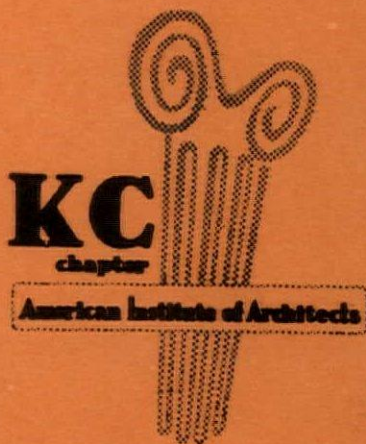


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Skylines



AUGUST 1954



SKYLINES

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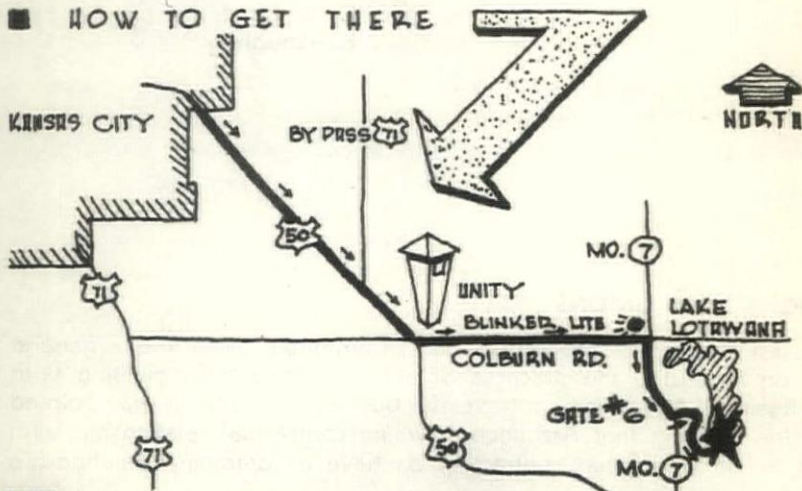
Volume 5, Number 8

August, 1954



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a statement by the joint committee on architect-contractor relations

the committee

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FOR K. C. CHAPTER AGC
Edwin Elliott, Chairman
Julius Johnson
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RELATIONS WITH UNIONS

At the last meeting of the A.I.A.-A.G.C. Committee there was a general discussion regarding the practices of a few Architects in meeting with Union Business Agents on controversial business matters. It was pointed out in the meeting that Architects have no contractual relationship with Unions, whatsoever; that contractors do have a contractual relationship

with the Unions; that Architects have a contractual relationship, through their clients, with the contractors. It was also agreed that an Architect in dealing with a Union Business Agent might so damage the position of the contractor with that union as to jeopardize the contractor's liability to the Architect's client. In other words, the Architects, as a representative of the client, must always exercise care that no action of his impairs the contractor's ability to perform in a way which will relieve the contractor of that obligation.

In view of the above, the Joint A.I.A.-A.G.C. Committee strongly recommends under all normal circumstances, Architects should refrain from business discussions with Union Representatives, leaving those matters to the contractor who has that contractual obligation.

DIVISION OF THE WORK IN SPECIFICATIONS

Another discussion was held on the proper interpretation of specifications as regards to the divisions and groupings therein. It was pointed out that a few persons within the industry in recent years had developed the thinking that the various sections of a set of specifications constituted, on the part of the Architect drawing them, a jurisdictional division as to what type of contractor and/or union should perform the work therein.

It was agreed by the Joint A.I.A.-A.G.C. Committee, that it should be made perfectly clear to all in the industry that specifications are sectionalized to and for the convenience of Architectural problems only, and further that such dividing and grouping as are found in specifications have no reference, whatsoever, as to what type of contractor or what type of employee should furnish the work and/or materials thereunder. This could be easily accomplished by a paragraph in the supplementary General Conditions stating that the division of the work is for the Architects convenience only and is not to be construed as an assignment of labor or material to any craft or contractor.

Edwin A. Elliot
Frank R. Slezak
Co-Chairmen

SKYLINES is pleased to welcome two new advertisers with this issue:

Carthage Marble Corporation—"Stallpak" marble toilet partitions, page 8.

James V. Irvin Co.—agent for J. A. Zurn Mfg. Co., plumbing drainage products, page 7.

Consult SKYLINES advertising when you write your next specification. Call SKYLINES advertisers for specific information on products mentioned in these pages.

OPERATION HOMEBUILDING, a six-lecture course being offered thru the University of Kansas Extension, is scheduled to begin October 6. Kansas City Chapter AIA and Home Builders Association of Kansas City are co-sponsors and are recruiting speakers for this line-up of courses:

Oct. 6—Location and Improved Financing

Oct. 13—New Designs for Living

Oct. 20—The Bath and Kitchen of Tomorrow

Oct. 27—Year-Round Air Conditioning is Here

Nov. 1—Pushbutton Living

Nov. 8—Innovations in Construction Materials

Further details in the September SKYLINES, or call KE 1538.

OTHER COURSES of interest to architects being offered by the KU Extension are:

Public Speaking, starting September 10, ten meetings, H. A. Billingsley, instructor.

Understanding People, starting September 28, eight courses, P. E. Cowan, instructor.

Production and Use of Quality Concrete, starting October 11, six courses, E. J. Mueller, co-ordinator.

Write or phone KU Extension, 39th and Rainbow Blvd., Kansas City, Kansas.

Check the August issue of the JOURNAL of the AIA for outstanding speeches given at this year's convention. Paul Rudolph on "The Changing Philosophy of Architecture" is real terrific.

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BY CLARENCE KIVETT

chairman, committee on public relations
kansas city chapter, aia

Greater Kansas City has had and can anticipate further dynamic growth with the significant shifts in the population of the greater Kansas City metropolitan area now in process and further anticipated in the future; I think that a very useful purpose in the community could be served by having, for example, an exhibit which would contain photographs and other data of contemporary design in religious architecture. The purpose of such an exhibit would be of untold importance from a number of viewpoints. In the first place, it is excellent public relations as far as we as architects are concerned. It would further tend to provoke discussion and possibly provide an important education in contemporary church architecture for the clergy and other interested persons in the greater Kansas City area as to the latest development in contemporary church design. Invited could be church building committees, the clergy, architects, engineers, mortgage and realty companies possibly interested in such development, city and other officials and civic leaders.

In addition to the work of our local chapter members, I am sure we could with great ease secure from throughout the country an abundance of excellent examples of contemporary church architecture. Such an exhibit could be a regular occurring event in which different types of buildings were displayed.

Our endeavor at present is to encourage architects to take interest in the whole idea of exhibits and to use this medium to inform the public of leadership architects are taking in the physical and cultural growth of our cities.

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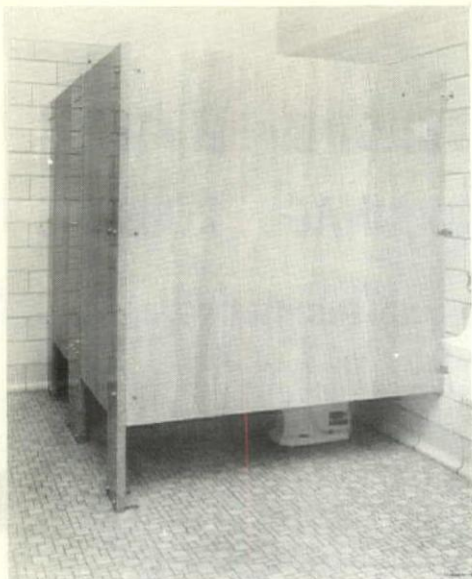
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During his presidency of the Chicago Chapter AIA, Phil Will wrote some thoughtful editorials for his chapter bulletin. One of the best and most provocative of these was the sharp analysis of the profession reprinted here.

DO WE NEED A CRUTCH?

By Philip Will, Jr., FAIA

I have often felt that most of the disagreement within the profession arises from a lack of understanding of the present status of the profession and a lack of vision of our future. Some day, some one better qualified than the writer will study the historic development of the building industry and project the potential of the architectural profession. Until such a qualified study has been produced, however, it would seem to me worthwhile to encourage continuing discussion by stating one man's opinion.

Just within the past generation we have seen rapid shifts and revolutionary changes. For our grandfathers and, yes even some of our fathers, the practice of architecture was relatively simple. Perhaps half of the architect's time was devoted to architectural design in its purest sense. The palette of available materials was limited. The functional demands upon his structure were limited. Heating consisted largely of the placement of radiators. Air conditioning was unknown. Acoustic design was considered important only to buildings of highly specialized use.

Not too much was expected of the architect in the way of coordinating the functional, structural and mechanical complexities with which we now deal. In those days the contractor was genuinely a key figure in the industry. The majority of the work was actually done on his own payroll. He assumed engineering and co-ordinating responsibilities that he rarely

assumes today.

What happens now? As in other fields, the construction industry has been splintered by specialization. On the one hand, every phase of construction has been taken over by sub-contracting specialists. Left to the general contractor is little more than the general conditions, co-ordination and expediting. On the other hand, some of the functions of the general contractor have perforce been shouldered by the architect. Such is the complexity of modern building that the most careful study and integration must take place in the planning phase. Little can be left to expedient change or adjustment in the field. The architect has to expand his competence. Such an expanding responsibility has produced a new kind of architectural organization, composed of all the many disciplines which must be coordinated to result in construction adequate to our ever rising performance standards. Thus, like it or not, the architect for his very survival has had to grow in stature in the building industry.

Those architects who can read the signs of the times have recognized the opportunities and acted to seize them. Their interest includes more than the design and supervision of the construction of buildings. They are concerned with the total environment within which these buildings must exist, physical, social and economic. They assist the owner in exploring need and writing programs. They are conscious of their responsibilities to society. Their planning includes the whole community, city, and region. Their area of concern is limited only by their capacity and vision.

Obviously, service on the scale described above vastly exceeds the capacity of any individual. We see, therefore, the growth of large organizations containing people trained in specialties not previously associated directly with architecture.

Will this trend continue? The answer I believe to be "yes" and on an ever increasing scale. The importance of collateral fields begins to require recognition at the highest organizational level.

Where we architects have failed to so organize and have failed to provide the caliber and completeness of service that our society demands, others have stepped in to fill the vacuum. It is thus that we see entering the construction industry the Package Operator.

It distresses us to see such groups disturbing the placid waters of architecture. We resent the intrusion. We see the dangers to owners who buy the "package." Nevertheless, such organizations will continue to exist and prosper so long as there is demand for their services. They will not go away if we close our eyes or look the other way. Nor, in my opinion, is it politically or even legally possible nor morally right to legislate them out of existence. We still live in a free-enterprise economy. If we believe in it we must accept the fact of competition and win our position through merit and good salesmanship.

The sooner we recognize the weakness of the law as a crutch for our pro-

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fession, the sooner we will develop and rely upon our own strength to survive and win. Package Operators are beatable. A well qualified and hard-hitting architectural and engineering organization can design better and can produce lower costs. Sometimes we can even outsell. We will not, however, win friends or achieve the status we seek by running to the legislature for protection.

In conclusion, I would say yes, let us have a strong law but let it not be defensive. Let it be such that our profession may grow and assume the greatest stature and breadth of interest of which it is capable. In attacking others, let us not boomerang limitations upon ourselves.

In the final analysis, our profession will prosper or wither to the extent that we prove ourselves and compete successfully within a free-enterprise economy. We need have no concern for the future of architecture if we (1) do all in our power to improve the caliber of our professional services, (2) carry our full burden as responsible citizens, (3) through a vigorous public relations program sell ourselves **on performance**.

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THIRTEEN ... HOMEBUILDERS WILL APPEAR
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TWENTY-THREE.

Much controversy among architects concerning publicity and advertising led the AIA Board of Directors to formulate this

GUIDE

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1. Newspaper and Magazine Publicity

May furnish material concerning participation in building projects but may not stimulate self-laudatory, exaggerated or misleading publicity.

2. Radio and Television Publicity

May participate in radio or TV programs as part of chapter, region or national AIA activity.

May participate as individual Architect if the program is in the best interest of the profession.

3. Newspaper, Magazine, Radio and Television Advertising

May participate where an endorsement of the product by the individual Architect is not required . . . where the participation is not to the detriment of fellow Architects . . . where advertisements (or commercials) pay tribute to the profession.

May not purchase space (or time) in own interest or interest of the architectural firm.

May not advertise by person or architectural firm in special editions or programs.

4. Brochures, Pamphlets, Reprints, etc.

May produce a brochure or pamphlet covering facts about the firm and can use this medium in discussions with potential clients, provided it is produced at his own expense and that it contains no advertisements.

5. Speeches and Panel Discussions

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