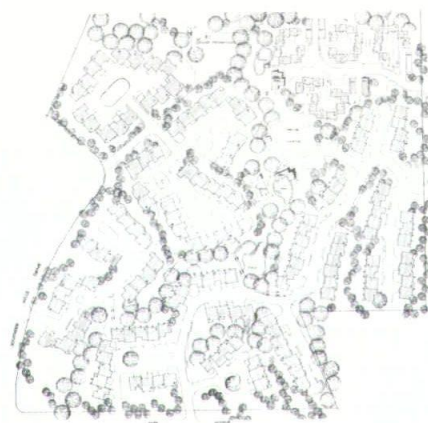
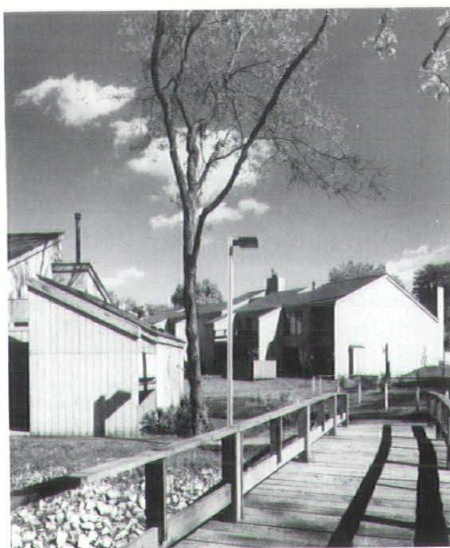
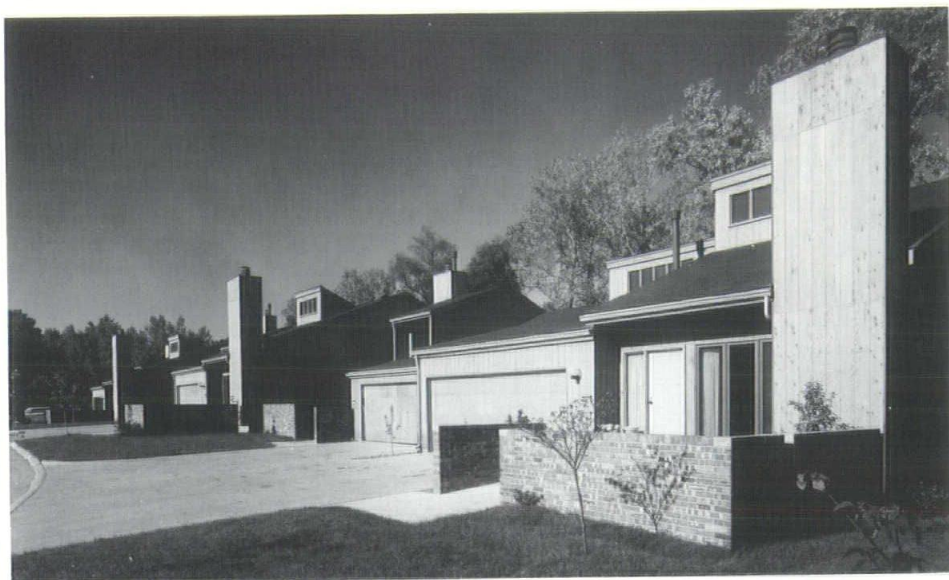
The client's thirty-nine acre wooded and rolling site is located near the City center and surrounded by single family development.

The client wished to explore housing possibilities for the site which would be compatible in economic strata and density to surrounding area. The concern was to provide a viable financial development of good quality and not necessarily of **maximum** financial return.

The neighborhood was designed specifically to minimize typical suburban stratification of age, family and income. Rather, varying housing solutions were planned into individual mini neighborhoods each with their own vehicular circulation. Pedestrian and bicycle pathways interconnect the individual mini neighborhoods with the Community Center, providing a central neighborhood focus for recreation and interaction.

The Community Center comprises the neighborhood's focus. There are meeting, card and party-lounge as well as sales and maintenance offices. Two tennis courts and a pool and wading pool are build adjacent to the Community Center building. The streams are being maintained and enhanced as they run through the central area. Pedestrian walkways and bridges, (not shown on site drawing), interconnect clustered houses and the Community Center building and facilities.

JURY COMMENT: Sensitive site plan responsive to separating vehicular and pedestrian traffic and good use of communal space; buildings, although somewhat overcomplex, seem appropriate.



HONOR AWARD

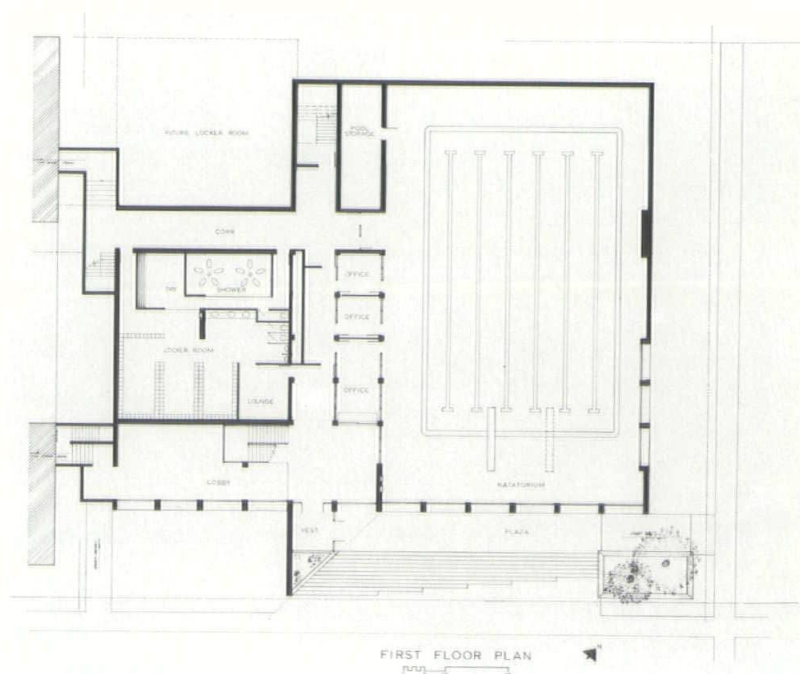
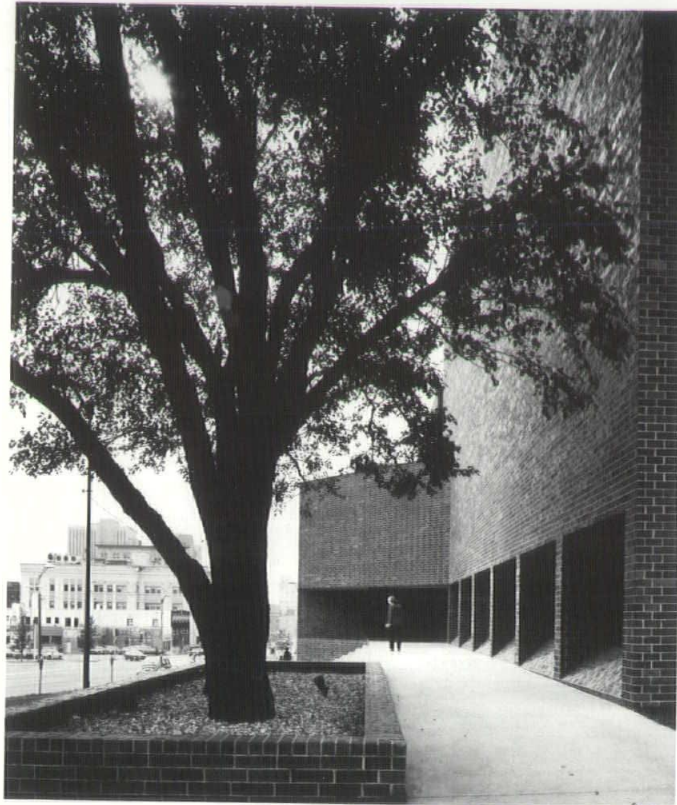
Central Branch YMCA Addition/Cedar Rapids Crites & McConnell Architects & Planners / Cedar Rapids

OWNER: The Cedar Rapids YMCA
GENERAL CONTRACTOR: Loomis Brothers, Inc.
PHOTOGRAPHER: Julius Shulman

ARCHITECT'S COMMENTS: The program requirements were to provide a new facility to include a six lane A.A.U. pool with spectator accommodations for 100, gymnasium, two handball courts, a locker room, administration area and space for future handball expansion, all of which must function with the adjacent facility.

Construction is masonry bearing and bar joist with steel frame and precast tees over the pool area. The major portion of the interior walls are face brick or cedar ribs with acoustical liners. All public areas are carpeted with the exception of the pool which is rustic terrazzo.

JURY COMMENT: Simple solution to a complex problem of mating a new addition to an existing building by creative use of massing and material.



HONOR AWARD

Westbank/West Des Moines Engelbrecht/Rice/Des Moines

OWNER: Investors Equity Inc.

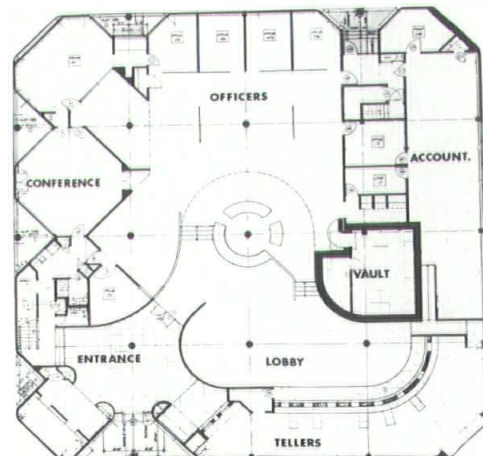
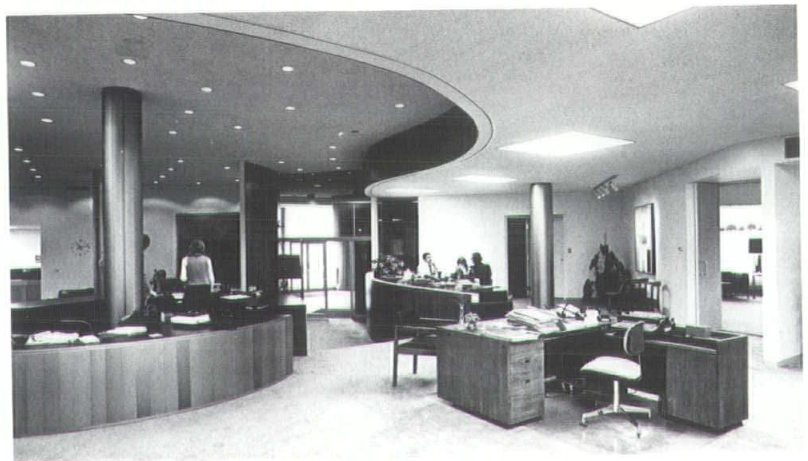
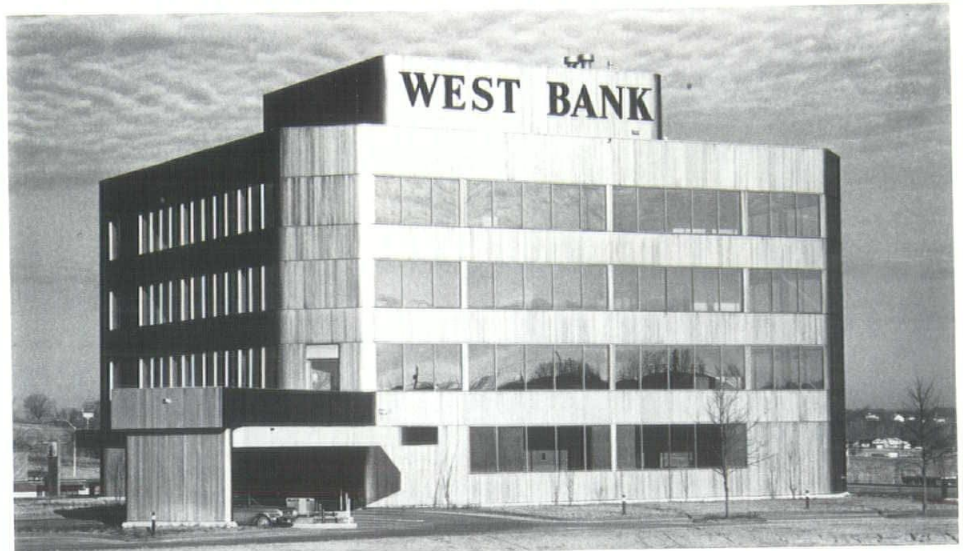
GENERAL CONTRACTOR: Weitz Company

PHOTOGRAPHER: William Plymat, Jr.

ARCHITECT'S COMMENTS: The project is constructed with a steel frame and sheathed in anodized aluminum and mirror glass. Heating and cooling is provided with a combined air and water system with boiler and chiller located in the penthouse.

The project is a suburban office building which houses a bank on its main floor. The four story structure contains approximately 40,000 square feet and is designed to connect to other uses which are projected for the larger site.

JURY COMMENT: Restrained design with logical, uncontrived use of materials.



HONOR AWARD

University of Northern Iowa Married Student Housing/Cedar Falls Engelbrecht/Rice/Des Moines

OWNER: Iowa State Board of Regents

GENERAL CONTRACTOR: Wendel Lockhard Construction Company

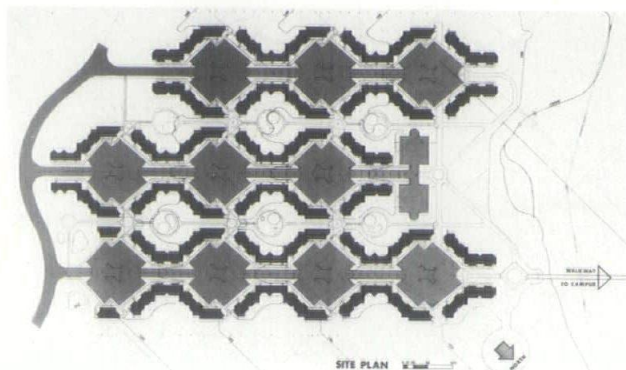
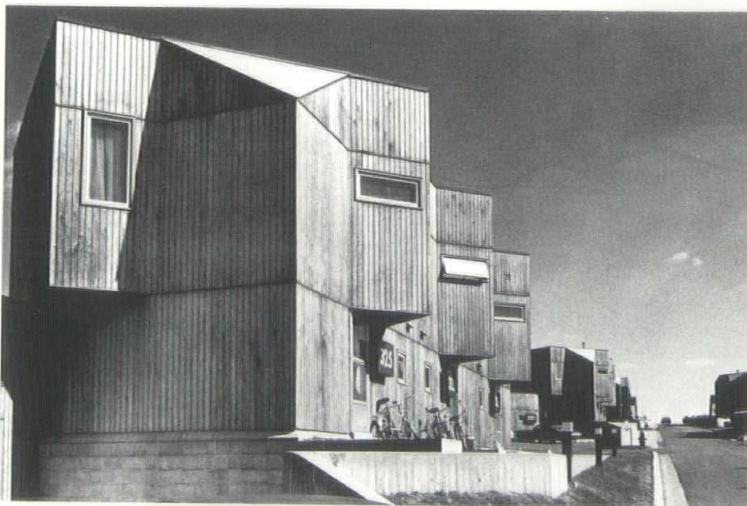
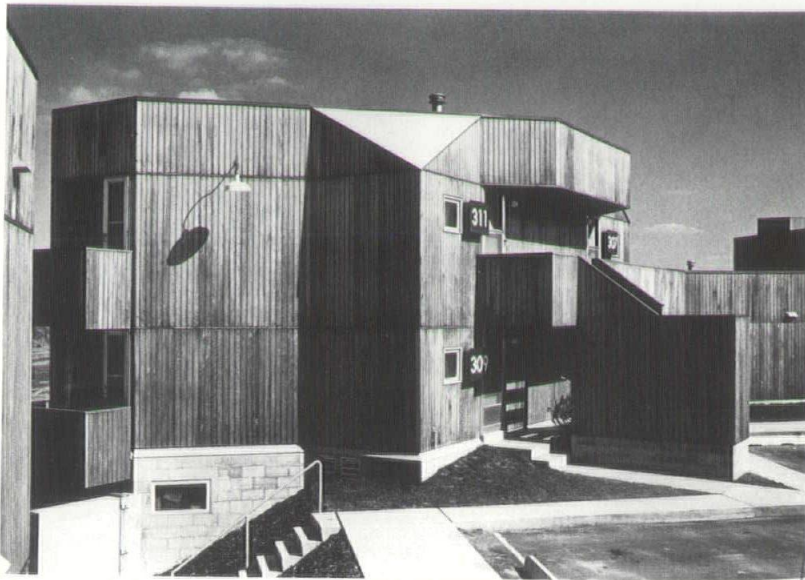
PHOTOGRAPHER: William Plymat, Jr.

ARCHITECT'S COMMENTS: The project is of wood frame construction sheathed with cedar plywood left to weather. Foundation walls are concrete block and each unit is provided with its own furnace. Approximately one half of the units are air conditioned.

The project comprises the first construction stage of a plan anticipating a total of 1,000 housing units. Of the three hundred units constructed in Phase 1, a unit type mix has been generated which includes four basic models ranging from single bedroom to two bedroom, two story apartment types.

The plan is so arranged as to afford pedestrian court access to every two bedroom unit and completely separates vehicular and service patterns from spaces used for recreation. Recreation courtyards are each surrounded by approximately 26 apartment units and are each provided with meeting rooms, storage and laundry facilities.

JURY COMMENT: Intelligent use of site separating the pedestrian and vehicular traffic and optimizing changes of levels; imaginative buildings complement the site use.



MERIT AWARD

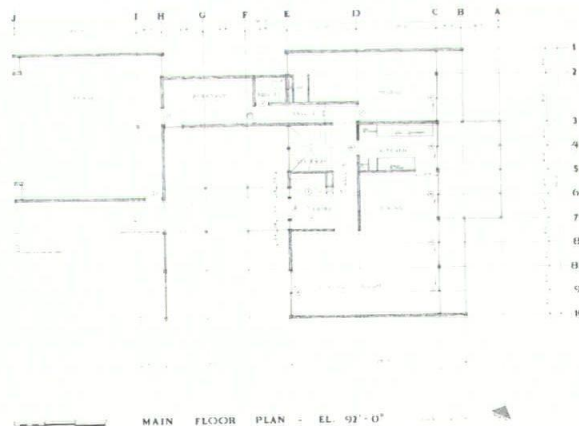
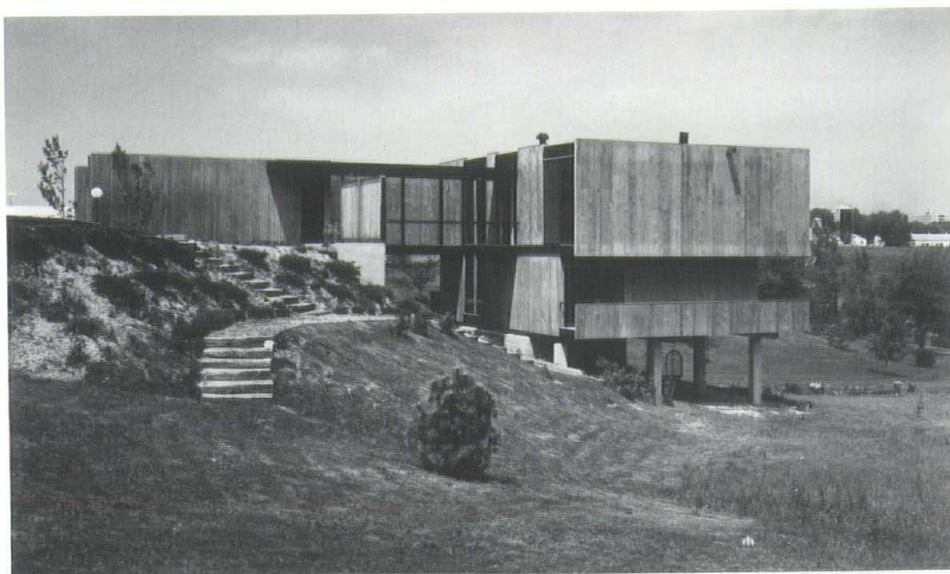
Kitzman Residence/Ames

Crites & McConnell Architects & Planners/Cedar Rapids

OWNER: Mr. and Mrs. M. J. Kitman
GENERAL CONTRACTOR: Schill and
Hanson Builders, Inc.
PHOTOGRAPHER: Julius Shulman

ARCHITECT'S COMMENTS: The house is designed for an artist, his wife and three boys, and includes a studio and framing shop. The site is an open, rolling suburban area with pleasant long views. The openness of the site allows close views to be developed as planned. The quite cedar walls provide maximum of display of artist's outstanding work.

JURY COMMENT: Concise and uncontrived solution to a simple program; good response to the problem of a sloping site.



MERIT AWARD

Savings & Loan Branch Office/Des Moines Lynch-Payne-Champion-Bernabe, Inc.

OWNER: Des Moines Savings and Loan Association

GENERAL CONTRACTOR: William Knudson and Son, Inc.

PHOTOGRAPHER: Jim Champion

ARCHITECT'S COMMENTS: The problem was to convert a deserted mobile service station which had long been a community eyesore into an asset to the area and a functioning branch for the Savings and Loan.

An effort was made to retain the structure as much as was possible for economic reasons and at the same time change the proportion and appearance of the building to erase the image of the service station. The proportion was altered by adding a drive-up canopy and an entrance canopy supported by free-standing walls and lowering the existing overhead door heads to correspond to window and canopy heights. The building was clad with rough-sawn cedar siding and the site was enhanced by reducing the amount of surfaced area and adding selected plant materials and lighting. A suspended ceiling was added and interior walls were covered with vinyl or carpet.

JURY COMMENT: Creative renovation utilizing to advantage original building form and fenestration.



MERIT AWARD

Dial Center for Computer Sciences, Drake University/Des Moines Charles Herbert & Associates, Inc./Des Moines

OWNER: Drake University

DESIGN TEAM: Charles Herbert,
H. Ronald Walker, James Dwinell

STRUCTURAL ENGINEER: Vanderlin-
den and Dennis, Inc.

MECHANICAL ENGINEER: Donald A.
Rich

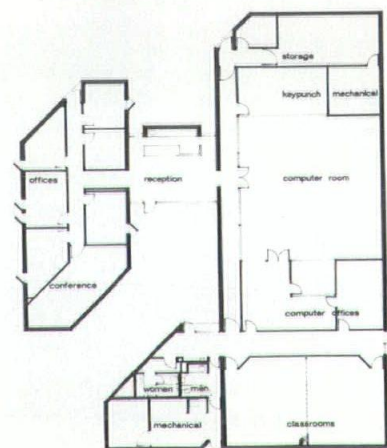
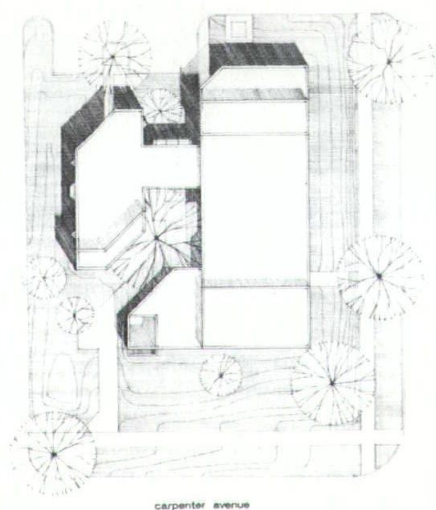
GENERAL CONTRACTOR: Breiholz Con-
struction Company

ARCHITECT'S COMMENTS: This small building gives definition to the perimeter of the campus for a university of some seven thousand students. Its entrance faces the principal academic core and the sides oriented to the community are semi-solid. It is bounded on the west by a temporary structure, an alley and a fence which will give way to green space in the future. Major parking for general student use will be developed north of the building.

The program required a facility to house staff functions in part and staff-student functions in the balance of the structure. Major oak trees were preserved and the verticle scale of the building paid heed to the master planner's request for same.

Exterior materials match a major new structure to the west. The masonry bearing structure employs open web joist and metal deck roof framing. Wall and ceiling finish is gypsum wall board with some concealed spline acoustical treatment in noisy areas. Floors are generally carpeted.

JURY COMMENT: Clearly expressed and differentiated plan, and well conceived entry.



MERIT AWARD

Fine Arts Wing, Ames Senior High School/Ames Charles Herbert & Associates, Inc./Des Moines

OWNER: Ames Community School District

DESIGN TEAM: John Locke, James Dwinell

STRUCTURAL ENGINEER: Vanderlinden and Dennis, Inc.

MECHANICAL ENGINEER: Paul A. Walters

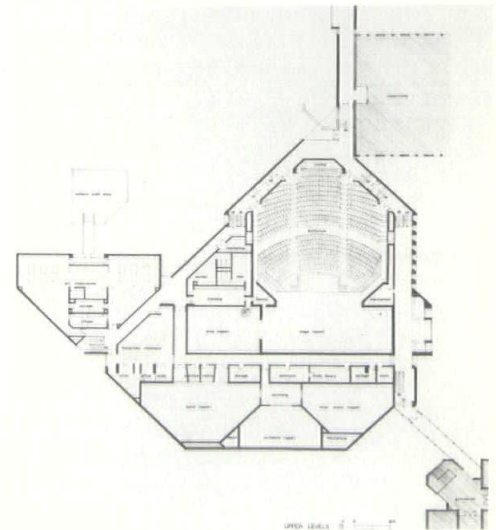
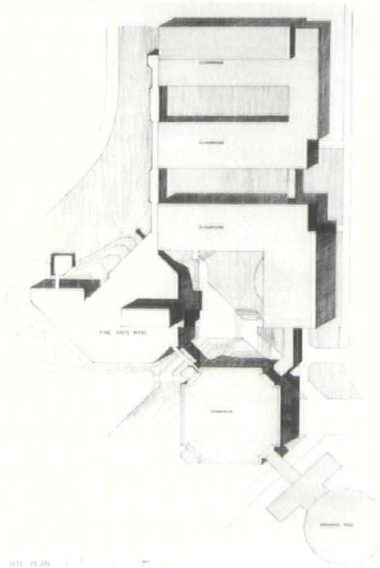
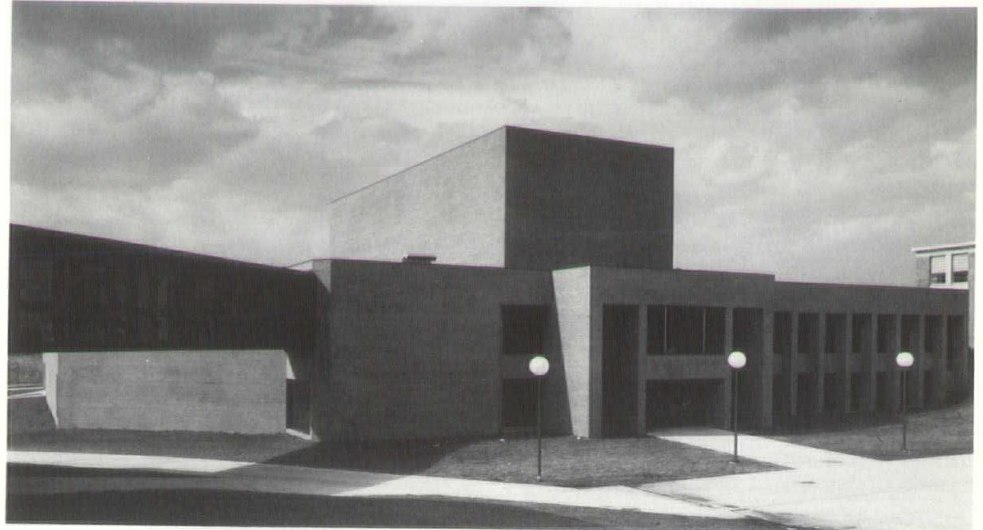
GENERAL CONTRACTORS: Mueller Construction, Inc.

PHOTOGRAPHER: Joel Strasser

ARCHITECT'S COMMENTS: The owner, a school district serving a city of 35,000, operates a single three-year high school, which other architects began in the early 50's as a one story "U" shaped structure at the north side of the site and which grew through several additions: a two-story academic wing parallel to the arms of the original "U"; another two story wing housing a library and cafeteria; a gymnasium wing; a municipal swimming pool structure. The program for the Fine Arts Wing contemplated the addition of: 1). an auditorium seating 600, with complete stage facilities for drama and music, and with rather extensive shop, storage and dressing areas; 2). three large music instruction rooms; 3). a suite of rooms for instruction in the graphic and plastic arts; and 4). special instruction areas for Drama and Humanities.

The new wing was developed as a connector between existing academic wings and the Gymnasium, with the Auditorium floor descending to the south on an existing slope. Major program spaces were developed as half-octagonal shapes, which generate naturally from semicircular seating arrangements, and which nest efficiently. The resultant plan form becomes rather random, almost a non-building, whose shape is never apparent from the exterior, but which defines exterior spaces. Its wall planes do not explain its own geometry, but they relate to the composition of older buildings on the site.

JURY COMMENT: Good solution to a difficult problem of integrating a major addition to an existing complex of buildings.



MERIT AWARD

Hickman Road Branch, Capital City State Bank / Des Moines Charles Herbert & Associates, Inc. / Des Moines

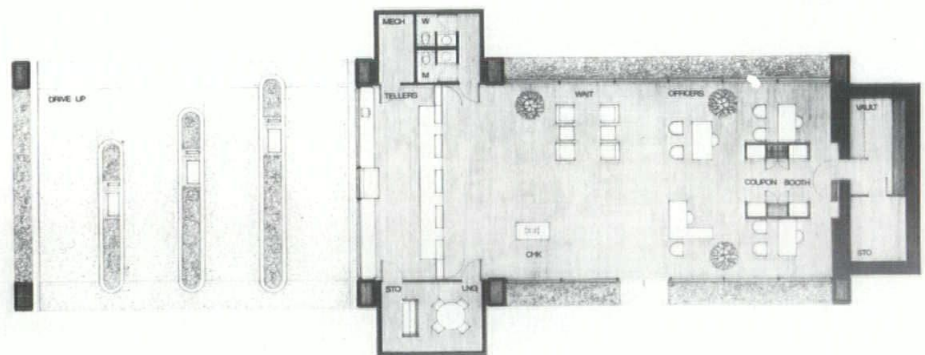
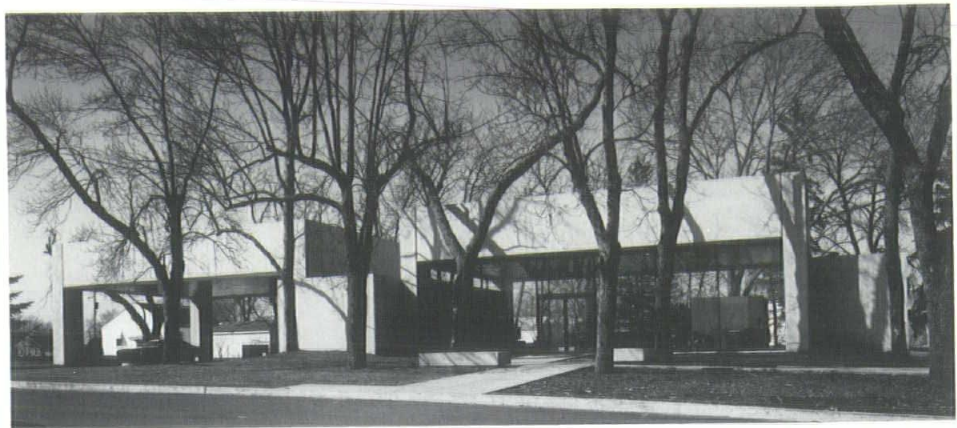
OWNER: Capital City State Bank
DESIGN TEAM: Charles Herbert, Calvin Lewis
ENGINEER: Peterson and Appell
GENERAL CONTRACTOR: King-Bole, Inc.
PHOTOGRAPHER: Joel Strasser

ARCHITECT'S COMMENTS: The site straddles the line separating a small commercially zoned strip development on the west from residential zoning to the east and south. A large number of fine, mature trees occur on the commercial portion. The zoning restrictions, plus a desire to save the trees led to an extended building mass threaded between the trees. The deep building setback and minimum street frontage were countered by expressing the site, more than the building itself, as the owner's commercial identity.

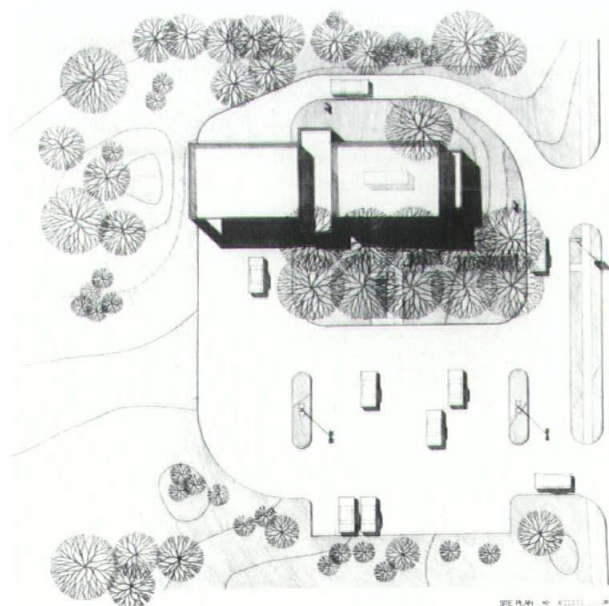
The central low mass housing the tellers serves as the functional and visual link to the interior and drive-up facilities. Minimum staffing required tellers to serve both functions simultaneously. The vault screens the major vehicular thoroughfare from the bank interior. The contrast between the simple precast concrete forms and the natural setting is tempered by the use of oak slat ceiling and furnishings.

A teller-controlled sign directs vehicles as they feed into the four drive-up stations from the single lane approach. This minimizes unequal stacking and maximizes teller efficiency.

JURY COMMENT: A handsome structure with a clear, functional plan.



PLAN NO. 1



SITE PLAN NO. 2

MERIT AWARD

Spencer Public Library/Spencer Maiwurm Associates, Inc./Fort Dodge

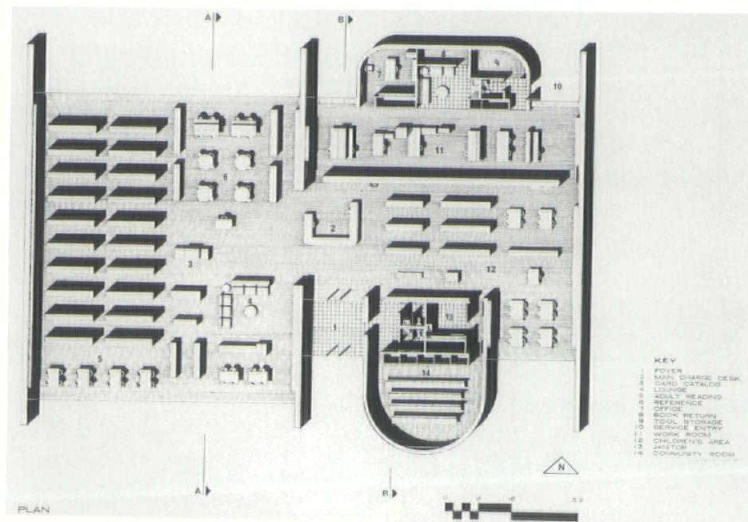
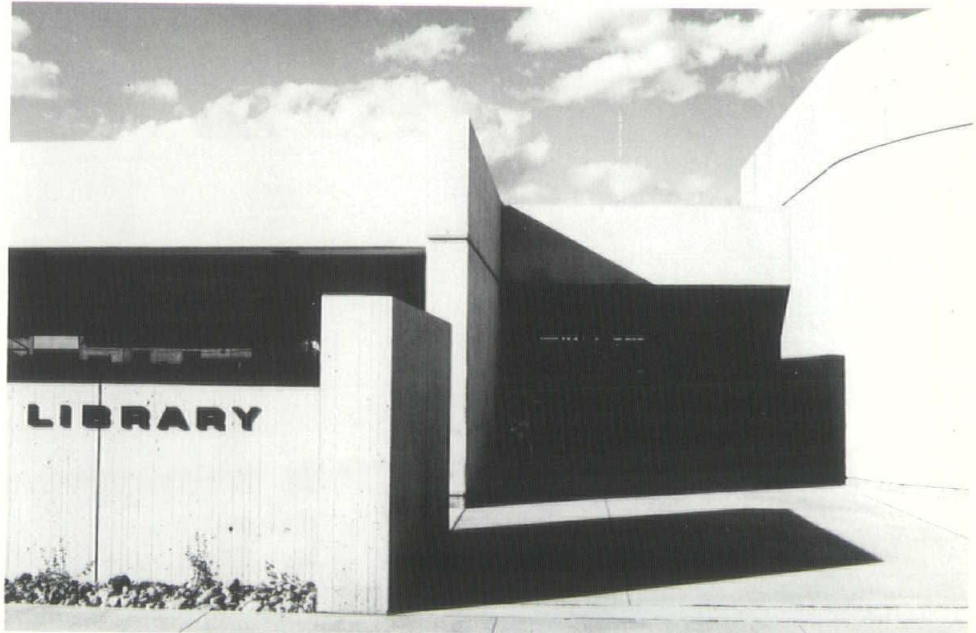
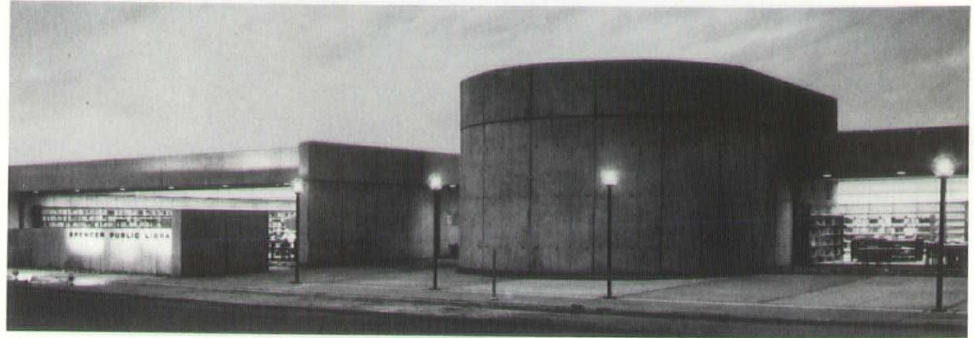
OWNER: City of Spencer
CONTRACTOR: Higley Construction Company
PHOTOGRAPHERS: Burk Studios, Maiwurm Associates, Inc.

ARCHITECT'S COMMENTS: The problem was to design a new public library for a city of 10,000 population to be erected on the same site as the existing library. The building should be one-story without basement and have no steps. The program called for an adult reading room, children's reading room, a community room, work room, office and necessary toilet and mechanical facilities.

The solution to the problem was reached through exposed, exterior and interior, cast-in-place reinforced concrete bearing walls that support a pre-cast concrete roof beam and deck system clear-spanning both main reading rooms. Main desk is strategically located for control. The community room is designed to function independently of the library and is expressed as the featured mass with a curved shape. A combination forced warm air heating and cooling system is housed on the roof above the public restrooms.

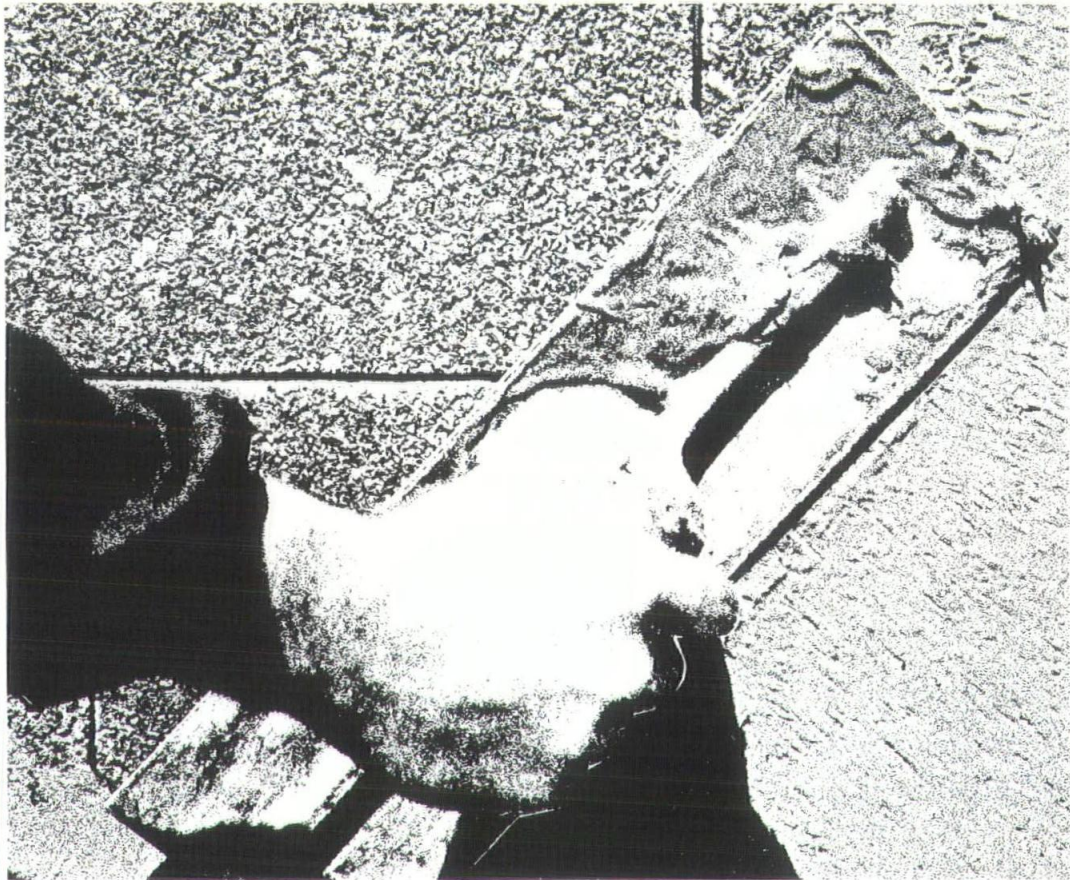
Glass walls of Reading Rooms open to small berm-protected landscaped courts for visual relaxation and public invitation to interior. Berm discourages street distractions. The interior walls of the community room are covered as museum walls for display of traveling works of art.

JURY COMMENT: Elegantly detailed building, clearly expressing its function and structure.



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IOWA ARCHITECT WINS AWARD

The **IOWA ARCHITECT** recently was the recipient of a Special Merit Award in the Art Directors Association of Iowa Fifteenth Annual Exhibition of Advertising and Editorial Art. The Iowa Chapter, AIA publication was entered under the category of "Company Publications" by Young Ideas, Inc., publishers and designers of the magazine.

The **IOWA ARCHITECT** also received a Merit Award in the same competition last year.

ROBERT CLAUSEN WINS TOP STUDENT AWARD

Robert Clausen, of Fort Dodge, Iowa, was the 1972-73 winner of the Burdette Higgins Memorial Award of Iowa State University. This award is given annually to a graduating senior for his ability in architectural delineation. Selection is made by the architecture faculty in conjunction with the representative of the Iowa Chapter, AIA. The jury this year consisted of Jim Wilkins, Al Miller, and Dick Young.

HOMES FOR BETTER LIVING AWARDS

The annual Homes for Better Living Awards Program has announced that twenty architect-designed homes and multi-family housing projects have won awards for 1973. Award certificates were presented to seven First Honor and twelve Award of Merit winners during the American Institute of Architects' convention in San Francisco May 7-10.

The firm of Crites and McConnell, Cedar Rapids, Iowa received an Award of Merit for a multi-building project in Danville, Illinois.

The annual awards program—largest and oldest for residential design in the United States—is sponsored by the American Institute of Architects in cooperation with **Home & Home**, a McGraw-Hill trade publication for the housing and light construction industry and **American Home**, a Downe Publishing magazine. The program was instituted 18 years ago to inspire ex-

cellence in originality of architectural design and use of building materials.

Over 400 entries were submitted this year, in the program's three categories: custom-designed houses for specific clients, houses designed for sale and multifamily housing.

They were judged during a two-day session March 20 and 21 at the AIA headquarters in Washington, D.C. by two juries: one for custom homes and one for designed-for-sale houses and multifamily housing.

AMERICAN INSTITUTE OF ARCHITECTS GIVES TWENTY-FIVE YEAR AWARD TO WRIGHT'S TALIESIN WEST

Taliesin West, built in 1938 as a desert camp in Arizona by Frank Lloyd Wright and his associates and students, received The American Institute of Architect's 25-Year Award.

This honor, given in recognition of architectural design of enduring significance, is restricted to structures at least 25 years old. Taliesin West, now the site of the Frank Lloyd Wright School of Architecture and the southwestern headquarters of the architectural firm that bears Wright's name, is the fourth recipient of the honor.

The Institute's 25-Year Award was presented in 1969 to Rockefeller Center in New York City; in 1971 to Crow Island School in Winnetka, Illinois, and in 1972 to the Los Angeles residential development of Baldwin Hills Village. The 1973 award was conferred during the Institute's national convention in San Francisco, May 7-10.

Wright's development program is being executed by his widow, Olgivanna Lloyd Wright, who in 1932 was co-founder with him of the Taliesin Fellowship, which was conceived as a practical school for architecture and the allied arts and is now the Frank Lloyd Wright School of Architecture.

Taliesin West was chosen for the award by the AIA's 1973 Honor Awards Jury. In announcing the selection the jury's chairman, Pietro Belluschi, FAIA said, "The years have not diminished the elemental quality of Taliesin West. More than other works by

cont'd.

news cont'd

this master it shows how to grasp the mood of the land and transforms it into a place of harmony and beauty. Here one understands the magic of man's primeval relationship to nature."

"MEET OWNERS' NEEDS," SAMPSON CHALLENGES ARCHITECTS, ENGINEERS

Arthur F. Sampson, administrator of the General Services Administration, has challenged architects and engineers to evolve methods of practice to meet the growing demands of owners—both public and private—to build "better, faster, and less expensively."

His remarks were made at The American Institute of Architects/Consulting Engineers Council Public Affairs Conference held Monday and Tuesday (March 19 and 20) in Washington, D.C. He spoke on the implications for A/E's of the recently published report of the Commission on Government Procurement.

Sampson said that owner pressures on architects and engineers to modernize their roles will increase. "I see owners asking several firms for proposals which include a professional fee, a functional design concept, a representation of the aesthetic quality of the proposed project, and an analysis of the quality of equipment and other building components on a life-cycle basis."

Owners, he said, are asking "for new services from architects and engineers like value engineering and participation as construction managers . . . private sector owners are turning to those firms which provide the most comprehensive and complete services."

To be the "leaders of this trend" and the "inheritors of the industry," Sampson said, "you need new skills and better management. You will have to bring onto your team men and women experienced in areas like procurement, supply, construction, contracting, law . . . Equally important, you've got to get the cash flow going in your firms to keep these talents on board and to submit the kind of proposals that will be requested."

Until required to do so by the President or the Congress, Sampson said, the GSA will follow its present policies on A/E selection and on life cycle costing in proposals on projects with estimated costs over \$500,000.

"We welcome the support of the A/E professions on these questions," he said. "This effort can materially affect the outcome of this issue." But he warned that the Commission report favors both A/E selection by competitive bidding and the inclusion of life cycle costing in proposals, and urged architects and engineers to recognize that these views are held by powerful people in the federal government and increasingly by private owners.

editorial cont'd.

olution. The revolution is construction management. Very basically construction management says pay the contractor fee for his advice. Don't let him construct what he is advising on and thereby eliminate special interest. We all have something to learn from the people that build our buildings.

We should realize that the owner can benefit from the advice of people close to the industry.

It all comes around to giving the owner more say in what he gets. So much of what he gets is decided without him. Architects have gone too far out on a limb in this respect and it's time to start creeping back.

There is a middle ground to be found between the super flexible \$40.00 per sq. ft. building and the non-flexible, but sometimes adequate \$15.00 per sq. ft. building. We need to involve the client in deciding where in that range he wants to be.

GSA used to buy \$40/sq. ft. movable partitions. We could have built vinyl gypsum board partitions for \$10/sq. ft. that were not so easily moved. We've found the average office partition is moved once in ten years. We can build four gypsum board partitions for the price of one movable partition. That is a comparative life of 40 years. Can you imagine living with the same movable partition for 40 years? The end result is that many good movable partitions are thrown out because they look obsolete or parts aren't available any more, or just because people are sick and tired of them.

Many times the professional is overly cautious. To show we're competent we use the best and most expensive product. Often it is not needed.

Real challenge in architecture involves three things; money, time and excellence of design. To just say design is all important is ridiculous. It is relatively easy to design without restraints of time and money.

We must take a hard look at performance specifications. It's our one way to get what hasn't been made yet. A prescriptive specification says, here is my problem and I know the solution and it's the only solution I want. A performance specification says, here is my problem and I'll take any solution that meets all my criteria. Performance specifications look for better ways of doing things.

There are two basic directions here. Prescriptive specifications point toward the cheapest product. Performance specifications point toward the most efficient product.

It must be obvious that our system hasn't done all that well in producing good architecture. In fact we haven't learned to sell the value of good architecture.

The system of prescriptive specifications and competitive bidding has led us in the direction of ever cheapening quality.

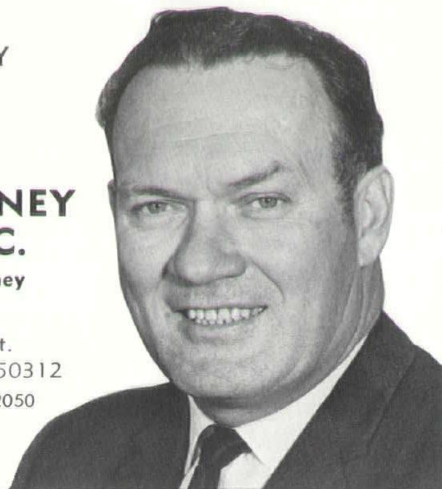
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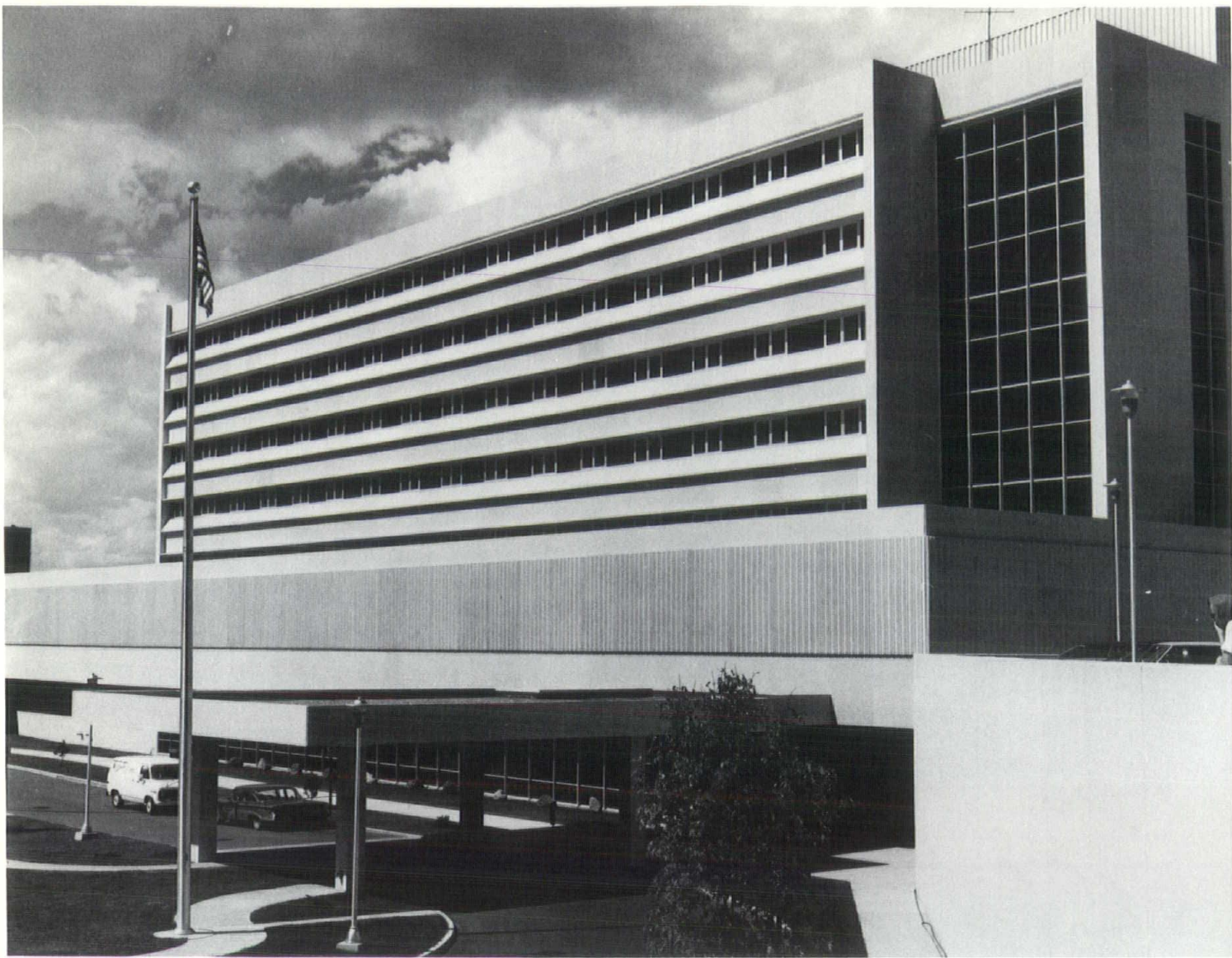
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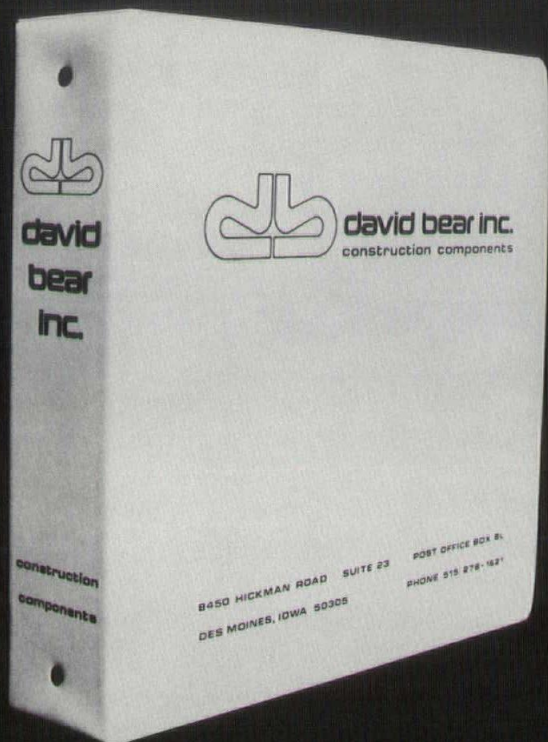
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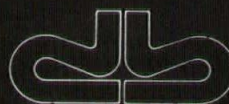
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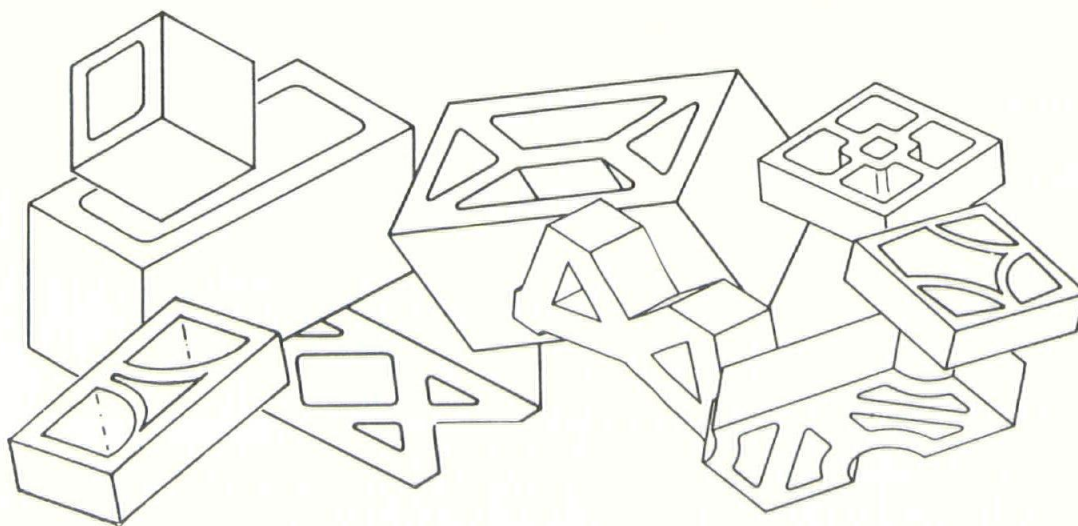


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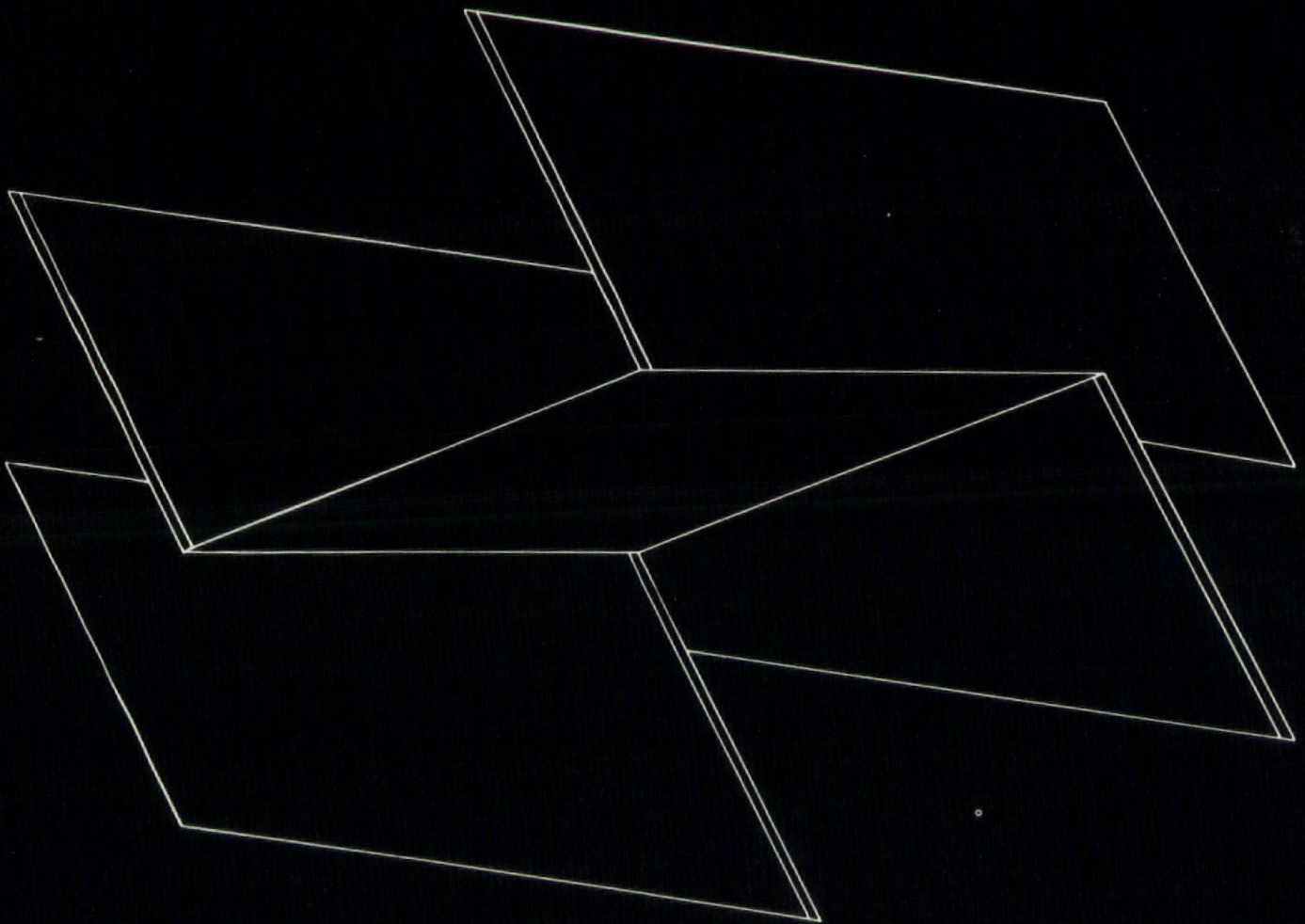
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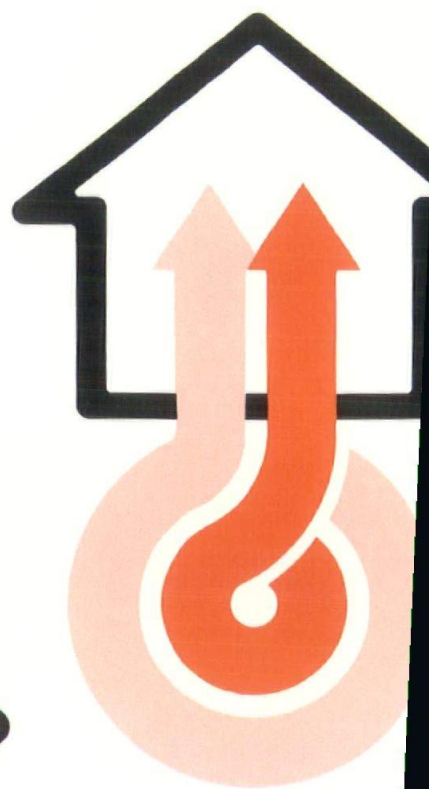
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nuclear fuel. We have 1,310 years' ultimate supply of coal. An ultimate supply of fuel for the fusion reactor, heavy water, is essentially unlimited. No matter how far off the fusion reactor seems today (estimates range from 15 to 30 years), it seems reasonable to assume a substitute for coal will be found within the next 1,000 years.

The buildings being designed today will be using energy 40 years from

now, and electric base load generating plants (which are the ones used for off-peak loads, such as heating in most parts of the country) are increasingly nuclear. The older fossil-fueled generating plants will continue to be used more and more solely for on-peak loads which rarely involve electric heating.