

# DESIGN AWARDS

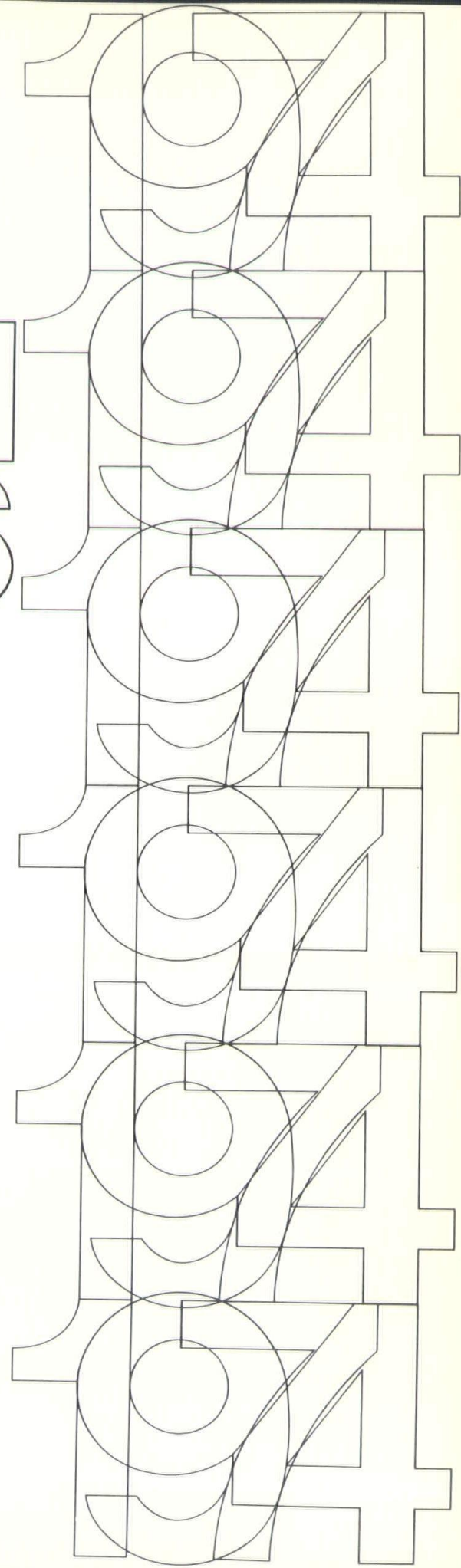
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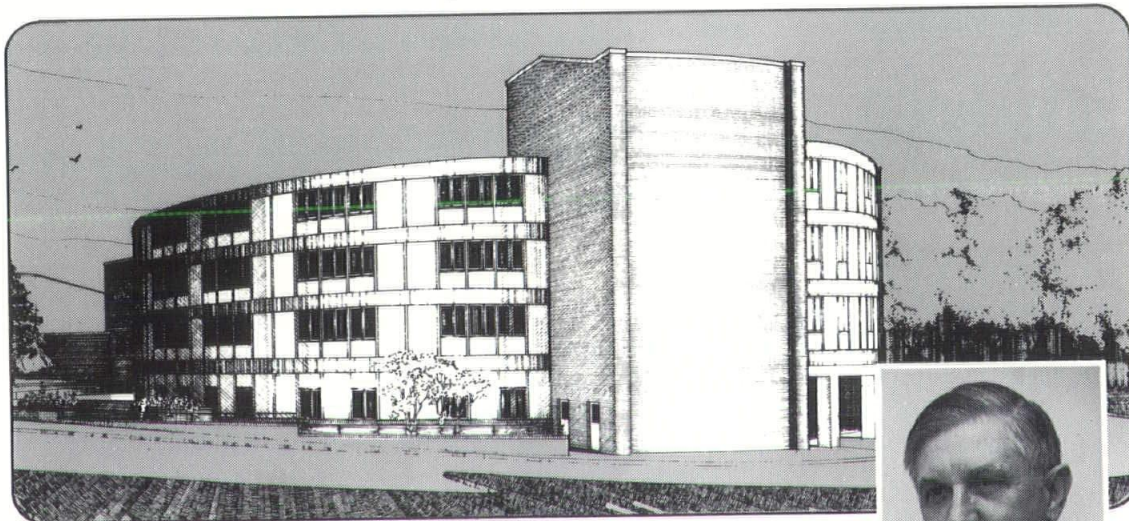
# IOWA ARCHITECT



# pipeline

## Why did the Engineer prescribe **HYDRONIC** Heating and Cooling for the New Wesley Acres Health Care Center?

Architects: McKivven and Carney



Those who are ill have enough comfort problems without having to contend with poorly regulated environmental systems. That's why effective present day health care demands the efficient maintenance of a satisfactory thermal environment. Individual room control, all day every day, is also necessary to meet criteria established by both good practice and health department regulations.

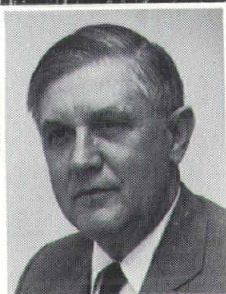
In order to achieve this degree of control without undue cost or use of excessive mechanical plant space, the Consulting Engineers elected to serve the individual room units at this new health care center with recirculated air only. These units are served by dual hydronic circuits, so that either cooling or heating is continuously available.

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# ia

## IOWA ARCHITECT

Volume 21 Number 2  
April/May/June 1974

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

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### AIA Policy:

AIA Vice President John McGinty presents views on the AIA National Growth Policy and Structure which has been under consideration for the past few years and is an on-going study of a planned growth for the United States in the coming decades.

# 7

### Design Awards:

Five buildings were singled out for an award this year, by a distinguished awards jury, in the 1974 Design Awards Program sponsored annually by the Iowa Chapter of the American Institute of Architects. The jury made particular note of the high level of design present in this year's entries. The presentation of the awards took place at the Iowa Chapter, AIA Annual Convention held in Des Moines.

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### News:

The News this issue presents a wide range of items of interest for everyone. New offices, awards, items concerning the environment and more. Items of local news on local concerns and happenings are welcomed by the editorial staff.

The **IOWA ARCHITECT** is printed by Commercial Printing, Inc.

Typography is Helvetica set by Waddell Phototypesetting.

Cover and layout by Young Ideas, Inc.

Cover and text paper is Paloma — Butler Paper Company.

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 Savngs 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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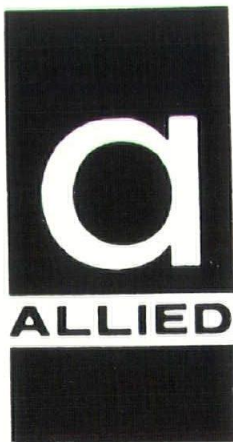
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*This presentation was made at the Iowa Chapter, 1974 AIA Convention by AIA Vice President and Coordinator of AIA National Policy Task Force Implementation Groups, John M. McGinty.*

Two years have passed since the AIA Convention in Houston adopted the first report of the National Policy Task Force, which set forth a comprehensive policy for the growth and rebuilding of the nation's communities. I am sure you recall this report as well as I do — a policy calling for housing the expected growth in this country by the year 2000 in planned units of from 500 - 3000 families, each with a system of education, commercial and recreational facilities. Linking these units would be a balanced net of utilities and transportation.

Supportive of this grand scheme were suggested innovations in local government and land economics such as the notion of cities themselves acquiring land in advance of need and then re-selling the tracts to the private sector to develop in accord with the adopted planning policy. — Reform of tax laws which in many cases provide disincentives for such large scale development — even the notion of public recovery of the incremental increase in real estate values caused by investment in the public infrastructure.

It was a bold plan, intellectually sound and I believe, dead center in the architect's proper sphere of activity. For without such a context, our designs, no matter how great individually, will ultimately have little impact on the quality of the built environment in America.

Two subsequent publications, the report of the November 1972 *Constraints Conference*, and "*Structure For A National Growth Policy*" represent the culminations of Arch Rogers' Task Force's work and the beginning of a new and crucial phase in the AIA's ongoing commitment to the building of a better nation.

This year, Arch has asked me to undertake the role of coordinator of these ongoing efforts. In speaking for him after his two years of intensive dedication to this cause, I feel a little bit like the Czechoslovakian citizen who reported to his local police that he had been mugged by a Swiss soldier and his Russian-made watch had been stolen. "Wait a minute", the cop said, "Don't you mean you were mugged by a Russian

soldier and your Swiss-made watch was stolen?" — "You said it, not me" replied the citizen.

... I'll try to be careful.

Coordination may not be the correct word for where we go from here. This is a policy, and that's a lot different than a recipe. Our task now is to translate this policy into performance; to focus on specific strategies and programs for implementing our objectives; and to assume the responsibility of filling in the details of the picture we have outlined. Coordination seems to imply a narrowing of scope; of constraint; whereas I see now unfolding a proliferation of activities — a literal explosion of ideas and efforts that could never have been imagined when this all began. And, I think that's how it should be.

We enter upon this new phase of our work in a time of change and uncertainty. The seemingly boundless resources which we once took for granted are now threatened. The energy crisis is upon us and its impact on our way of life is only beginning to be felt. Even the integrity of our public institutions and officials is under question.

But this atmosphere of uncertainty can also provide us with fertile ground in which to plant the seeds of change. In questioning our established assumptions we open ourselves to new possibilities for improvement, to fresh opportunities for building an environment more nearly in tune with our needs and aspirations as a human community.

The National Growth Policy proposes a way of building such an environment and serves as a means of coordinating AIA programs year by year toward this comprehensive goal. In the third report of the task force, which functions as a bridge between the generalized policy proposals and more specific mechanisms for their implementation, we have identified the principal areas of concern under which our various efforts are organized:

At the forefront is — Energy Conservation. The nature of our built environment has reflected the common assumption that virtually limitless supplies of cheap energy would continue to be available. Now that this assumption can no longer be made, the need to conserve energy must become a primary consideration in the design and development of our communities.

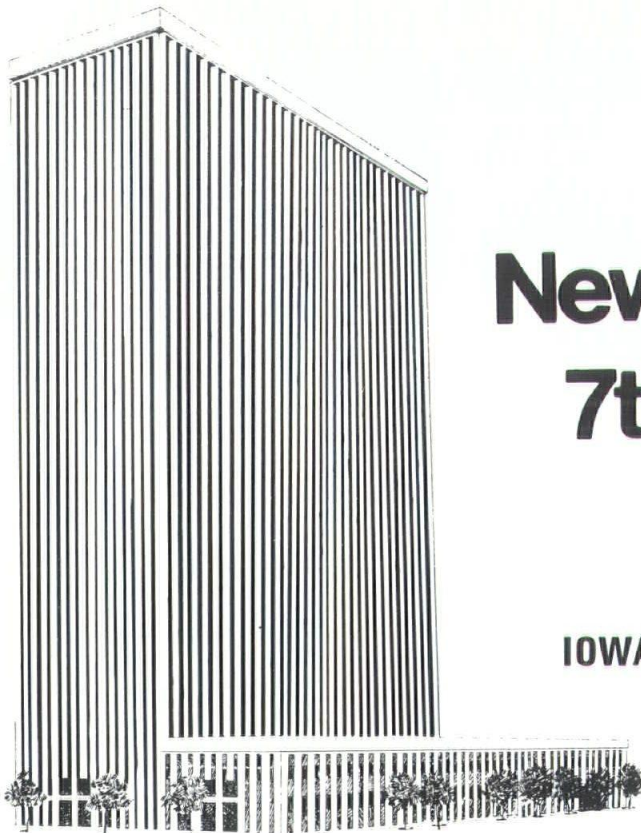
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# DESIGN AWARDS 1974

THE JURY 1974



**Stanley Tigerman, FAIA**

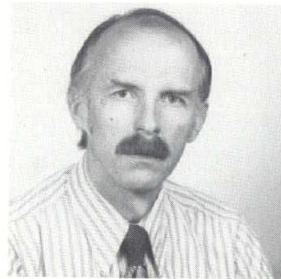
Mr. Tigerman's architectural career in private practice is distinguished by three factors: 1. His widely known concepts of megastructures, floating cities, airports and studies into the formal nature of structure; 2. His moderate income housing projects and work with community organizations in planning, rehabilitation and new construction as well as his early-on establishment of community architectural clinics; and 3. His projects in the Candian New Town "Nun's Island" and the emerging country of Bangladesh. He has received Chicago Chapter AIA, National AIA and HUD Moderate Income Housing Award and **Architectural Record** Apartments of the Year. Concurrent with his architectural practice, he was until 1971, a full professor of architecture at the University of Illinois in Chicago and its senior architectural thesis critic and has taught and lectured at numerous universities throughout the country, Bangladesh and Wales. Mr. Tigerman has had his own practice of Tigerman & Koglin since 1962.



**Ben Weese, FAIA**

Ben Weese is presently associated with the firm of Harry Weese & Associates, where he is Vice President and Assistant Head of Design. A selection of projects in which Mr. Weese was designer: Chicago Teachers' Union, John Fewkes Tower; Kenwood Gardens

Townhouses, Chicago; Dormitories, Student Commons, and renovation of King Chapel, Cornell College, Mt. Vernon, Iowa; Beloit College Science Building; Latin School of Chicago; Carleton College Fine Arts Building; Lake Village, Chicago — townhouses, walk-ups and high rise buildings; Forest Park Community College, St. Louis; John Knox Home, Norfolk, Virginia; Fine Arts Complex and the Olmstead Student Center, Drake University, Des Moines, Iowa. His work was exhibited in the 40 Under 40 Show at the New York Architectural League and has received numerous Chicago Chapter AIA Design Awards. He has recently been elected as **Fellow in the American Institute of Architects**.



**Richard R. Whitaker, Jr., AIA**

Mr. Whitaker is presently Professor of Architecture and Head of the Department of Architecture, University of Illinois, Chicago. He was a partner and founding member of the architectural firm of Moore, Lyndon, Turnbull and Whitaker; San Francisco, Boston, and New Haven. Mr. Whitaker has carried on a successful professional practice in a broad range of architectural and planning projects, both as an architect and as a consultant for private clients as well as public agencies and institutions. During the last 6 years Mr. Whitaker has been involved with developing methods to integrate environmental and ecological concepts with physical design process. As a staff member of the Thorne Ecology Foundation Mr. Whitaker has been a participant in five summer programs in Aspen working with leading engineers, administrators, and public officials from the government and private industry. As a member of Moore, Lyndon, Turnbull and Whitaker, Mr. Whitaker has received over 15 national architectural awards for excellence in design, including three A.I.A. Honor Awards and the State of California Award for Environmental Excellence.



# HONOR AWARD

## Dallas County State Bank, Redfield Office/Redfield Charles Herbert & Associates, Inc./Des Moines

**OWNER:** Dallas County State Bank  
**CONTRACTOR:** N. W. Youngman & Son  
Adel, Iowa  
**PHOTOGRAPHER:** Joel Strasser

**ARCHITECT'S COMMENTS:** Existing space became crowded and need for drive-up service developed, the owner purchased an old empty building and corner lot situated one block north of the business district on a main thoroughfare. Investigation determined the structure to be sound and suitable for remodeling. Though larger than program requirements, a total exterior renovation offered space for tenant use and future expansion. Existing column spacing and bearing walls dictated some aspects of interior planning.

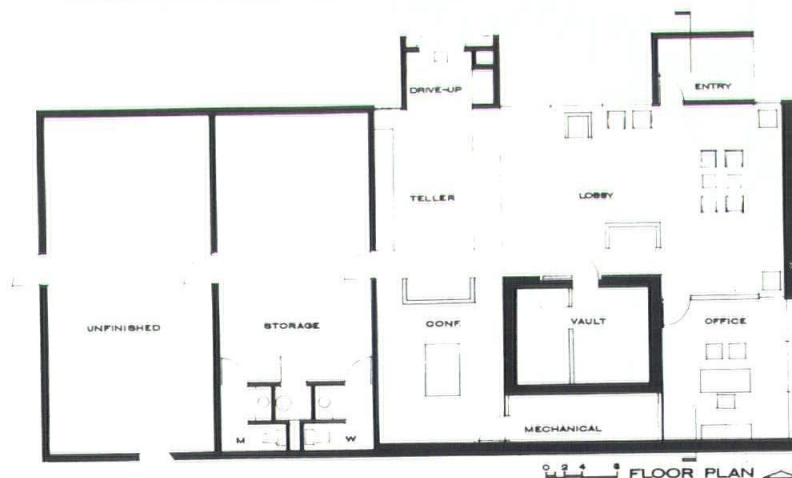
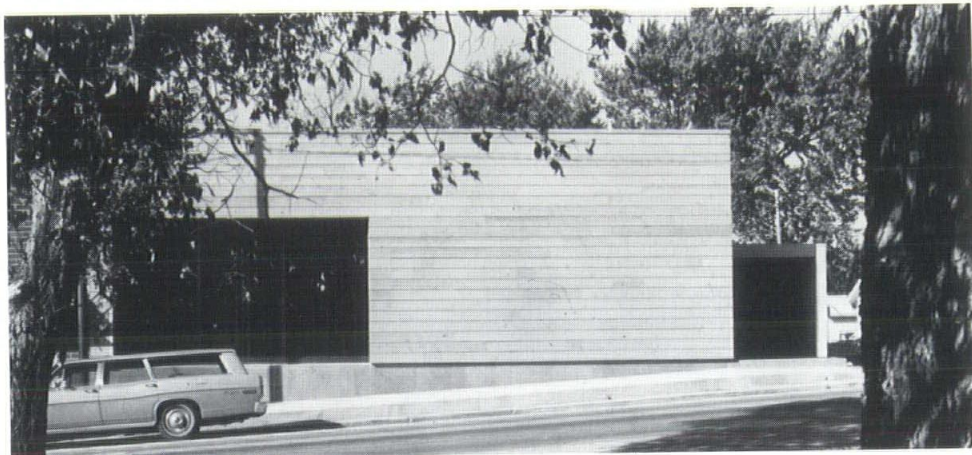
After closing existing openings and cutting others, the shell was sheathed in horizontal cedar siding. Fenestration reflects interior spaces and placement of the entrance negates the need for steps. The neutral, painted forms on the north and interior painted wall contrast with the rough sawn siding and provide surfaces on which needed graphics and color could be accommodated.

The vault is centrally located to define spaces and provide roof framing support. The drive-up enclosure projects through the transparent north wall to reduce vehicular slope problems.

Landscaping evident from within the building will be provided to separate drive-up and parking functions.

### JURY COMMENTS:

Very simple building; this simplicity was refreshing. Central vault reading is secure in center of building. Lack of monumentality. Simple materials handled with care. Comes out as strong building working well, not overplayed. Direct; strong sense of good design. Some problem with scale of sheet facade, needs slight sense of human scale.





# MERIT AWARD

## Taylor Elementary School/Cedar Rapids Brown-Healey-Bock and McConnell-Steveley-Anderson Associated Architects of Cedar Rapids

**OWNER:** Cedar Rapids Community  
School District

**CONTRACTOR:** Viggo M. Jensen  
Iowa City, Iowa

**PHOTOGRAPHER:** Michael Mitchell

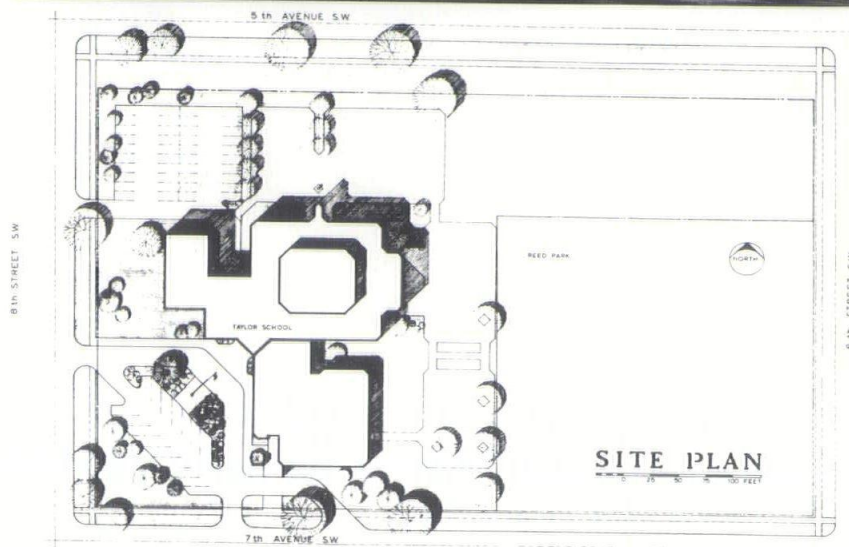
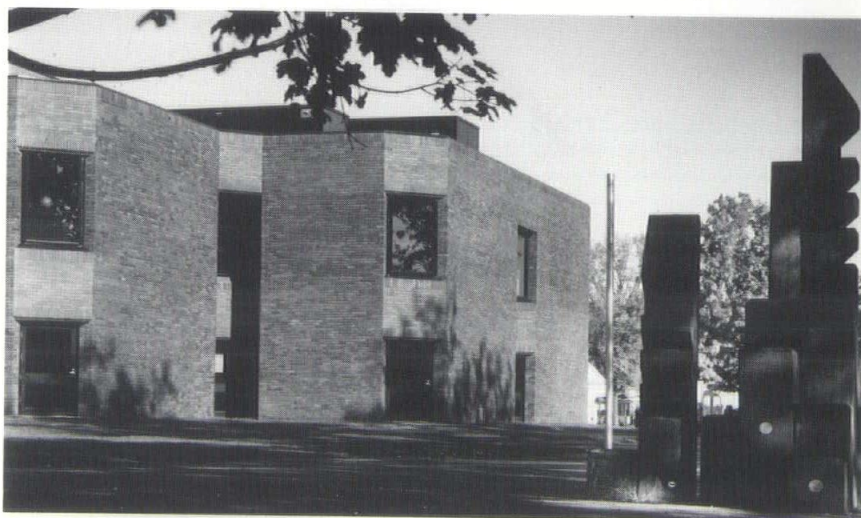
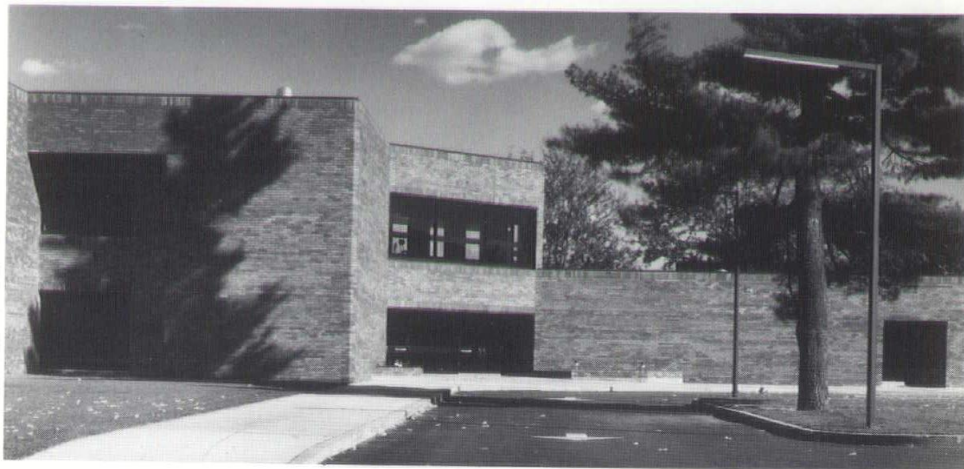
**ARCHITECT'S COMMENTS:** Program requirements were to design an elementary school building to allow for a flexible instructional program and provide a cheerful, happy environment in which each child may have opportunities to participate as an individual as well as a member of a group.

Also to incorporate a Rehabilitation Center facilities to educate the physically handicapped children and to integrate them into normal classroom environment as soon as possible and to the extent each student is able.

The site is level and the former site of one of the oldest schools in the city. The site is adjacent to a city park and is surrounded by some of the older residences in the city, some of which were acquired to expand the site.

### JURY COMMENTS:

When consistent on geometry, such as the corners, it became contrived in some places. There were a few inconsistencies. There was some picking at detail consistency throughout the building. Planters in plan geometry look nice in the plan, but in overall scale they are not significant. Some discussion of appropriateness in scale in relation to elementary school children. Consistent use of materials and form. Some loss of geometry on exterior.





# MERIT AWARD

Dallas County State Bank/Adel

Charles Herbert & Associates, Inc./Des Moines

**OWNER:** Dallas County State Bank

**CONTRACTOR:** Russell D. Oneal  
Adel, Iowa

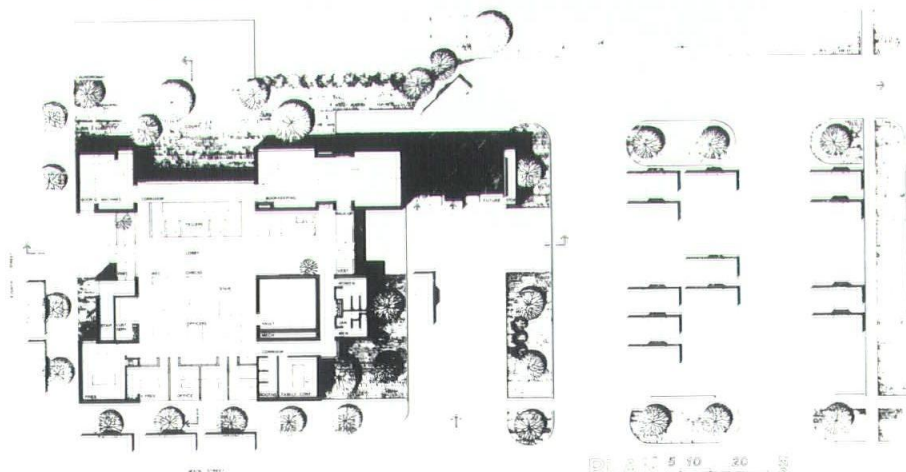
**PHOTOGRAPHER:** Joel Strasser

**ARCHITECT'S COMMENTS:** As existing bank space became crowded and the need for additional drive-up lanes developed, the owner purchased additional land adjacent to the existing bank structure. The possibility of constructing a new building on the site was considered, but it was felt that the present building location on the corner of the court house square was a viable asset. By expanding and remodeling the present structure the bank could remain open during the construction and continue to draw pedestrian traffic from the adjacent business district. Expansion is developed to the east and north around the existing vault. With dual entries from the square and the expanded parking area, a pedestrian 'street' is developed through the bank lobby. Brick pavers in the lobby are an extension of the same material in the adjacent streets. The revised site plan scheme for automobile circulation corrected a problem of exiting onto a busy street. Since peak drive-up traffic does not occur when the bank lobby is open, pedestrian and vehicular traffic cross circulation at the east entry has not yet been a problem. This solution also allowed the development of a landscaped court behind the teller line with the blank wall of the existing laundromat providing a backdrop.

When it was discovered that the original building brick was no longer being manufactured, it was decided to reface the existing building in the same materials as the new addition. The existing roof remained, overhangs were removed and parapets added.

## JURY COMMENTS:

Almost unbelievable to go from beginning to finished product. General plan attractive because of general use of site. A simple statement which works well. Simple use of material in concerned manner. Clever use of material and integration of shapes. A lot of pieces using giant cornice to pull together. Somewhat spartan in use of plain walls in relation to scale of people.





# MERIT AWARD

## American Republic Warehouse/Des Moines Charles Herbert & Associates, Inc./Des Moines



**OWNER:** American Republic Insurance Company

**CONTRACTOR:** Bergstrom Construction, Inc.

Des Moines, Iowa

**PHOTOGRAPHER:** Joel Strasser

**ARCHITECT'S COMMENTS:** The owner, an insurance company located in a significant, award winning corporate headquarters, purchased a near-by structure formerly housing bowling alleys, to replace a warehouse destroyed by fire. This building, which was a visual blight in itself, is located on an important one-way artery to the downtown area: it exhibited a giant billboard and a sheet metal enclosure for mechanical equipment on its important north elevation.

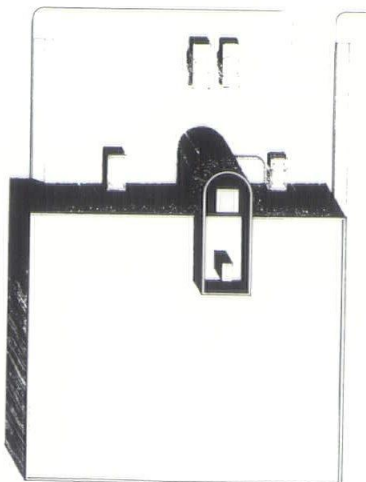
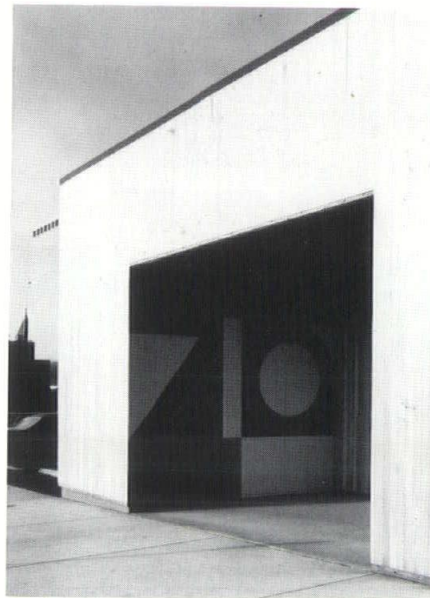
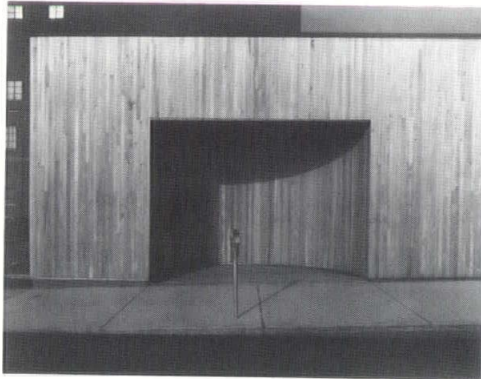
Programming dictated a secure facility without windows. Existing openings were closed with masonry, new openings cut and interior spaces modestly improved.

The severe, approximately square form of the structure was highlighted by a curvilinear positive form concealing mechanical equipment on the north and by an incised negative space on the east where a hidden exit door is concealed in identifying wall graphics. Major access is by overhead and pass doors located on the alley side. The entire composition of forms is clad in slightly spaced cedar siding and capped with a dripless metal coping to assure uniform weathering.

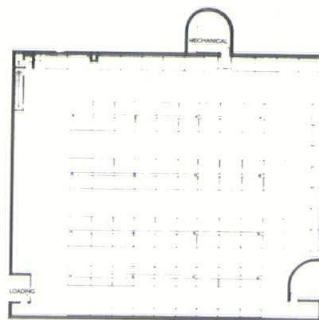
Parking area on the flanks will be landscaped in the spring.

### JURY COMMENTS:

Like this just because it was done and because someone took concern to do it. Simple. Direct. Almost borders on being too monumental. Entrance is a simple statement. Building adds to the texture of the city — not taking away; provides simple backdrop.



SITE PLAN



FLOOR PLAN



# MERIT AWARD

## Home Federal Savings & Loan/West Des Moines Branch Charles Herbert & Associates, Inc./Des Moines

**OWNER:** Home Federal Savings and Loan Association

**CONTRACTOR:** Ringland, Johnson, Crowley  
Des Moines, Iowa

**PHOTOGRAPHER:** Bill Plymat

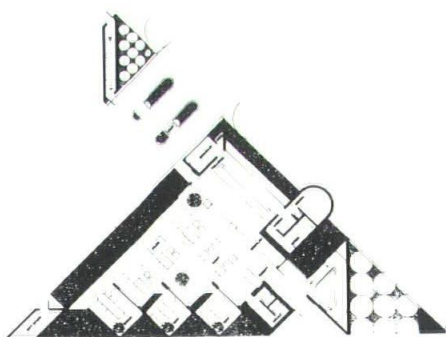
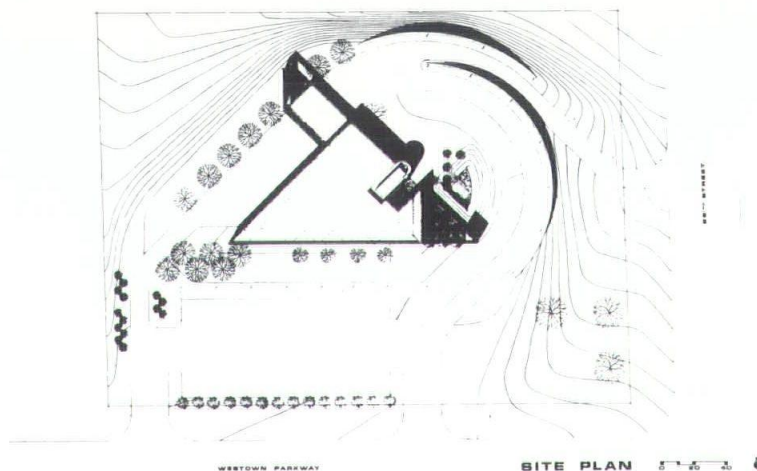
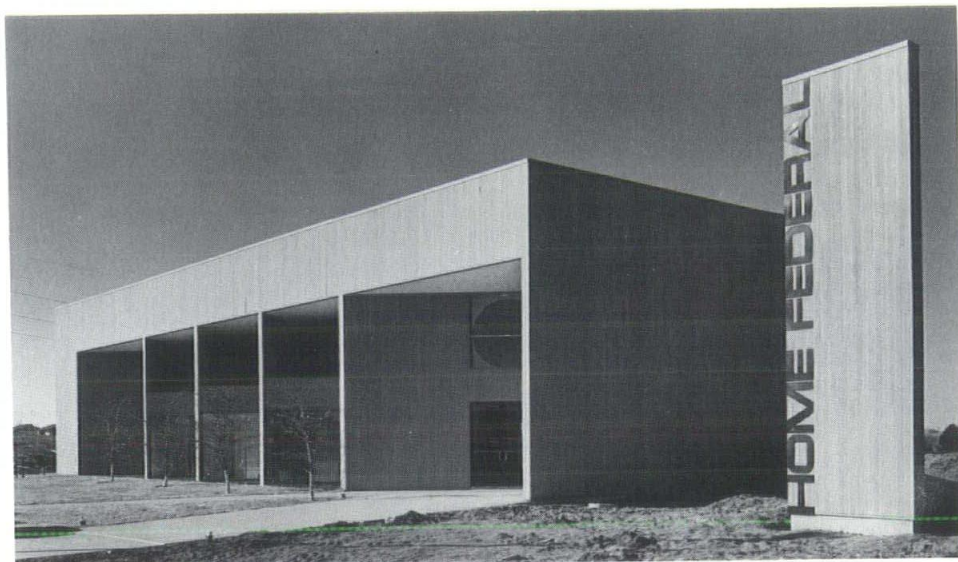
**ARCHITECT'S COMMENTS:** Three other lending institutions share this intersection in a rapidly developing commercial area, and a large shopping center to the south lies at an elevation 10 to 20 feet higher than the owner's sloping site, all of which made visibility and identity a major problem. Fortunately, a large amount of earth, stock-piled and available at the adjacent property, could be used to extend the level portion of the site and lift the building. Concrete walls retain this earth fill and define curving drives which provide stack-up space for the drive-through tellers. Primary auto access is from the street south of the site; a secondary drive from the street on the east will be completed in the spring after a temporary drive-up facility at that location is removed.

The building was developed as a two-story volume with the drive-up canopy penetrating to form a balcony available for community use after business hours. Fenestration opens the volume to the south and southeast and to the major long view northeast. Wall planes were studied to permit some penetration of direct sunlight without compromising work conditions. Only the low office masses on the south require sun control: these have vertical blinds which screen the view of the shopping center to the south.

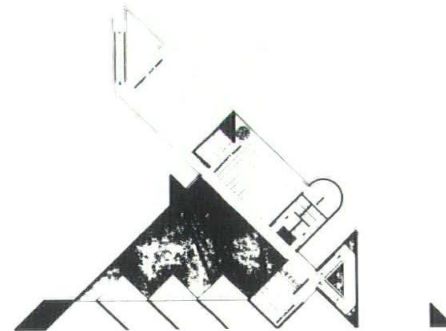
The usual large volume of gift premiums and pamphlets is organized in a display area adjacent to the entrance, and is supplied from the storage area behind. Ascent to the balcony level is deliberately manipulated, using an extended horizontal landing, skylighting, and wall graphics.

### JURY COMMENTS:

Suburban—ends up large object in park-like setting. Simple and well thought-out detail. Carefully done; appealing building. Great simplicity. Carried off with great care and concern.

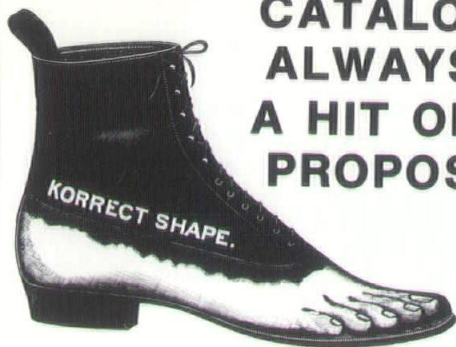


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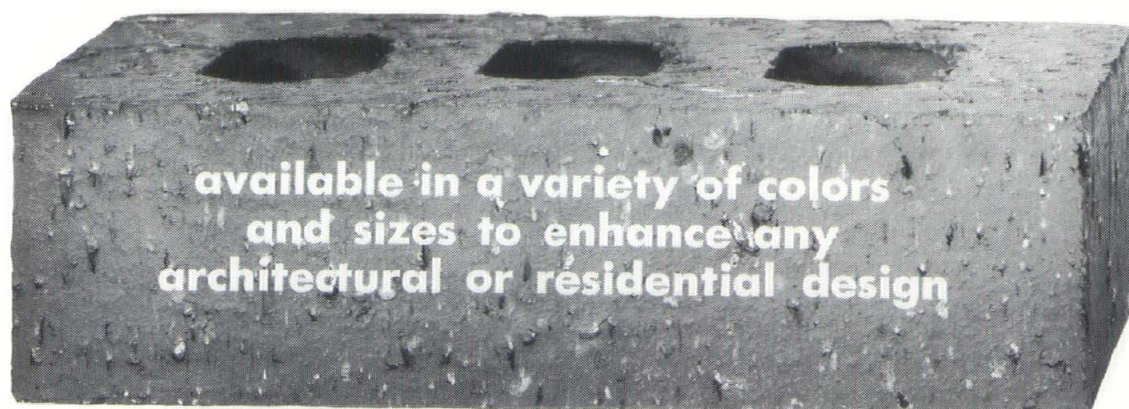
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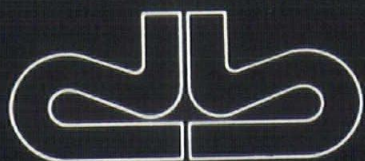
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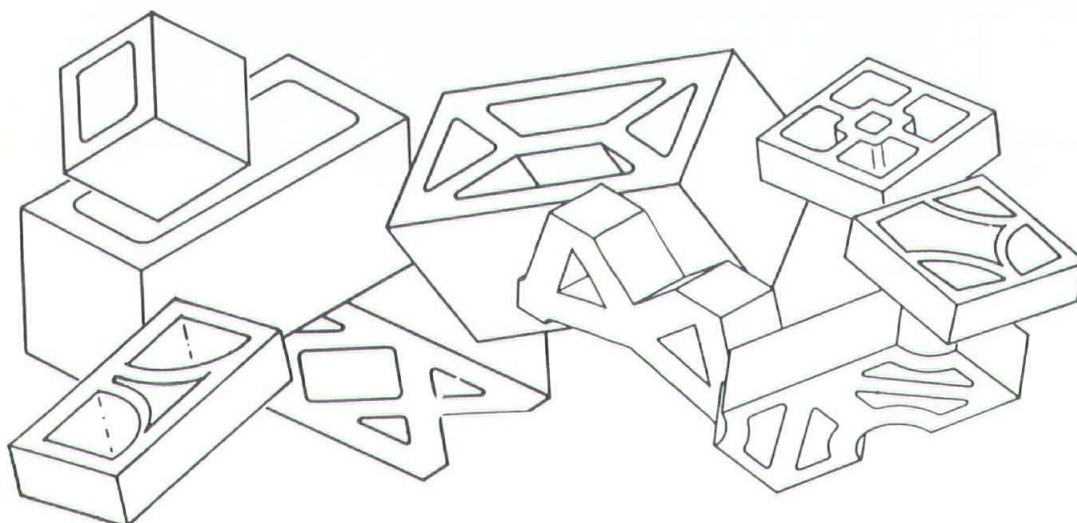
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Through the AIA's Task Force on Energy Conservation we are studying ways of incorporating this consideration into all phases of the design, construction and operation of the built environment. The AIA Research Corporation, working together with Dublin-Mindell-Bloome Associates and Heery & Heery, has recently completed "*Energy Conservation Design Guidelines for Office Buildings*" under a contract with the General Services Administration. The Institute has also participated actively in the National Bureau of Standards' project to develop energy conservation criteria for use as reference standards for legislation on the state and local level.

According to the just published report of Leo Daly, the potential for energy savings through proper building design can offset the equivalent of the entire petroleum import into this country. Re-fitting of existing buildings can probably do as much. Of even greater potential significance, in my opinion, are the implications for the more rational use of land, as outlined in the National Policy on energy consumption. A well designed growth unit with the basic set of human needs nearby and accessible, will eliminate a large part of our need for transportation. I know that in our sprawling city of Houston, most families spend more on gasoline than they do on utilities and I am sure that's not unique.

The new energy consciousness is an opportunity for us to sell community design that not only is more efficient, but also better and more humane.

—National housing policy. The AIA Task Force on National Housing Policy presented to the 1974 Convention its recommendations for a comprehensive national housing policy. The Task Force has addressed itself to the whole spectrum of issues involved in providing adequate housing for all American families. Its findings will lay the philosophical foundation for a strategy to deal with such questions as the range and depth of housing subsidization, the need to create incentives for the development of both new and renewed housing at relatively low cost, and the role of housing in the broader area of community development.

—Growth Unit design criteria. The fundamental building block of the plan set forth by the national growth policy is the neighborhood scale "Growth Unit". Ranging in size from 500 to 3,000 residential units, the Growth Unit would also incorporate a full range of essential facilities and services, to be planned and executed as a "package".

Development of explicit design criteria for the Growth Unit has been assigned to a subcommittee of the Urban Planning and Design Committee. Their report will include the principles of design and the processes necessary to produce a Growth Unit, as well as identifying areas of needed research. In addition to their written report, the subcommittee is also preparing

a graphic presentation illustrating the Growth Unit concept.

—Policies and economics of urban rebuilding. The principles of the Growth Unit apply not only to the development of new communities but also to the renewal of older neighborhoods. Growth policy recommendations have placed special emphasis on the revitalization of existing communities in the nation's cities. Toward this objective, a program on the policies and economics of urban rebuilding has been established, administered by the AIA Research Corporation. Its goals include the development of a comprehensive plan with criteria and recommendations for physical redesign in urban areas and for administrative and political restructuring.

Not only political restructuring, but political initiative is a part of our efforts growing out of the National Growth Policy. The publication, "*Innovations in State Land Use Planning*" has cataloged new ideas in this area and the AIA is currently developing a program of direct assistance for states seeking to draft land use laws.

The National Land Use Bill passed by the Senate last June was supported by AIA even without the amendment to withhold a portion of transportation and recreational funds from states failing to develop land use programs within five years. It is a beginning, House action is expected momentarily.

Recognizing that potential for implementing the growth policy will depend, to a large extent, on making the process of growth and redevelopment economically attractive, the program will also undertake a search for new methods of public and private financing for development. Tax reform mortgage guarantee programs, and the balance between public and private investment are among the factors under investigation.

—Creative public administration. Yet another critical area in carrying out the growth policy proposals is the role of government at all levels in planning, decision-making and problem-solving. Community-building on the neighborhood scale requires the cooperative interaction of government and the private sector. To explore this process the Institute has established within the Design Committee a subcommittee on Creative Public Administration which is currently studying the urban environment.

To these programs, whose objectives are primarily directed toward the implementation of various elements of the national policy recommendations, we can add a number of others making important contributions to this common effort.

The Regional/Urban Design Assistance Team (RUDAT) program continues to provide interdisciplinary planning assistance to cities and smaller communities throughout the country. Through their "plans for planning", RUDATs have a special opportunity to bring the concepts of the national growth policy into the planning process at the local level.

Continued



The Community Design Center program provides a further opportunity for putting the national policy recommendations into effect. CDC's in both rural and urban areas, can play an important role as bridges between the needs of disadvantaged neighborhoods and communities and the larger-scaled decision-making process.

The interface between the practice of architecture and the insights of the social sciences is now being explored in depth. A forthcoming publication from the AIA Department of Education and Research will deal with the possibilities for collaboration between architect and social scientist at all phases of the design and evaluation of building.

This line of research emphasizes the interdisciplinary nature of our approach to the implementation of the national growth policy, an approach which has been greatly enhanced in the past year by the formation of an interdisciplinary Coalition for a National Growth Policy. Convened under the leadership of the AIA, this body includes representatives of over 30 professional, civic and public interest organizations which share our concern for the nation's future. The Coalition has met informally, serving as an arena for the exchange of ideas and providing the task force with valuable assistance in the preparation of its third report.

At its most recent meeting the group, now called the National Forum on Growth Policy, took steps toward the establishment of a more formal structure. Institutional approval for official representation in the Forum is now pending from many organizations and we expect that it will become an increasingly important resource for ideas and action.

Clearly we do not stand alone in recognizing the need to plan for growth. Our policy recommendations have, since they were first introduced, received serious attention from all sectors. Many groups and individuals have joined their voices with ours to call for the rational shaping and re-shaping of our communities to insure a more humane future.

But we have undertaken a role of leadership in this vital effort. The development of the national growth policy has been not an end in itself but rather the beginning of an arduous process which will require a commitment to action as well as an ongoing re-examination of our objectives.

These are some of the things AIA is doing at the national level, but like you, I am wondering when we'll see a growth unit on the ground somewhere. That's a different kind of success and ultimately the only one that can justify the effort AIA has invested in this program. Pamphlets and Policies may make good public relations, but we architects must measure our success by building. So, when and how?

It will be when we are able to translate this National Growth Policy into a local growth policy. The action, now, is at the grassroots. Components of AIA and

architects as individual citizens must begin to impact the political and economic establishment in their own cities and states. No two communities are alike. We will find no pat formula that fits Detroit as well as Des Moines. We will start from different positions and we may well have different style objectives.

For instance, the Los Angeles Chapter determined that the greatest obstacle to a National Land Use Policy in their unique city was fragmented local government. Los Angeles County contains 77 cities and several hundred assessment districts, each with limited and overlapping planning authority.

The Southern California Chapter saw as a first step, preliminary to any meaningful land-use policy, was the creation of a metropolitan governmental structure with the financial clout and enforcement powers needed to implement planning. They developed such a proposal and injected themselves into the political arena. In order to succeed, they also undertook a campaign to reform the electoral process in their area. It's a long road, but they are committed to seeing it through. And if they do succeed, it will mean a lot more than any report.

In Tulsa and Wichita Falls, the local architects started a lot further down the road. There they found a responsive political structure turned on by the presentation of AIA's National Policy. The challenge to the architects was to define the growth unit in the context of their locale — really more of a design process. I suspect this combination of enlightened political leadership and involved AIA chapters may produce our first success.

Florida is yet another case. Down there they have a newly reformed State Government with great access by the citizenry. They also have a unique set of growth problems — great influx of vacation and retirement people and a very fragile landscape.

A red flag charrette was staged last year — you've probably heard of that program. — This was a three day design fete in which leading architects led politicians and media representatives through a design process for state-wide land use planning. Now everybody is involved. Next month the Sarasota Chapter is staging a symposium on growth policy just prior to the legislature's considerations of the issue. They've got the politicians' attention and, with the National Growth Policy as a philosophical base, Architects are going to make a difference in that state.

Now, my own city, Houston, is a horse of another color. We've had an iron-clad policy on growth and planning for years. The only trouble is, that policy has called for unlimited growth with no planning and no zoning. Seriously, this was no accident. It was a carefully constructed posture growing out a developer oriented economy and thoroughly entrenched in the city government. The situation there reminds me of a story about a blind man with a seeing-eye dog who was standing etc. . . . That's how our Chapter felt when we began addressing the question of how we could implement this AIA Policy down there.



You won't find a growth unit there yet, but, you know our Chapter was able to inject the issue of planning into the Mayor's race last fall and by golly we've got a new Mayor and we have his attention. We've got a citizens' group organized to begin defining goals and we've gotten a HUD grant to fund a professional planning staff.

That may not sound like much, but for Houston, we've come a long way, baby! I don't mean to imply that's all AIA. We've discovered some great allies in business and the universities, but Architects started it and raised the issue in our city that would never have been raised without us.

These are the kinds of things that really excite me about AIA. I'm no more a coordinator of these happenings than I am a Chinese aviator. These are the works and happenings of turned-on Chapters and there are more popping up everyday. I'm really more of a cheerleader, and hopefully helping our National Staff Committees to keep up with these components by providing technical back-up.

In closing, let me say that I don't know where you are in Iowa or what your particular regional problems in terms of technical matters or politics. Or, for that matter, what your specific objectives are relative to growth. Only you can know and decide that.

I do hope you will be into this though, and analyze the obstacles and opportunities and go after them.

The message is that Architects can make a difference. Thank you.

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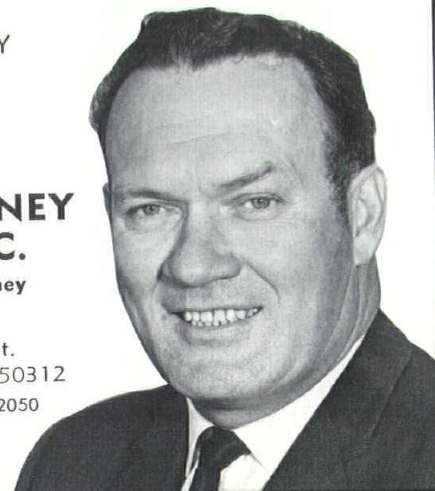
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## NEW FIRMS

### *The Design Enterprise*

The Design Enterprise Co., is a newly formed firm engaged primarily in Architecture and Planning. The firm's members are H. Ronald Walker, AIA, Gary Weaver and Terry Leonard. Offices are located at 1120 Mulberry Street, Des Moines, Iowa.

### **McConnell—Steveley—Anderson Architects & Planners P.C.**

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The directors of the new Professional Corporation, Richard D. McConnell A.I.A., Kim R. Steveley A.I.A. and Craig A. Anderson A.I.A./Assoc. A.I.P., are all former principals of Crites and McConnell and are continuing the work of the original firm at 860 17th Street S.E. in Cedar Rapids, Iowa.

### *The Design Partnership*

The Design Partnership has recently been established in Des Moines as an architectural firm headed by Edward L. Soenke.

## **AIA ADOPTS REPORT ON ENERGY POLICY**

The American Institute of Architects announced the adoption of a report entitled, "Energy and the Built Environment: A Gap in Current Strategies." The report, prepared by Leo A. Daly, FAIA, and presented at the Institute's 1974 annual convention, stressed the need for increasing the energy efficiency of the built environment, calling for further research into problems and means of energy conservation, and for a national program of energy conservation in buildings.

The report also indicated a range of future actions for the AIA. First on the list is the formation of an AIA Energy Steering Committee which will provide leadership in the Institute's studies of energy conserva-

tion. An advisory council on research in energy conservation was also recommended; this group would advocate and coordinate support for energy conservation research.

The report also called for the Institute to pursue a variety of efforts to create a national program of energy conservation in buildings, including legislative evaluation and assistance. Collection and evaluation of energy-saving ideas is also recommended, along with their distribution in a looseleaf notebook of "energy opportunities." Other activities include leadership in setting up demonstration projects and studies of energy conservation.

Members of the newly-formed AIA Energy Steering Committee are: Leo A. Daly, FAIA, chairman; Herbert E. Duncan, FAIA; John M. McGinty, AIA; Robert Burley, AIA, and John Eberhard, AIA, president of the AIA Research Corporation.

## **JOHNSON'S WAX ADMINISTRATION BUILDING TO RECEIVE AIA 25-YEAR AWARD**

For the second time in a row, a project designed by Frank Lloyd Wright will receive The American Institute of Architects' 25-Year Award. The building is the Administration Building for S. C. Johnson & Son Inc., in Racine, Wis. The award was presented during the Institute's annual convention in Washington, D. C., May 20-23.

The award is given for architectural design of enduring significance and is restricted to structures at least 25 years old. The Johnson's Wax Administration Building, opened in 1939, joins a small but distinguished list of buildings that have been honored with the award: Rockefeller Center, New York City (1969); Crow Island School, Winnetka, Ill. (1971); Baldwin Hills Village, Los Angeles (1972); and Taliesin West, Scottsdale, Ariz., the other Wright design (1973).

The building has been regarded by many architects as the greatest contribution to business housing since the design of the skyscraper. Wright himself described it as an architectural interpretation of modern business at its best, designed, he said, "to be as inspiring a place to work as any cathedral ever was to worship in."

The building is a low windowless structure, its walls sheathed inside and out with warm red-brown brick.



Two wings on top of the building form the executive penthouse, reached by hydraulic elevators which travel along the two circular shafts that serve as fresh air intakes for the air conditioning system (the architect referred to them as "nostrils").

The heart of the interior is a large workroom 128 ft. by 208 ft., where most of the clerical work is done. Here the building's unique structural system is most visible: hollow, slender concrete columns, 9 in. in diameter at the base and gradually widening to 2 ft. 10 in. at the top, where they then spread to form inverted umbrella tops with a diameter of 18 ft. 6 in. In shape these columns are much like gigantic golf tees (the tallest, located in the lobby area, are 31 ft. high; in the main building they are 21 ft. 7½ in. high) or flowers complete with long stem, calyx and petals.

The windowless building is lighted during the day through two horizontal bands of glass, one at eye level and the other at the juncture of roof and walls, and through skylights in the areas between the circular columns. The glass bands and the skylight are made up of 43 miles of Pyrex glass tubing, held together with mastic joints. Fixtures for artificial lighting between the two bands of glass tubing are arranged to provide shadowless illumination throughout the work area.

Furniture in the building is of metal and wood, designed by Wright. Desk tops are natural maple or American walnut, finished with wax; instead of drawers, desks have swinging tills.

A mezzanine around the workroom provides additional office space and also houses a 250-seat theater, a kitchen and meal preparation area.

The building opened in April 1939 at the same time as the New York World's Fair. Life Magazine commented at the time: "Future historians may well decide that a truer glimpse of the shape of things to come than is represented by the New York World's Fair was given in a single structure built strictly for business—the Administration Building of S. C. Johnson & Son Inc., Racine, Wisconsin."

## GROWTH POLICY IMPLEMENTATION AT LOCAL LEVELS

Los Angeles Mayor Tom Bradley warned here today that "cities cannot wait for the federal government to deliver" a national growth policy "on its own."

He called for a federally guided policy for "the orderly, balanced, and reasoned growth of urban and rural areas" within which "local policies can be implemented."

Bradley was keynote speaker at the formal opening of The American Institute of Architects convention.

He said the federal government should set goals, standards, and criteria for the distribution of resources. "I've no objection to federal funding or strong guidelines" to meet urban needs, he said.

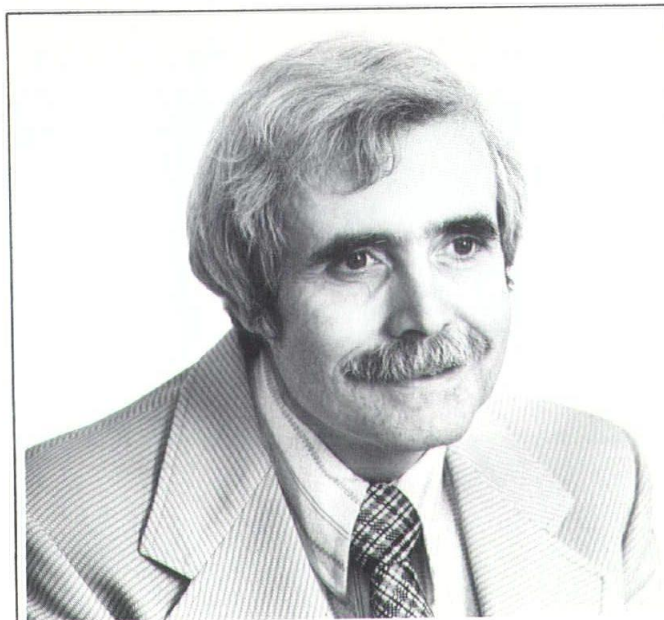
But he said that the Nixon administration's position that it is neither desirable nor possible to formulate a national growth policy "misses the point".

"Let's face it," Bradley said. "No decision is a decision. De facto national urban policy exists in highway, income tax, mortgage financing, and other federal policies which may meet specific goals but which have secondary effects which combine to "constitute an inadvertent national urban policy."

Bradley said city mayors have been "compelled to take a position of advocacy" to urge the federal government to set national direction for urban policy.

However, Bradley said, "a national growth policy which ignores local governments is not serious about succeeding. Local government is closest to the problems and the people and in any plan to control growth, it must be considered an essential institution."

He said his views are also those of the National League of Cities (NLC), the national organization of city officials of which he is current president. Bradley praised the AIA for taking an early stance on national land use policy (the AIA first presented recommendations on the issue in 1972, after a three-year study) and noted that both AIA and NLC are participating in the Forum on National Growth Policy, a coalition of more than 30 organizations concerned with the issue of national growth.



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## **AIA RESEARCH CORPORATION TO STUDY ENERGY GUIDELINES**

The AIA Research Corporation has been awarded a contract by the General Services Administration to review the GSA publication, "Energy Conservation Design Guidelines for Office Buildings," and make recommendations for its revision.

The guidelines, issued in March, 1974, by GSA's Public Buildings Service, provide the first comprehensive criteria for conserving energy in the design, construction, and operation of office buildings.

Under the new contract, the AIA Research Corporation will provide technical consultation to GSA on questions raised about the document. The scope of the project will also include technical guidance for the preparation of a more extensive section on solar energy applications and for identification of needed computer programs for energy conservation analysis compatible with guideline requirement.

Project manager will be architect David C. Bullen, AIA, on leave from the Houston office of Caudill, Rowlett, Scott, Architects, Planners, Engineers. Commenting on the project, Bullen noted that buildings require 30 per cent of the energy consumed in the U.S. each year. "The challenge for architects and engineers," he said, "is to design buildings which conserve significant amounts of energy while still providing for the physical and spiritual needs of man."

## **LOFLAND AND SATTER JOIN HANSEN LIND MEYER**

Hansen Lind Meyer, an Iowa City Architecture, Engineering, Planning & Design firm, has named Mr. Gerald A. Lofland to their Interior design staff and Mr. Robert Satter to their Planning and Landscape Architecture staff.

Lofland, a native of Kansas City, Kansas, received his Bachelor of Science in Interior Architecture from Kansas State University in 1973 and will be responsible for graphic design and signage programs for architectural and private clients.

Satter received his Bachelor of Science in Landscape Architecture from Iowa State University in 1970, and is a Clear Lake native. Prior to joining the Iowa City firm, he was employed in Mason City. At Hansen Lind Meyer he will be involved in park and recreational planning and design, urban planning, landscape design, and golf course architecture.

## **AIA, RIBA ANNOUNCE JOINT PUBLICATION**

American and British architects were present at a special reception at the British Embassy in Washington to honor the publication of the Journal of Architectural Research, published jointly by The American Institute of Architects and the Royal Institute of British

Architects. Guests were welcomed by George Sanderson, cultural and education attache at the Embassy, and AIA officers William L. Slayton, Hon. AIA, executive vice president; Archibald C. Rogers, FAIA, president, and William Marshall Jr., FAIA, first vice president.

The Journal of Architectural Research, to be published three times a year, provides an international forum for the discussion of architectural research work. Its subscribers, in universities, research centers, and architectural firms, represent more than 50 countries throughout the world. Editorial responsibilities are shared between the editorial boards of AIA and RIBA. This transatlantic collaboration marks a new phase in the development of the journal (which was formerly published as Architectural Research and Teaching) and an increased degree of cooperative effort between architectural research workers in the United Kingdom and the United States. American involvement in the project is made possible, in part, by a grant from the National Endowment for the Arts to the AIA Research Corporation, John Eberhard, president.

The first issue includes the following papers: "How Is Design Possible?" by Bill Hillier and Adrian Lewaman of RIBA's Research Unit; "Thermal Aspects of the Environment," by D. P. Wyon, a project leader at the Swedish National Institute for Building Research; "Definition and Description of Activity," by Jay Farbesstein, lecturer at the School of Environmental Studies, University College, London; "Spatial Organization in Infants' Schools," by Kate Evans, a research worker at the School of Environmental Studies, University College, London; "Nature of Environmental Codes," by Linda Clarke, formerly a research assistant in architectural psychology at Kingston Polytechnic; and "Territoriality and Neighborhood Design," by Jacqueline Vischer Skaburskis, doctoral candidate at the College of Environmental Design, University of California, Berkeley.

Annual subscription rate for the new journal is \$12 per volume (3 issues) for U.S. and Canada.

## **PSYCHOLOGISTS' INSIGHTS HELP DESIGNERS, PANEL SAYS**

A speaker at the 1974 convention of The American Institute of Architects suggested that the AIA awards traditionally given for design excellence should only be given temporarily — to be taken away if later studies show the building is unlivable.

Theodore Liebman, chief of architecture for the New York State Urban Development Corp., made that suggestion only partly in jest in encouraging architects to pay more attention to how people use buildings and to focus on what those people really need.

The panel session further explored the theme of the convention, A Humane Architecture, and represented a growing realization within the architectural profession that architects may need to use the perspectives and insights of environmental psychologists in determining



best how to design for the needs of residents and users of buildings.

Liebman also commented that he would like to see public health departments cite a building as being psychologically unhealthy if it makes the people who work in it unhappy, just as they might require the closing of a restaurant as a health hazard for having too many mice.

Several architects attending the panel were fearful that the role of the architect would be diminished by relying heavily on the social scientists.

In answering these questions, John Zeisel, a sociologist at the Harvard University Graduate School of Design, said that architects ought to use the insights and information being developed by environmental psychologists as much as they would those of any other consultant.

If an architect is building a theater and calls on the services of an acoustical consultant, Zeisel asked, "We don't feel the result will be the worse because of it, do we?" The same relationship should exist between the environmental psychologist and the architect, he said.

The housing projects, for example, which the panelists said were the most successful, were the ones which keep human needs uppermost in mind as design decisions were being made. Their priorities were developing a sense of community, designing so that children could be supervised easily while playing, providing security, and allowing for people to control and to personalize the exterior space as they wished.

Panelist Frank J. Carr, director of technical applications programs at the Westinghouse Corp., suggested that in determining user needs, the term "user" should be more narrowly defined than is often the case.

Carr said that there are four main categories of building users. In a courthouse, for example, there are those like clients and lenders who create the building, those like judges and bailiffs who are its "managers," those like plaintiffs and defendants who are the users, and those like spectators who are "intruders." Designers must investigate the needs of all these kinds of people, he said.

### **AIA ESTABLISHES NEW PROCEDURES TO INVESTIGATE MISCONDUCT CHARGES**

In an unprecedented action, the Board of Directors of The American Institute of Architects voted Saturday to establish within the Institute a national committee to investigate allegations of misconduct by architects. If investigation of such allegations warranted, the committee could bring charges of unprofessional conduct before AIA's National Judicial Board, the appropriate state registration board, and/or appropriate legal authorities.

The national inquiry committee, which will consist of 10 to 50 members appointed by the Institute's Board of Directors, will provide a pool from which a panel of

three to five members will be selected to investigate specific charges on an ad hoc basis.

The inquiry committee will be charged with investigating matters brought to its attention (whether by complaint or otherwise) that appear to involve unprofessional conduct or violations of AIA's Standards of Ethical Practice involving a major public interest, such as recent allegations of illegal political contributions and kickbacks by architects seeking public contracts. Cases involving failure to conform to registration laws, or violations of criminal statutes committed in relations to the practice of architecture, will also be handled by the committee.

In each case, the panel would be charged with determining whether the matter should be referred to the Institute for consideration under its disciplinary procedures, to the appropriate state registration board, or to legal authorities. If the panel determines that grounds for complaint exist, the inquiry committee would act as complainant in instituting proceedings against the alleged offender.

The impartial inquiry committee, with authority to act as complainant, will provide an alternative to the present procedure which relies upon an individual to bring charges. Because investigations of major public issues may involve lengthy judicial proceedings, individuals could hesitate to bring charges.



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Insofar as possible, the panel appointed in each individual case will be drawn from AIA members who live and practice outside the geographical area of the accused, thus insulating them from accusations of self-interest or prejudice.

While the AIA may terminate membership of Institute members found guilty of violating its Standards of Ethical Practice, suspension or revocation of licenses to practice is reserved to the appropriate architectural registration board. In some jurisdictions, registration boards have been hesitant to undertake investigative activities in cases of alleged wrongdoing, because of uncertainty about statutory authority.

## **INCENTIVES TO RESEARCH IMPORTANT IN ARCHITECTURE**

"If we're talking about user needs"—and everyone was at The American Institute of Architects convention—"we have to reward architects for rewarding clients."

The statement, from an audience member at a panel discussion called "Basic Research: People and Buildings," underlined one of the themes of the workshop: that architects need incentives to engage in research into human behavior that goes beyond that practical research needed to design a building.

For panelist Louis Sauer, FAIA, of Philadelphia, there are three incentives.

The first is esthetic. Sauer believes that behavioral research can help him design buildings that will "bear up with the user in 20 years."

The second is economic. Sauer thinks that research helps him define problems accurately which in turn shortens the time (and thus lowers the overhead) needed to design a similar project at a later date.

The third is legal. Should he be sued, Sauer says, research data will help him defend his design decisions by providing an accurate picture of the "state of the art" when the building was designed.

The panel, conducted Tuesday, May 21, was one of four that related to the AIA convention theme, A Humane Architecture. The panels were intended to explore the ways in which people and their physical environments interact and affect one another.

Panelists, several of whom were environmental psychologists, stressed the need for architects to accept research as necessary to the profession.

Several pointed out that architects already do research when they investigate the needs of various user groups before designing a building.

Panelist Michael Brill, professor in the School of Architecture and Design at the State University of New York at Buffalo, said, "One step in encouraging research input in architecture is to treat every building as a mechanism for testing hypotheses."

A building design is an "if/then hypothesis," he said. He suggested architects keep accurate records of the progress of the building and then "go back in five years

to see if the assumptions you made were borne out."

In this process, panelist Don Conway, AIA, of the Institute's Education and Research Department, stressed the need for "a commitment to add to the basic knowledge" about how buildings and people interact.

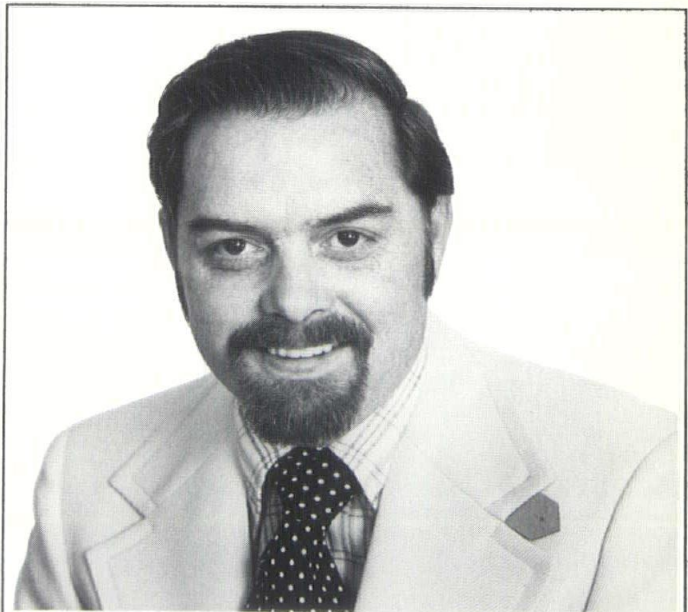
To build this commitment, we need three things, he said: the concept that every member of the profession has the responsibility to add to the body of knowledge in the field; a change in attitudes about the usefulness of research, and the appropriate research skills.

"Simple user need studies asking 'What do I do?' don't get at the important question, 'What's going on here?'" Conway said.

The incentive to develop answers to the latter question is growing, the panelists and audience members seemed to agree.

Panelists added other incentives to those initially listed by Sauer. They said research can sometimes help an architect get a job. Research provides the power that comes from possessing knowledge.

And, they said there's an incentive that comes from architecture's historic grounding in the humanities: to consider human needs as expressed through architectural/environmental research means architects accept more fully their responsibilities as professionals.



### **Data Pack Hugh Alger**

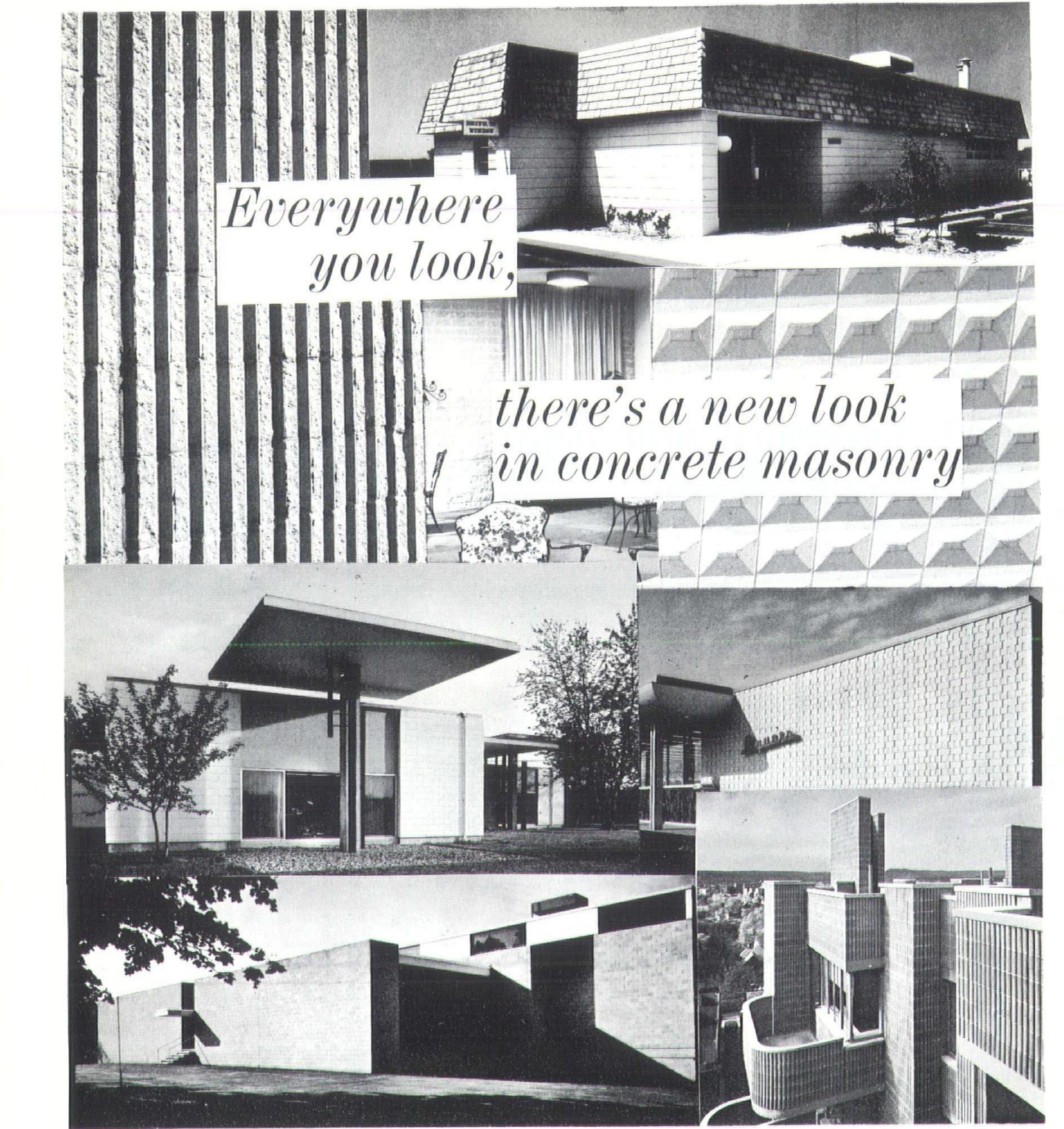
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