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Indiana Architect

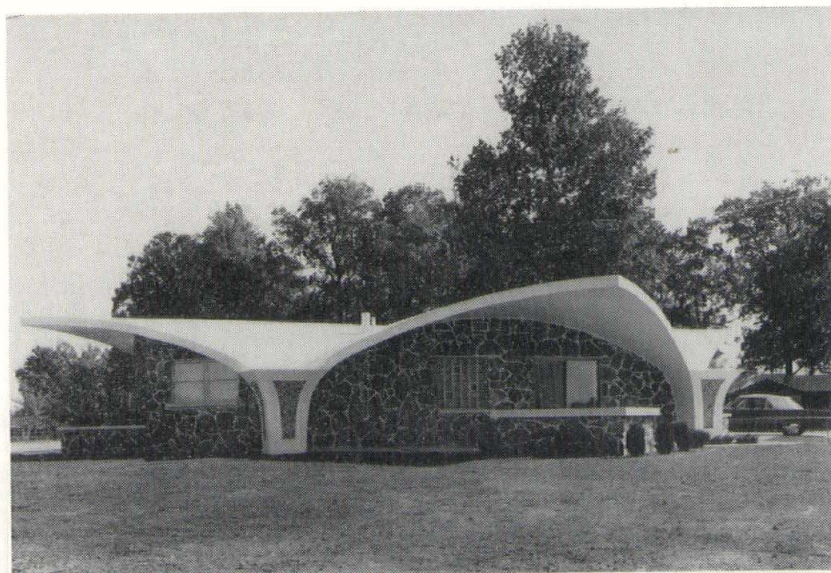
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MARION HORIZON HOME



The Village Mall, Cleveland, Tennessee. Architect: Toombs-Amisano and Wells, Atlanta, Ga. Builder: Rea Construction Co., Inc., Charlotte, N.C.

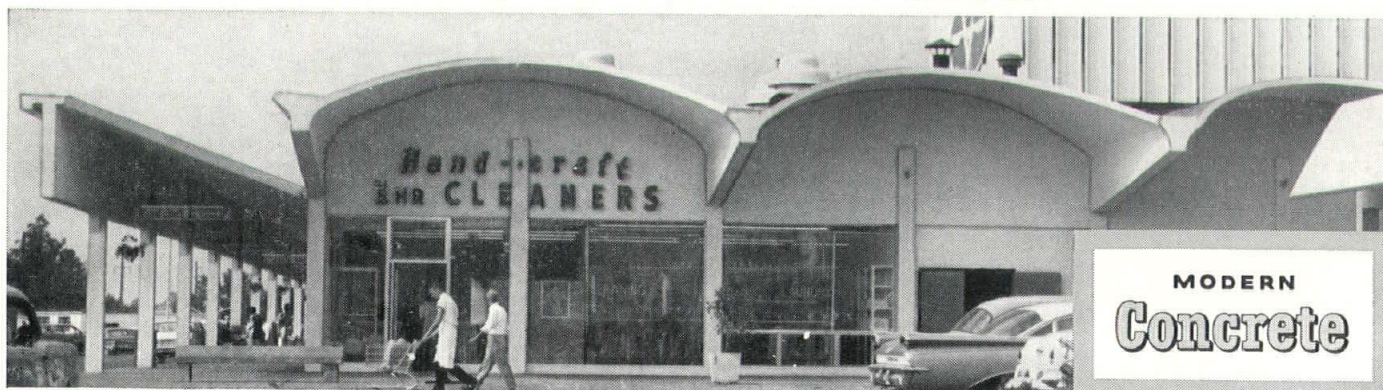
Concrete shells and lattices bring striking beauty to the Village Mall

Beauty is good business at the Village Mall, the new all-concrete shopping center in Cleveland, Tennessee. Twenty-nine shops and stores are thriving, more are getting ready to move in. Of 186,000 square feet of space, more than 120,000 are roofed by the graceful curves of concrete barrel shells. Adding to the architectural interest are the massive concrete beams that overhang the arcade on either side. The arcade itself is provided a dramatic play of light and shadow by the open concrete lattice work above.

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Indiana Architect

Official Journal, Indiana Society of Architects
and the Northern Indiana Chapter, both
Chapters of The American Institute of
Architects

Vol. VII

OCTOBER

No. 7

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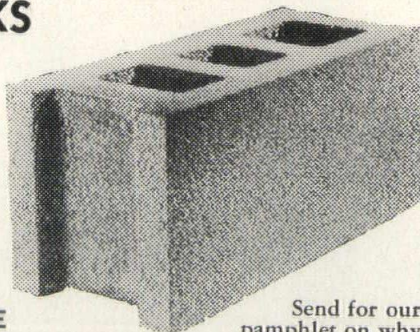
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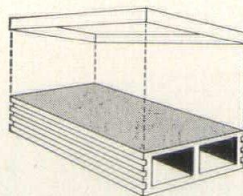


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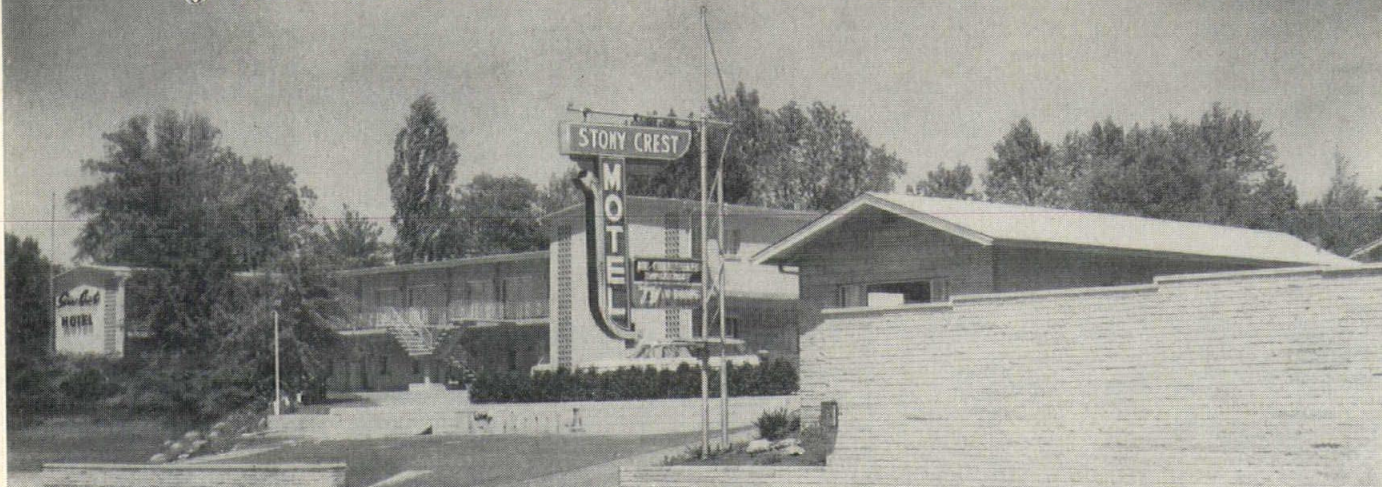
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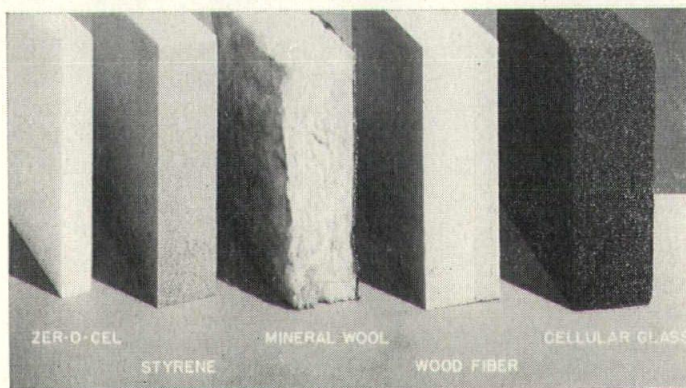
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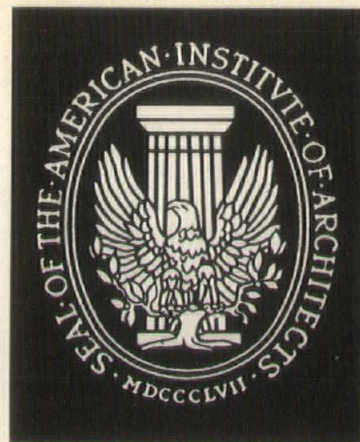
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1963 CONVENTION
INDIANA SOCIETY OF ARCHITECTS
KENTUCKY SOCIETY OF ARCHITECTS
EAST CENTRAL REGION, AIA



With the selection of Dr. Harold B. Gores, president of Educational Facilities Laboratories, Inc., New York, the panel for the all-day Conference on Aesthetic Responsibility (Saturday, October 19th) is complete and ready for action.

The nation's leading authority on educational change and architectural consequences, Dr. Gore was an outstanding participant at the May, 1962, ISA convention, and will be making a most welcomed return engagement. Those architects and guests who heard him discuss the changing methods and philosophies in education, and the resultant effect upon school design, eighteen months ago share the convention committee's pride in being fortunate enough to bring him to Indiana again this year.

Panelists previously announced include the moderator, George F. Pierce, Jr., FAIA, newly-installed president of the Texas Society of Architects and a member of the AIA national committee on Aesthetic Responsibility. Architect Pierce is a partner in the firm of George Pierce-Abel B. Pierce in Houston, and has accumulated an impressive list of Chapter and national awards for his outstanding designs.

The second national panelist is Mr. Theodore J. Roszak, New York sculptor and a new appointee to President Kennedy's Fine Arts Commission. A

Trustee of the Tiffany Fund, member of the staff of Sarah Lawrence College, and U.S. Delegate to the World Congress on Arts in Vienna in 1960, Sculptor Roszak has been invited to exhibit examples of his work literally around the world.

The second panelist to be making a return visit to Indiana is Mr. Grady Clay, an Honorary Member of the AIA, editor of *LANDSCAPE ARCHITECTURE*, and Real Estate and Building Editor of the Louisville, Kentucky, "Courier-Journal" newspaper. A former president and board chairman of the National Association of Real Estate Editors, Mr. Clay is a well-known lecturer, specializing in the changing of man-made environment, and also participated in the 1962 convention, as featured speaker in an Urban Affairs discussion.

A fellow Kentuckian, Mr. Joseph C. Graves, Jr., vice-president of the Graves-Cox Company (clothing retailers) of Lexington, will represent the East Kentucky Chapter on the panel. Mr. Graves is a founder and former president of the Citizens' Association for Planning, and was active in the establishment of Lexington's Urban Renewal Agency.

From northern Indiana, Mr. Raymond E. Daly, president of the Bank of Indiana, Gary, has been selected for the

(to page 14)

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Conference On Aesthetic Responsibility

Saturday, October 19th

French Lick

STATEMENT OF PURPOSE

This Conference was conceived for the purpose of inspiring community activity to fight our country's ugliness.

We must engage in this struggle if we are to develop culturally as well as scientifically. We are fighting immensity, the corporate mind—a total machine society, in defense of our democratic life.

We are fighting the pressure for cheapness in the midst of our greatest period of prosperity. We have never been richer and poorer at the same time. More production and consumption seems to lead to lower standards of workmanship instead of longer lasting and more beautiful products and buildings.

We believe that broad citizens' Committees on Aesthetic Responsibility must be established throughout the nation to arouse public awareness of aesthetics, to re-educate people to see, to bring pressure on everyone responsible for our visual environment to stop this desecration of our Country.

ISA-KSA-EAST CENTRAL REGIONAL CON

Friday, October 18th

Saturday

- | | |
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| <p>9:30 A.M. Buses leave I.S.A. headquarters for French Lick. \$6.00 per person, round trip (includes box lunch served en route)</p> <p>12:30 P.M. Registration, French Lick-Sheraton Lobby. \$5.00 per person (includes cocktail parties, corsages, and resume of seminar program)</p> <p>12:30 P.M. Product Exhibit Opens, Mezzanine</p> <p>1:00 P.M. East Central Regional Council Meeting, Roost (on Mezzanine)</p> <p>2:30 P.M. Indiana Society of Architects' Annual Business Meeting, Roost (West Room)</p> <p>2:30 P.M. Kentucky Society of Architects' Annual Business Meeting, Roost (East Room)</p> <p>6:30 P.M. Reception and Cocktails, Mezzanine</p> <p>8:00 P.M. Dinner, Roost (informal)
James A. Clark, AIA, East Central Regional Directors, presiding

Speaker: Jim Lucas, director of public relations, Herman Miller, Inc. "A Commentary on Environment"</p> <p>10:00 P.M. Informal Get-together, Mezzanine</p> | <p>7:00 - 8:30 A.M. Informal Breakfast, Main Dining Room</p> <p>8:30 A.M. Registration, Lobby</p> <p>8:30 A.M. Product Exhibit Opens. Coffee & Rolls, Mezzanine</p> <p>9:15 A.M. East Central Regional Membership Meeting, Roost</p> <p>9:30 A.M. Conference on Aesthetic Responsibility, Convention Hall

Panel Moderator: George F. Pierce, Jr., F.A.I.A., Houston, Texas

Panelists: Theodore J. Roszak, Sculptor, New York City

Dr. Harold B. Gores, President, Educational Facilities Laboratories, Inc., New York City

Grady Clay, Editor, LANDSCAPE ARCHITECTURE, Louisville, Kentucky

Raymond E. Daly, President, Bank of Indiana, Gary, Indiana

William G. Greif, Executive Director, Evansville Future, Inc., Evansville, Indiana

Joseph C. Graves, Jr., President, Graves-Cox Co., Lexington, Kentucky</p> <p>10:30 A.M. Women's Architectural League Meeting, Roost</p> |
|--|--|

CONVENTION, FRENCH LICK, OCTOBER 18-19-20

October 19th

12:30 P.M. Awards Luncheon, East Dining Room
Walter Scholer, Jr., A.I.A.,
President, I.S.A., presiding

Awards Presentations: J. Roy Carroll, F.A.I.A., President, The American Institute of Architects

Introduction of Scholarship Winners: Alfred J. Porteous, A.I.A., Vice-President, I.S.A.

Registration Certificate Presentations: Indiana State Board of Registration for Architects

2:30 P.M. Conference on Aesthetic Responsibility, II, Convention Hall
Group Discussions and Questions & Answers

2:30 P.M. Ladies' Bridge, Roost

6:30 P.M. Reception and Cocktails, Mezzanine

8:00 P.M. Annual Banquet, East Dining Room (informal)

Walter Scholer, Jr., A.I.A.,
presiding

Honoring of Region's Fellows and their wives: Wayne M. Weber, A.I.A., Immediate Past President, I.S.A.

Introduction of Speaker: James A. Clark, A.I.A.

Speaker: J. Roy Carroll, Jr., F.A.I.A., President, The American Institute of Architects. "The AIA Today"

10:00 P.M. Informal Get-together, Mezzanine

Sunday, October 20th

7:30 A.M. - 9:00 A.M. Informal Breakfast,
Main Dining Room

9:00 A.M. - 2:00 P.M. Open for church, golf, hiking, mineral baths, horseback riding, skeet shooting, conversation, etc.

2:00 P.M. Buses leave French Lick for Indianapolis, via scenic tour of Brown County

Alternate Friday Schedule

5:00 P.M. Buses leave I.S.A. headquarters for French Lick. \$6.00 per person, round trip (includes cocktails served en route)

8:00 P.M. Registration, French Lick-Sheraton Lobby

9:00 P.M. Informal Dinner, Hoosier Room

10:00 P.M. Informal Get-together, Mezzanine

Miscellaneous

All buses will leave Indianapolis from the ISA Headquarters in the Wabash Fire & Casualty Insurance Company building, 3637 N. Meridian St., promptly as scheduled, and will return to that location. Facilities for parking (free) are available there.

Buses will leave the French Lick Sheraton from the front entrance.

Bus reservations must be made one week in advance.

The convention is open to all interested parties, in both Indiana and Kentucky. The \$5.00 registration fee applies to all persons, including wives.

Meal tickets for persons not staying at the French Lick Sheraton will be available at the registration desk; lunch, \$3.00; dinner, \$5.00. For hotel guests, meal charges are included in the room charge.

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EXHIBITORS

1963 ISA-KSA-East Central Region Convention

French Lick, Indiana

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- 4 Anning-Johnson Co., Inc.
- 5 Lok-Products Company
- 6 Zonolite Division, W. R. Grace Co.
- 7 Arketex Ceramic Corporation
- 8 American Block Co., Inc.
- 9 Light & Tompkins Brick and Tile, Inc.
- 10 General Thermoset Plastics
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- 12 Indiana Electric Association

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- 13 Spickelmier Industries, Inc.
- 14 Belden Brick Company
- 15 Von Duprin Div., Vonnegut Hardware
- 16 Libbey-Owens-Ford Glass Company
- 17 Owens Corning Fiberglas Corp.
- 18 Portland Cement Association
- 19 Standard Dry Wall Products, Inc.
- 20 United States Gypsum Company
- 21 Formica Corporation
- 22 Best Universal Lock Co., Inc.
- 23 Aluminum Company of America
- 24 Indiana Limestone Company

25 New Castle Products

(Exhibit Area on Mezzanine; Opens 12:30 P.M., Friday, October 18th)

13
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American Block Announces Changes

Allan C. Miller, President of American Block Company, Inc., Indianapolis, announces the appointment of two Vice-Presidents — F. C. "Buck" Hughes and Veryl Sturdevant. Both are natives of Indianapolis. Hughes has been with the company, the oldest block manufacturer in Indiana founded in 1906, for five years and is a graduate of Butler University. Sturdevant attended Indiana University and has been associated with the firm for 13 years.

Mr. Miller also announced that an extensive Builders Supply Center has been opened in the Castleton area by American Block, to better serve builders, masonry contractors and the general public.

Conveniently located on state highway 37 at Hague Road one mile north of Castleton, this new facility with its large 10-acre storage yard, warehouse and sales office, is designed for the rapid dispatch of concrete masonry products and associated building materials.

Charles Boswell, a veteran of 26 years with American Block and in the building materials field, is in charge of the new branch and is well qualified to advise on building needs.

Carried at American Block's new builders center is a full line of concrete, cinder and hay-dite block as well as other allied building materials including drain and sewer tile, common and face brick, fire-place materials, cement, lime, mortar, Thoroseal weatherproofing materials, cement paint, mastics, splash blocks, stepping stones, ventilators, reinforcing bars, and wire mesh.

At the new location is a special display area where builders and contractors may bring clients so they can examine actual samples of various building materials and then make selections as to colors and patterns.

The main offices and manufacturing plant of the American Block Company are located at 2200 N. Montcalm.

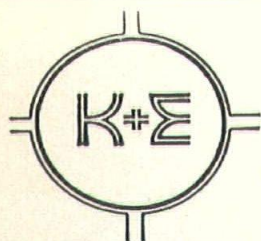
French Lick Convention

(from page 7) panel. A prominent citizen long active in civic planning groups, Mr. Daly is a member of the boards of directors of many sizeable firms, and also serves as a member of the Gary Greater Committee of 100.

And representing the host Chapter is Mr. William G. Greif, of Evansville, the Executive Director of Evansville Future, Inc. A former member of the Indiana General Assembly House of Representatives (1959-60), Mr. Greif directed the first slum clearance project in Indiana as director of the Evansville Redevelopment Commission. His present work involves the planning and organization for the future growth and progress of Evansville.

Added to this distinguished list of participants are the speakers for Friday and Saturday

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10-63



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evening banquets — Mr. Jim Lucas on Friday and Mr. J. Roy Carroll, FAIA, on Saturday. Mr. Lucas is the Public Relations Director for Herman Miller, Inc., of Zeeland, Michigan, nationally-famous furniture designers and manufacturers. His topic, which will set the theme for the panel discussions on Saturday, will be "A Commentary on Environment."

Mr. Carroll, of course, is the President of The American Institute of Architects, and he will discuss "The AIA Today." In private practice, Mr. Carroll is a partner in the firm of Carroll, Grisdale & Van Allen, of Philadelphia, Pennsylvania.

An unusual and intriguing piece of entertainment also has been arranged for the ladies on Saturday afternoon (during their bridge party) — a Strip-Tease Style Show. Ladies only!

A lovely model will demonstrate Fall's fashions, and as each piece is described, some lucky lady in the audience will win that particular item in a drawing — and will receive it at that time. Interest should mount as the modeled garments remaining become less numerous.

And enveloping all this will be the magnificent setting of Indiana's most fabulous playground — French Lick, decked out in Autumn's magnificent glory.

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School Landscaping Competition Announced

The Indiana Association of Nurserymen is sponsoring an awards program to honor those schools in Indiana which are worthy of landscape recognition. The awards will be made on the basis of: (1) general appearance; (2) siting of building; (3) circulation — walks, drives, parking; (4) land use — play areas, test plots, etc.; (5) plantings and lawn; (6) class of building — elementary, junior high, and senior high.

The I. A. N. is concerned with the environment in which young people spend their formative years. Schools are being built in Indiana today at a rate never before seen in history, and these buildings will stand for several generations as examples of the intelligence and foresight of Indiana's local leaders. With good planning, current strong civic pride may be engendered in succeeding generations.

Pictures of buildings and plantings, landscape plan, and a brief written description of work planned and accomplished with reference to effect upon student body and community will form the basis for the judging. In addition, any emphasis on special uses of plantings will be helpful.

Judges for the competition are Architect Walter Scholer, Sr., FAIA, Lafayette; Mr. H. W. Gilbert, Landscape Architect at Purdue University; and Mr. F. R. Vogelgesong, Director of the Marion County Metropolitan Plan Commission.

The competition is open to any architect, landscape architect, or landscape contractor. Permission to enter any project must be obtained by the entrant from the responsible school authority.

Judging will take place shortly after the December 1st deadline, and "Awards of Merit" will be awarded by the Indiana Association of Nurserymen at their annual convention at the Severin Hotel, Indianapolis, in January, 1964.

Entries should be submitted to the Indiana Association of Nurserymen, c/o Mr. Donald L. Schuder, Department of Entomology, Purdue University, Lafayette, Indiana. Inquiries concerning

the competition should be addressed to Mr. Norman Marty, Extension Services, Purdue University, Lafayette, Indiana.

All photographs and other material accompanying the entries will be submitted at the entrant's own risk and will become the sole property of the Indiana Association of Nurserymen and may be used in whatever manner the said Association may desire, including rights to publication.

Concerning the Cover:

Marion Horizon Home Opens

Pictured on this month's cover is one of Indiana's most unusual homes — the Marion "Horizon Home" designed by McConnaughey and Guy, Marion, and constructed by H. W. Wilkins and Son, also of Marion.

The concept and construction techniques of the home are so unique and inventive, as a matter of fact, that the builder has applied for a patent on the structure. The eight-inch thick light-weight concrete roof with its distinctive futuristic shape was cast in place as five individual shells with self-contained insulation. Using a single wheel-mounted roof form, the totally fireproof shells were placed quickly and economically.

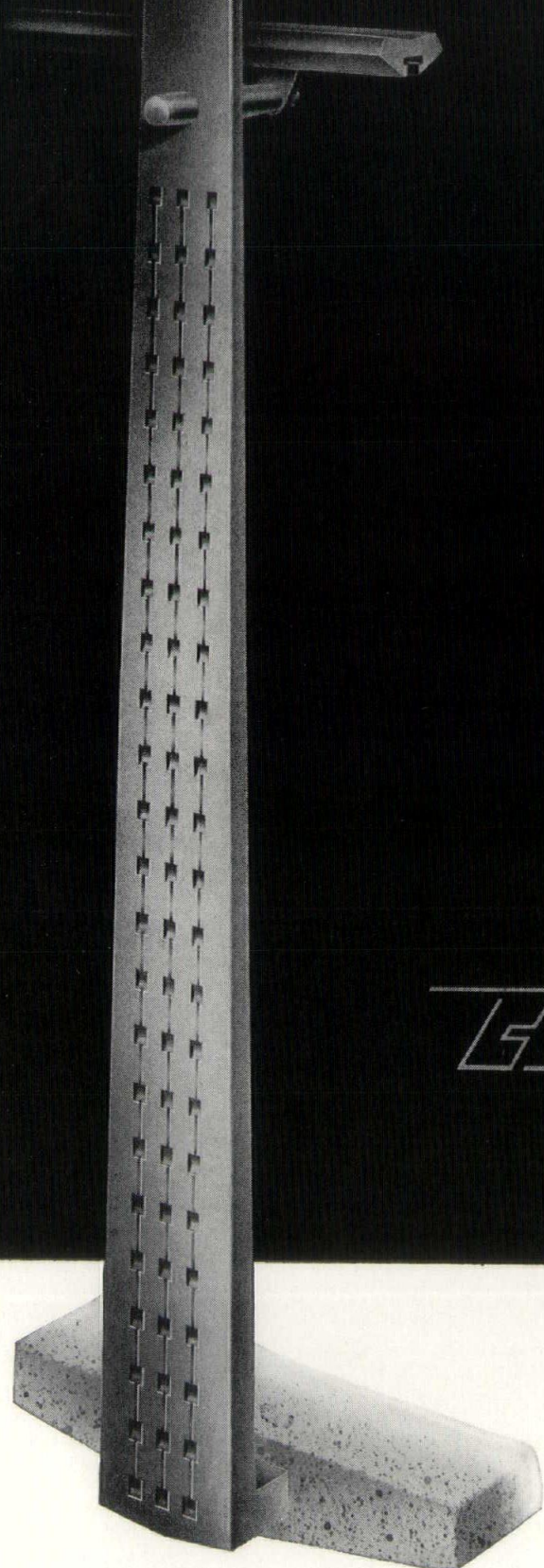
Floor space (1460 square feet of living area plus convertible garage, two covered patios and entrance area) under this graceful arched roof is completely unrestricted. Exterior walls as well as interior partitions can be located anywhere since the roof is absolutely self-supporting.

The home, which has been entered in the national Concrete Industries' Horizon Home program, contains three bedrooms, two baths, living room, kitchen and dining area on the main level. A circular stairway in the center of the home leads to a magnificent recreational area and fall-out shelter in the basement.

Exterior concrete back-up walls are faced with colored stone from Florida, and the home is completely furnished with modern furnishings.

The all-concrete structure is also a total electric home, and has been awarded a Gold Medalion for electrical excellence by Indiana and Michigan Electric Company.

The home was open for public showing October 4th through the 13th.



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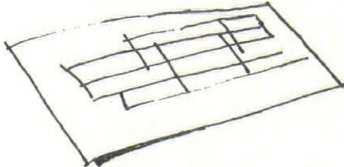
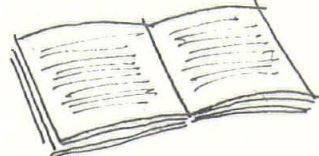
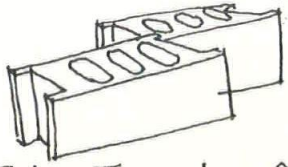

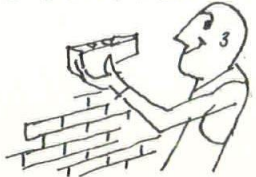



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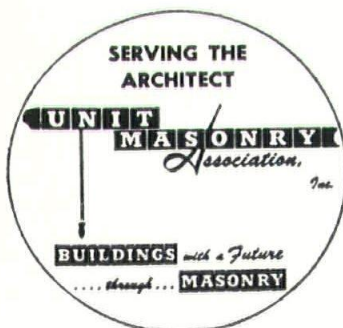
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