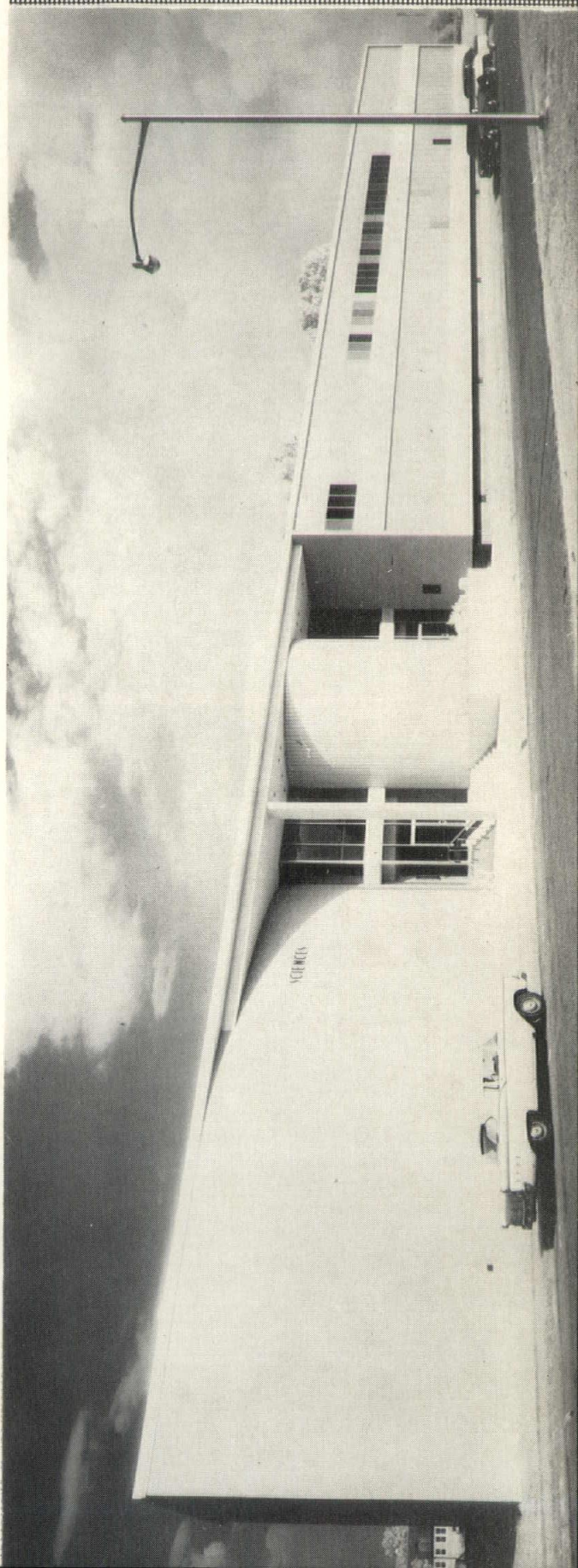


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## *The Image of the Architect*

# THE SCOPE OF AN ARCHITECT'S SERVICES

This is one in a series of articles to better acquaint you with the Architect and the practice of Architecture.

During the past several years amazing changes have occurred in the practice of architecture.

The rapid development of new and better materials, the increasing complexity of mechanical and electrical systems, the increasing requirements of close budget controls and construction schedules and the new public appreciation of form and function in architecture has, in part, caused these changes.

These new changes to the practice of architecture has at the same time demanded more detailed and specific knowledge of all the elements of a project as well as a broader scope of responsibilities. The exercise of these responsibilities requires that the Architect have the highest integrity, creative ability, and skill.

An Architect's relation with his client is based on the concept of agency and as the client's agent and adviser the Architect's honesty of purpose must be above suspicion.

The first stages of the project are the Schematic Design Plan, Design Development Phase and Construction Documents Phase. During these phases the numerous studies and alternate plans will be formulated to insure that the use of the land and the development of your project shall be suited to your purpose and soundly designed with the goal of creating an environment of orderliness and beauty. The scope of your Architect's services can be and is "total architecture which embraces our whole environment from the design of a simple chair to a comprehensive city". The services of the Architect are thus conceived with the total physical environment of man. The Architect, as defined by Walter Gropius, is a man of vision who can humanize our life by the integration of our emotional demands with our new knowledge of man and our new scientific discoveries by achieving a new cavity of order and spirit visibly expressed in space and volume.

The final stage is the Construction Phase and the Architect administers, still as the client's agent, the construction contracts. The Architect is charged with the exercise of impartial judgment in interpreting his contract documents. The Architect administers and coordinates the effects of his professional associates and subordinates. Contractors are obligated to follow his direction in the contract documents and those directions must be clear and concise.

The Architect is concerned with the creation of beauty in the total physical environment of man and is engaged in a profession which carries both legal and social responsibilities to the client and to the public and as such his motive, conduct and abilities must be above reproach.

CHARLES A. WILSCAM, JR.

AIA





ENTRANCE

# PHYSICAL SCIENCES BUILDING

SOUTHERN UNIVERSITY, SCOTLANDVILLE, LA.

A 42,000 sq. ft. addition to existing Agricultural Sciences building, the new 2-story Physical Sciences building at Southern University includes: extensive physics, chemistry, and biology laboratory and teaching facilities. The building elements include an ultra-modern amphitheater wing, with three major lecture rooms, and a two-story laboratory wing, joined together at the main entrance lobby, a striking feature of which is a large metal sheathed cylinder housing a fiberglass domed Planetarium for celestial studies. Atop the Planetarium is an observation deck for telescope survey of the skies by astronomy classes.

The first floor of the laboratory wing constitutes the physics department and includes four large elementary physics labs, three advanced physics labs, related apparatus rooms, temperature control room, dark room, three classrooms, plus office space and necessary sanitary facilities.

The second floor of the laboratory wing constitutes the chemistry department, and includes four large general chemistry labs, two food and biochemistry labs, high and low activity radioactivity labs, biochemistry research lab, balance rooms, dark room, a large lecture room seating 80 students, related utility and storage rooms, plus extensive

office facilities for faculty and department chairmen.

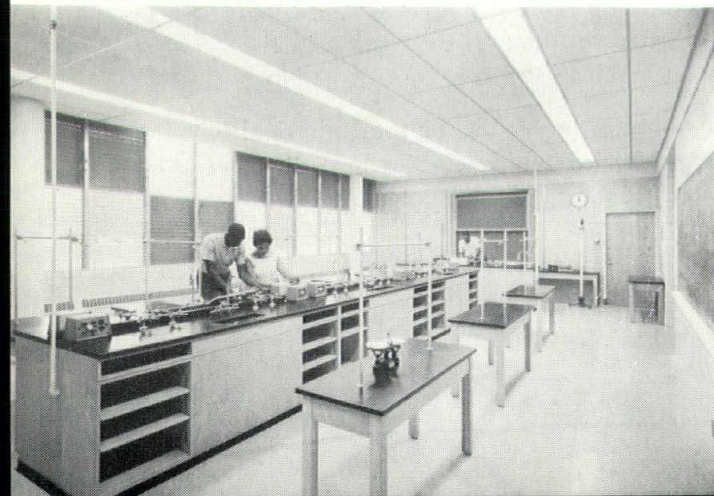
The laboratory wing is connected to the existing Agricultural Sciences building by corridors at both first and second floor levels. Main entrance to laboratory wing is gained via large main entrance lobby areas on both floor levels, which also serves the amphitheater wing.

The amphitheater wing is a two-story windowless and completely air conditioned element designed to serve the lecture and demonstration needs of all departments. It includes a striking main amphitheater seating 300 students and two smaller amphitheaters each serving 50 students. All amphitheaters are equipped with very latest equipment for teaching of science, and connect to a large central apparatus room. This wing also houses an exhibition hall, a well-equipped shop, three small specialized research laboratories, mechanical equipment room, central sanitary and storage facilities, as well as faculty offices for physics department.

A sixteen-laboratory biology research wing extends from the amphitheater wing to the rear.

Special features of design: All laboratories and related equipment reflect detailed research into the latest and most advanced methods of teaching the sciences in the atomic

PHYSICS LABORATORY



ENTRANCE FOYER





era. The intricate and complex variety of specialized spaces required have been skillfully blended into a building of strikingly beautiful simplicity, with large Planetarium appropriately occupying the center of the stage, and the simple mass of the amphitheater on one side contrasting with the long laboratory wing interlaced with colorful baked enamel jalousie windows. All windows are the solar-shade jalousie type designed for a maximum degree of sun, wind, and rain control. Maximum consideration was given throughout design to student comfort from standpoint of proper lighting, excellent ventilation, acoustical treatment, plus ease of maintenance of all materials.

**Construction Outline:** Reinforced concrete "bell bottom" type footings, reinforced concrete structural frame and floor slabs. Exterior walls are face brick masonry, except Planetarium enclosure which is porcelain enameled aluminum siding. Interior walls and partitions are structural glazed tile, natural wood paneling, and exposed concrete masonry units. Acoustical treatment is used throughout, including a newly developed acoustical glazed tile wall unit in addition to conventional acoustical ceiling treatments. Floors are terrazzo and vinyl asbestos tile. Building is partially air conditioned.



**PLANETARIUM**

*Associated Architects:*

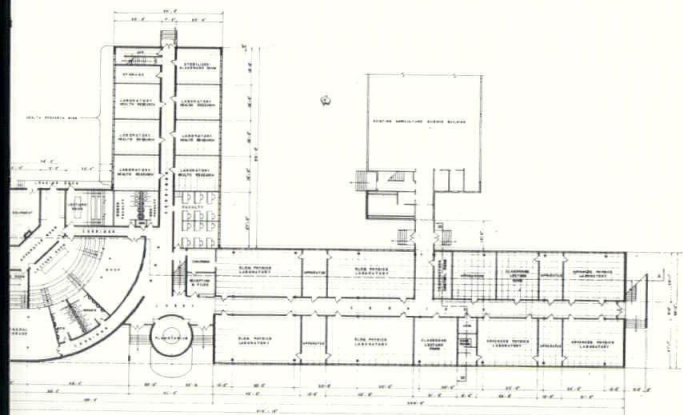
J. Buchanan Blitch AIA and  
Carl L. Olschner and Associates

*Construction Cost:*

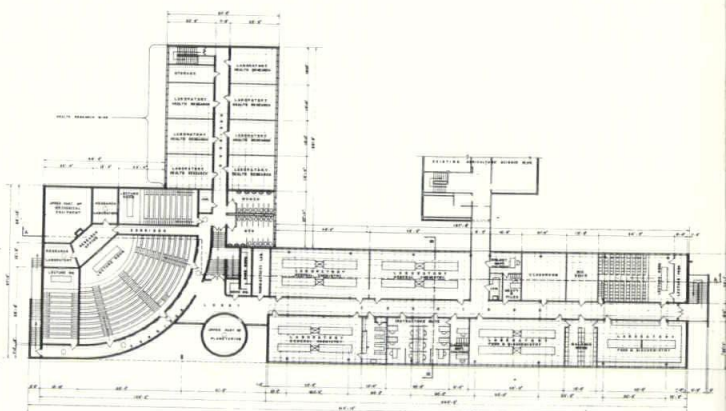
\$1,200,000

*Contractor:*

Barksdale Brothers Corporation, Baton Rouge, La.

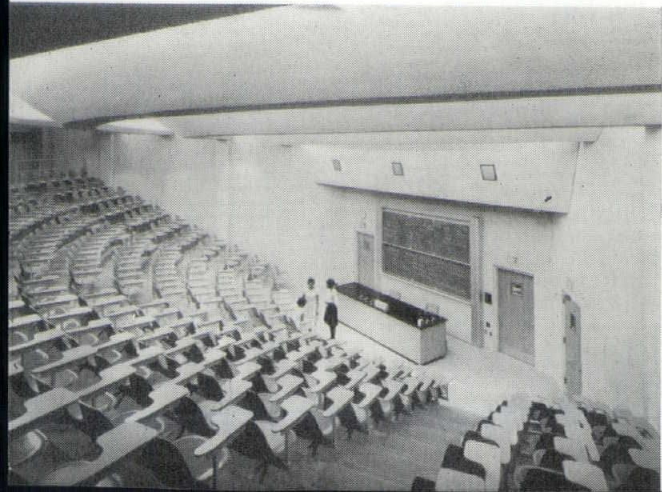


PLAN - FIRST FLOOR

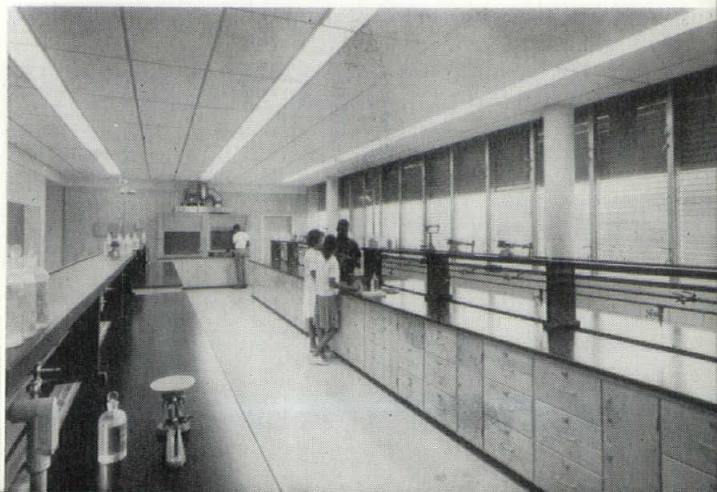


PLAN - SECOND FLOOR

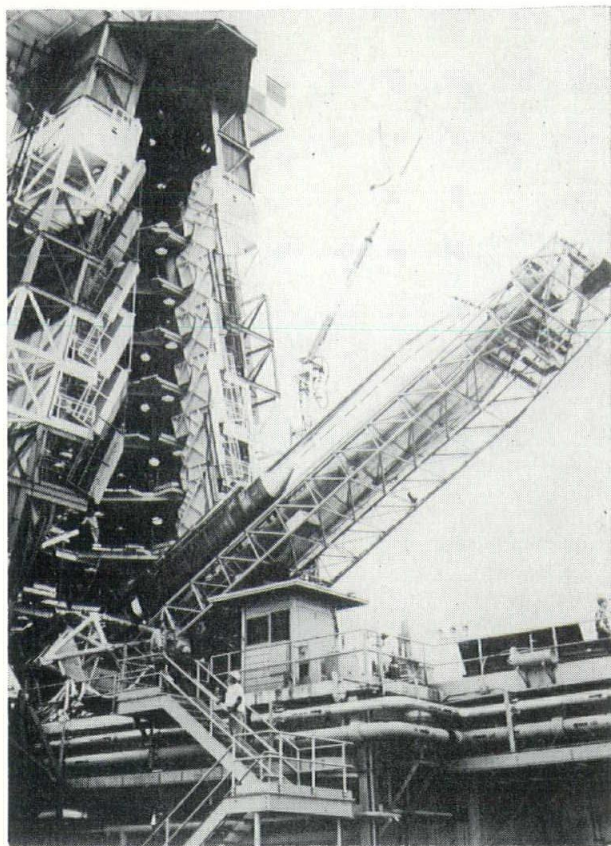
**LECTURE AUDITORIUM**



**CHEMISTRY LABORATORY**







## **PLASTIC PANELS USED AT MISSILE SITE AT CAPE CANAVERAL**

**T**HE INCREASED USE of plastic building materials in specialized construction is evidenced by the use of Alsynite translucent fiber glass panels at the Atlas intercontinental ballistic missile launching site at Cape Canaveral, Florida. The Atlas, built by Convair (Astronautics) Division of General Dynamics Corporation, is erected and serviced from a gantry which employs Alsynite panels as a protective covering for the ground crew. The panels, manufactured by Alsynite Division of Reichhold Chemicals, Inc., offer many advantages, for they afford constant protection from the elements while the missile is being readied for firing, yet transmit a natural shadow-less light, simulating actual daylight conditions. Alsynite panels are virtually maintenance free, for they require no painting and can be cleaned simply by rinsing with clear water. Furthermore, they are shatter-proof, do not fade from sun exposure and will not warp or rot.

## **HEAT PUMP COOLS 'HOT' ORGAN SHOP WITHOUT INTRUDING NOISE** **Coral Gables Contractor Finds Heat Pump Ideal Central System Solution**

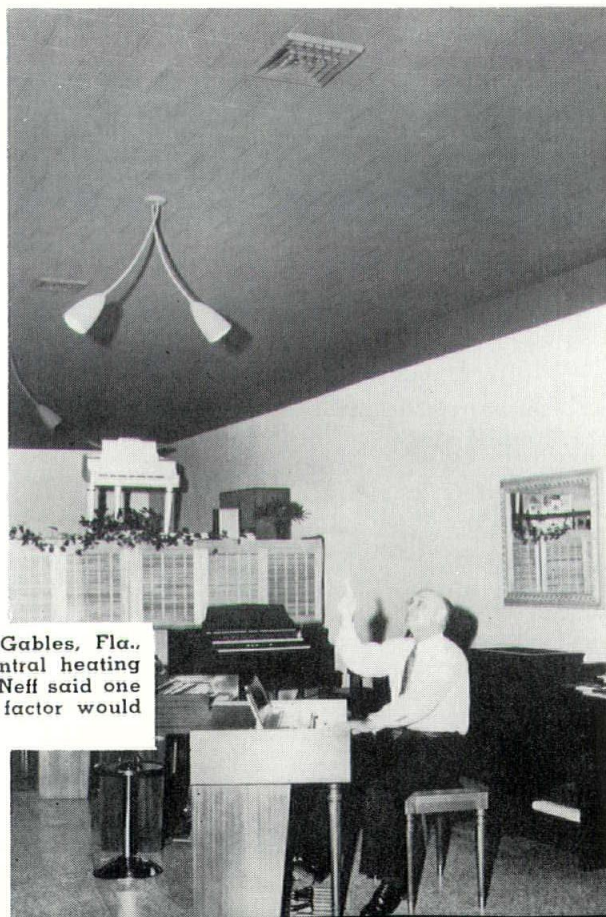
**H**OT WEATHER or "hot" music are no bother to customers and employees of the House of Organs here, thanks to a heat pump central heating and cooling system recently installed.

The new system uses a 5-ton Amana heat pump selected by the House of Organs for its quiet, unobtrusive operation and efficiency. The unit handles an area covering approximately 2,000 square feet, including an organ display and demonstration room, and a rear sales office.

The single Amana unit (Model PKH560T-1) has ample cooling capacity (61,000 BTU) to handle any hot weather situation in this southern Florida area, plus sufficient heating capability (66,500 BTU) to heat the store during our relatively chilly winter nights.

High humidity and salt content of the air pose no rust problems because of the zinc-coated steel chassis and cabinet Amana provides for all its air conditioners and heat pumps.

Martin I. Neff, President of the House of Organs, Coral Gables, Fla., dealer for Allen organs, points to ceiling vent for new central heating and cooling system which uses a 5-ton Amana heat pump. Neff said one reason the system was selected is because its low noise factor would not interfere with sales demonstrations of organs.





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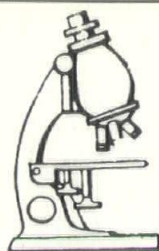
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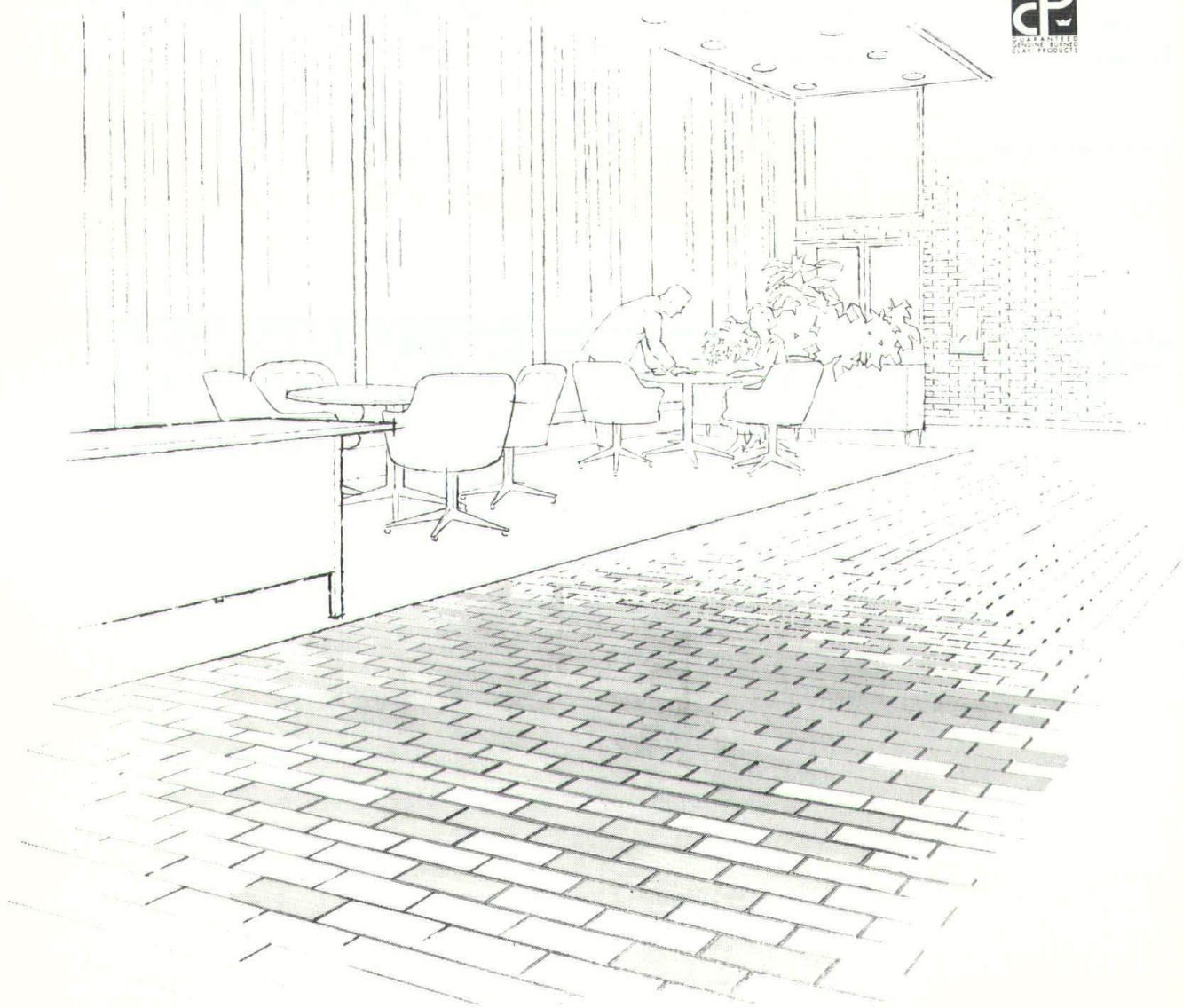
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# 100 BISCAYNE



Tallest building in Florida will be the 100 Biscayne, now under construction in downtown Miami. Designed by Rader and Associates, Engineers and Architects, whose headquarters offices are in Miami, the skyscraper is being built with an all-concrete frame and will contain no structural steel.

CONSTRUCTION has begun on Florida's tallest building, a 30-story all-concrete frame edifice containing no structural steel.

Named 100 Biscayne, the skyscraper's first 15 floors will have offices, and the upper 15 floors will have apartments. It will rise on the corner of Biscayne Boulevard and Northeast 1st Street, in the heart of the city.

Rader and Associates, Engineers and Architects, designed the sophisticated building. Earle M. Rader, senior partner, disclosed that construction of 100 Biscayne will require about 12 months. Cost, with land, will be approximately \$6,000,000.

"Up until a few years ago," Mr. Rader said, "straight reinforced concrete construction had been limited to about 15 stories. For 100 Biscayne, we have worked out a special design in which the north and south walls are tied together to provide the necessary structural strength and rigidity, enabling us to go to thirty stories with complete safety. This design, we believe, will stimulate increased use of reinforced concrete in high-rise structures."

100 Biscayne will have tinted glass curtain walls facing Biscayne Boulevard on the east, and looking out over downtown Miami on the west. The crisp, clean lines of the glass facades will be heightened by vertical aluminum mullions which will also serve as tracks for window washing units which will slide down from the roof.

The upper 15 floors will contain 158 rental apartments—efficiencies, one-bedroom, and two-bedroom two-bath units. The top two floors will be devoted to super deluxe apartments built to the specifications of the lessees.

Ground floor will have business space. However, on the street level there will also be a separate entrance for apartment residents. There will be seven high-speed automatic elevators, including one service elevator, in a central core. Three escalators will go from the street floor to the second floor.

An 800-ton high-pressure double-duct system will supply air conditioning and heat, with individual controls in apartments and offices.



**N**EW Hollywood offices of the Automobile Club of Southern California are now in operation on Hollywood Boulevard opposite the entrance to Barnsdall Park, according to Norman P. Thompson, executive vice president of the Automobile Club.

The new building replaces facilities formerly located at 6902 Sunset Boulevard near Hollywood High School and is planned to meet Automobile Club membership for 1985, expected to be double that of today.

First Automobile Club district office of more than one floor in height, the Hollywood office is planned on a split level site to allow easy access from the parking lot and street to both levels, according to John H. Lowe, real estate manager of the Automobile Club.

Planned by Hunter & Benedict, Architects, A.I.A., the contemporary-styled building is designed with tall panels of tan face brick separated by tall pilasters of beige cast stone. A single, full height keystone panel

of precast exposed aggregate contrasts with the panels of brick to carry the Automobile Club identification.

Architect Walter G. Benedict said that the entrance to the building is through a landscaped forecourt protected by a 25-foot canopy. Extensive use of olive trees in the landscaping recalls the tradition of California and harmonizes with the heavily wooded Barnsdall Park, formerly known as Olive Hill.

The main public area on the first floor of the 9,000-square-foot building is planned with a huge U-shaped counter over which members obtain the many club services. The second floor of the air conditioned building is devoted to staff offices, sales, and filing areas.

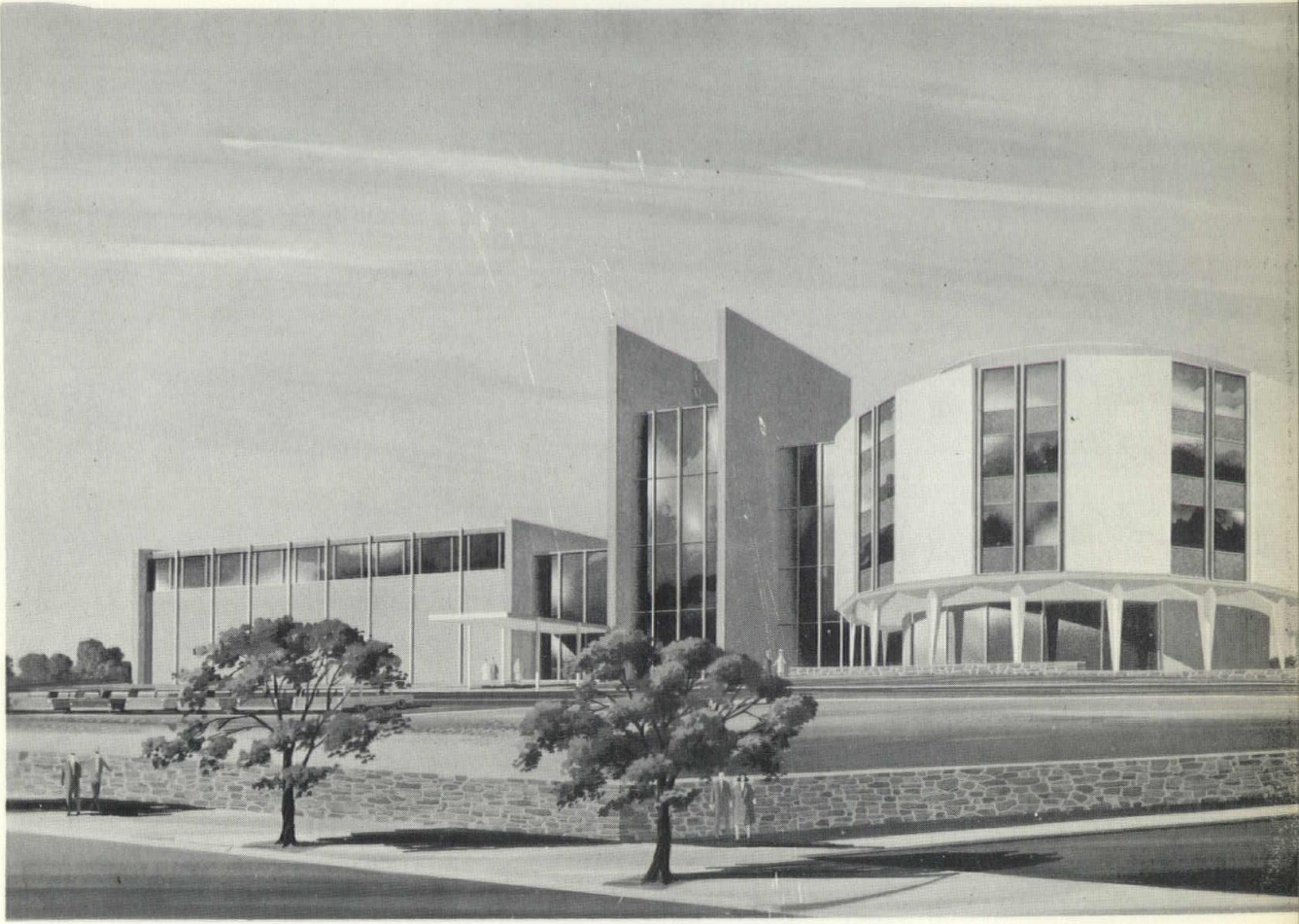
Benedict described interior wall colors as a basic tan with accent panels of olive green and terra cotta red. Venetian terrazzo flooring is used on the first level public area, while vinyl asbestos tile flooring covers other areas. Ceilings are of travertine pattern acoustic tile.

## AUTOMOBILE CLUB OPENS NEW HOLLYWOOD OFFICES





# West Park Hospital



**T**HE new 136-bed Park Hospital erected in Philadelphia's beautiful Fairmount Park is an interesting combination of rectangular and circular elements. Designed by Anthony F. Orefice, A.I.A., the newly-completed hospital was established by a group of private physicians and operates under a non-profit charter.

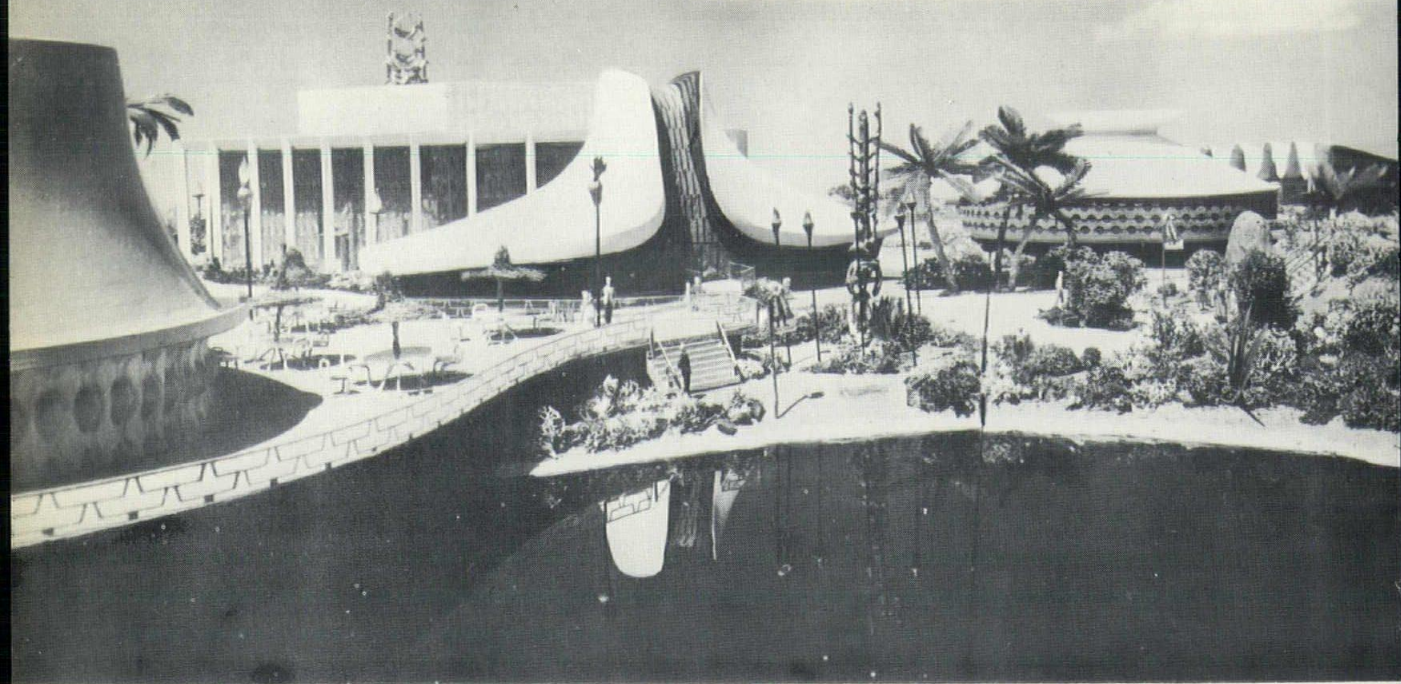
The soaring center element contains solariums which overlook Fairmount Park, and also houses the elevators. The main rectangular element, built with structural steel and poured concrete floors, contains a superbly-equipped out-patient department. The circular element or "rotunda", built with reinforced concrete, contains the administrative offices and lounges on the ground floor, with nursing units on the three upper floors. Because of the circular structure, each patient room has a view of the park. Rooms are easily served from stations and utility centers located in the core of the circle.

The extensive use of Bestwall Laminated Gypsum Wallboard is another important feature of West Park Hospital. Advanced systems developed by Bestwall can be installed with speed and minimum waste. They reduce sound transmission, achieve fire ratings of 1, 2, and 3 hours, and add considerably to the attractiveness of interiors, whether used in institutional, commercial, or residential buildings.

The hospital is fully air-conditioned with all modern facilities. Total cost of construction: \$2,500,000.



State of Hawaii Exhibit, New York World's Fair 1964-65 facing Meadow Lake.



## *aloha at the fair*

**M**OST Americans know just seven words of Hawaiian: aloha, lei, luau, hula, ukelele, poi and muumuu. Actually, you can get by with only one.

Aloha is a versatile word that means much more than just "hello" and "goodbye," as you'll discover if you visit the State of Hawaii Exhibit at the 1964-65 New York World's Fair. The official theme of the exhibit, "Aloha" is the traditional Hawaiian expression of goodwill, friendship, and—when the occasion demands—love.

While you may not find love at the pavilion, you can find almost everything else the term implies—as well as a colorful sampling of island delights.

Visitors will get the impression that they are indeed on an island—the 2½ acre exhibit has a Meadow Lake frontage of 543 feet, but the windings of inland waterways expand the waterfront area to 1,629 feet. At one end of the island, a group of thatched-roof buildings re-creates an ancient Hawaiian village, offering a look at native life and crafts as they were before the white man came.

Here you can learn—among other things—how to concoct a flowery lei and a tasty poi. And you can ride in an outrigger canoe, one of the world's oldest surviving means of transportation.

A few steps away is an open-air "Alohatheatre" featuring Hawaiian music and dance performed on

one of the most novel stages in the annals of "show biz." The stage is actually a man-made island offshore from the amphitheatre.

At the Aloha Theme Building, guarded by an 80 foot Akua tower ringed by flaming torches at night, you can see 1,000 years of Hawaiian history, from the coming of the Polynesians to the achievement of statehood. The building itself, though, is pure modernity—a hexagonal roof supported by columns rising from a reflecting pool. Inside, the floor space is completely free of columns.

Arresting new architectural forms, surrounded by the exotic orchids, birds-of-paradise and cocoanut trees of Hawaii, create some striking visual effects.

A round-roofed building, capped by a smaller circle, shelters the Industrial Exhibits. If you want to buy anything from flowers to fashions to feather crafts, look for the nest of little Hawaiian shops in a picturesque fan-shaped structure nearby.

Even if you're not hungry, you can hardly miss the Restaurant of the Five Volcanoes, nestled under five squat towers that form the roof. Four days a week—on Tuesdays, Wednesdays, Thursdays and Sundays—it will offer a full-dress Luau, complete with the traditional Kalua pig, Luau chicken and lomi lomi salmon.



# FACELIFTING

## FOR SUBURBAN STORE

**T**HE complete remodeling of the Helen Caro store at Suburban Square, Ardmore, Pennsylvania, included renovation of the 4,000-square-foot interior as well as the exterior.

The design objective for the exterior was two-fold: to connote a suburban feeling, and to pick up the local atmosphere of Philadelphia's Main Line, which calls for painted wood and brick, repeating the general architecture of the area.

The former store was faced with carrara glass and had large bulk windows. The renovated store is strictly modern in design, but colonial in feeling,

with an exterior of painted white brick, set off by a cherry red and white striped awning.

By eliminating the bulk windows, it was possible to give the store excellent signing, and "Helen Caro" is readily visible from a distance. The windows which remained permit customers to see directly into the store.

By having a large white facade, the store's motif, the rose, was placed as a large symbol against the front, again giving identification to the store. A planting box filled with shrubs completes an informal inviting exterior.



Before renovation, the store had large bulk windows, black carrara glass, which was reminiscent of another era in design, and did not connote a suburban feeling.



Modern in design, but colonial in feeling, the redesigned exterior of the Helen Caro Store, Ardmore, Pa., is painted white brick, set off by a cherry red and white striped awning. The firm's motif — the rose — provides a dramatic trademark against the white facade.





The Florence Nightingale Nursing Home being built on 96th Street between Lexington and Third Avenues will be the largest facility of its kind. This modern Nursing Home, first to be approved under the new Hospital Department and New York City Zoning Codes, will be a 14-story, \$5 million structure.

## Florence Nightingale Nursing H



**F**LORENCE Nightingale Nursing Home, the first such facility to be approved under the New Hospital Department & Zoning Code of the City of New York governing nursing homes, will, when completed, give New York and the country the largest, most modern facility of its kind under one roof.

With construction scheduled to begin early in 1964, the \$5 million Home will rise fourteen stories on a 12,500 square foot site on 96 Street between Lexington and Third Avenues.

According to a recent report of the New York State Health Department's Division of Hospital Review and Planning, "only half the need for safely situated nursing home beds have been met." This same report indicates that approximately 18,500 nursing home beds are needed in the New York City area.

Designed by William N. Breger, Chairman of the Department of Architectural Design, Pratt Institute, the reinforced steel and concrete structure "will combine every applicable advance in construction and design technology to make this new facility the showcase for the nation and the entire world," said Charles E. Sigety, the sponsor of the new facility.

Average cost will be at the rate of \$16 per day which is close to the \$15 per day rate established by Blue Cross and Blue Shield for convalescing contract holders. "We are pleased that the rate schedule will permit families of moderate incomes to take advantage of the Center's facilities," said Mr. Sigety.

Commented Mr. Sigety, formerly Deputy FHA Commissioner and Director of the New York State Housing Finance Agency, and who has lectured at the Columbia University School of Public Health and Hospital Administration, "of the approximately 16,000 existing beds, almost one-third are considered unsatisfactory or unacceptable by the Health Department or by fire safety standards.

"The Florence Nightingale Nursing Home will be situated right in the heart of Manhattan to help meet the great need for additional facilities required for long-term care patients that satisfy all the standards established by the Department of Hospitals and other agencies concerned," said Mr. Sigety.

"In developing plans for the Home, we were all particularly mindful of the new Hospital Code governing Nursing Homes which resulted from an intensive study of the problem under the leadership of Dr. Ray E. Trussell, N. Y. City Hospital Department Commissioner," continued Mr. Sigety. "The new Code which represented a 2-year research study into the most desirable standards of care, served as the basis of this design to provide the world's first city, New York, with the world's outstanding chronic care and convalescent facility."

The 96 Street site was carefully selected because it is convenient to all transportation; cultural, recreational and entertainment facilities and, most important, is directly in "hospital row." Within a radius of two miles from the new Center, there are twelve

hospitals with a total of 4,370 beds, an untold number of physicians, specialists and the most modern medical facilities.

Mr. Sigety also noted that because of the facility's convenient mid-Manhattan location and convenient travelling facilities it will attract the best personnel for employment at the Florence Nightingale Nursing Home.

Although the new Hospital Code governing nursing homes permits 40 beds to a floor, Professor Breger, who is also associated with the Columbia School of Public Health and Administrative Medicine, has provided no more than 37 beds to each floor. Rooms will be available for husband and wife occupancy if required.

Professor Breger has incorporated many unique features in the new Home such as an indoor swimming pool, and a Chapel of all faiths for meditation and prayer.

The facility has been designed to "provide both patients and visitors with an environment that reflects the home atmosphere," continued Professor Breger. "The creation of a non-institution; home-like atmosphere is vital for both patient and visitor."

Because of its size and scope, the new facility will be able to provide patients with the ultimate in care and facilities. Most rooms will have two beds with private bathrooms and wash basins. All rooms will feature "hanging flower boxes" especially designed so that patients may, with ease, care for the plants.

The Florence Nightingale Nursing Home will rise on the site of the buildings (in background) now located at 96th Street between Lexington and Third Avenues in Manhattan. William Breger (left), Architect, and Charles Sigety, Sponsor of the Nursing Home, review the facility's building plans.





# Split-Level Engineering Laboratory

Scheduled to go into operation early next year this \$3 million aerospace vehicle systems laboratory is now under construction at the Lockheed-California Company Rye Canyon Research Center.

THE Lockheed-California Company announced construction is under way on a huge three-level laboratory for intensified aerospace vehicle research and development.

Scientists and engineers at the \$3 million laboratory will deal with future aircraft and space vehicle systems, structures, materials, and human factors.

Designed and engineered by Albert C. Martin and Associates, Los Angeles, the hillside split-level structure—measuring 385 feet long and 240 feet wide—is being built at the Lockheed-California Rye Canyon Research Center near Saugus, 26 miles north of the company's Burbank plant.

The 126,000 square foot vehicle systems building is scheduled to be completed and in operation early next year, according to R. L. Thoren, Lockheed-California director of engineering.

It will be equipped to play a vital role in the proposed development of such concepts as the supersonic transport, manned spacecraft, and other advanced aerospace vehicles, Thoren said.

Initial staff will consist of 225 scientists, engineers, technicians, and other personnel.

Major activities in the research and development programs will be in:

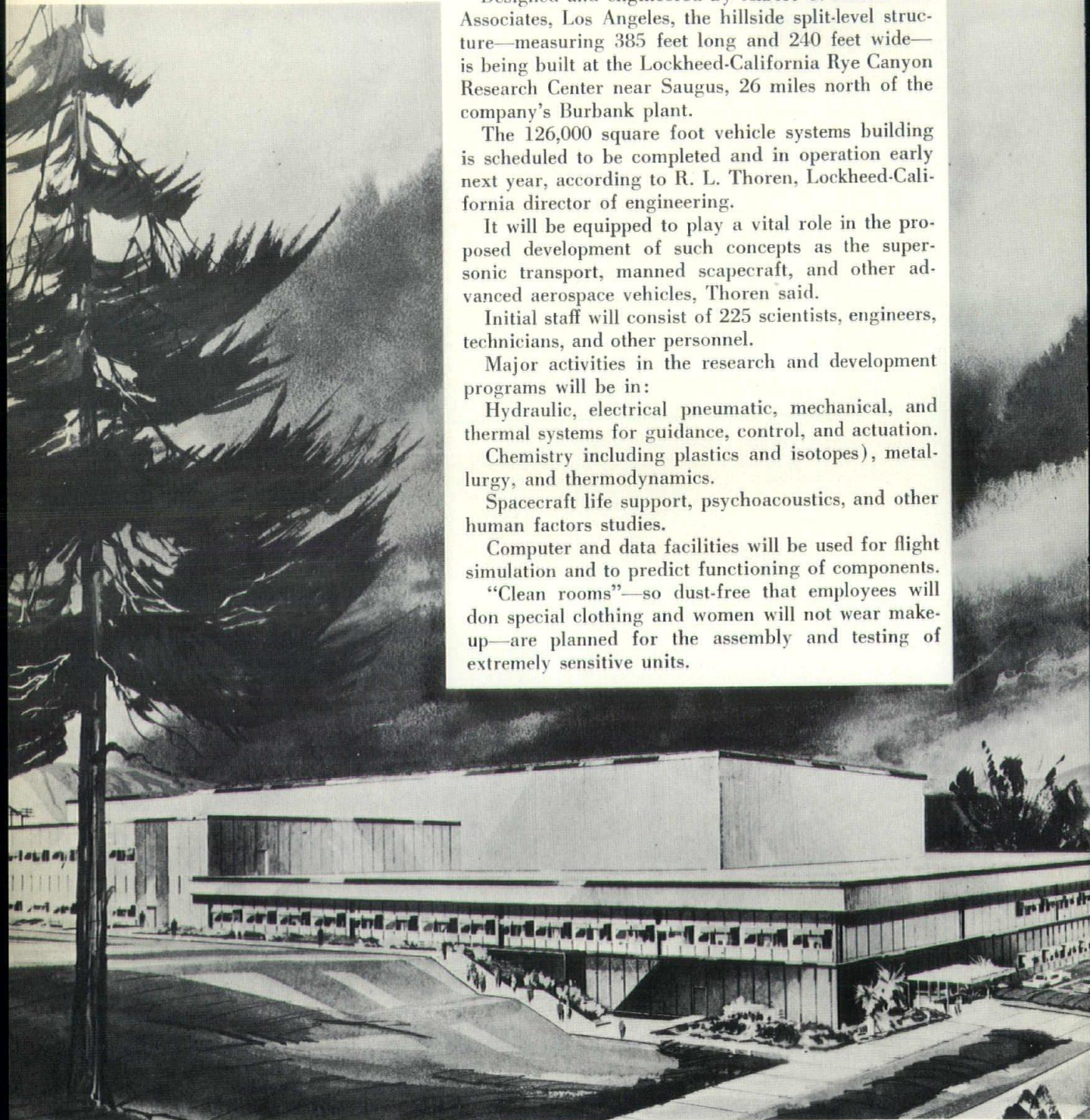
Hydraulic, electrical pneumatic, mechanical, and thermal systems for guidance, control, and actuation.

Chemistry including plastics and isotopes), metallurgy, and thermodynamics.

Spacecraft life support, psychoacoustics, and other human factors studies.

Computer and data facilities will be used for flight simulation and to predict functioning of components.

"Clean rooms"—so dust-free that employees will don special clothing and women will not wear make-up—are planned for the assembly and testing of extremely sensitive units.



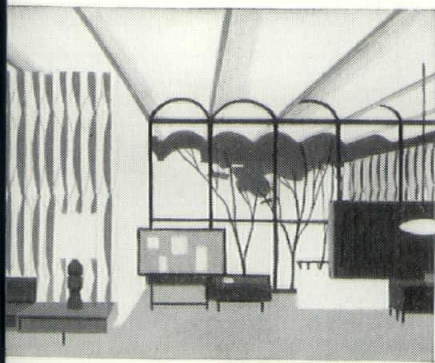


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faceful concrete shells, cast in place, serve as floor and ceiling for a 2½ story lobby. The 4-inch-thick shells cantilever 10 feet beyond the entry to reflect in the adjacent pool. Architects: Anthony Langford, Whittier, Calif. Project Consultant: William Garvey, Whittier, Calif. Gen. Contractor: H. J. Mans Const. Co., Monterey Park, Calif. Structural Engr.: Douglas H. Beetham, Whittier, Calif.

From broad, vaulted lobby to spacious top-floor executive offices, this new headquarters building reflects Purex Corporation's regard for modern, efficient packaging of their products.

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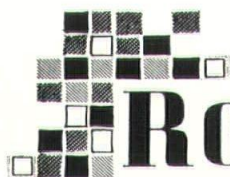
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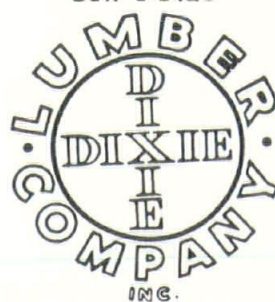
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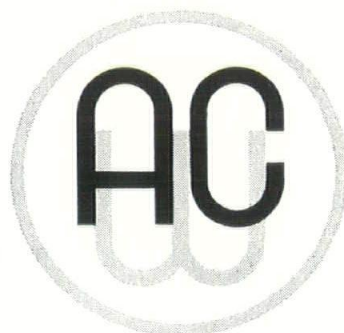
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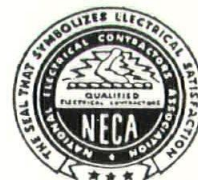
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## THE ARCHITECT

The word architect, like many words derived from the Greek, is made up of two parts: archi—"chief", and tecton—"a builder." Thus the original meaning of the word explains a union of designing and building activities, a union which the architect maintained up to the middle of the 19th century. At that time, he was thought of more as a designer than as a builder. Architecture was seen as a "fine art", and transferred from the outdoors to an inside atelier, where it remained for nearly 100 years.

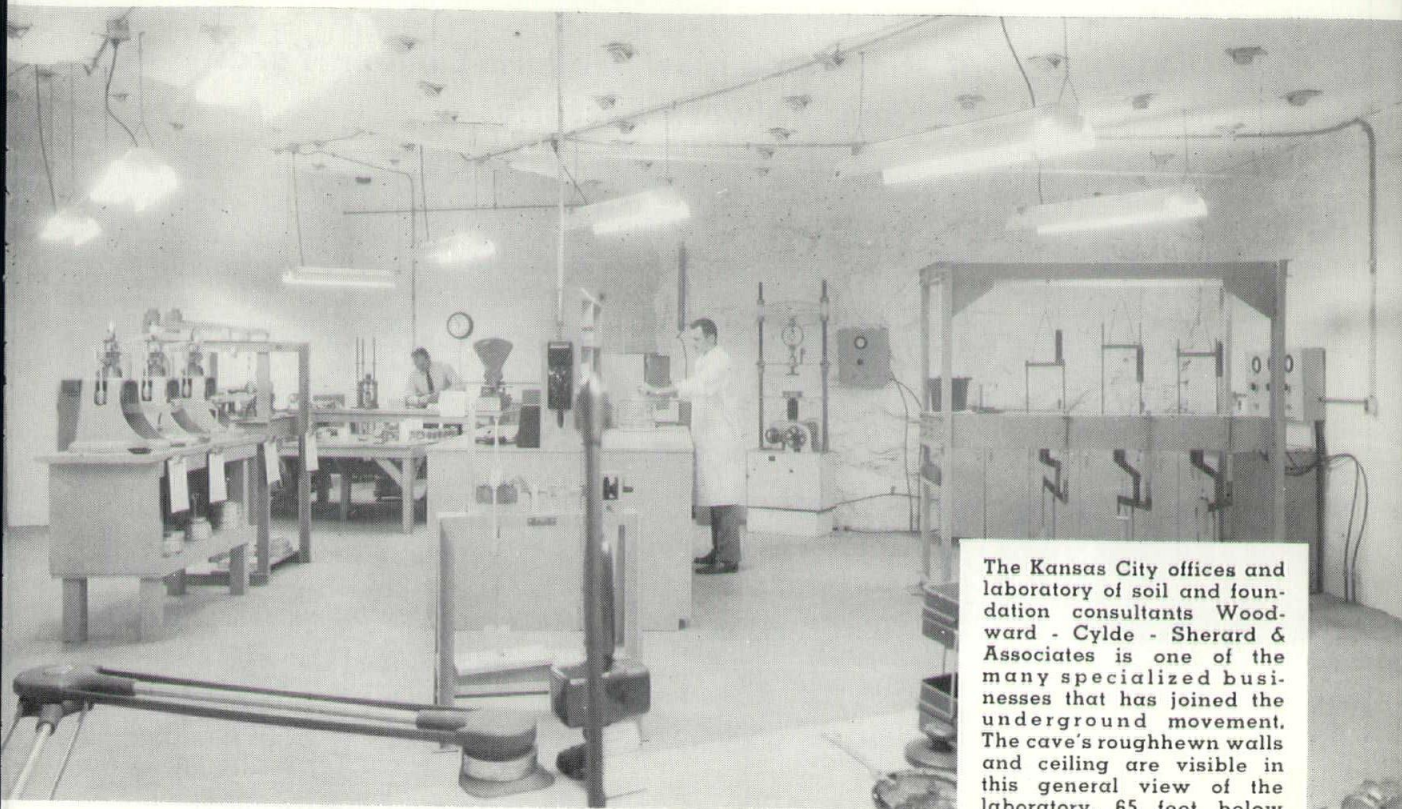
Today's interpretation of architecture places the architect somewhat nearer to that original meaning of the word. But the complex social and technical conditions of our highly industrialized society no longer makes that original union of designing and building quite possible.

An architect is a composite personality made up of two basic ingredients: the artist and the technician. As an artist, the architect possesses qualities which artists have possessed throughout the ages; an extraordinary imagination, and a keen awareness and expression of feelings.

As a technician, an architect must possess more than a speaking acquaintance with the available building materials and technology of his day; he must follow the ever-growing variety of equipment and appliances which form the core of modern building.

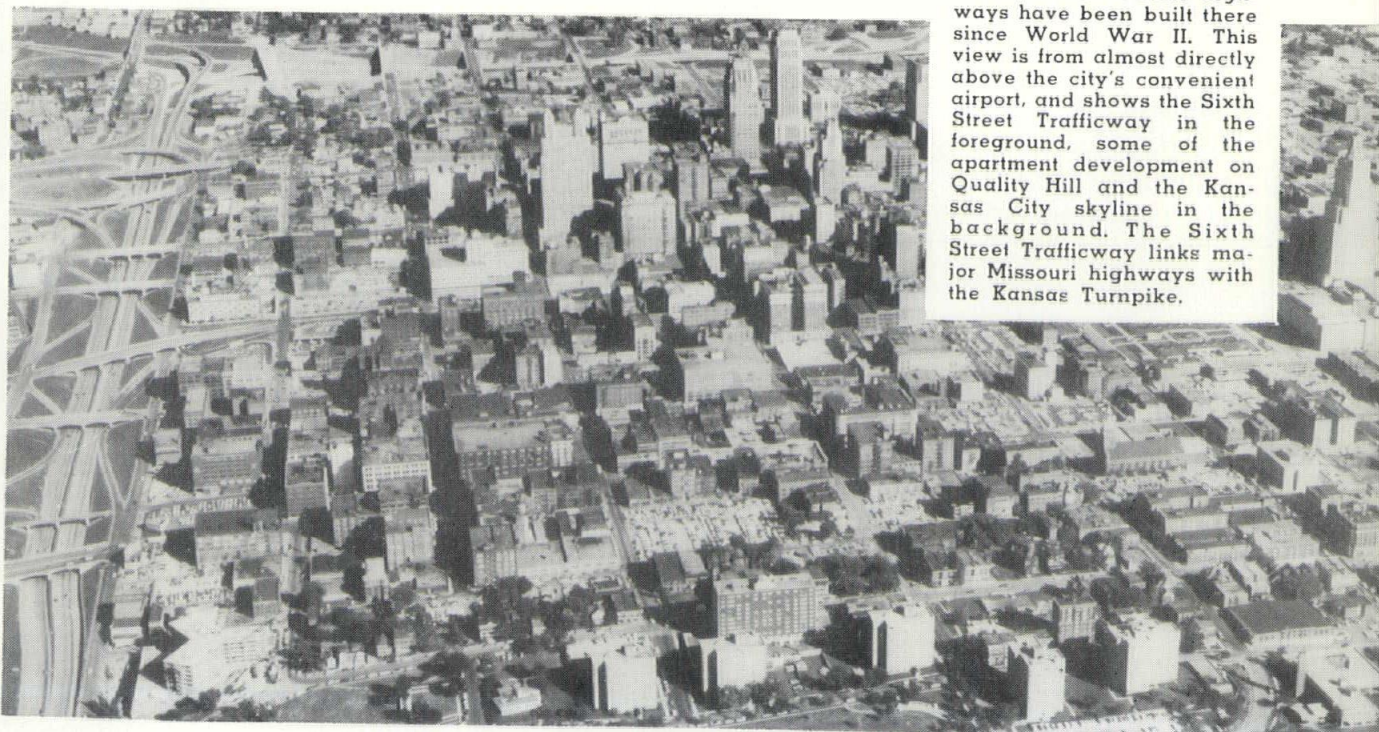
Today's architect comes closer than ever to fulfilling his historic mission by serving as "chief builder."





The Kansas City offices and laboratory of soil and foundation consultants Woodward - Clyde - Sherard & Associates is one of the many specialized businesses that has joined the underground movement. The cave's roughhewn walls and ceiling are visible in this general view of the laboratory, 65 feet below ground level. The accurate temperature and humidity control possible in such locations is highly desirable for precision testing and manufacturing processes, as well as storage of certain perishable goods.

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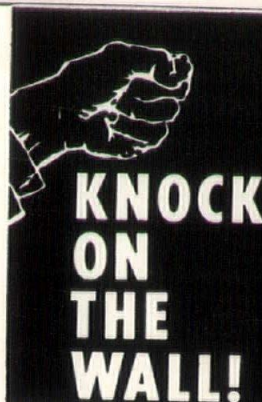
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