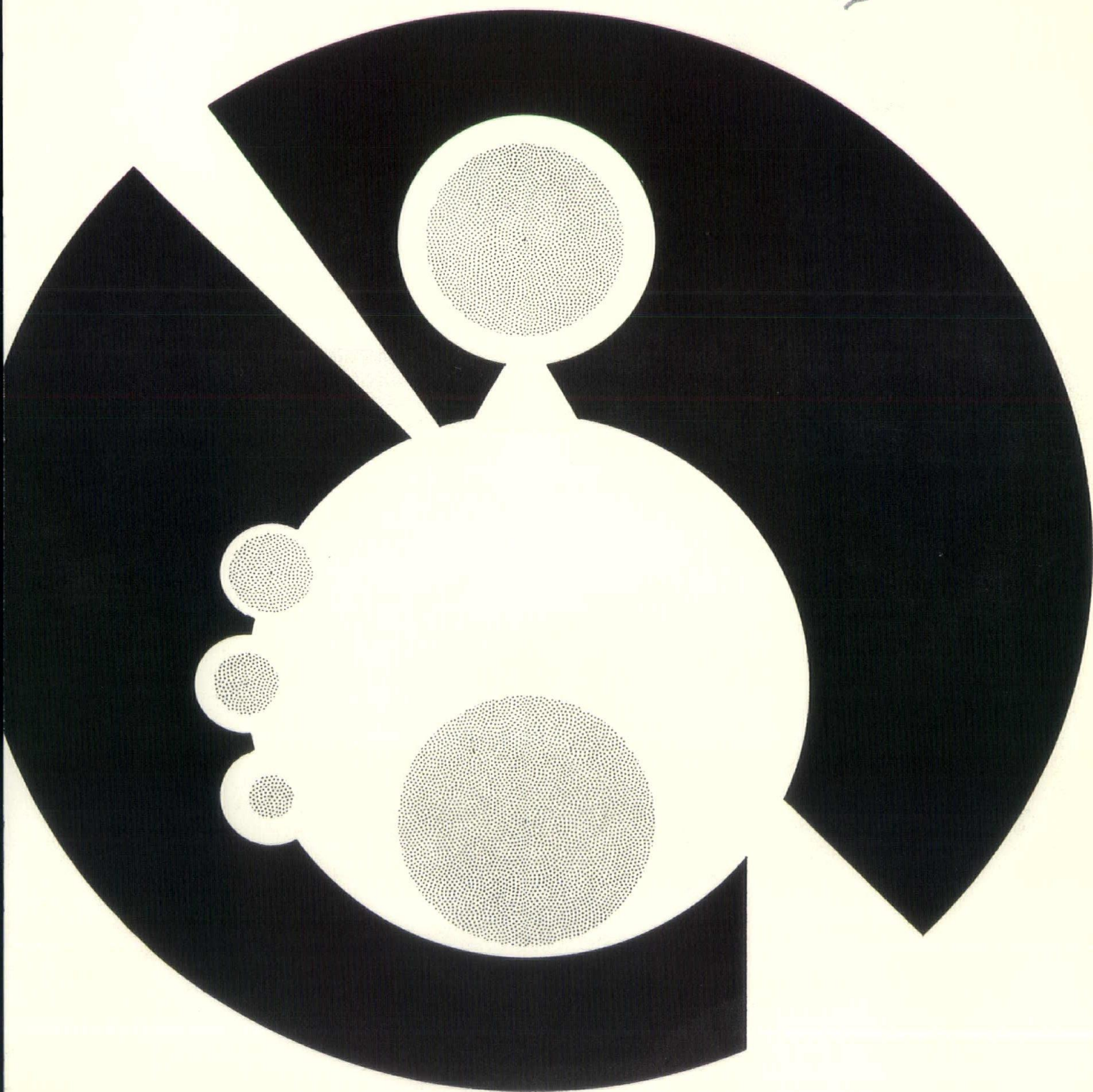
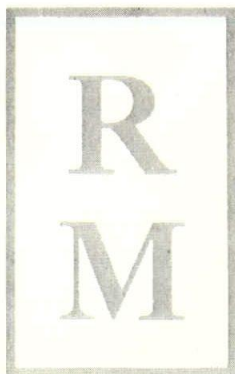


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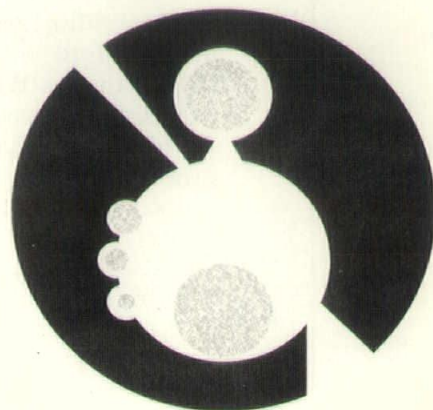
is the monthly official magazine of the Kentucky Society of Architects of the American Institute of Architects, Inc. Opinions expressed herein are not necessarily those of the society or the Institute.

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## COVER STORY

THE KENTUCKY ARCHITECT OCTOBER 1965



A graphic interpretation of the downtown as it was used for the "Downtown Salutes the Arts".



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## EDITORIAL

**D**owntown Louisville saluted The Arts in September, from Van Cliburn to jug bands, di Vinci to cartoons, and child prodigies to Shakespeare. The citizens of the greater Louisville area were exposed to a competent and comprehensive display of all the Fine and Folk Arts, thanks to the original idea and sponsorship of the festival by the Retail Merchants Association. While Louisville is counting its many blessings in the field of cultural activity, it should also count the blessing of having civic leaders and patrons by the hundreds who devote great time and energy to bring about a downtown arts festival of this type and scope, helping Louisville maintain its unique place among American cities. Louisville's own talents were not the only ones contributed--national and international exhibits were many and varied. The international flavor was enhanced by special exhibits from Louisville's Twin City, Montpelier, France. Arts and crafts from the old and the very young were a few steps away from historical musical instruments, fabric collages, or sculpture displays, with a jazz concert or Bach Society presentation providing background music.

The wealth of so much talent and stimulation and enjoyment concentrated in the urban area of a city is a marvelous thing, and is certainly significant in an architectural sense. This festival was held in the main downtown area, making it a vital cultural center and tremendous drawing attraction for the span of the festivities. As the festival grows, so will the interest, and it will hopefully continue to be a sustained interest. The central city has provided a place, and the community has provided the occasion and support. Guthrie Green was undoubtedly a valuable asset.

Through the efforts of Louisville Central Area Incorporated and passage of the upcoming bond issue, more of these planned open spaces and plazas can become a reality, along with the Riverfront Project. Then, perhaps, the contribution from Architecture to future "Downtown" festivals will have added significance.

**T**he sum of \$124,155,000 in capital construction funds will depend on passage of Kentucky's Bond Issue November 2. \$87,755,000 will be contributed by matching federal funds with \$36,400,000 being provided by the Bond Issue.

These funds are earmarked for colleges and universities, vocational schools, county health centers, hospitals, correctional institutions, schools for the deaf and blind, as well as for development of parks, airports, agricultural centers and lakes. The continuance of Kentucky's recent progress in each of these fields depends heavily upon passage of this bonding program.

In addition to capital construction funds, \$139,000,000 in bond money and \$597,000,000 in matching federal funds has been allocated for highway construction. This money is vital to insure the continued growth of our highway system and realize a longtime dream of connecting our entire state with a modern highway system.

Those of us in the construction industry have both a direct and indirect interest in passage of the General Obligation Bond Issue. Kentucky's continued progress can be assured by its passage.

An active role by each of us should be taken in supporting this bonding program.



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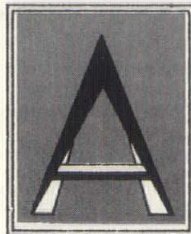
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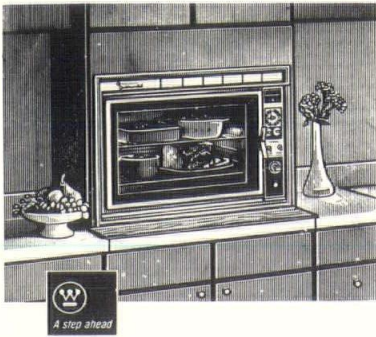
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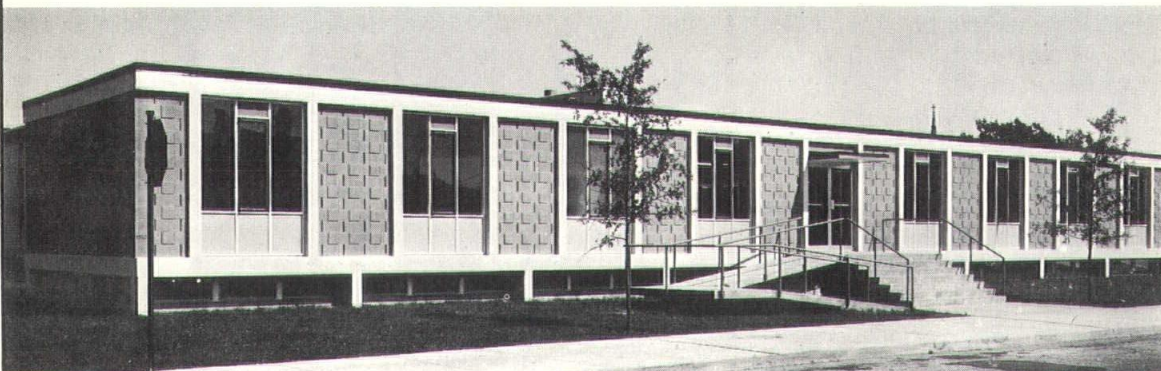


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Architect was Jasper D. Ward, AIA, recipient of many awards for contemporary design—



the Neighborhood House design was a winner, too. The first Kentucky AIA Honor Award was presented for this design.

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## NO NEW TAXES — \$176 MILLION STATEWIDE BOND ISSUE TO BE RETIRED FROM REVENUE

No new taxes are tied to the \$176,000,000 bond issue to be presented for approval of the people in November.

The bond issue is to be used for highway and other capital expenditures and will be retired from revenue.

Of the total amount, \$139,000,000 is to be used to match federal funds on Kentucky's program of highway construction. The remaining \$37,000,000 will be used for capital construction, including college and university buildings, vocational schools, libraries, county health centers, small lakes, forestry facilities, parks, airports, public safety, child welfare construction projects and other projects long needed to keep pace with developments in other states.

If the bond issue is approved, large amounts of money will be

available from federal sources in addition to the interstate highway program. Most of the federal funds depend on the state putting up a share of the total cost of construction.

For examples, available to the University of Kentucky will be \$4,000,000 in federal funds; available to vocational education will be \$3,600,000 in federal money.

Federal matching programs will include the Appalachian Program, now a reality but only a proposal when the \$176,000,000 bond issue was drawn.

If the bond issue should fail, Kentucky probably would lose much of the federal money that has been designated for use in the state.

The bonds will not be sold all at once. They will be sold only as the need arises. Bonds sold in advance of the date for payment to contractors, architects and others may be reinvested, thus reducing the cost of the bonds. This practice has been followed to

advantage with the bond issues of 1956 and 1960.

Officials contend that Kentucky should have no difficulty funding the bond issue. They point out that the state's expanding economy is a strong indicator. The Kentucky Turnpike now is paying off its bonds many years ahead of schedule. The other recently-built parkways are showing increased returns each month.

Income from out-of-state visitors to Kentucky increased 41 per cent from 1956 when the first bond issue was approved by Kentuckians to 1963. The tourist business in Kentucky has continued to boom and continues to account for a large part of the state's revenues. It is expected to continue on the upswing each year.

## NECESSITIES TO BE FIRST ON LOUISVILLE BOND ISSUE SPENDING

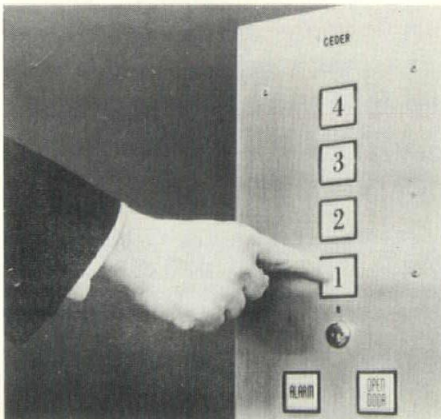
First on the list of expenditures for the City of Louisville if the Louisville & City bond issue for \$29,800,000 passes referendum in November will be the necessities:

Improvement of the 51-year-old General Hospital Building; expanding the services and facilities of the University of Louisville Medical and Dental Schools; improving traffic control, streets and parks.

Co-chairman of the Bonds for Progress Committee, Archibald P. Cockran and Thomas A. Ballantine, point out that the bonds will revitalize and transform Louisville into one of the most attractive cities in the United States.

From the informed authorities is word that the bond issue will not increase taxes, will not put additional financial burden on the

(Continued on Page 15)



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# "DOWNTOWN SALUTES THE ARTS"



*Photos Courtesy Louisville Central Area*





The secondannual festival emphasizing the arts was held from September 19 through the 25 in downtown Louisville.

Initiating the week long series of events were speeches by acting Mayor Kenneth Schmied and the officers of the Retail Merchants Association. Following the opening addresses, the University of Louisville Band performed and various craft techniques were demonstrated.

These ceremonies on Sunday afternoon, in the Guthrie Green, began a comprehensive presentation of the various art forms which were to literally envelope the downtown area.

**THE PURPOSE:** The primary reason for the "Salute" was to focus attention on the widespread interest and involvement in cultural activities that has made Louisville unique among American cities. During the Salute the community was given an opportunity and an occasion to count its many blessings in the field of cultural activity.

Also important was the idea of integrating the arts with everyday life, to help dispel the idea that art is reserved for the few, and

that creativity is not a fixed but a continuing process.

The premise of all concerned then was not the commercialization of the art forms but a further humanization of them.

**THOSE RESPONSIBLE:** A tremendous effort by many people made the "Salute" come to life. The Retail Merchants Association of which many members are deeply involved in the arts gave sanction to the endeavor. Their Committees comprised of individuals knowledgeable in each art form were organized in order to assemble the shows. Serious painters and sculptors in the area were then invited to submit work for the exhibits. Once the works were assembled, cooperation between the individual merchants and the committees made possible their display.

**DOWNTOWN — AN IMMENSE SHOWCASE:** Virtually the entire downtown was

one immense cultural beehive. The area from Broadway to Main on Fourth Street and the cross streets in between was saturated with painting, sculpture, and crafts. Exhibits were in lobbies, showrooms, display windows of department stores and shops and the normally austere interiors of banks were greatly enhanced by their inclusion. (This year, for the first time the West Kentucky Chapter of the American Institute of Architects displayed proposed projects by its members in the First National Lincoln Bank).

This immense gallery was given a focal point by the introduction of activities in the Performing Arts at the Guthrie Green. During the noon hour and in the evening each day various jazz, chamber, and theatrical groups performed.\*

The key to the Salutes' obvious success lies in the fact that some cultural exposure was practically unavoidable.



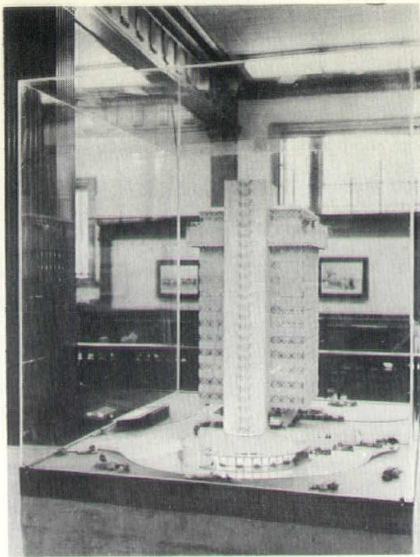


**THE OCCASION:** Diversification of experiences was one of the more interesting aspects of the Salute. As a person would be browsing along in and out of stores and banks looking at exhibits he might suddenly happen onto a performance in the Guthrie Green. Many people were gathering there during lunch hour and in the evening just to sit, listen and enjoy the particular occasion.

The activity of Guthrie Green was more than enough to assert its significance as a good place to be. The "occasions" in the plaza gave to the people participating a chance to pause and take delight in being in the center of the city.







On Friday night, September 24, the culmination of the week long salute came with a concert in the Convention Center by the world renown pianist Van Cliburn and the Louisville Orchestra, conducted by Robert Whitney. The event was an overwhelming success and the audience of over 7,000 underlined the importance of the entire week with their standing ovation.

**THE FUTURE:** The "Downtown Salutes The Arts" is truly becoming an important annual event in Louisville. Beginning shakily only last year, it has proven by its successful public response this year that it can stand on its own.

Its importance however is more than just an event that will happen one week each year. It is one of the cultural barometers of Louisville. Out of it hopefully may come a more widespread involvement by Louisvillians in the arts.





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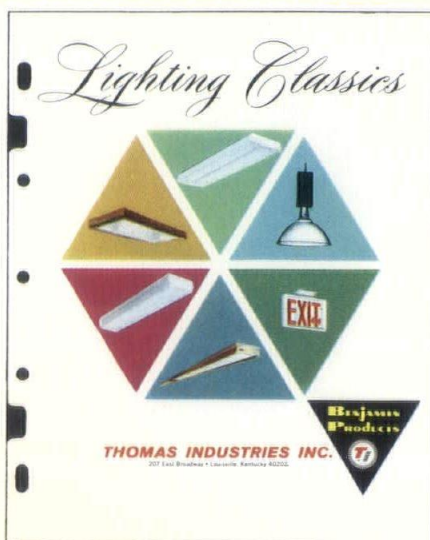
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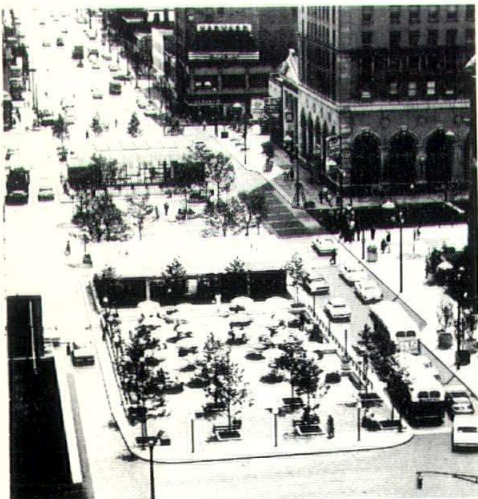
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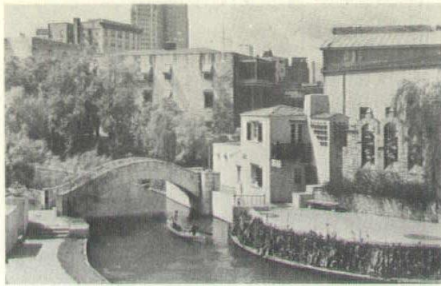


Your city can look most any way you want it to look. You can have a downtown confused by ugly and unreadable signs, corrupted visually by poles and wires, congested with cars. Or, as in Fresno, California, you can take traffic off the street, create a pedestrian shopping street with sculpture, water displays, benches, trees and flowers, minibuses. Canton, Ohio, before and after, shows how an ugly public area can become a handsome plaza with restaurant, community exhibit area, greenery, and a gay sidewalk cafe which in winter becomes an ice skating rink.

NO TIME  
FOR DELAY  
WE DON'T HAVE  
TO BE UGLY







## THE TIME FOR ACTION IS NOW



(Continued on Page 7)

City of Louisville--and above all, passage of the bond issue is absolutely necessary for the city's future growth and development.

Proposed improvements to the physical structure of the city, if the bond issue passes, are specific:

Addition to General Hospital, \$6,000,000; U of L Medical-Dental School, \$6,000,000; Louisville Free Public Library, \$4,000,000; New Natural History Museum, \$560,000; Parks, \$1,800,000; Fire Training, \$460,000; Community College, \$1,000,000; Traffic Control, \$600,000; City Garage, \$1,500,000; U of L Classrooms, \$1,000,000; Founders Square, \$500,000; Urban Renewal, \$2,500,000; Public Works, \$3,100,000; Riverfront, Wharf and Park, \$800,000.

One of the most persuasive views on the bond issue follows:

"If the City of Louisville is to prosper and maintain its competitive standing with the growing cities of the Ohio Valley, if it is to care for the current and growing needs in health and welfare and culture of its citizens without increase in taxes, then the bond issue is a necessity. With funds from the bond issue much can be accomplished now. Without funds, the city not only will be at a standstill, but millions of dollars in matching funds from the federal government will be lost to the community."



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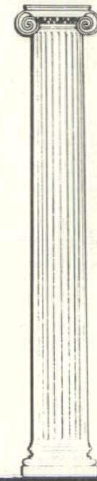
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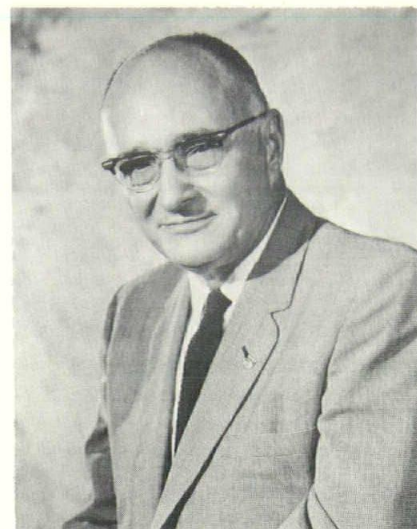
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## CHARLES S. STOCK RE-ELECTED PRESIDENT OF PRODUCERS' COUNCIL



Charles S. Stock of Louisville was re-elected president of the Producers' Council, Inc., national association of building product manufacturers, at the Council's 44th Annual Meeting and Chapter Presidents' Conference at the Brown Hotel.

Stock is vice president and manager of marketing, American Air Filter Company, Inc., Louisville. He lives at 301 Mockingbird Valley Rd., Louisville.

The Producers' Council opened its three-day meeting Wednesday Sept. 15. About 300 marketing executives, representing major building product manufacturers throughout the nation, attended. Speaking to the group at a noon luncheon on Wednesday was Robert P. Gerholz, president of the U.S. Chamber of Commerce. Thursday's featured speaker was Morris Ketchum, Jr., president of The American Institute of Architects.

K.A.C.E.

C.E.C.

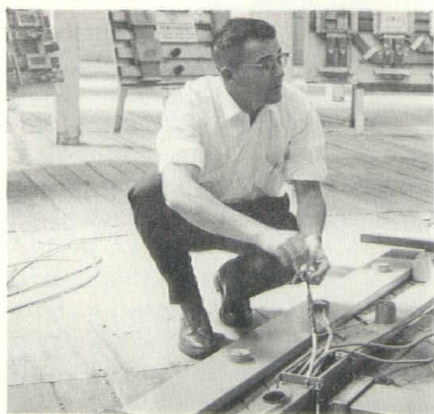
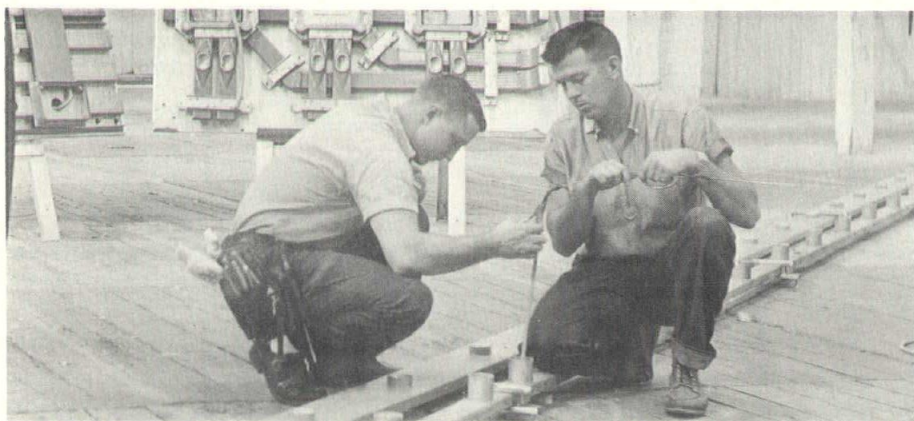
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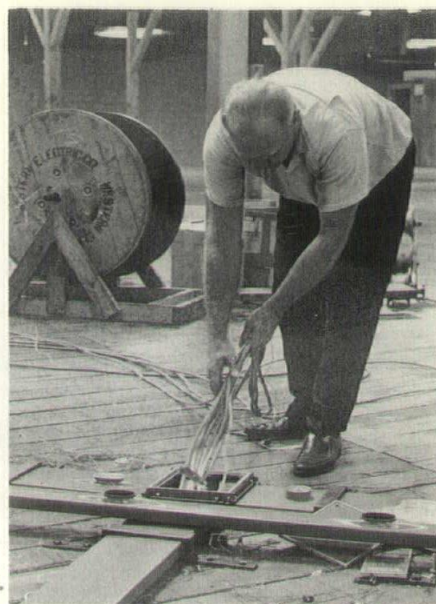
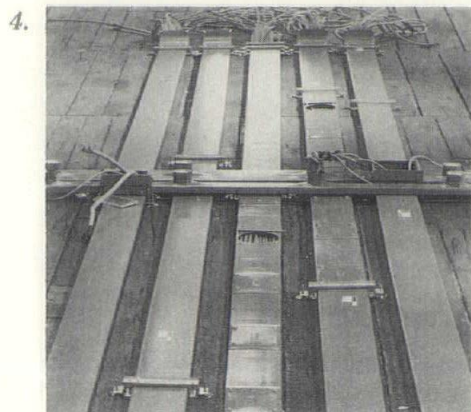
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## TELEPHONE AND ELECTRICAL DISTRIBUTION FOR COMMERCIAL OFFICE BUILDINGS



2. For many years this problem has been among the most controversial in the architectural and engineering professions concerned with the design of commercial space. With the passing of the load-bearing wall and partition, wide open areas dominated many offices. How were these desks to be served by power for the many machine operated devices? How were the large telephone cables to reach the same decks and yet be concealed?



1. Dave Russell of American Telephone and Telegraph Company pulls cables in a feeder duct.
2. Two electricians pulling cables in round insert duct.
3. Tom Fagrelus of American Telephone and Telegraph Company attaches cable to fishtape.
4. Pyramidal feed into a simulated telephone closet.

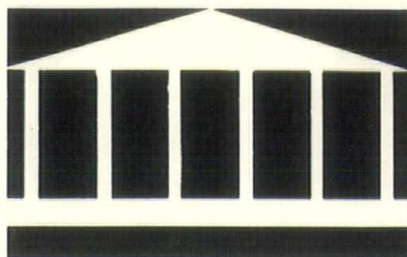
Many solutions have been proposed over the years, and some were acceptable answers. Rarely, however, has there been a complete understanding by the architects - and their engineers - as to the exact need of present-day telephone requirements and a conservative estimate of what might be expected in the future. This lack of understanding actually reached the proportion of complete lack of confidence of all telephone suggestions, and a deterioration of the communication facilities within buildings.

This misunderstanding often arose because the telephone engineer was misled by the manufacturer of raceways - again because of incomplete communications between these industries. And, so the blind led the blind and the vicious circle continued.

Several years ago, the manufacturers and members of the telephone industry established a close communication to correct

(Continued on Page 18)





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(Continued from page 17)

the situation. It was obvious that insufficient factual information was available on the true capacity of raceway systems. Certainly, sticking a few cables in a short piece of duct was no way to determine its ability to function well in a full-scale operation.

Perhaps the first comprehensive test was set up in Lexington, Kentucky, three years ago, and a few members of the construction industry, as well as operating telephone companies - AT&T, General Telephone system, Bell Laboratories, and others - set out earnestly to determine actual capacities.

This year's demonstrations and tests cover over 50,000 square feet of floor area, and the full-scale installations illustrate the application of raceways in fill or slab on-grade, cast-in-place reinforced concrete, and many other structural environments. The raceways are, in many cases, loaded to capacity with 25 pair telephone cables, and all of the cables can be pulled in and out to verify the practicality of the apparent fill.

It is an unusual opportunity to see the many varieties of raceways, and the costs of all items are available for comparative purposes. The test area will be open until October 22 and all architects, structural engineers, electrical engineers, general contractors, and others interested in the construction of commercial buildings are urged to attend. Most sessions are informal, and arrangements can be made by calling Jim Hudson at Area Code 606 255-3880 or by writing him at Square D Company, 1601 Mercer Road, Lexington, Kentucky 40501.

Most architects and engineers strive for fact upon which to base their design decisions. Here is an opportunity to determine the truth concerning raceways. As busy as most of us are, it may be the most well-spent day in a long time.



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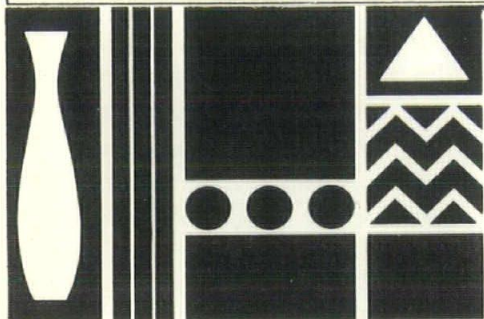
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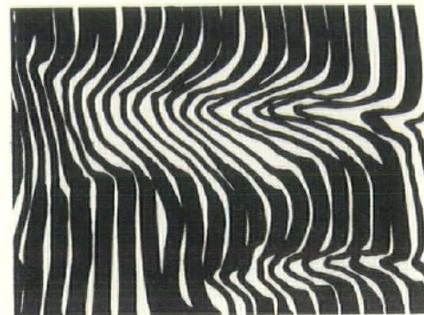
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## WE ANNOUNCE

George Rolfe, formerly of architectural firm of McCulloch and Bickel, has now joined the staff of the Louisville & Jefferson County Planning & Zoning Commission as an urban designer.

There he will have charge of revising the downtown plan and will also be working on various other planning studies. ▲



The annual meeting of the East and West Kentucky Chapters of the American Institute of Architects will be held Saturday, November 6th, in Lexington.

Schedule of the agenda will be sent to members through the mail very shortly.

The session will end Saturday evening with the gala Beaux Arts Ball sponsored by the Students of the School of Architecture.

Date: November 6, 1965

Location: Clay-Wachs Tobacco Warehouse near Anglin Avenue, Lexington, Kentucky

Theme: "Pop - Op Art"

Ticket Price: \$10.00

Those Invited: Architects, architectural students, and art students.

### AIA RESEARCH PROJECT TO BE CONDUCTED BY PRINCETON UNIVERSITY

The American Institute of Architects on Sept. 15, took a major step to improve the capacity of the architectural profession for its expanding role in designing the nation's physical environment by authorizing an extensive research project to be conducted by Princeton University.



The Institute appropriated \$100,000 for the initial 18-month phase of the research. A broad study of architectural education programs will be conducted by Princeton and a cross section of professional schools in the United States.

The project, to re-examine and possibly reorganize the professional training of the nation's architects, will involve the testing of new educational approaches and curricula.

The study will be directed by Robert L. Geddes, dean of Princeton's school of architecture, and Bernard P. Spring, senior research architect at Princeton. The participating schools will develop new programs to be tested, based on specific educational goals.

Geddes said that emphasis would be on educational methods which would lead to development of more reliable and creative environmental design procedure, including more effective techniques of stating and solving design problems and of evaluating building performance. The project will also study the relationship between education, architecture, and related fields devoted to creation of the human environment; methods of professional internship, and continuing education for practitioners.

The AIA board said its support of the research program reflected recognition of "the need for increased competence in the design of the American environment, of the necessity of developing and testing bold new ideas and procedures and perhaps even the invention of new education institutions to serve the expanding requirements of a complex society."

The study was recommended by AIA's Commission on Education and Research, which stressed the need for architecture to be concerned with the total physical environment and stated that attainment of environmental excellence will require a unified design profession. The project has been endorsed by the Association of Collegiate Schools of Architecture.



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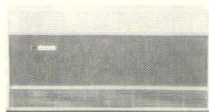
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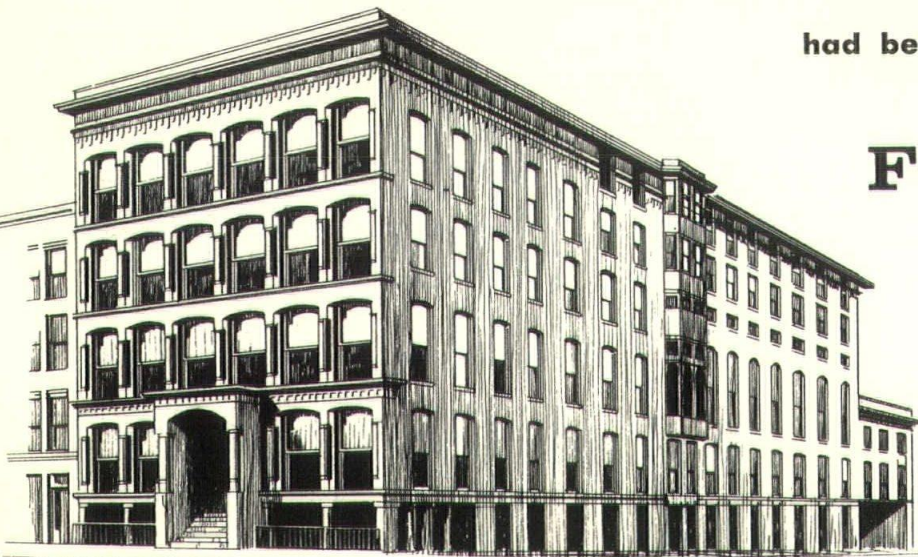
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