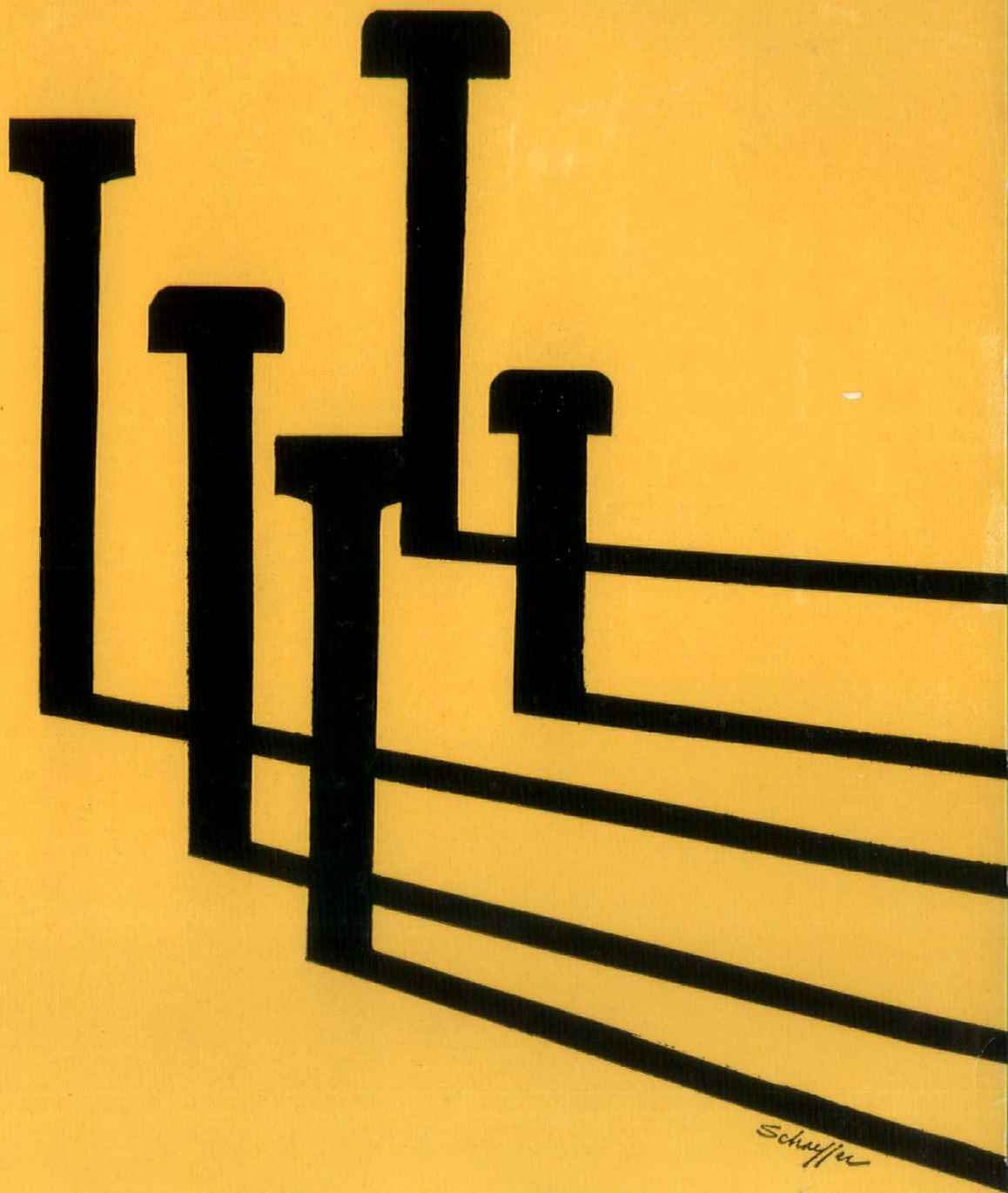


LOUISIANA ARCHITECT

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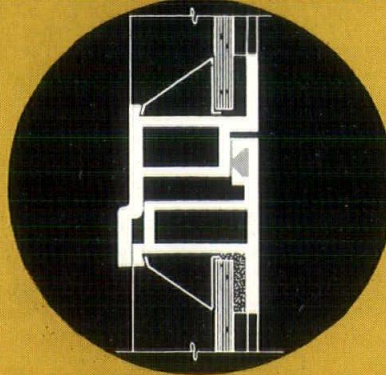
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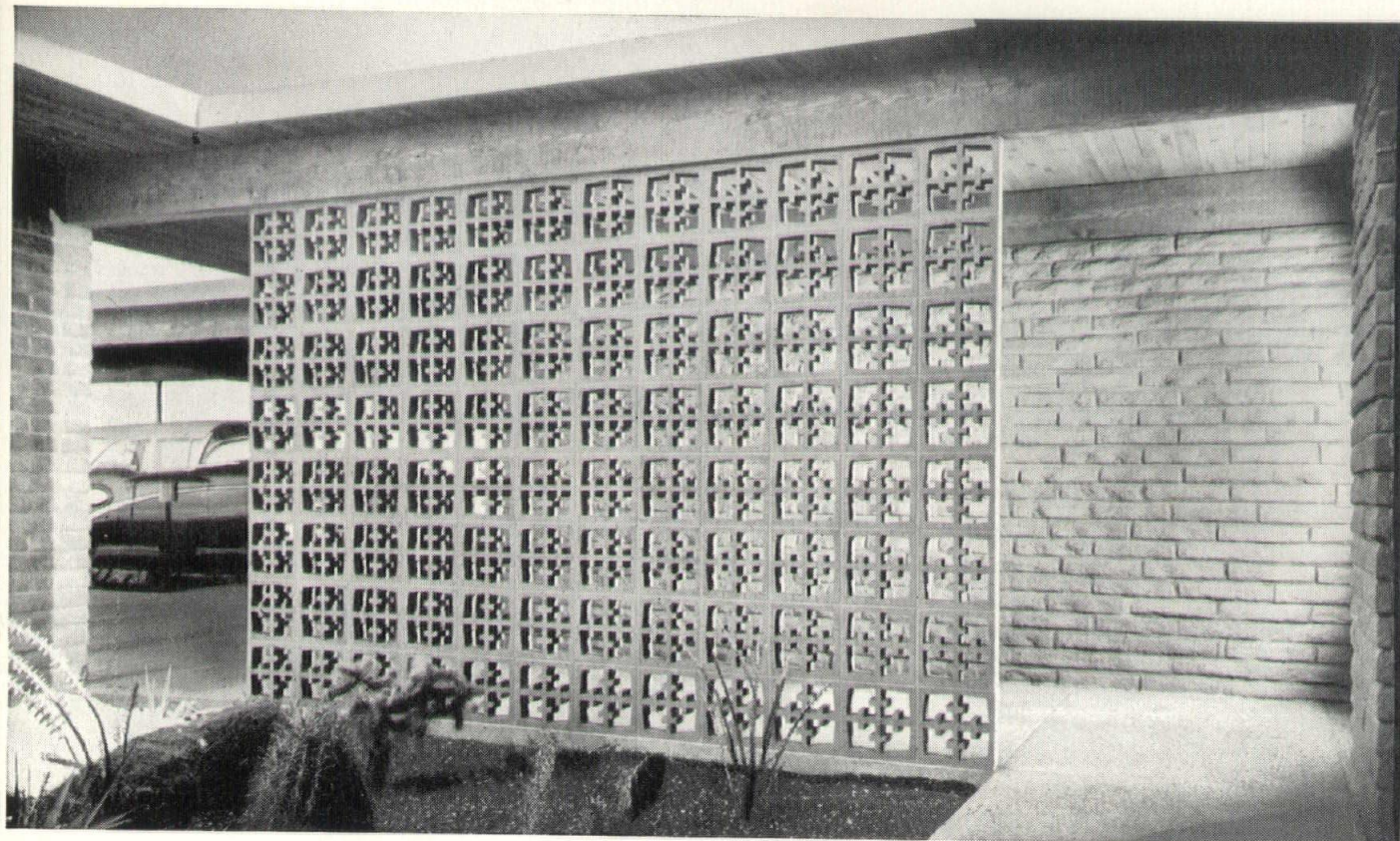
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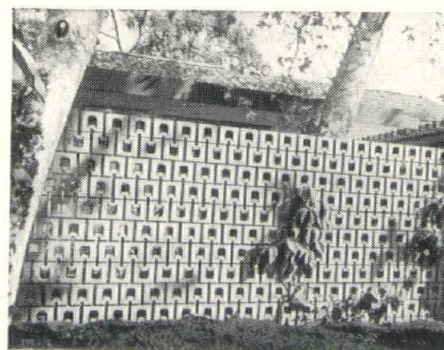
"Lace curtain" concrete masonry provides decorative entrance.

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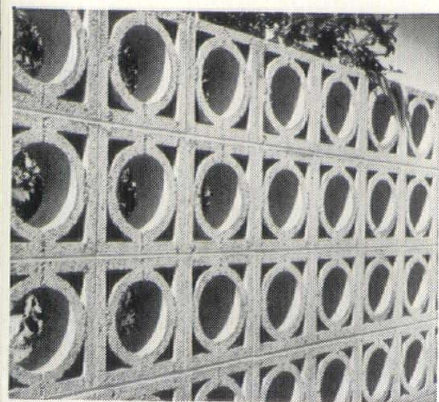
Attractive concrete block sight screen encloses patio for breezy seclusion.

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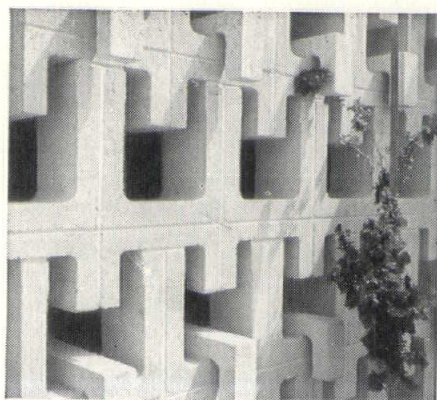
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Concrete grille block garden wall with novel geometric design.



Close-up of decorative grille block used for intriguing wall pattern.

LOUISIANA ARCHITECT

OFFICIAL JOURNAL OF THE LOUISIANA ARCHITECTS ASSOCIATION

VOLUME 1 NUMBER 4 1962

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LAA OFFICERS — 1962

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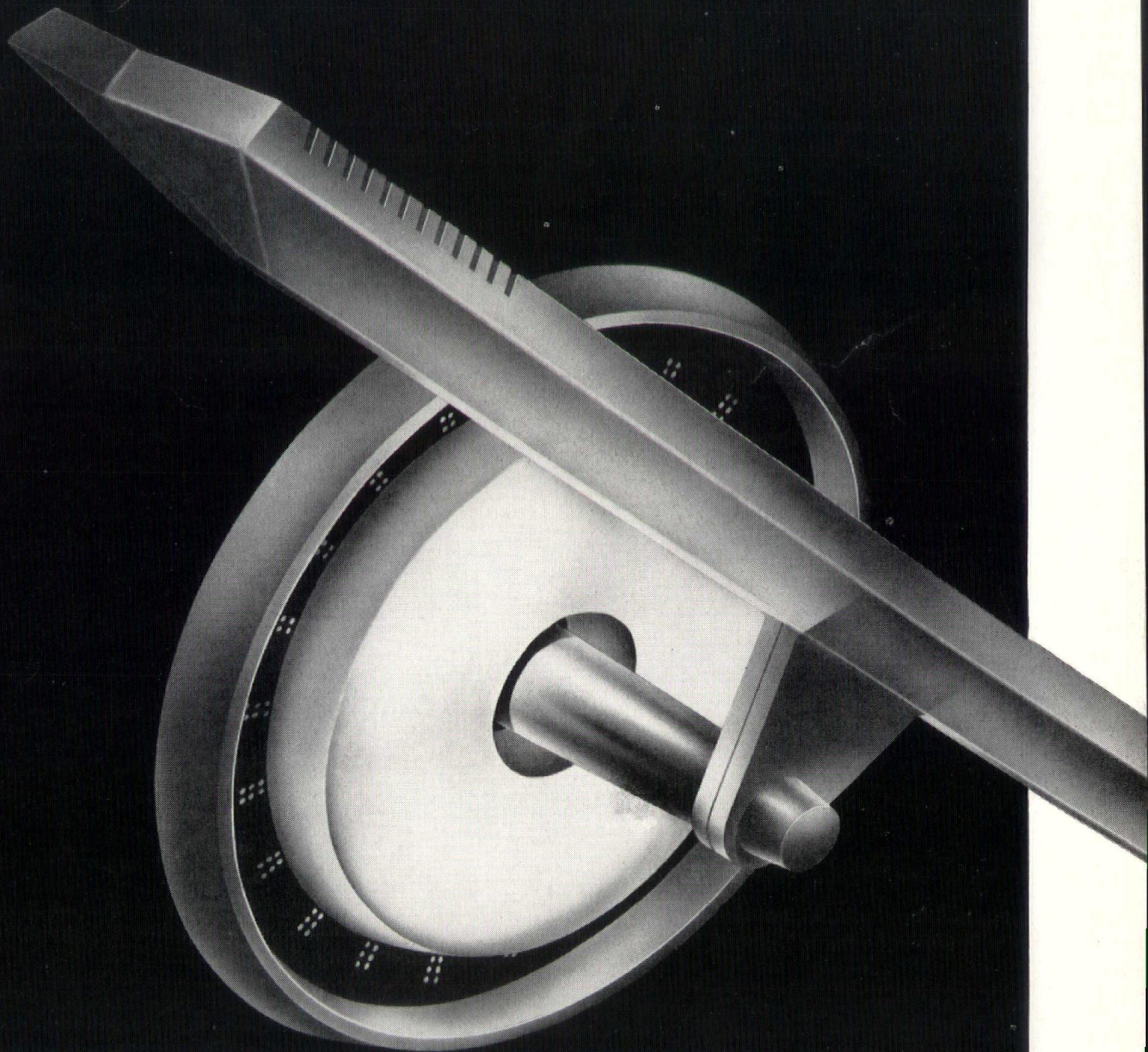
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COVER: Will fallout shelter vents cast their shadows across our land? While the current shelter controversy rages, architects are conducting surveys throughout Louisiana to identify, mark and stock spaces adequate for emergency use. AIA President Philip Will, Jr., has appointed Institute representatives to the Defense Department's special Task Committee on Shelter Design and Construction to advise the Office of Civil Defense on its Federal Incentive Program now before Congress. If shadows must be cast, it is good to know that the knowledge of the architect is being employed.

DIRECTORS—IMMEDIATE PAST PRESIDENT: W. J. Evans; **BATON ROUGE CHAPTER,** Kenneth C. Landry, Clifton C. Lasseigne; **NEW ORLEANS CHAPTER,** Murvan M. Maxwell, Carl L. Olschner, F. V. von Osthoff, August Perez III; **SHREVEPORT CHAPTER,** Pierce Meleton, Ralph Kiper; **SOUTHWEST LOUISIANA CHAPTER,** John M. Gabriel; **CENTRAL LOUISIANA CHAPTER,** Walter Price; **SOUTH LOUISIANA CHAPTER,** Manny Veltin; **MONROE CHAPTER,** Lon S. Heuer.



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LAA Filmstrip

The primary assignment of LAA is communications. A filmstrip is being developed for chapters to employ in depicting what an architect is, what he does for the client, what architecture is and how it affects everyone. The script is ready and the accompanying slides are being prepared by Frank Lotz Miller. The narration is herein reproduced for your perusal. Bear in mind that this is a combination of several philosophies blended for public consumption.

Nears Completion

BUILDING today is big business.

Economists predict that over 600 billion dollars worth of construction will be undertaken in this next decade.

In ten years Americans will spend for construction more money than has been spent since the republic was founded.

It is little wonder that building is the largest single industry in the world today.

As a businessman, building concerns you.

As a member of society it is a fair assumption that, in the next decade, you will yourself buy, build, remodel or share in the planning of some type of building.

How do you go about getting a building built?

Design it yourself?

You might, but what do you do about choosing materials, coordinating plumbing, air conditioning, lighting, observing building codes, plumbing code, electrical code, requirements of planning commissions, fire marshal, state board of health?

How do you know your building, as designed, can be built within your budget?

Why not copy somebody else's design. This is rarely satisfactory. To be successful, a building must be designed from the start for a particular site, for a particular function, for a particular owner.

Can you hire a contractor or a plan service? You understand they're cheaper.

Best Design Talent

You can, but if your building is worth spending your time and money on, it will need the best professional design talent you can find. You will want your building to be good architecture.

What do we mean when we say architecture?

Architecture is the art and science of building.

Architecture has been called the mother of all arts, embracing, as it does, all of the attributes of the static arts: Spatial design, color, mass, scale and many of the attributes of the lively arts: sound, light, rhythm, harmony.

We are born in architecture, live in it, learn in it and work in it most of our lives.

Face of Our Country

Architecture is the face of our country, an indication of ourselves as a people involved in a growing and vital society.

Architecture may be a single dwelling or even part of one, it may be a neighborhood, an apartment house or office building, a factory, a monument or perhaps an entire community.

Architecture is conceived through the needs and aspirations of the people who will use it and therefore will reflect the attitudes and interests of those people.

Throughout history, architecture has been handed down as the principal expression of the culture of each era.

To most of the public, architecture means the home. In the United States today, little more than 10% of us live in homes designed by architects. Does this mean that we Americans, with our tremendous advances in science and technology, are no longer interested in art? We think not.

Historically speaking, the desire of people for beauty has never changed and today the idea of being surrounded by those things which man considers beautiful is more than ever a realizable goal.

This goal can be realized within the economic and cultural framework which is ours. It is the purpose of the architectural profession to serve as a prime vehicle in the pursuit of this goal.

The opportunity to offer this presentation to your group today is appreciated. It is hoped that this program will give

THE LOUISIANA ARCHITECT

you some insight into our profession and what it can conceivably do for you in your business, at home, and in those areas of responsibility in which you are dependent on architecture.

There are indeed many misconceptions of what an architect actually does. An attempt will be made to present facts about the architect, his work, his responsibilities and how he gets to be an architect.

You are well aware that in this day and age, any specialist must be rigorously trained to meet his professional responsibilities. The architect is by no means different in this respect.

Interprets and Translates

The architect is a specialist whose business is interpreting your needs and translating them into buildings.

Your architect differs from the other professionals in building in that his specialty is design.

Even before he begins a four or five year course of study in a university, a young man who aspires to be an architect must show an aptitude in the areas with which he must cope during his years of formal training.

In college, he will be thoroughly grounded in math, English, history and the basic social sciences.

He will learn the elements of design and construction, the use of materials and their incumbent capabilities and limitations along with the design of sound structural systems.

Throughout his years at the university, the fledgling architect is constantly required to evaluate the most effective and efficient methods of building and ways to utilize his growing sense of design.

He begins to grasp the complex systems of visually sound and economical techniques.

This student slowly develops into a visual inventor whose capabilities are tempered with a sense of sound business management and his social and professional responsibilities.

Toward the end of his formal training, he becomes involved in city planning, building law and professional practice.

The college degree by no means ends the young architect's training. A period of apprenticeship normally follows university training.

After which a licensing examination covering all aspects of the profession is required by the state in order to judge his competence.

Upon satisfactory completion of this examination, he may call himself an architect. The period of time elapsed from the beginning of his formal training to licensing is usually seven to ten years.

Utilize Training

How is this training utilized in the design and construction of buildings? A close look at the procedure involved in the design process might be helpful.

How will the building be used and who will use it? This idea is usually defined as function.

Depending upon the magnitude and complexity of the building, a number of architect-client interviews will be held. The architect will interpret the client's ideas along with his own and from this information, fundamental planning concepts are established.

During this time the site is investigated. If property has not yet been purchased, the architect will help in the selection of a site.

Since the economics of a building project are of utmost importance the budget is generally prepared at an early stage in the project.

An intimate knowledge of construction costs makes the architect indispensable during this procedure.

If the building has an unusual function, a period of research by the architect will parallel this first stage of design. Take for example, the problems of retailing. An architect must make himself aware of the methods of salesmanship to intelligently design a store.

Next come the preliminary building studies showing the relationship of the spaces within the building, a graphic study of the building, site relationships and an indication of the appearance of the building, as the architect conceives it.

These drawings will be carefully examined and if found acceptable, working drawings will be begun.

Working drawings are those drawings, frequently referred to as "blueprints," which are used by the contractors to estimate the cost of the work, and to build it by. These drawings are the builder's guide and when they are correctly followed, the building will be as the owner and the architect planned it.

The architect, by this time, will have investigated the structural and mechanical systems to be employed in the building, the materials, and finishes.

Related to Design

All of these things are integrally related to the design and monetary considerations discussed in the first phases.

The specifications, a booklet indicating quality of craftsmanship and materials, are prepared at this stage of the work.

The bidding procedure, selection of potential contractors, and eventual letting of the bid to an individual contracting firm also comes within the jurisdiction of the architect.

Inspection trips to the building site to insure that the drawings and specifications are followed, is another one of the architect's jobs.

He is obligated to defend the client's interests in all phases of construction and his intimate understanding of the work of about 125 building trades lends itself to that end.

The architect's responsibility is many fold as well it should be if he rightfully claims that title.

The architect is at once a counselor,

Designer

Planner,

Business advisor,

Engineer,

Legal advisor,

Coordinator,

and Inspector.

With these varied talents, today, architects are designing:

Domestic work,

Industrial work,

Commercial buildings,

Institutional work,

Public buildings,

Transportation facilities,

They are engaged in site planning,

and are designing many other types of structures.

(Continued on Page 14)

THERE OUGHT TO BE A LAW

but.... how can we help make it one?

By ALVIN RUBIN
LAA Legal Counsel



Architects should keep themselves constantly informed about the activities of their State legislature. They share responsibility with every other intelligent citizen for participating in the democratic process.

Elected representatives need comment, advice, and suggestions from all groups of the community if they are to represent their area adequately. The legislator, like every other agent, works best when working for a group which is informed of what he does, advises with him on his actions, praises him when they think he is right, and lets him know when they think he is wrong.

Therefore, whether you are interested in a particular bill of importance to you personally, or simply performing your primary duty as a citizen, it is important that you know how the legislative process works. There are many stages during which you have an opportunity to have an effect on the laws under which you live, for none may pass without a lengthy formal procedure, prescribed in part by the State Constitution, in part by the rules of the legislature, and in part by custom.

1. DRAFTING

Every law begins life in embryonic stage as a "bill." A "bill" is simply a proposed law. First the proposed law must be drafted. Careful draftsmanship is essential, for words must be weighed to insure they say all that is desired but only what is desired—no more and no less.

2. THE LEGISLATIVE COUNCIL

The Legislative Council is a group created to assist the Legislature with advice concerning the legality of proposed laws. It consists of 18 members, the Lieutenant Governor, the Speaker of the House, 8 members selected from the Senate, and 8 members from the House. The Council employs an Executive Director and staff whose duty it is to advise legislators and furnish assistance in drafting bills. Bills may be filed with the Legislative Council for study prior to the session at which they are to be introduced.

3. INTRODUCTION

After it has been drafted, one or more legislators introduce the bill. One which does not involve fiscal affairs may be introduced in either the House or the Senate; fiscal bills must originate in the House. Introduction is accomplished by filing four typed copies with the Clerk of the House (or, if the bill is introduced in the Senate, by filing five typed copies with the Secretary of the Senate).

4. TIME OF INTRODUCTION

Proposed statutes must be introduced within the first 21 days of a regular legislative session; constitutional amendments may be introduced within the first 30 days. However, the legislators may permit introduction of bills at a later date by a two-thirds vote of the house of origin. To discourage

hasty legislation, the Constitution requires 3 readings of every bill before it can be passed. These "readings," however, are readings in name only.

5. FIRST READING

After the bill is introduced, it has its "first reading" in the house of origin. This consists of a very brief reading of the first few words of the title of the bill.

6. SECOND READING AND REFERRAL TO COMMITTEE

On the next day in which the legislature is in session, there is a second reading of the bill. It is then referred to one of the standing committees of the house of origin. Serious deliberation of the bill then begins.

7. COMMITTEE HEARING

The committees are influential in the legislative process, and their recommendation is persuasive. There are 17 Senate committees and 16 committees of the House of Representatives. Committee consideration affords the best opportunity during the legislative process for a careful examination of the bill and for citizens to express their views on the proposed legislation. Unfortunately, the committee hearing is usually held on short notice, and it is necessary to keep fully informed on legislative proceedings in order to know exactly when and where the committee will meet to consider a particular bill.

8. COMMITTEE REPORT

The committee then files a report with the house of origin. Amendments may be recommended by the committee, and these are then accepted or rejected. If there is a minority report of the committee, the minority may appeal to the house to have its views adopted. Amendments may be offered from the floor, but these are usually delayed until the third reading.

9. THIRD READING

Following the committee report, the bill is advanced to third reading. On third reading, the bill is debated by the entire membership of the house. Amendments from the floor may be offered for adoption or rejection.

10. VOTE

The vote which follows is on final passage of the measure. The bill fails if it does not secure the support of a majority of the elected members. Some bills, such as tax increases, require a two-thirds majority of the elected members of both houses for passage.

11. THE OTHER HOUSE

After the bill passes the house of origin, it is then sent to the other house where substantially the same procedure is followed. Before final passage in the second house, the bill is

THE LOUISIANA ARCHITECT

referred to the Legislative Bureau for its review and for its advice concerning the construction, constitutionality and legality of the proposed bill. The Legislative Bureau consists of the Attorney General or his assistant, and one member elected from each house.

12. CONFERENCE COMMITTEE

If the second house amends the bill, the amendments are reported to the originating house for action. If the house of origin concurs in the amendments, the bill passes. Should the house of origin refuse to concur in the amendments, a conference committee is appointed to reconcile the different versions. If a compromise is reached, the revised measure is transmitted to both houses for adoption or rejection. If no compromise can be reached, the bill dies.

13. GOVERNOR'S ACTION

After a bill has been passed by both houses in the same form, it is sent to the Governor for his approval or rejection. If he signs it, the bill becomes law. If he fails either to sign or to veto the bill within ten days, it becomes law without his signature. If the veto occurs during session, a two-thirds vote of both houses can override it; however, most Governors have followed the practice of holding a veto, if possible, until the legislature had adjourned.

All laws go into effect at 12:00 noon on the 20th day after the legislature has adjourned, unless the legislature fixes a day beyond the 20th day.

If you are interested in a particular measure, the following are important stages at which you can enlist support:

BEFORE THE SESSION: Talk to your legislators before the session. If a copy of the proposed bill is available, show it to your legislator, ask him to read it, and ask him to talk to you about it after he has had a chance to read it. He has more time to read a proposed bill now than he will have during the hectic days of a legislative session. This is also the period to see if other organizations or individuals will help you support the bill and assist in bringing it to the attention of your own and of additional legislators.

AFTER YOUR LEGISLATOR HAS READ THE BILL: After the legislator has had a chance to read the proposed bill, meet with him again to see if he can answer any questions about it. If possible, solicit his support at that time.

DURING THE SESSION: Get in touch with your legislator during the session. Remind him of your interest in the bill, and ask him to keep an eye on its progress.

AT COMMITTEE MEETING: When the committee meeting is called, be ready to attend the committee meeting and to join with others who are interested in the bill and in supporting it. While you are in Baton Rouge, see your legislator again, and enlist his support.

BEFORE FINAL PASSAGE: When the bill is brought up for final passage, be sure that your legislator is reminded again of your interest, either by a telephone call or by a telegram. If possible, be present in the house on the day the bill comes up for vote.

WHILE THE GOVERNOR DECIDES: The Governor exercises a vital role in legislative process. If you are interested in proposed legislation, you should communicate your views to the Governor, both during the session, for his support, and after the session so that he may take them into consideration in determining whether he will approve or veto the bill.



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About Exhibitors and Conventions

The people charged with the responsibility of executing AIA Conventions are usually favored with a wide range of comments from exhibitors. Over 90 per cent of the manufacturers' representatives are very pleasant and easy to work with, but a handful are so boisterous in their negative comments, the pertinent committee is sometimes moved to believe that a majority of the exhibitors are unsatisfied customers.

A person responsible for coordinating exhibits during the most recent Gulf States Regional Convention approached a group of five exhibitors who were chatting amicably. Before he could say hello, one of the exhibitors began clamoring because nobody was stopping at his booth. The convention committee member proceeded to say quite seriously that perhaps these product exhibits were unfair, too expensive and should be discontinued.

The four other manufacturers' representatives present immediately offered a plea that these be continued. One exhibitor volunteered the following, "In three days, I will see representatives of over 80 architectural firms. I will get to show them actual products. It would take me weeks and more money to visit that many firms, and I couldn't show the principals more than a picture."

Who are the unhappy ones?

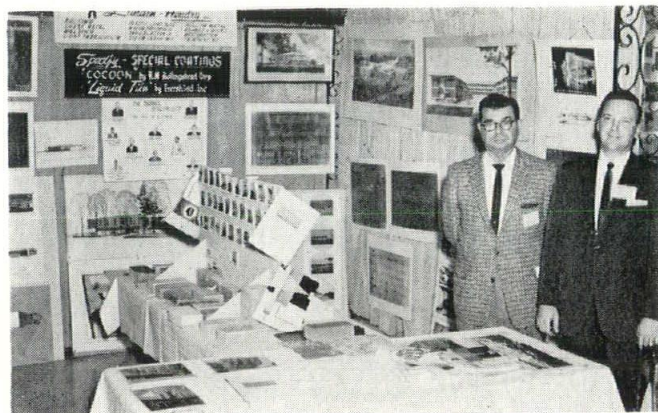
There's the guy who rushes to the convention ahead of time, sets up his material in his booth and whizzes off to a hospitality suite. He may pay infrequent visits to his exhibit space during the convention, but simply to see that his exhibit is still standing. Several days of "hospitality" can make a guy pretty mean. He starts feeling guilty. He accuses the architects of not encouraging the registrants to visit the booths.

Then there's the fella who constantly gripes that he doesn't

have a single order to show after three days of visits. First of all, the federal government forbids order taking. The exhibition is supposed to be an educational show. If orders were allowed, the LAA and the seven AIA chapters in the state would lose their tax exempt status. This representative also forgets that the architect is not the buyer. He specifies and the contractor purchases.

Have you met Monotonous Marvin? He shows the same exhibit every year, and wonders why the visitors don't stop at his place.

On the other hand, stop for a moment and recall the ingenious exhibits, the schemes which some of these people think up . . . why you stopped to look at the movable stadium seats . . . the elegant furniture display . . . the simple but selling window demonstration, or the thin coat of plastic which held up a 225-pound man. These people were salesmen . . . merchandisers . . . good exhibitors. They socialize during social hours. They make a job of exhibiting during visitation hours. They are happy exhibitors. They like AIA conventions.



Most exhibits are manned by representatives who work diligently to assure a fair share of visitors. Shown above are representatives in the Lundin-Hendry booth.

Dear Mr. Tassin:

I would like to take this opportunity to thank you and your office for the excellent cooperation rendered to this exhibitor during your recent L.A.A. and Gulf State Architect Convention.

I am pleased to formally acknowledge to you the reservation of the inside front cover of your new publication for the next twelve consecutive months; this action directly resultant of the genuine interest shown by the Architects during the convention in our products and our Company.

We shall be pleased to consider participating in your next annual convention.

Best personal regards,

MIAMI WINDOW CORPORATION
Leonard A. Waldman, Vice Pres.

NEWS, NOTES, QUOTES

State Convention

The Board of Governors of the LAA has voted to hold the 1962 Convention in Shreveport. Lester Haas will serve as chairman of the meeting.

A suitable date will be selected soon by Haas and the host Chapter. The Capt. Shreve Hotel will serve as Convention Headquarters.

It's not too early to begin sending exhibit prospects to LAA Headquarters. Remember that the income from exhibits is almost a necessity in financing a good convention.



Baton Rouge Chapter

On February 7, the Most Rev. Robert E. Tracy, Bishop of the new Baton Rouge Diocese, discussed his long-range building program with the **Baton Rouge Chapter**. The Bishop outlined his method concerning interviews, evaluation and selection of architects for Diocesan building projects.

Central La. Chapter

Joe Fryar, chairman of the Ethical Practices Committee of the **Central Louisiana Chapter**, appeared before the recent meeting of the LAA Board of Governors to suggest that an Ethical Practices Committee be named on the state level. President Stoffle will appoint such a committee. Fryar is also secretary of his Chapter.

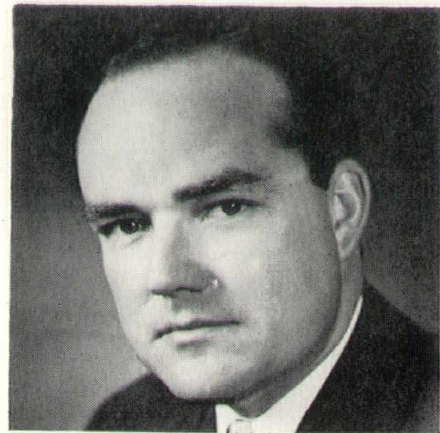
Landry Joins AIA Staff

Washington, D.C.—Baton Rouge architect Kenneth C. Landry, AIA, has been appointed head of the Department of Institute Relations in The American Institute of Architects' headquarters offices here.

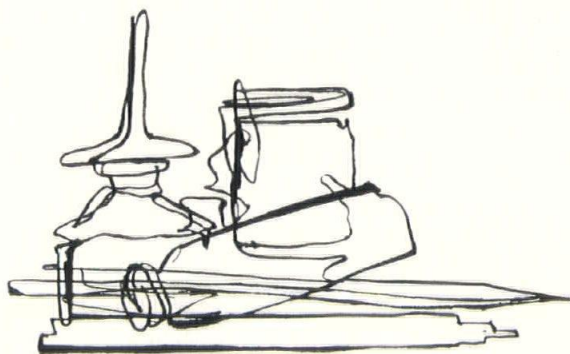
Landry will assume his new duties April 1. The appointment was announced jointly by Ralph Bodman, FAIA, of Bodman, Murrell, Landry & Webb, Architects and Engineers, and AIA Executive Director William H. Scheick.

Scheick said Landry would have extensive responsibilities involving AIA's national and state legislative programs and relations with other segments of the construction industry.

Landry attended Louisiana State University and received his B.S. in architecture from Tulane University in 1949.



He is currently president of the Baton Rouge Chapter, AIA; immediate past secretary-treasurer and board member of the Louisiana Architects Association; and secretary-treasurer of the Gulf States Regional Council, AIA, which covers Louisiana, Mississippi, Alabama, Arkansas and Tennessee.



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NEWS, NOTES, QUOTES

Letters

Feb. 6

Dear Mike:

I like the cover of the January Louisiana Architect. (Pretty good artist, this guy da Vinci!).

... On the whole, the magazine looks much better than the last issue. The switch to Baskerville (type) was smart.

... Editorially, too, you should have many interested readers.

Cordially,

Wolf von Eckardt
(Art Director of AIA Journal)

Dear Mr. Tassin:

We of Arde Engineering appreciate your interest in assisting us in locating qualified manpower, as you have shown today in our telephone conversation.

In order to help you more truly evaluate our needs, we are listing the classifications, salary ranges, and generalized description of each requirement.

Architectural Delineator—Salary Range:
\$6,000.00-\$10,500.00 Year

Qualifications: Architectural or art education preferably with a degree and five years experience in architectural delineation of proposed, existing, and modified governmental and commercial facilities. Should be experienced in analyzing architectural drawings, sketches, verbal instructions, and providing architectural rendering for presentations.

Architectural Engineer—Salary Range:
\$8,000.00-\$10,000.00 Year

Qualifications: Architectural degree and minimum of five years experience in designing of commercial and governmental buildings. Must be capable of reviewing requirements for a government facility and providing architectural planning whereby designers can complete a specific facility details.

Architectural Designer—Salary Range:
\$3,500.00-\$6,500.00 Year

Qualifications: Architectural degree or equivalent experience with a minimum of five years experience in design of commercial and governmental buildings, or heavy industrial designing. Must be capable of working from architectural engineering notes, plans, etc., and providing complete facility and building layouts, whereby architectural draftsmen can provide detailed plans.

Architectural Draftsman—Salary Range:
\$3,500.00-\$6,500.00 Year

Qualifications: A minimum of two years architectural education and three years experience in architectural drafting of commercial and

governmental buildings and facilities. Must be excellent in free hand lettering and detailing of designers' layouts.

Any men qualifying for the above positions should supply us with a written resume of his education and work history, together with samples of his work for proper evaluation.

As discussed with you in our telephone conversation, the men selected to work on this program will be in the early planning stages of the NASA space effort in and around New Orleans and the Pearl River area. Should the work along the lines we would employ these men

on decrease in the next two or three years, which I doubt, the men experienced in this would be in an ideal situation for assisting existing architectural firms in your area, or establishing their own firms for service to the government.

We sincerely appreciate the efforts you and your associates are providing for our assistance, and hope to be of equal help to you in the future.

Sincerely,

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FIRST QUARTER BOARD MEETING — The Hilton Inn in Kenner served as the meeting place for the January 19 meeting of the LAA Board of Governors. Attendance was excellent. Board members were photographed while taking a breather at the mid-point of the seven hour session. Left to right are: August Perez III, Charles Ammen, W. J. Evans, Joseph M. Brocato, William Berg-

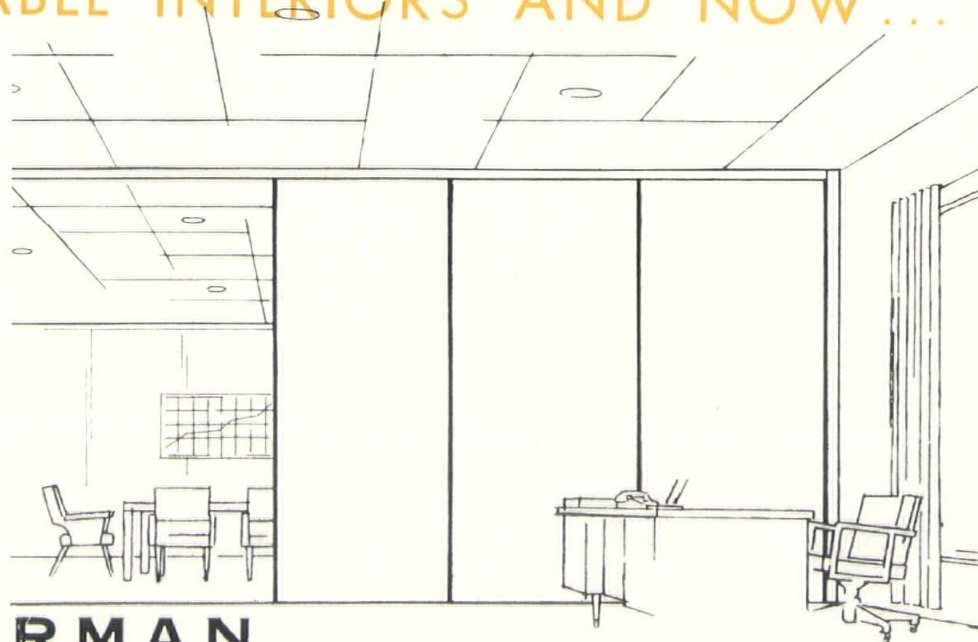
man, G. Scott Smitherman, M. Wayne Stoffle, Kenneth C. Landry, Marshall H. Walker, Lory Smith, Walter Price, Joe Fryar, Manny Veltin (back to camera), Clifton C. Lasseigne, W. R. Brockway (back to camera), and Carl L. Olschner (directly behind Brockway). Murvan "Scotty" Maxwell is not shown because he was taking a picture of the photographer.

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FILMSTRIP . . .

(Continued from Page 7)

An architect is compensated for his work only from his client in keeping with the ethics of the profession.

The amount charged by an architect for his services is designed to compensate him only for his own time, the cost of necessary consultant's fees, salaries and other overhead expenses, plus a reasonable figure for profit. There are several methods by which architect's fees are customarily reckoned:

1. On a percentage of the construction costs.
2. A fixed fee plus expenses.
3. A multiple of direct personal expense.
4. A salary, per diem or hourly rate.

Generally speaking, most architects will charge the same fee for the same services in a given area. These fees are frequently published by A.I.A. Chapters and state organizations as recommended fee schedules.

Architects do not compete on the basis of fees, only on the basis of the quality of their work.

Small Fraction of Budget

However, it is figured, the architect's fee represents a small fraction of the building budget.

A good architect often saves the owner a sum much larger than his fee by eliminating planning errors and by his knowledge of the economics of construction.

Even more often, his contribution to the work enhances the value many times more than the amount of his charges.

An architect-designed building has resale value.

The value of an architect is attested to by the fact that major industries and businesses invariably employ architects in designing their buildings. They can't afford not to.

Most states now require by law that state owned buildings be designed by architects. They have learned by experience that this is the best way to insure that public buildings are designed appropriately, efficiently and economically.

As was previously stated, an architect-designed building is designed to meet the special requirements of a particular owner, for a specific site. Only an architect can meet all three requirements.

The selection of an architect may be done in various ways. In your business, profession, or social circle, you may have heard about architects in the community.

Perhaps you've seen buildings in your community that seem particularly interesting to you which have solved the architectural problem imposed in an effective and pleasing way.

Through the local chapter of the American Institute of Architects it will be relatively simple to secure the name of the architect.

Interview Several

It is generally a good idea for the prospective client to interview a number of architects in order to find the one with whom he can communicate best and one who will take a particular interest in the specific building need.

You might consider the following points:

Is he a registered architect and a member of the American Institute of Architects?

Does his office and staff appear well organized and capable of following through?

Ask for a brochure of professional services.

Visit some of his buildings.

Note efficiency of space relationships.

Ask about building performance in terms of operating cost and maintenance.

Is the building visually attractive?

If your architectural problem is one of a statewide nature consult the Board of Governors of the Louisiana Architects Association, which is the state component of your local chapter of the American Institute of Architects.

When you have a legal problem, you consult a lawyer.

When you have a medical problem you consult a doctor.

Consult Specialist

Similarly, when you have a building problem, you should consult a specialist in the construction field . . . and that specialist is the architect.

There are approximately 11,000 architectural firms in America today.

The men making up the architectural profession have dedicated their lives and talent that you may live, work, play and worship in a well adjusted physical environment.

Today's architect is far removed from the impractical artist he has sometimes been portrayed as being. The architect is a man of taste serving you. He is privileged to play the leading role in the biggest single branch of the American economy—the building industry.

frank lotz miller, a.p.a.

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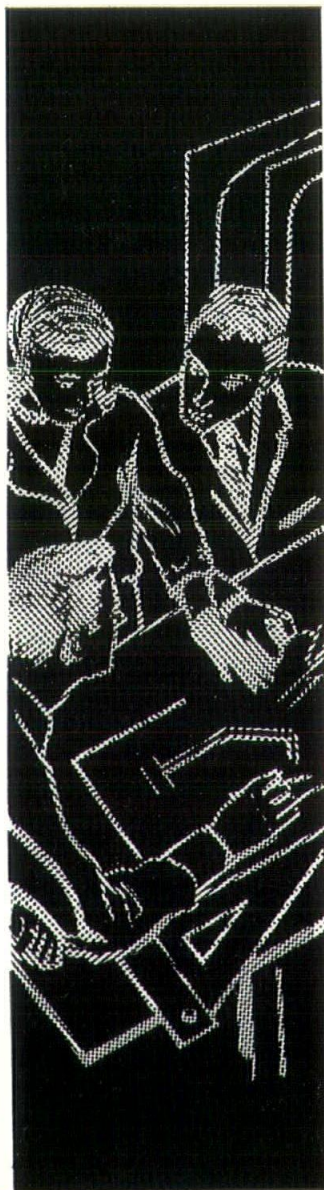
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