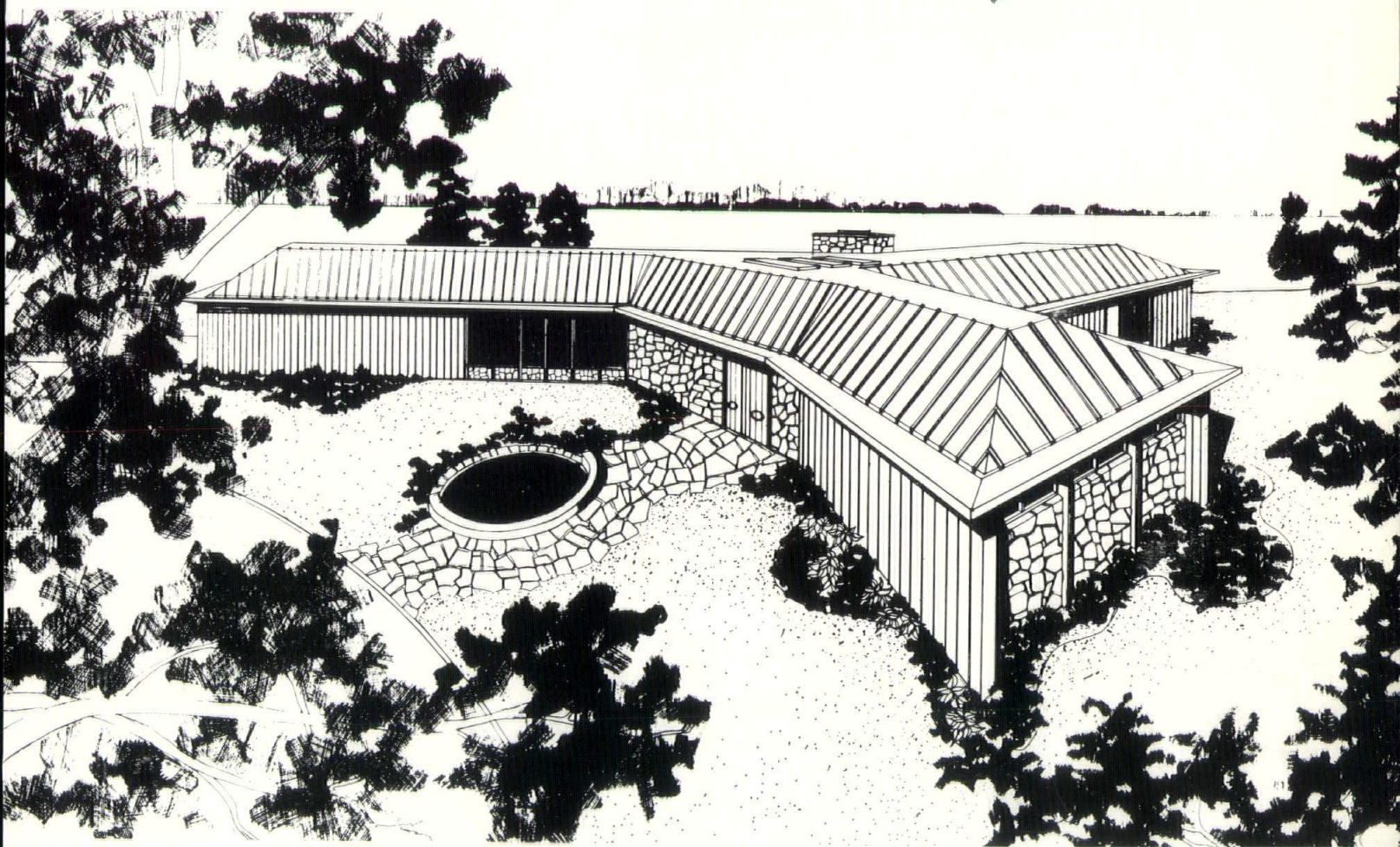


INDIANA ARCHITECT



FEBRUARY 1966

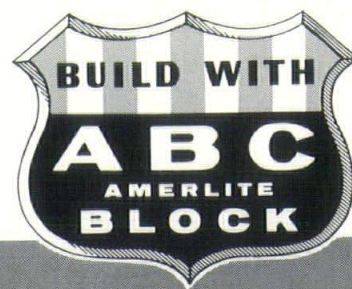
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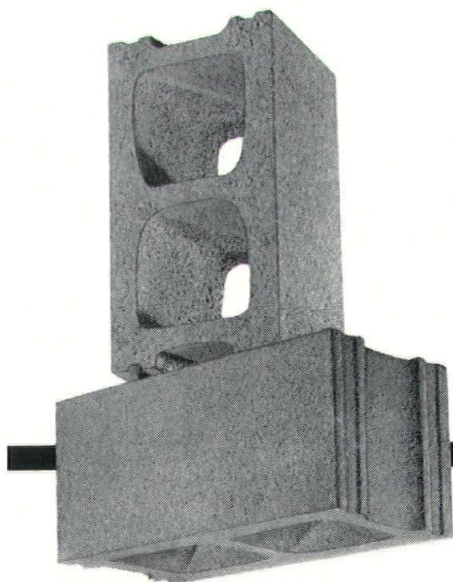
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Official Journal, The Indiana Society of Architects, The Northern Indiana Chapter, The Central-Southern Indiana Chapter, and the Indianapolis Chapter of The American Institute of Architects.

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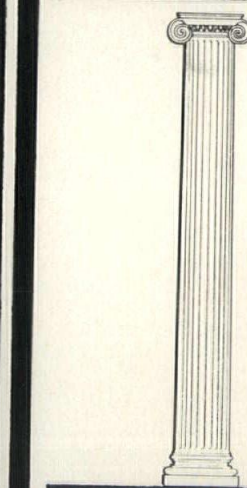
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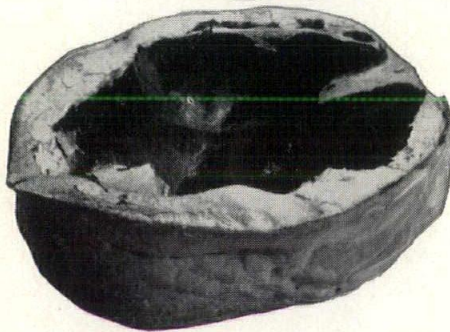
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President Johnson Promotes War on Ugliness

In his State of the Union message on January 12th, President Lyndon Johnson underscored the importance of the current national 'War on Ugliness'. "This nation is mighty enough, its society healthy enough, its people strong enough, to pursue our goals in the rest of the world while building a Great Society at home," he declared.

Among the objectives of his Administration for this year, the President listed: (1) "To rebuild completely, on a scale never before attempted, entire central and slum areas of several of our cities"; (2) "To attack the wasteful and degrading poisoning of rivers, and, as the corner stone of this effort, clean completely entire large river basins"; and (3) "To help modernize and streamline the federal government by creating a new cabinet level Department of Transportation," an area now served by thirty-five separate agencies with budgets of more than \$5 billion annually.

"In the midst of abundance, modern man walks oppressed by forces which menace and confine the quality of his life, and which individual abundance alone will not overcome," he stated. "We can subdue and master these forces, bring increasing meaning to all our lives, if all of us, governments and citizens, are bold enough to change old ways, daring enough to assault new dangers, and if the dream is dear enough to call forth the limitless capacities of this great people.

"In some of our urban areas, we must help rebuild entire sections and neighborhoods containing, in some cases, as many as 100,000 people. Working together, private enterprise and government must press forward with the task of providing homes and shops, parks and hospitals, and all the other necessary parts of a flourishing community where our people can come to live the good life."

In response to the President's address, AIA President Morris Ketchum, Jr., FAIA, wired the Chief Executive:

"Congratulations on your courage in insisting that Americans continue the quest for the qual-

ity of American life in the face of the somber needs of Vietnam. Your insistence that both Vietnam and domestic programs not only can, but must, go ahead simultaneously, is indeed heartening. The American Institute of Architects again offers its full support to your demands for better cities and preservation of natural beauty and is highly interested in your proposal to modernize existing chaotic transportation programs. Please call on the profession of architecture for any help it can give in achieving the Great Society."

In other news from the White House, President Johnson announced that he had appointed Mr. Robert C. Weaver as Secretary of the new Department of Housing and Urban Development. Mr. Weaver has served as the administrator of the Housing and Home Finance Agency since 1961.

Appointed as Under Secretary was Mr. Robert C. Wood, chairman of the political science department of the Massachusetts Institute of Technology and advisor to Mr. Johnson on the organization of the new Department.

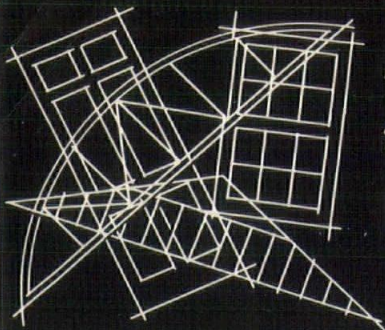
* * *

On another front, the embattled city of New York became the first American city to require increased use of artworks in its public buildings. Shortly before leaving office in December, former Mayor Robert F. Wagner issued an executive order directing that a maximum of one percent and a minimum of one-half of one percent of the construction cost for New York's new public buildings be allocated to the fine arts.

The issuance of the executive order climaxed a seven-month collaborative effort by city agencies, civic groups and professional organizations, including the New York City Chapter, AIA.

City departments and agencies with jurisdiction over public building construction were directed to give maximum emphasis to the esthetic aspects of architectural design in all public building capital projects . . .





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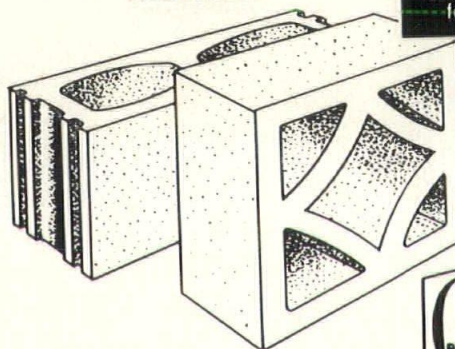
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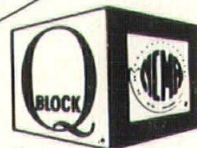
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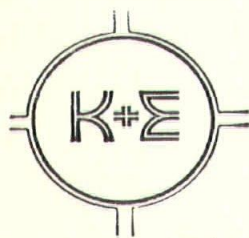
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FORTUNE Salutes 'Year of the Architect'

In a most interesting and thought-provoking article by Mr. Walter McQuade in its January, 1966, issue, FORTUNE magazine saluted the "Year of the Architect". Captioned "The Architects: A Chance for Greatness", Mr. McQuade's article presents a penetrating insight into the new role of the architect in America and the possibility of the architects' ability to respond to their new responsibilities.

A quote by Pittsburgh architect Tasso Katselas sets the theme for the article: "Life in architecture is a chance to intervene, to contribute, to enhance what exists by the sheer power of one's presence and activity. I'm young enough to hope for a world where this is possible: where the ugly will no longer be tolerated. I'm old enough to know that the words economy and profit in architecture are not ugly words, but necessary ones. I'm optimistic enough to see our era as one teeming with lyric possibilities. I sense a yearning . . ."

Writes Mr. McQuade: "He could hardly have put it better. Millions of Americans share that yearning. In an age of affluence, the country has found a public passion for improving the physical environment, particularly in our cities. To pull them back from the edge of neon-lit decrepitude, the tweedy old profession of architecture is being summoned from the wings to stand as an oracle.

"The call to greatness in our society has stunned some architects and galvanized others. To a few it seems even a little pathetic that a call is needed at all — as if the people of the world's most abundant industrialized country today had looked down to discover a widening pool of squalid oil leaking from the same splendid machines that produce its wealth, and had turned to the architects in shock

and said, 'No, it can't be. Build me Parthenons and pyramids to make me believe again in my way of life.'

But the article also raises the question: "Is America turning to the right profession for assistance? Can today's architects really intervene, contribute, or enhance to any substantial degree?"

Pointing out that there are only 30,000 architects in this country (compared with 225,000 lawyers, 430,000 accountants and 975,000 engineers), Mr. McQuade stresses that the architectural profession is too small to accomplish its task of altering this country's appearance without adding many more practitioners and learning more effective techniques.

"Architecture is, however, a very zealous small profession. Morris Ketchum, the forceful president of the American Institute of Architects, says: 'We are working on many programs this year, but there is no doubt in my mind that public service outweighs them all. And public service to us is the fight against community ugliness. Architects are the people who can do something about it. The professionals have got to face it. We are glad to. In a way we hardly even picked the fight. It picked us.' It looks, he might have added, like a Hundred Years' War.

"As you drive down most American streets, the new buildings on either side look as though they had been sprayed from a gigantic aerosol bomb. Yet most of the world outside North America stands in awe of both the multitude and the design of the buildings here. The quantitative part of the awe is not hard to understand: this year activity in construction will reach \$53 billion, exclusive of roads and dams. Most of it will be very prosaic in design, for design is just one layer of the thick lamination of engineering, site work, specification of materials, programming, detail drawing, supervision, and salesmanship that supports the profession of architecture.

"But to an America seeking environmental

THE INDIANA ARCHITECT expresses its appreciation to TIME, INC., for the special permission granted to quote at length from the article, "The Architects: A Chance For Greatness", by Mr. Walter McQuade, which appeared in the January, 1966 issue of FORTUNE, copywrited Time, Inc., 1965.

beauty, design is the vital layer. The designer is the qualitative guide, the key man of the profession of architecture. He must take the facts, the figures, the stresses, the charts, the cost data, and frequently the client's quirks into the drafting room, and try to shape them into a building or an environment that is not a scramble of equivocations but a satisfying physical reality. Dulles Airport, the Seagram Building, the Guggenheim Museum, the Johnson Wax plant, the Pepsi-Cola Building, C.B.S., Chicago's Lake Shore apartments — all these creations demonstrate what design can do."

In considering the transition of architecture from the "gentlemen's game" of the Jeffersonian age through the industrial revolution to today's "rare state of turmoil over aesthetics", Mr. McQuade studies several of the greats in architecture — Philip Johnson, Louis Kahn, I.M. Pei, and Harry Weese, among them.

He also reviews the architects' ethical mandates, the manner of providing services on the 'fee' basis, the conflict of the promotor client, and the psychological make-up of the architect. "The University of California's Institute of Personality Assessment and Research four years ago completed a study of creativity among architects, writers, mathematicians, and research scientists. In selecting their own distinguishing characteristics, a group of forty top architects underlined these words, in this order of frequency: imaginative, active, honest, idealistic, inventive, artistic, civilized, conscientious, intelligent, reasonable, adaptable, determined. . . . By the end of all the testing and interviewing, the psychologists were themselves in amazing accord with that high self-appraisal."

But, the article points out, these same architects shunned group activities, which partially accounts for the extremely few new architects graduated each year — some 2,300 last year.

The article continues: "Easily the most majestic event the architects could attempt to bring about in this decade is as social as it is aesthetic: to return some grace, the richness of a rounded environment — particularly in the design and construction of pleasant urban housing — to the narrowly dreary places in cities. This is a hard and tedious battle that has so far appealed to but few of the famous designers. But it is a crucial engagement, one in which the architects must prove themselves as a profession before they can expect to be taken really seriously as cultural heroes — despite all their present prominence and grip on the public imagination."

NIC Honors Ft. Wayne Civic Leaders

The Northern Indiana Chapter, AIA, recently honored three civic leaders of Fort Wayne, Indiana, for their leadership in improving their city.

Mrs. Joan White and Mrs. Jane Dustin received citations and medals from the NIC for their leadership in restoring and preserving a section of Fort Wayne now called "The Landing", a row of wharfs, warehouses and interesting shops located along the edge of the river. With the help of the AIA Student Chapter at Notre Dame, the formerly blighted area was surveyed, measured drawings were created, and the buildings restored and preserved.

Mrs. White was cited "for exemplary efforts and devotion in the restoration of Fort Wayne's 'The Landing'." Mrs. Dustin's citation was "for inspired foresight and dedicated enthusiasm in the creation of Fort Wayne's 'The Landing'."

Mr. Stan Fishman was cited for his efforts to improve a corner in downtown Fort Wayne by utilizing a portion of the vacant lot as a rest area. Mr. Fishman obtained permission of the owner of the property to relocate a wooden fence back from the sidewalk edge and to create a small pedestrian rest area, all at his own expense.

Mr. Fishman's citation read "For his commendable and singular contribution in transforming a blighted downtown corner into a delightful oasis".

The presentation ceremonies were held at a noon luncheon of the Fort Wayne Chamber of Commerce on January 13th, and were made on behalf of the NIC by Mr. William G. Rammel, AIA, of Fort Wayne, the chairman of the Northern Indiana Chapter's Committee on Awards.

* * *

Mr. Charles E. Wagner, for several years president of Burnet-Binford Lumber Company, has been appointed Chairman of the Executive Committee of the Indianapolis company, and succeeding him as president will be former Vice-President Erwin G. Hoeing. Mr. James A. Holt, formerly sales manager, will become executive vice-president.

The new appointments were announced by Mr. Thomas W. Binford, chairman of the Board.



PC School Seminar

Sappenfield Arrives

Purdue Symposium: '66

The Indianapolis Chapter of Producers Council, Inc., has announced a seminar on New Ideas for School Construction, to be held at the Severin Hotel in Indianapolis on February 2, 1966, starting at 1:30 P.M.

The purpose of the seminar is to provide an opportunity for school officials, architects, engineers and manufacturers of building materials and equipment to exchange ideas on current trends in education, especially as related to needs in educational facilities.

Dr. Richard G. Browne, executive director of the Illinois Board of Higher Education will be the keynote speaker. Following Dr. Browne's address, a panel discussion will examine different aspects of current ideas on educational methods, trends, and facility requirements. The panel discussion will be moderated by Mr. Vern Monroe of the Zonolite Division, W. R. Grace & Co., and will include as members: Mr. J. Everett Light, superintendent of the Washington Township School District; Mr. Arthur L. Burns, AIA, of McGuire, Shook, Compton, Richey and Associates; Mr. Richard K. Lennox, AIA, of Lennox, Matthews, Simmons and Ford; Mr. Max D. Boots, of Reid, Quebe, Thompson and Associates; and Mr. Rhiman A. Rotz, of J. M. Rotz Engineering Company.

A product application workshop and exhibits of school building products and systems will complement the program.

* * *

Mr. Charles M. Sappenfield, AIA, dean of the new Ball State College of Architecture at Muncie, has completed his move from Ashville, North Carolina, to Muncie to assume the full responsibilities of the new deanship. The first freshman students in Indiana's first state-supported architectural program will be admitted next Fall.

Anyone wishing to contact Dean Sappenfield should now write to him in care of the College of Architecture, Ball State University, Muncie, Ind.

* * *

The Purdue University Student Chapter of the American Institute of Interior Designers and the Department of Art and Design Fine Arts Gallery are sponsoring their second annual design show, PURDUE SYMPOSIUM '66: Contract Design.

A gallery exhibit of contract design award items will be held from February 1st through February 25th at the Fine Arts Gallery, and on February 12th the 1966 Symposium itself will be held, starting with a 12:00 noon luncheon at the Student Union Building.

Guest panelists for the symposium will be Mr. Hugh DePree, president of Herman Miller, Inc., Mr. Ron Beckman, vice-president of George Nelson & Co., Mr. Elliott H. Brenner, AIA, Lafayette architect, and Mr. Richard Himmel, regional vice-president of the American Institute of Decorators. The symposium will be held in the Art & Design Auditorium, HE No. 2, University & State Streets, second floor.

The theme of this year's symposium is contract design (non-residential). The growth and maturity of this segment of interior design will be discussed in the symposium, and the gallery exhibit will feature the ultimate in excellence available in architectural materials, furniture, lighting, textiles, wallcoverings, accessories and floor coverings.

Reservations for the symposium can be made through the Department of Art and Design, HE No. 2, Purdue University, Lafayette, Indiana.



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ICMA Awards Announced

Keilman Brothers, Inc., a Dyer, Indiana, based concrete block company, received the 1965 Neatest Appearance Award in the annual Plant Improvement Program competition sponsored by the Indiana Concrete Masonry Association. The Display Award went to Lake Shore Cement Company at Michigan City, Schuster's, Inc., of Indianapolis won the Equipment Award, and Linaburry Brick and Block Company, also of Indianapolis, won the Most Improved Equipment Award.

All four awards were presented at the ICMA's annual convention in Indianapolis on January 11th. Judges in the 1965 competition were Mr. C. L. Shidler, Executive Secretary, Mid-West Ready-Mixed Concrete Association, and Mr. Don E. Gibson, Executive Director, Indiana Society of Architects.

ISA Board Meetings Slated

The following schedule of Board of Directors' meetings for the Indiana Society of Architects has been announced by President Alfred J. Porteous, AIA:

February 8, 1966	Indianapolis
March 18, 1966	Muncie (in conjunction with East Central Regional Council Meeting)
May 21, 1966	Notre Dame (in conjunction with the Northern Indiana Chapter meeting)
July 26, 1966	Indianapolis
September 20, 1966	Indianapolis
October 7, 1966	Louisville, Ky. (in conjunction with the ISA and East Central Regional conventions October 6, 7, 8 and 9)

President Porteous also announced that the Society will occupy its new facilities at 300 East

Fall Creek Parkway, N. Drive, during the first week in February. The telephone number will be 925-4484, Area Code 317.

C-SIC Board Meetings Slated

Mr. Wally Given, AIA, president of the Central-Southern Indiana Chapter, AIA, has announced the following schedule of Executive Committee meetings for that Chapter:

March 19, 1966	Muncie (Breakfast meeting)
May 6, 1966	New Albany
July 26, 1966	Indianapolis (Dinner meeting)
September 30, 1966	Evansville
October 6-9, 1966	Louisville, Kentucky
December 2, 1966	Bloomington

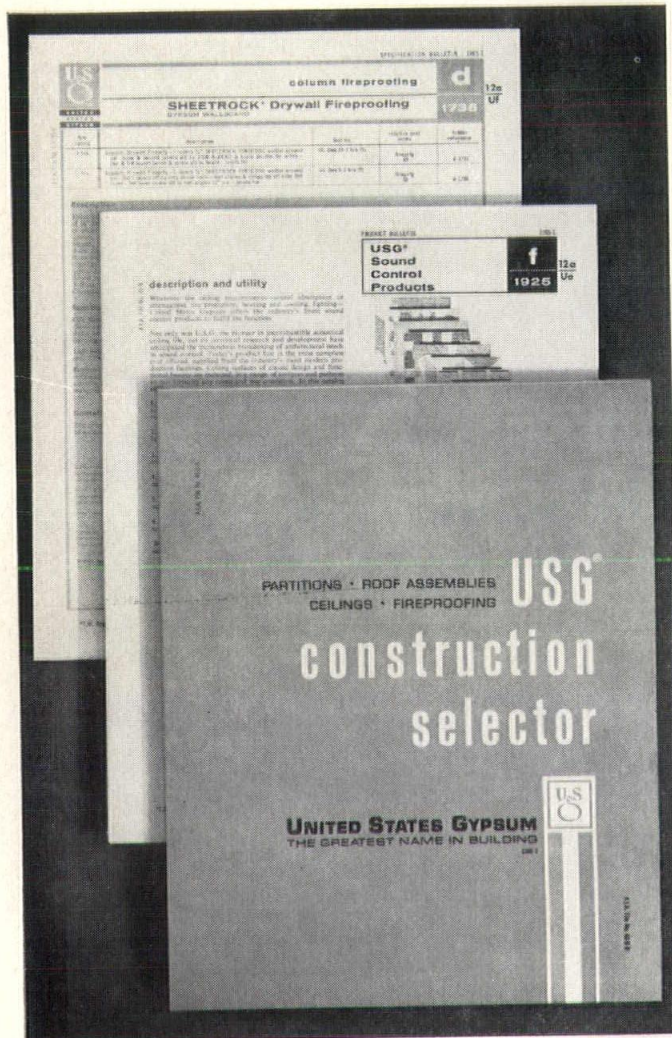
Indianapolis Chapter To Host Ketchum

On February 18th, the Indianapolis Chapter, AIA, will host a reception and dinner at the Columbia Club in honor of Mr. Morris Ketchum, FAIA, president of The American Institute of Architects. It will be the new Chapter's first social affair, and all Indiana Society of Architects members have been invited to attend, along with a long list of Indianapolis and Indiana governmental and civic leaders.

Mr. Raymond S. Thompson, AIA, Indianapolis Chapter president, announced that the reception and dinner will inaugurate the Chapter's program for 1966 and will emphasize the Chapter's interest and concern in the field of civic improvement in Indianapolis. The reception and dinner (dress optional) is for husbands and wives, and will be followed with a dance, also in the Columbia Club.



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Indianapolis Home Show

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A spectacular house, featuring a unique "Y" shaped design, wide expanses of floor-to-ceiling glass, walk-in closet space galore, and an exterior combining the rustic simplicity of Southern Indiana with the fast paced contemporary design of city dwelling highlights the 41st Indianapolis Home Show which opens a ten day run in the Manufacturers' Building at the State Fairgrounds in Indianapolis, Friday, February 4th.

Designed by Indianapolis architect Henry G. Meier, A.I.A., the house contains 2700 square feet of living area and is almost 90 feet at its widest point. Its exterior of natural Cypress laid vertically and stained dark brown frames the natural stone sections laid in a spider web design. The wood trim of the floor-to-ceiling windows and the door casements are painted in contrasting colors to the natural setting. The roof detail is one of the most unusual aspects of the house, containing most of the standard roof forms, hip, flat, and gable, plus a touch of the Oriental in the eave treatment. The raised battens of the roof give it the rustic distinctiveness Meier had in mind.

Attached to the house is an additional 500 square feet containing garage and storage area.

The eight room house is designed for total integrated living yet with complete segregation of areas. The entire plan rotates around the center,

or activities area, embracing the family room and kitchen. The wings, or arms of the "Y", contain the sleeping area, the living and dining area and the guest apartment area.

Dramatic use of glass walls combine with outdoor gardens and play areas bring the outdoors into each room of the house. The entry and front hall areas make use of quarry stone tile flooring that continues into the dining room and around the outer edge of the room, forming a natural quarry stone border for the inlaid carpet in the center of the room. The living room, sunken three steps lower than the dining room, is separated from the dining room with an interesting glass divider.

Another of the unusual features of the house is the guest or "hide-a-way" apartment with its own bath and kitchenette. The apartment is a self-contained unit designed for the "family within a family" problem. The area has its own entrance from either the front door, garage, family room or patio.

The large family room has a rustic planked floor and two walls of bleached wood panels. The fireplace is of the same rustic stone as the exterior of the house. Highlighting the room are three skylites which give the room an outdoor feeling.



'No Time for Ugliness' Is Extremely Big 'Hit'

"No Time For Ugliness", the recently-released community improvement film produced by The American Institute of Architects, has proven to be an extremely big "hit" in Indiana.

Given its premier Indiana showing at the ISA annual convention at French Lick last October, the film has since been travelling about the State and has met with enthusiastic success at each showing.

During the Christmas holidays, the film enjoyed a one-week run in Lafayette, under the sponsorship of Walter Scholer and Associates. It was shown at a succession of civic organization and service club meetings, with a special command performance for the City Council.

In Anderson, Johnson-Ritchhardt and Associates arranged a series of showings which were so successful that the Mayor decided everyone in Anderson should see it. As a result, one copy of the film has been scheduled for exclusive showing in Anderson for the entire month of March, during which period it will be presented at every service club, luncheon meeting, civic organization and ladies' gathering held in Anderson.

At Bloomington, AIA members Richard Hartung, William Strain and Dave Albright scheduled a series of presentations during January. The community reaction was almost overwhelming; in a front page lead article, the Bloomington DAILY HERALD TELEPHONE quoted Mayor John H. Hooker, Jr., as urging all Bloomington citizens concerned for their city's future to attend a special showing of the film at the City Council meeting.

An Editorial in the same issue of the paper expressed the community's thanks to the local architects for making the film available and picked up crusade to create a better Bloomington.

By popular demand, the film is being rescheduled for further showing in Bloomington in the near future.

"No Time For Ugliness" does not attempt to answer all the questions and solve all the problems connected with the decay and decline of our metropolitan areas. Its basic message is to create an awareness on the part of the public to this spreading degeneration and to instill in the same public a hope that the tide can be reversed and a better environment created for all.

Specific examples of community action are graphically presented in the 30-minute, color and sound film, which is available (free of charge) through any AIA member in Indiana. At present, three copies of the film are on hand throughout the state, and another print is on order. Orders placed through any local member are scheduled by the Indiana Society of Architects, 300 East Fall Creek Parkway, North Drive, Indianapolis.

If at all possible, it is strongly recommended that a saturation schedule of showings be arranged in a community during the period the film is available. Concerted community action can come only from widespread community awareness. To achieve this goal, the greatest number of citizens must be reached.

If you are concerned about the present condition of your community, arrange now for a showing of "NO TIME FOR UGLINESS".



LMS&F Wins Lath-Plaster Award

The Indianapolis architectural firm of Lennox, Matthews, Simmons and Ford has been named the winner of a Merit Award in the annual Gold Trowel competition sponsored by the Lathing and Plastering Bureau of Indianapolis. The firm received the citation for the creative use of lath and plaster in the Auditorium of Pike Township High School.

This is the second time the Indianapolis firm has won an award in this competition, receiving the Gold Trowel Award two years ago for the design of Cadle Chapel in downtown Indianapolis.

The Jury, Architect E. H. Brenner, AIA, of Lafayette, Architect Ewing Miller, AIA, of Terre Haute, and Mr. Irvin Friedman of the Chicago Lath and Plaster Bureau, elected not to award the Gold Trowel award in this year's competition. In citing the Pike Township School project, the Jury commented: "We feel that the Auditorium alone showed a creative use with the material. The side panels, and the back drop to the stage (a curved surface, tilted forward for image projection) seemed most to satisfy the Jury".

The Merit Award was presented to Lennox, Matthews, Simmons and Ford at the annual Architects' Banquet of the Bureau at the K of C Hall in Indianapolis on Jan. 27th.

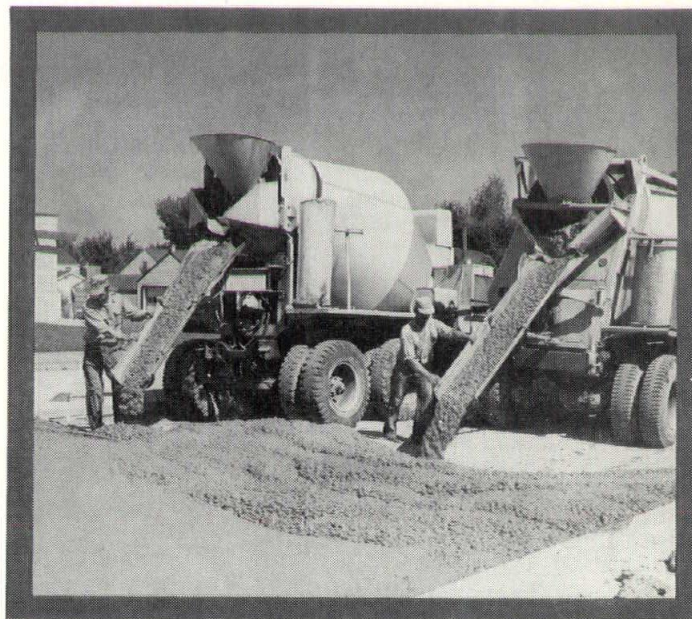


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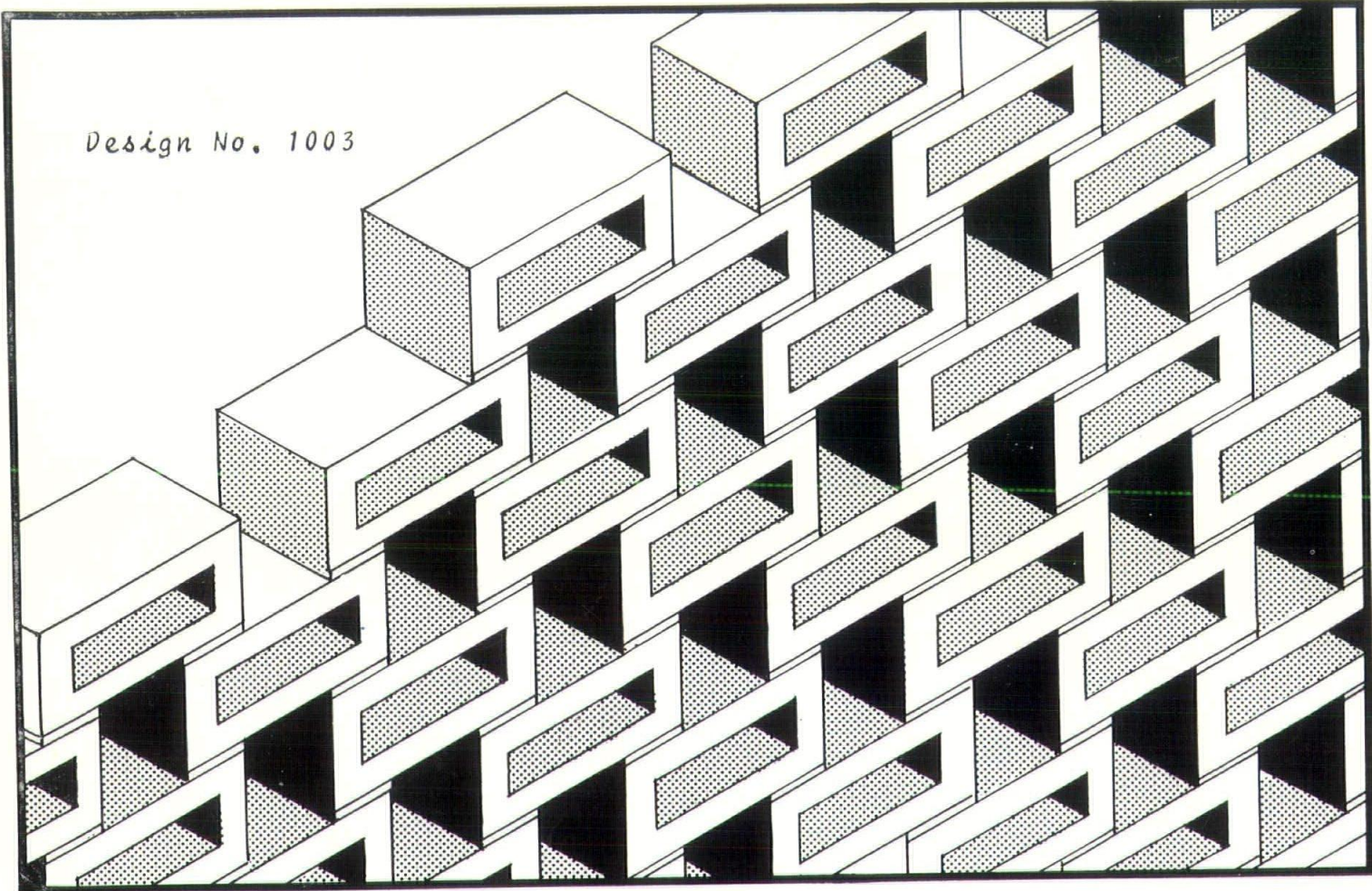
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