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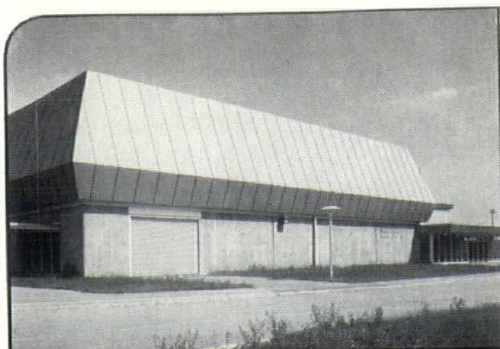
The American Institute of Architects Chapter Charter

Members of The American Institute of Architects, resident in the counties of Marion, Hancock, Shelby, Johnson, Morgan, Hendricks, Boone and Hamilton, State of Indiana, having duly complied with the requirements of the Institute relating to forming a chapter thereof, such chapter has been duly constituted by The Board of Directors of The Institute, under the name of

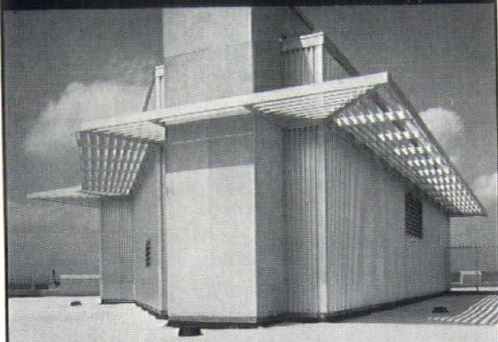
The Indianapolis Chapter

The American Institute of Architects

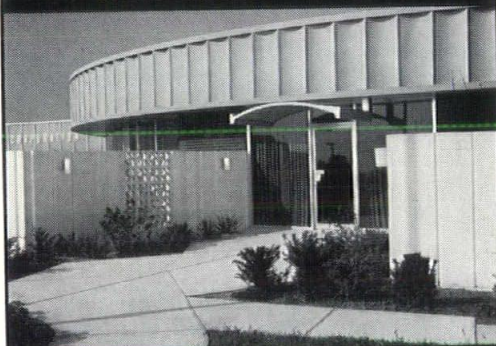
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INDIANA ARCHITECT



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.

VOL. IX

MARCH, 1966

No. 12

The INDIANA ARCHITECT is the sole property of the Indiana Society of Architects, a state association of The American Institute of Architects, and is edited and published monthly in Indianapolis, Indiana (editorial-advertising office address: 300 East Fall Creek Parkway, N. Drive, Indianapolis, Indiana 46205; phone 925-4484). Current average monthly circulation 3,200, including all resident registered Indiana architects, school officials, churches and hospitals, libraries, selected public officials, and members of the construction industry. Detailed information available on request.

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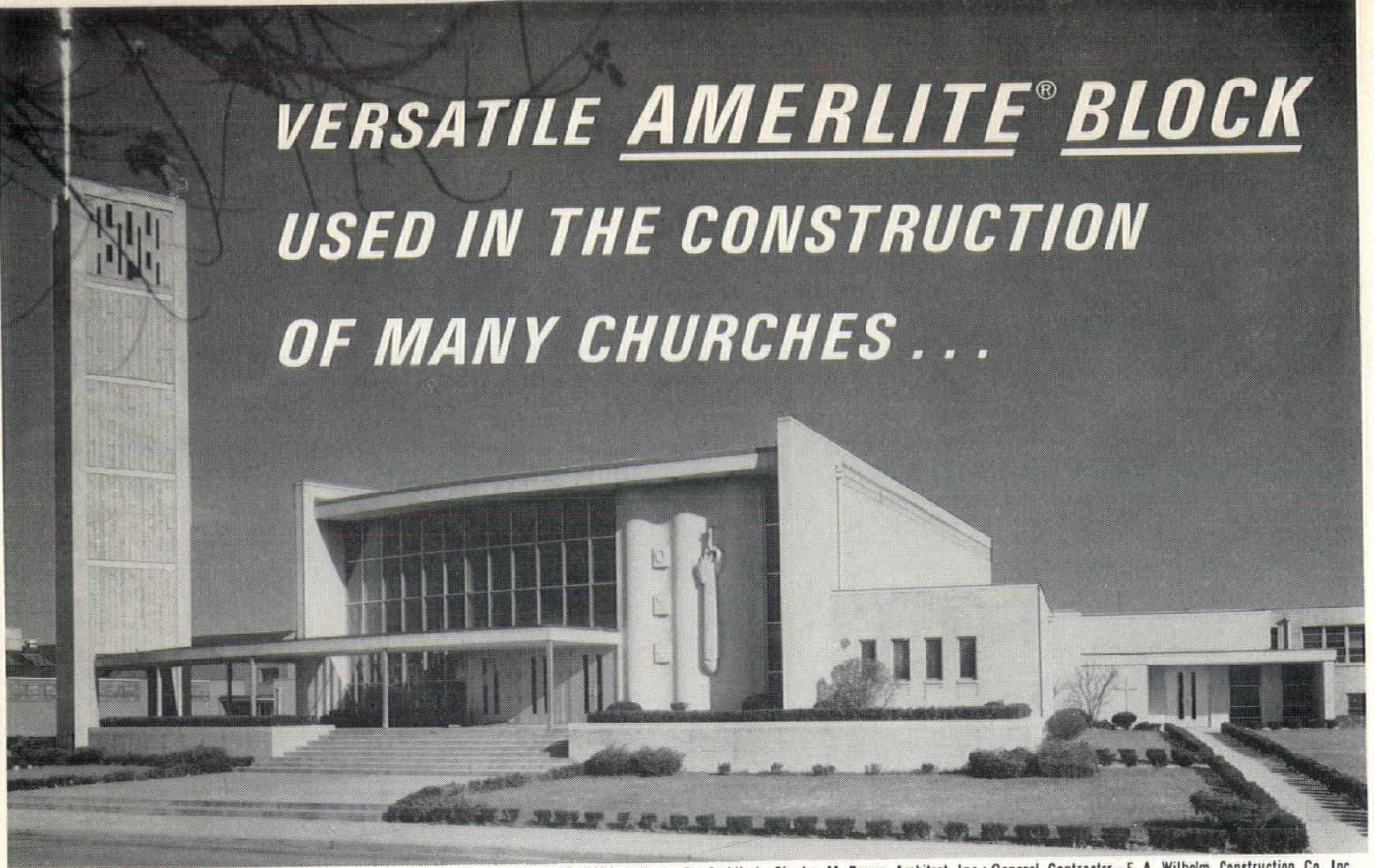
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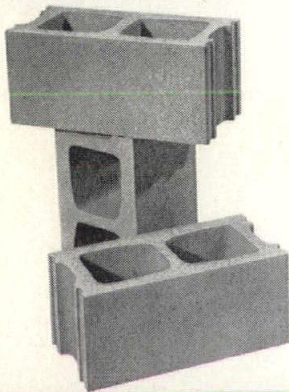
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Indianapolis Chapter

Has A Ball

The recently - organized Indianapolis Chapter, American Institute of Architects, had itself a ball, a Charter Ball, on Friday, February 18th, in observation of its formal founding. Held at the Columbia Club of Indianapolis on historic Monument Circle, the semi-formal dinner and dance attracted some 200 architects, wives and distinguished guests.

Featured guests and speaker at the gala occasion were Mr. Morris Ketchum, FAIA, president of The American Institute of Architects, and Mrs. Ketchum. The President's remarks on "The Chapter and The Institute" are reprinted on the following pages.

Heading the list of distinguished Indianapolis civic leaders who were guests at the affair was the Honorable John Barton, Mayor of the City of Indianapolis, who expressed his city's welcome to the new organization.

Other dignitaries attending as guests included: Mr. and Mrs. John Walls, director of the Greater Indianapolis Progress Committee; Mr. and Mrs. Robert Efroymson, chairman of the Marion County Metropolitan Plan Commission; Mr. and Mrs. Carl Weinhardt, director of the John Herron Art Museum; Mr. and Mrs. Frank Meech, administrative assistant to the Mayor; Mr. James Beatty, chairman of the Marion County Democratic Central Committee; Mr. and Mrs. Richard Oberreich, chairman of the Indianapolis Redevelopment Commission; State Senator Marie Lauck; Representative and Mrs. Leo Costello; Representative and Mrs. Thomas Murphy; Representative Marvel Rickts; Representative Katherine and Mr. Dave Fruits.

Industry and architectural guests included Mr. and Mrs. John O'Donnell, director of the Indianapolis Home Show; Mr. Marshall Abrams, executive secretary of the Indiana General Contractors Association; Mr. and Mrs. Walter Scholer, Jr., AIA, Regional Director of the East Central Region, AIA; Mr. and Mrs. Alfred J. Porteous, AIA, president of the Indiana Society of Architects; Mr. and Mrs. Charles Sappenfield, AIA, dean of the Ball State College of Architecture and Planning; and Mr. Robert J. Schultz, AIA, president of the Northern Indiana Chapter, AIA.

Mr. Dave Richardson, program chairman for the Indianapolis Chapter, was in charge of programming the function, assisted by the Women's Architectural League in decorating and administration. Master of Ceremonies for the after-dinner program was Indianapolis Chapter President Raymond S. Thompson, AIA.

The Indianapolis Chapter, AIA, includes in its territory the eight-county area surrounding the City of Indianapolis, and was separated from its parent Central-Southern Indiana Chapter and established as a separate entity effective January 1, 1966. It thus became the third Chapter of the American Institute of Architects in Indiana, joining the Central-Southern Indiana Chapter and the Northern Indiana Chapter. All three Chapters are affiliated through the Indiana Society of Architects, the state-wide professional association.

The new Chapter has a membership of approximately 100 Corporate Members, 25 Professional Associate Members, and 15 Associate Members.



The Chapter and The Institute

by MORRIS KETCHAM, FAIA

More than a century ago in New York City, a group of thirteen architects formed a professional society and set forth five objectives for its future. Today these same goals are still the prime objectives of The American Institute of Architects. In 1966 we continue to strive to unite all of America's architects under the banner of one strong professional organization. We are intensifying efforts to educate more architects to assume the responsibility of creating society's physical environment. We are cultivating closer coordination with the efforts of the building industry to improve living standards. And today, more than ever, we are cognizant of our deep obligation to the society which we serve.

These objectives depend for their realization on the whole structure of the Institute. The national leadership provided by your officers and directors can receive and inspire ideas, policies and programs but we depend on our chapters to bring them to reality. The Chapter is the foundation and the true strength of our professional society.

Ninety nine years ago, our first chapter received its charter. Since then, the total has grown to

more than 160. Tonight, we welcome to our ranks, with pride and with deep appreciation of its high ideals, the Indianapolis Chapter of The American Institute of Architects.

Your profession and your city need your best efforts at this crucial stage in the development of urban America. On the national front, the stage has been set for achievement by the national government and its agencies. Your own national leadership is working closely with them in every field of architecture from the design of individual federal buildings to environmental planning of cities and regions. At chapter level, every city in this country needs devoted support and leadership from its architects.

Only by working through our chapters can we advise and help an enlightened public, community leadership and sympathetic local government to reshape the fabric of our cities.

The public is the real client of our profession, and it is from public service that we architects draw our strength. Without public service, a profession has no right to use that designation.

The architect has always existed to serve man, but he has never before had a better opportunity to serve him. For the majority of mankind now lives in cities, and the design of cities has been, is now, and always will be the province of the architect.

Excerpts from a speech by Mr. Morris Ketcham, FAIA, president of The American Institute of Architects, at the Charter Ball of the Indianapolis Chapter, AIA, on February 18, 1966.

Architects and their fellow design professionals are the only ones with the skills to translate social and economic needs into the structures, spaces and beauty of the new cities of tomorrow. However, they can achieve only what society asks them to achieve. The Institute has therefore bent its efforts toward creating an informed public that will know the difference between the good and the bad, and insist on having the good.

The great and pressing problem of our age is the growth of urban ugliness, and the presence of the public mentality which permits it. It is to this problem that the Institute several years ago committed its major programs, budgets and energies.

As **Fortune Magazine** recently pointed out, this profession is a small one. There are only 30,000 architects in this country, compared to 225,000 lawyers, 430,000 accountants, 975,000 engineers and 265,000 doctors. If architecture is to be the art and science of building man's physical environment, there is no time to waste in training qualified architects in sufficient numbers to take on this tremendous assignment.

We are working with universities to help establish departments and schools of architecture where none now exist. This academic year has seen the establishment of two new schools, one in your own state: the new College of Architecture and Planning at Ball State University in Muncie, and the new School of Architecture at the University of Tennessee.

One of the major programs of the AIA is the vital work of conducting the campaign we launched a year ago — the Institute's War on Community Ugliness. Our key weapon is a full-color movie called "No Time for Ugliness," which has been purchased by 165 AIA components and shown throughout the country to civic and cultural leaders, the decision makers of each community.

We are told that by the end of this century we will have to duplicate every structure in our nation to house expanding population and replace worn-out structures and neighborhoods. We are, in effect, building a second America. This time we mean to build well.

The movie we produced is a basic primer intended to open people's eyes to their surroundings. It offers no set formulae, although it does picture what some cities have done to improve their environment. When people see the way San Antonio has taken a winding river and made it a pedestrian delight with walkways and bridges, restaurants and an open-air theater along the bank; when they see the handsome new architec-

ture in southwest Washington, D.C. that has transformed the city's worst slum area; when they catch a glimpse of the meticulous restoration that has taken place in Georgetown, and the new commercial development at Constitution Plaza that has revitalized downtown Hartford — they realized that the real problem of ugliness will not be solved with **cosmetics**, but with **design**.

We move on to the specifics of the problem in the Institute's new book, "Urban Design: The Architecture of Towns and Cities." The result of five years' work by the Urban Design Committee, it was written by Paul D. Spreiregan of our staff, in a style which laymen can understand. We have urged that every member buy a copy for himself, and one additional copy for his chapter to present to an influential decision maker in his community.

To increase the competence of our own members in this field, the Institute sponsored the first Urban Design Short Course in November. It provided basic working information on typical projects, presented by outstanding practitioners of urban design. It was so well accepted, with more than 200 eastern architects attending the three-day session in Philadelphia, that two more have been scheduled for 1966—in St. Louis and Berkeley.

The Institute's efforts in public and governmental relations are aimed primarily at developing public understanding and appreciation of architecture and the architectural profession. Additionally, its objectives are to improve relations with our national government, including the Congress and the executive departments and agencies, and to assist effective state and local government programs.

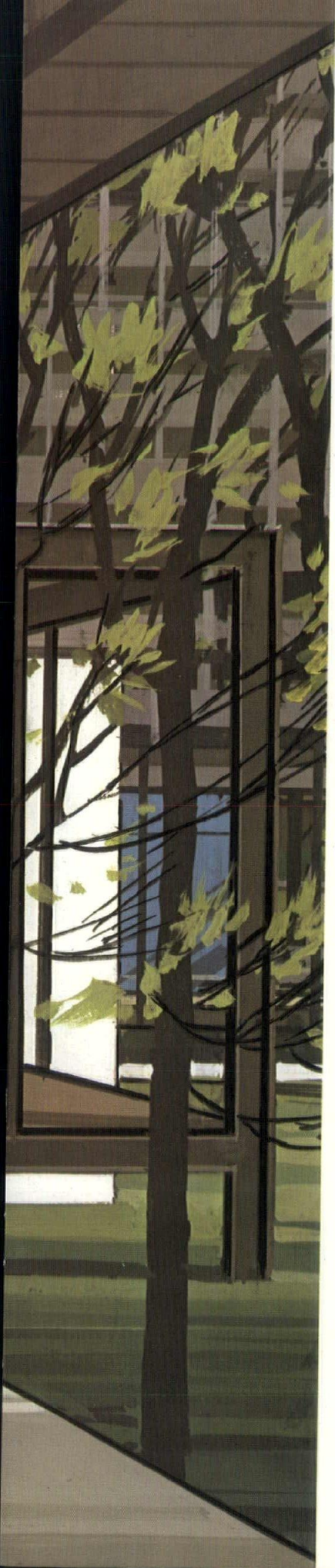
On the national level, AIA has taken some giant steps this year in influencing the design of federal buildings.

The most recent achievement was the appointment of an AIA advisory committee on the proposed Madison Library in the nation's capitol. The bill authorizing the project had written into it the proviso that the Architect of the Capitol and the special committee representing both houses of the Congress consult with an advisory committee appointed by The American Institute of Architects.

For the first time we have an architect and member of the Institute as Commissioner of the Public Buildings Service of the General Services Administration. And in October, an enlightened GSA named a 17 member advisory panel of architects to review designs of its buildings, and

(Continued on Page 10)





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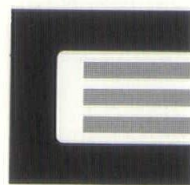
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to recommend possible changes in GSA design standards and procedures. Last summer the Army Corps of Engineers likewise established a panel of architectural consultants. We hope that getting architects involved in design decisions in these and other federal agencies will help to inspire design standards of governmental buildings.

You may not be aware that the Institute had for nine years strongly endorsed establishment of the recently created Department of Housing and Urban Development, and that AIA testimony was offered in favor of the Omnibus Housing Bill through the efforts of our Committees on Housing and on Government Liaison. Further, the Institute's work with the Public Housing Administration has resulted in the drafting of a new architect-owner contract and an equitable adjustment in architectural fees for this type of work.

These efforts at the national level affect members all over the country, as the government agencies commission projects in every state. You can do the most meaningful job at the community level by working with your own government agencies. Your members should be on the planning councils, school boards, and advisory panels that decide the shape of things to come.

We have dramatized the results of such local activity in our program of Citations for Excellence in Community Architecture. These awards don't lionize the architect although they acknowledge the part he has played in city development. Instead, they commend the city and its citizens for achievement in revitalizing their communities. We have thus honored literally millions of clients, selecting for awards only one city in each of our seventeen geographic regions. These native achievements in urban design stand as oases in America's sea of urban ugliness.

Among our citations, the most recent was to the city of Charleston, South Carolina. In this historic coastal port, the citizens had the rare good sense to recognize that diversity is the spice of cities. They restored and preserved not only the building and the neighborhood, but the topographic and natural forms of landscape and cityscape, the views and landmarks, details and textures — all the rich variety of their heritage.

Preservation of historic and architecturally significant buildings is part of the very fabric of our cities. This is one of AIA's special interests, and its Committee on Historic Buildings cooperates with such allies as the National Trust for Historic Preservation, the Society of Architec-

tural Historians, the National Park Service and our chapters through the country to achieve its goals.

We are also preserving and restoring our own architectural heritage — the Octagon house in Washington. To this end, we will ask the 1966 Convention of the Institute to approve the purchase of additional land for our new headquarters building. This purchase will enable us to enlarge the Octagon garden and to build a larger but lower building which will enhance, not dominate, the Octagon itself.

The AIA has a proud record of chapter participation in public affairs, and chapter efforts are bearing fruit. In San Francisco an interprofessional committee of 12 was formed to work on a master plan for the city. Denver architects persuaded the city to make a long-range master plan for redevelopment of a blighted area destroyed by floods. In Detroit and Salt Lake City, comprehensive master plans for redevelopment came into being through tireless work by architects. And in both Little Rock, Arkansas, and Eugene, Oregon, major works of civic design are taking shape as a direct result of arduous volunteer efforts by the architects of these communities.

I feel sure that the Indianapolis Chapter will be equally successful in its campaign for a better and more beautiful Indianapolis. Your city can enjoy all the things it hopes for — a revitalized downtown district centered on historic Monument Circle, open spaces throughout the urban area for parks and playgrounds, better housing for every income level and a balanced highway and mass transportation system. The doors to civic progress are opening, here and in every other American city.

If the Congress approves President Johnson's logical Cities Demonstration Program for rebuilding the nation's urban slums and creating new satellite cities instead of suburban sprawl, it will greatly help local government, backed by community and professional support, to reshape our cities.

To sum up, the chapter is a vital component of a professional society whose organizational ability, technical proficiency and devotion to public service have kept pace with the ever-widening horizon of architecture as it grows with the growth of our country and that of the world. Working together, the membership of The American Institute of Architects will, I believe, prove that our present achievements have prepared us to create an urban architecture worthy of the country which we proudly serve.



Society Occupies New Quarters

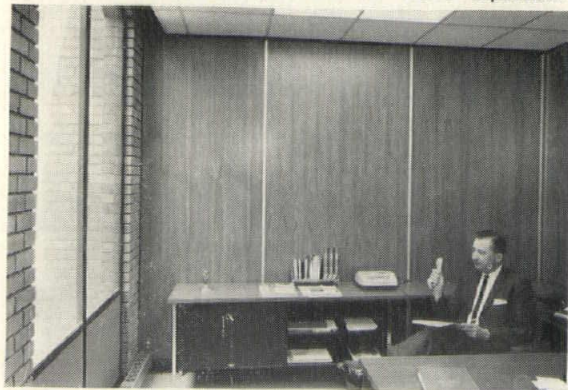


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On February 10th, the Indiana Society of Architects moved into its new offices in the Standard Life Insurance Company Building at 300 East Fall Creek Parkway, North Drive, in Indianapolis. Although not completely finished, the new quarters were far enough along to permit "beneficial occupancy". The new phone number is 925-4484.

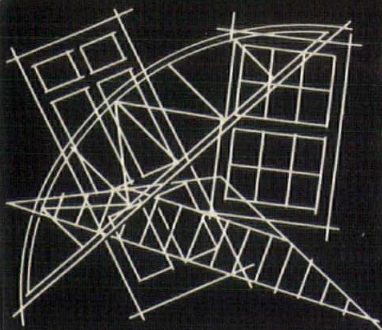
The 576 square foot space in the southeast corner of the tower's second floor (Suite 201-B) provides space for a reception room, informal conference room, Executive Director's office and work room. The organization and decorating of the space was under the direction of Indianapolis Architect Robert N. Kennedy, AIA, and Mrs. Sally Rohland. A full report and photo spread on the new facilities will be included in a future issue of the INDIANA ARCHITECT.

Several manufacturers and distributors have assisted the Society in the decorating and furnishing of the office. Included in this list (full credits to be supplied later) are vinyl wall fabrics by Fashionwall, Inc.; carpeting by the Maslon Carpet Company; light fixtures by Prescolite; and acoustical ceiling by the U.S. Gypsum Company and Anning Johnson Company, Inc.

The Society has also employed a new secretary, Mrs. Mildred Young, who will be in charge of all the clerical and secretarial functions under the direction of the Executive Director.

It is anticipated that the new office facility will be well utilized by the architectural profession of Indiana, and its establishment represents a major step forward by the Indiana Society of Architects.





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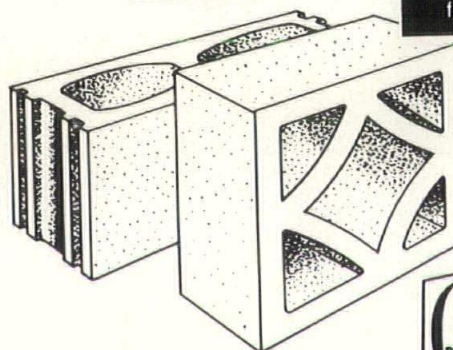
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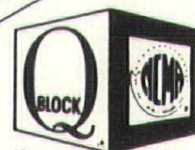
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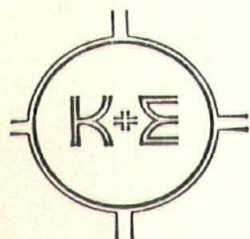
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What Is This Quest for Quality?

by ROBERT E. KOEHLER, AIA

The American Institute of Architects is engaged in an all-out war to confront spreading ugliness of American cities, but what is the *raison d'être*? Outgoing President Arthur Gould Odell Jr. FAIA, at the 1965 convention's annual dinner, succinctly explained that objective when he told his colleagues: "Architects, of course, have always been the designers of our new towns and cities. They must involve themselves in political affairs, struggle against the makers of ugliness, and make it clear to the ordinary citizen that he can have a better city and a better life if he will just demand it."

The next question then: How do we translate "a better city and a better life" into a meaningful phrase? Let's take a look at Detroit, for example — a good case in point because the city, its mayor and its citizens received the first AIA Citation for Excellence in Community Architecture (see the June AIA Journal) for "their vision in implementing a comprehensive plan for the central 30 square miles which will transform and revitalize this great metropolitan region."

On a recent visit to the Motor City, the writer had occasion to spend some time with a young

minister who has heard about the war and the citation; he feels that architects and planners are often insensitive to human needs. The physical shortcomings are, after all, the most tangible and the easiest to correct.

But good planning and money alone will not remove human ugliness, this youthful man of the cloth reminds the profession. He knows of what he speaks, for he lives in and serves an inner-city neighborhood where people of varying race, color, creed, national origin, social, cultural, educational and religious backgrounds find themselves compressed. They live in homes and apartments owned largely by absentee landlords. We must find a way, he warns us, to motivate these people to want a great environment.

The young clergyman is convinced that driving a bulldozer through such neighborhoods, and building low-and high-rise apartments at rents that range from \$150 to \$300, will not solve this community problem either. Solutions do not come easily, he admits. Currently he is the president of the West Central Organization, an equally youthful, militant unit whose "purpose is to coordinate the efforts of civic, religious, business and other community groups and work together for the improvement and enrichment of life in our modern urban society."

One of its chief projects is aimed at the razing

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of abandoned houses, a campaign which reached an emotional peak when three small boys were burned to death in just such a structure. Said the Detroit Free Press, a strong supporter of the movement, in a recent report:

"Between March 6, 1965, when the city's Dangerous Building Ordinance was passed, and June 1, 1965, Detroit demolished 1243 unsafe buildings — not including urban renewal project demolitions. Twice that number — 2401 — are awaiting removal proceedings."

As one drives around Detroit, he sees the same chaos that dots the cityscape across the land. All the familiar ingredients are there: the used-car lots ablaze with multicolored banners; the shuttered theater with its "Post No Bills" declaration; the fire-sale "Best Deal in Town" announcement; and the companion selling-out "Save on Appliances" pronouncement.

But in traveling about town, one also sees concrete evidence of the urban design plan at work: in Lafayette Park, Detroit's first major effort at private redevelopment of blighted land for residential use, and in the cranes and hard hats on the scene at several other sites — the Medical Center, University City, West Side Industrial Project, Kern block renewal — in various stages of progress.

As AIA President Morris Ketchum Jr. FAIA puts it, "There is a 'hunger in the land' for orderliness and beauty, a hunger reflected in the deep interest shown by city, state and national governments in creating a better physical setting for the lives of our citizens. It is our evident and urgent responsibility as architects to help provide the answers to that demand."

The role of the professional, then, must be much more basic than planting trees and flowers, eliminating billboards and neon signs; these things are not enough. Last fall, in formulating a positive counterattack of architectural and urban design, the Institute emphasized five elements which are essential in any civic improvement undertaking:

- **Citizen participation** means the active support and involvement of the people of a city or town.
- **Government action** means that governments must first of all care about civic improvement.
- **Professional competence** means that architects, planners, engineers, landscape architects, city managers, sociologists, educators — all those who speak out and act from professional platforms and address themselves to the problems of the city — must be up to the job.

- **Competent city management** means a good building code which is well administered, competent civic housekeeping and efficient administration of the city's building agencies.

- **Proper financing** means an obligation of the city as well as private enterprise to budget wisely.

The program, of course, must sift down to the regional and then the chapter (community) level. The challenge calls for a coordinated attack in such a way that the architect marshals the strength of allied professionals and enlightened civic leaders.

So, what about Detroit? President Louis G. Redstone FAIA explains that his chapter has not appointed a special committee for the war effort, but "several others have made it their goal to make our city a better place in which to live.

"The civic design committee has as one of its main objectives the creation of a Detroit Municipal Art Commission, which would have a legal status in planning of major public, civic and even private building projects. The commission, it is hoped, will be similar to the one established in Seattle. The civic design committee is consulted on projects within the central business district and also on public projects throughout the city."

Redstone echoes the sentiment "that physical changes alone will not win the war; social and economic factors are just as important."

In the final analysis, it all gets back to the individual practitioner, acting for the community as a whole, as outgoing President Odell explained: "There are undoubtedly as many incompetent architects as there are incompetent lawyers, doctors, engineers or policemen. But there are many competent architects too. Some excel in design, some in administration and some at coordinating the specialized talents and activities of others.

"Fundamentally, the architect is a generalist. We have never needed competent generalists as much as we do now. Without them, the specialists — each assiduously working away at his limited task of laying concrete, building machines or stringing wire — will ruin us all."

President Ketchum has dedicated his administration and himself to that very cause. But even the azaleas which Mrs. Lyndon B. Johnson planted in the nation's capital have not thrived as they should, either because they did not take root or were not cared for properly. For the Institute, for the profession at large and for every architect, the moral is obvious.



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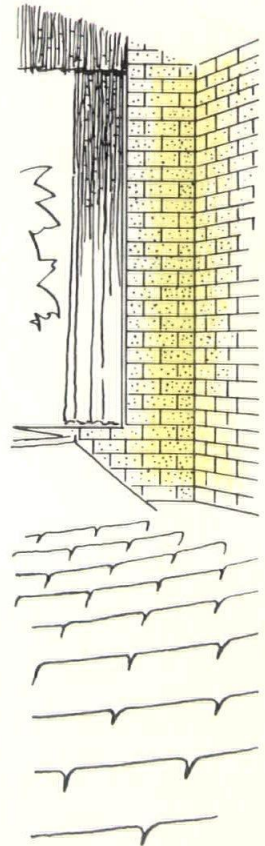
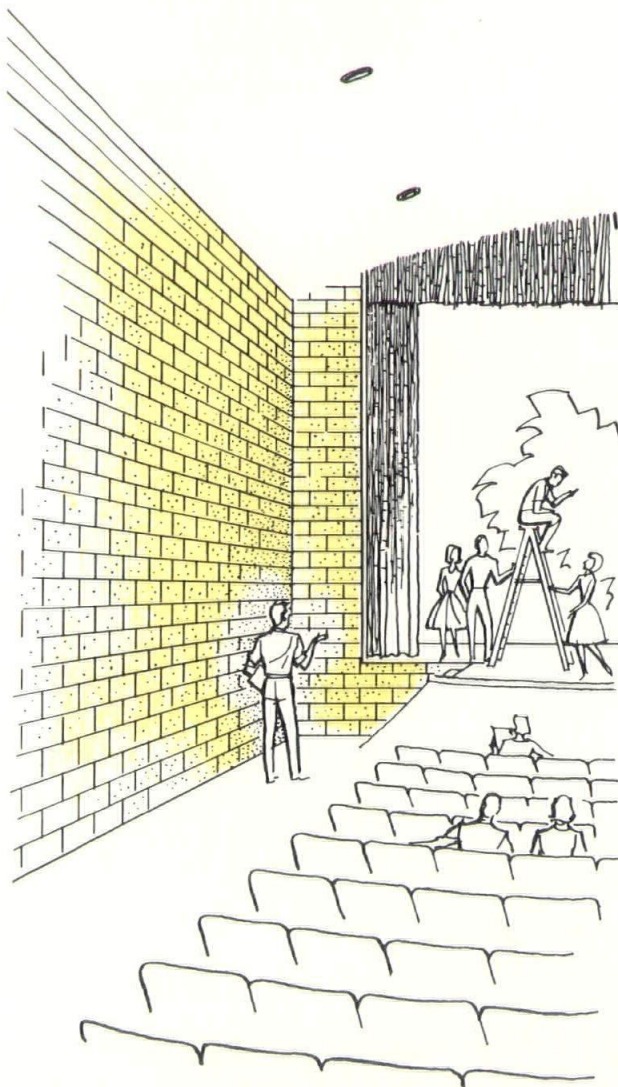
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(a) Factors based on tests of 6T unit (5 1/3" x 12" x 4") with 207—1/4" diameter holes in symmetrical pattern.

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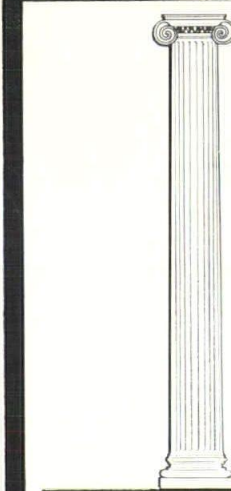
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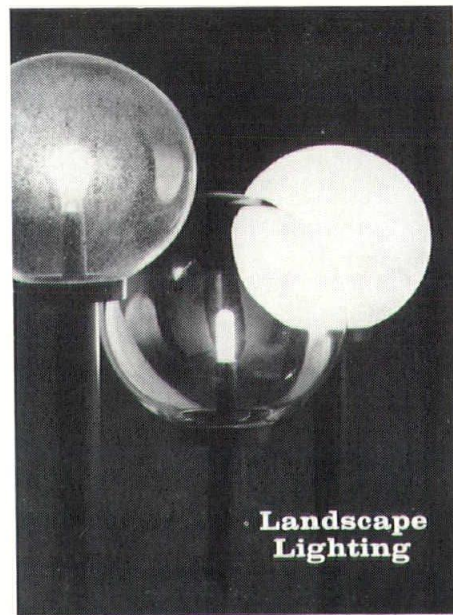
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