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### **THIS ISSUE:**

VISUAL POLLUTION

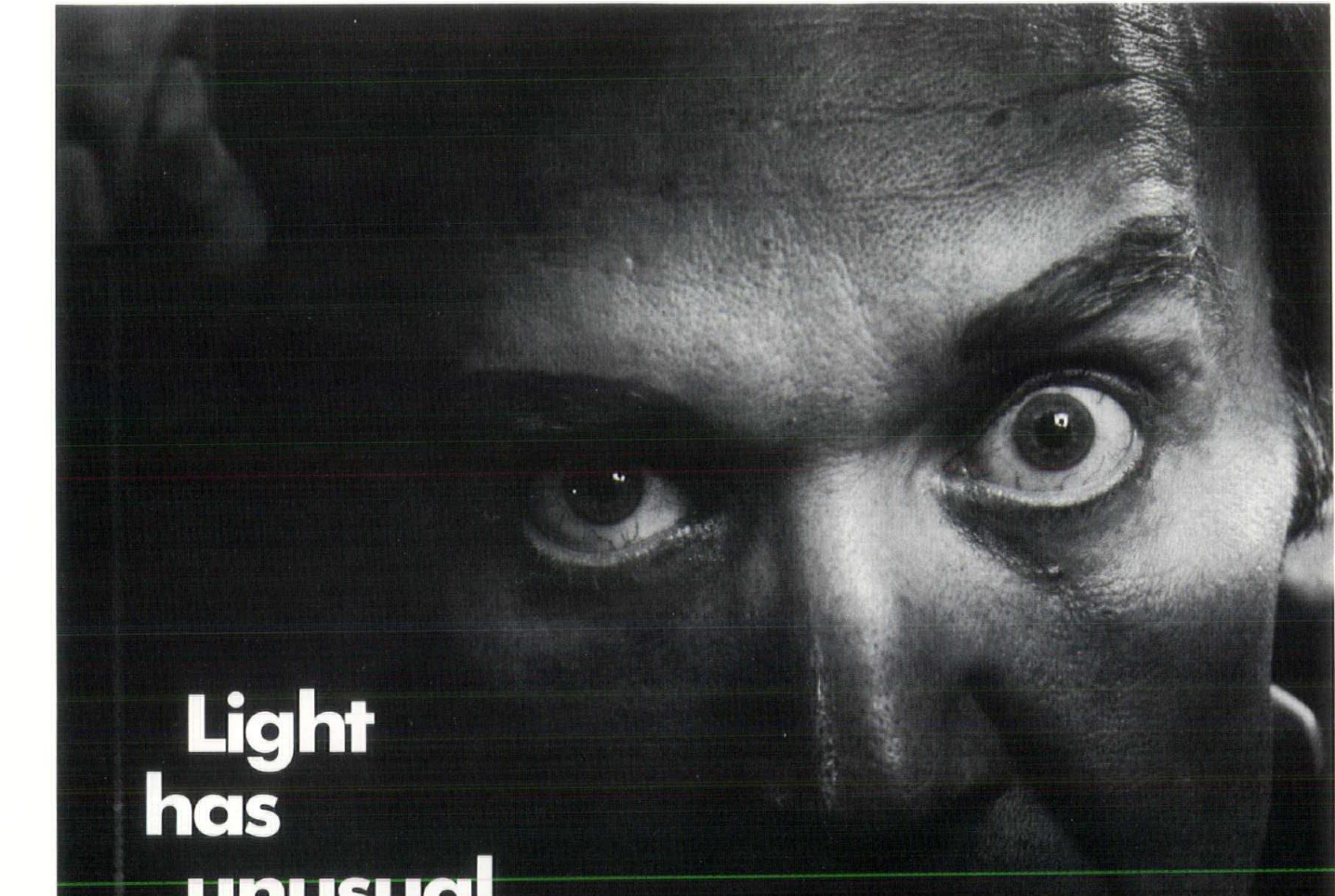
### **PHOTOGRAPHS:**

Kenneth G. Wilson,

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It can attract people to certain items, while they ignore others.

Light can make people happier or more excited or more eager to work.

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We could go on and on. But knowing what light can do is one thing and knowing how to make it do it is another. All too often the lighting is the last thing anybody thinks about when they build a building.

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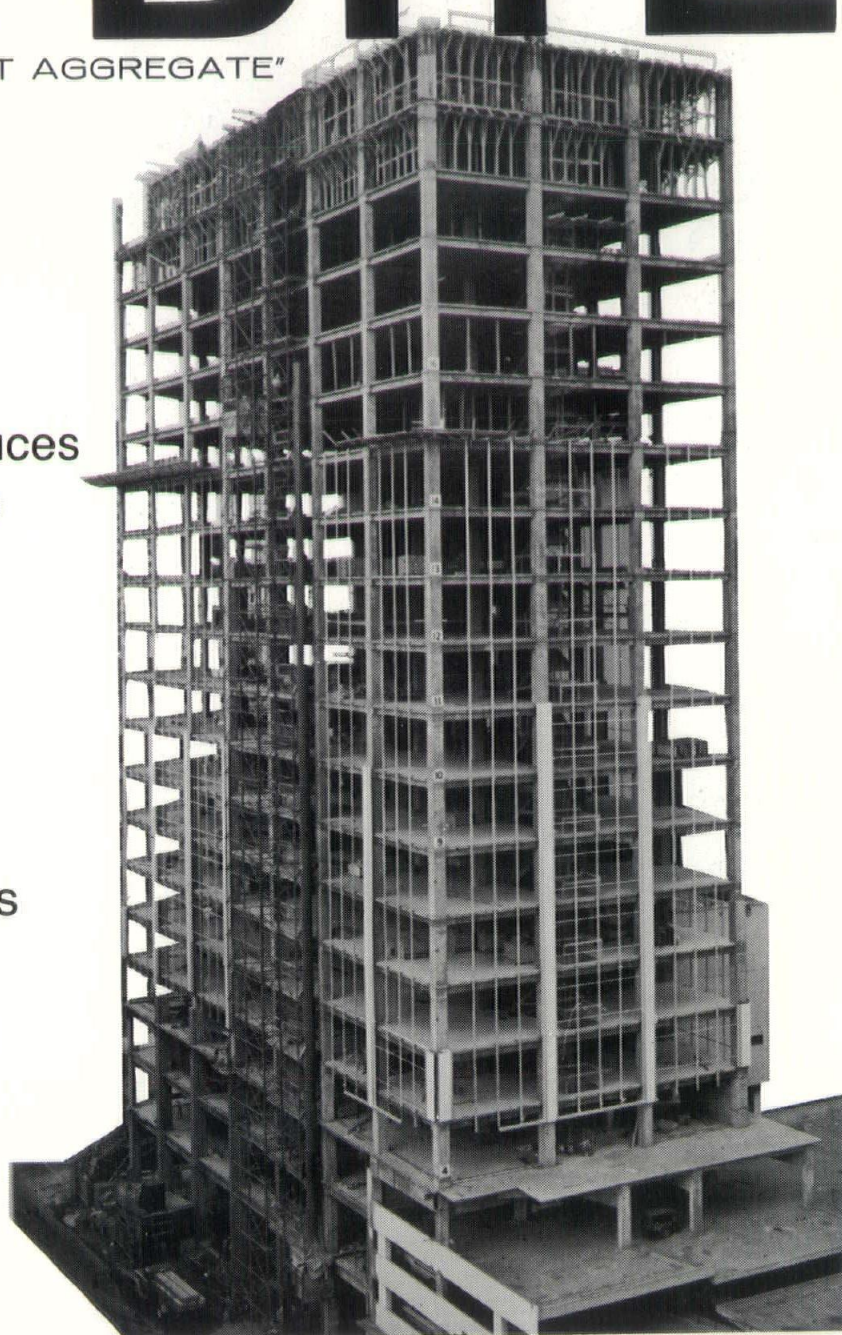
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## WHAT CAN THE ARCHITECT DO ABOUT VISUAL POLLUTION?

There are many areas in which the architect can make significant contributions toward the demise of visual pollution. Just a few of these areas are improved building design, utilities control, parking lot design and last but not by any means least signage. All of these areas are even now past the critical point as the following on-location photographs show. It is also apparent from these photos that utility pole forests and signboard jungles are the worst offenders (some might want to disagree). Ironically one of the easiest areas to control first by the architect and if not by him by codes, restrictions or a Fine Arts Commission with some teeth in it; is signage. Architects and others concerned with design need to put forth a concerted effort to develop and get implemented whatever controls are necessary to stem the proliferation of visual pollution. Some will argue that the implementation of the necessary controls will cost too much money. I say this is a LIE. Some concerned people have done their part as shown in the "WHY NOT?" photos on the last page and it did cost them extra money; but it is impossible for it to cost "TOO MUCH" money. As Malcolm B. Wells said in 1965 "what a shame if Mankind's epitaph should read, 'they found the right way too expensive'."\*

\*Progressive Architecture, February 1965

A handwritten signature in black ink that reads "Kenneth G. Wilson". The signature is fluid and cursive, with the first name "Kenneth" being more prominent than the last name "Wilson".

Kenneth G. Wilson, AIA Editor  
Skylines / Midwest Architect

## BUILDING DESIGN?



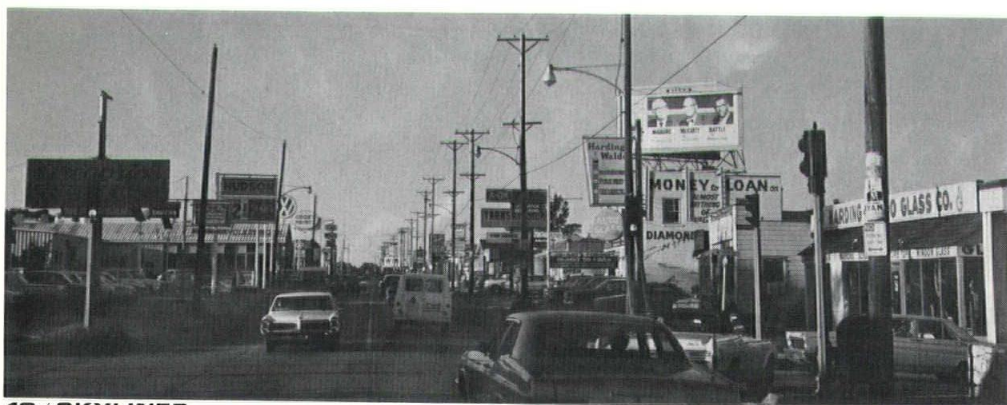
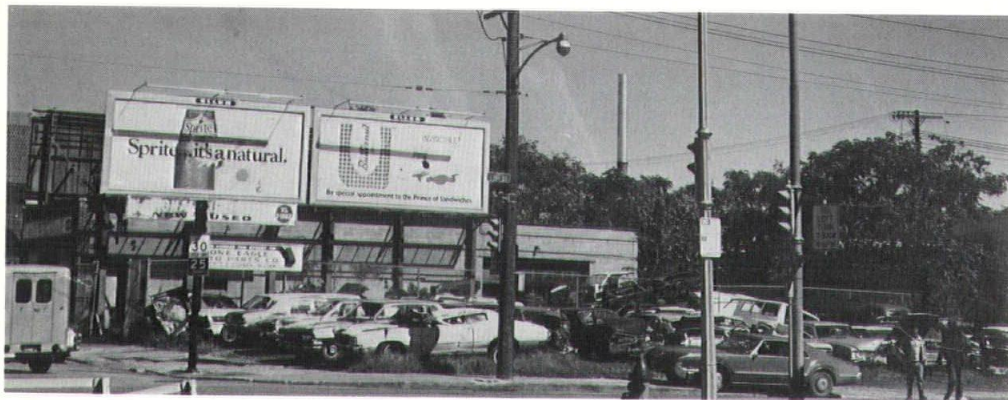
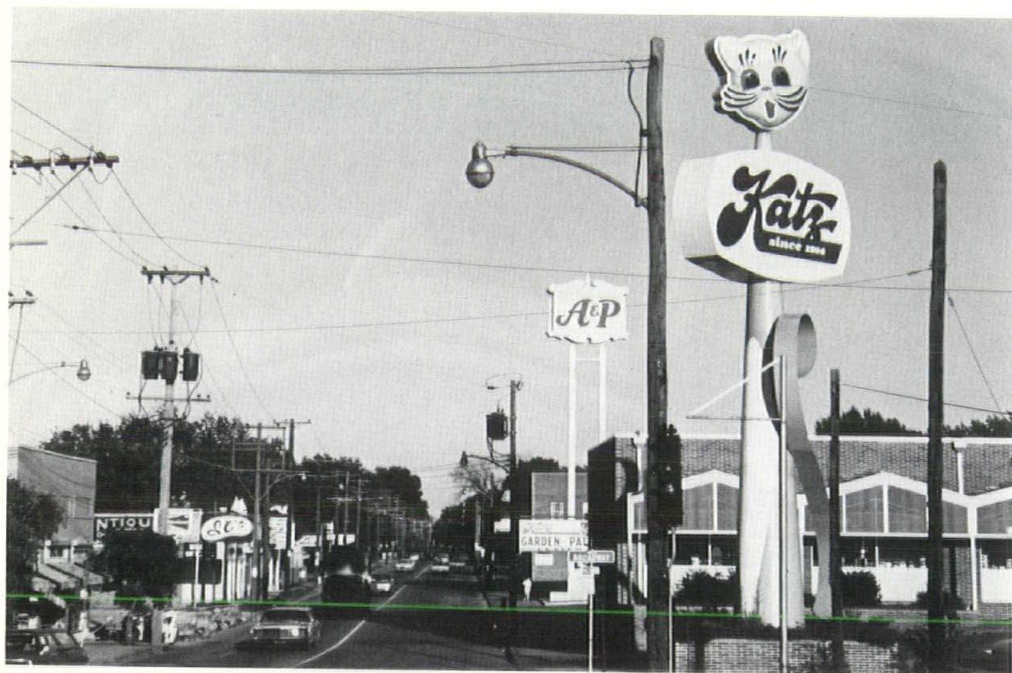


SIGNAGE?





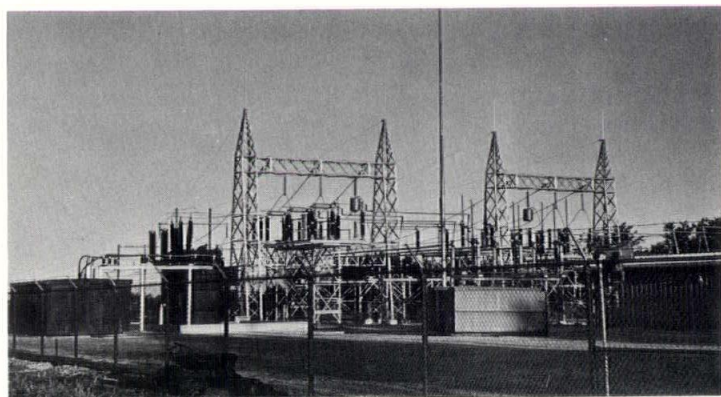
## MORE SIGNAGE?



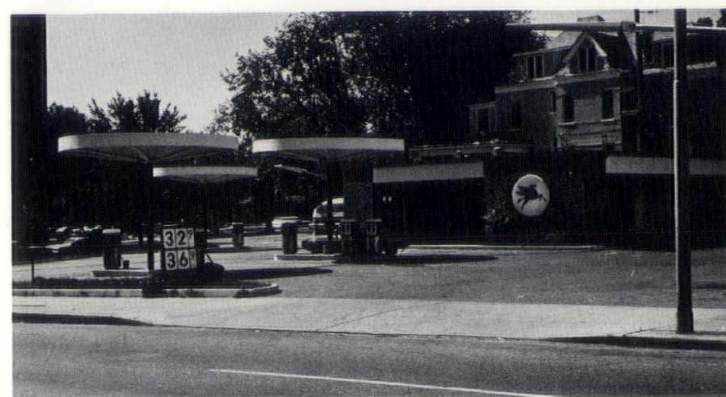
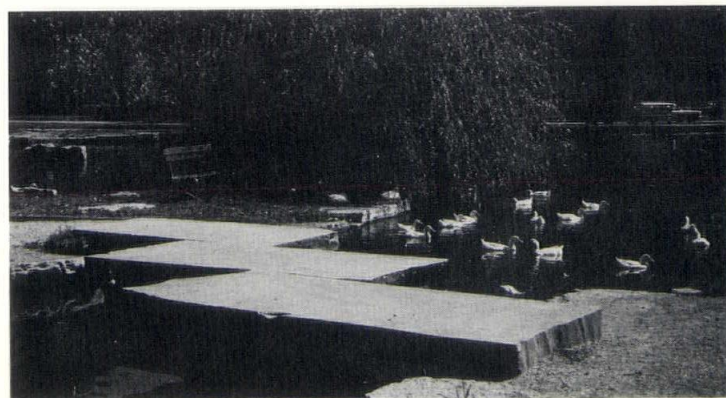
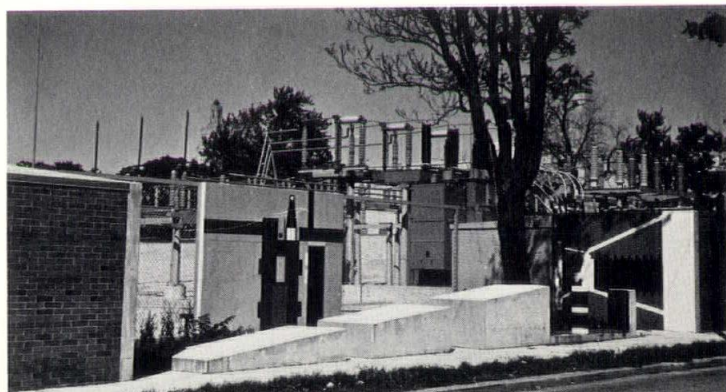


Our national AIA has recently run some WHY? WHY NOT? ads in selected national publications. On this page you see similar examples from real life here in our own city; just three of many that could be shown. First we have two power stations; one a community eyesore, the other an area of color, graphics and play sculptures. Next are two city ponds; one a community tire, trash and junk collection and a people-oriented, inviting place to walk or feed the ducks. Last are a pair of service stations; the first just an ordinary run of the mill gas stop and the other the result of an intensive program to upgrade the service station experience from pump design to the aesthetic appeal of the actual building.

## WHY?



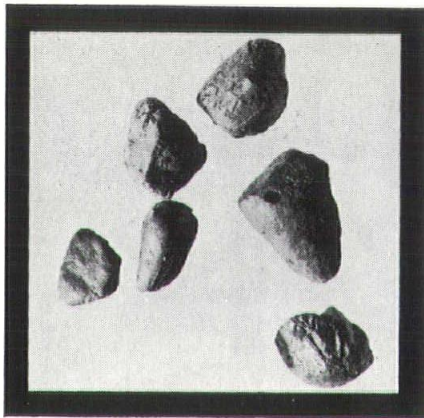
## WHY NOT?







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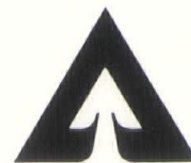


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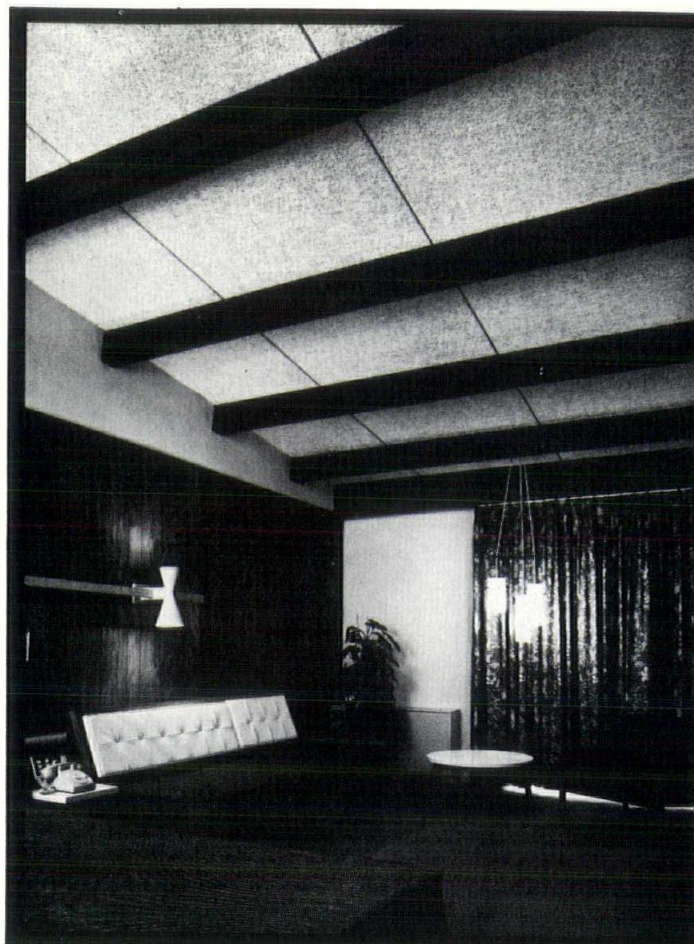
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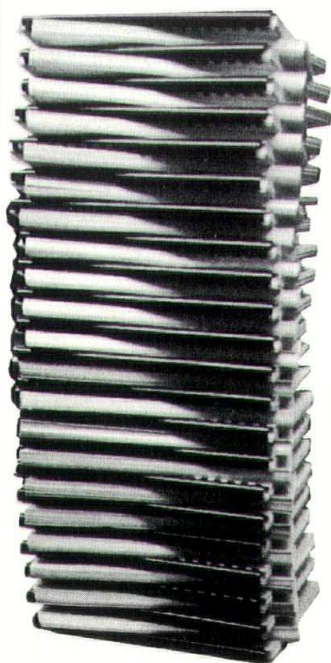
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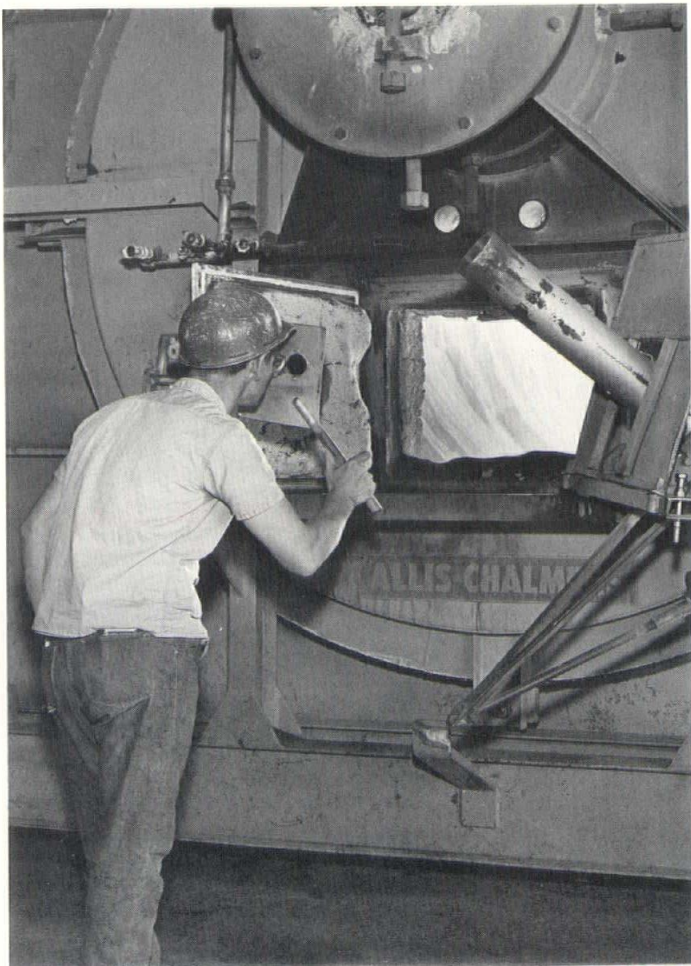
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