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Engineers and management officials of Nittesu Econ Company, Tokyo, view the installation of Glen O'Brien Movable Partitions at Black & Veatch, internationally-known consulting engineering firm based in Kansas City. Nittesu Econ personnel spent several weeks at the Glen O'Brien plant under a Technical Service Agreement between the two companies.

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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

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.
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