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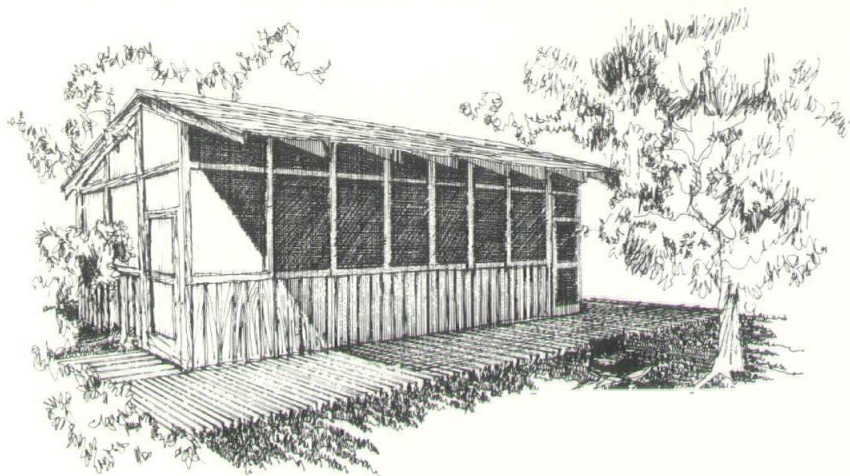
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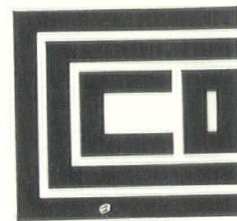
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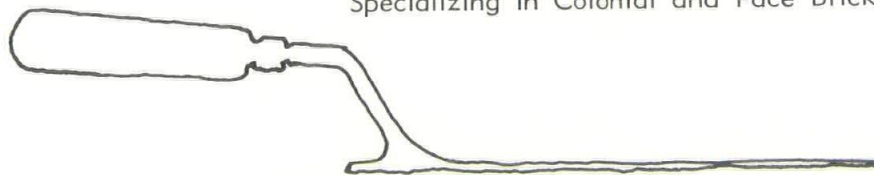
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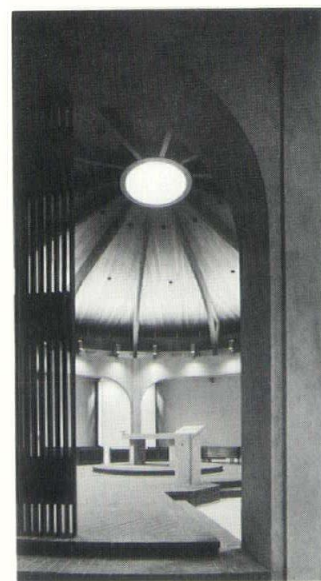


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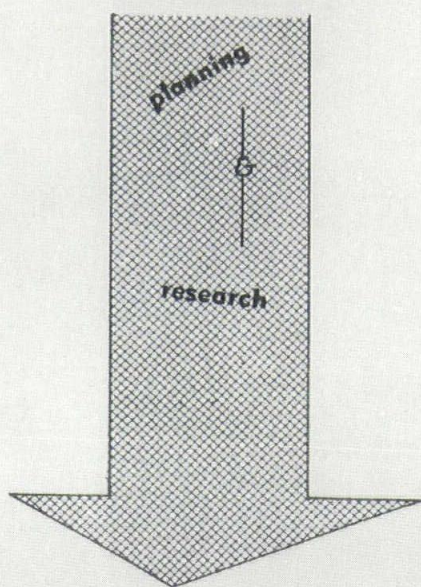
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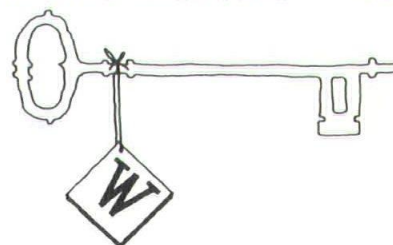
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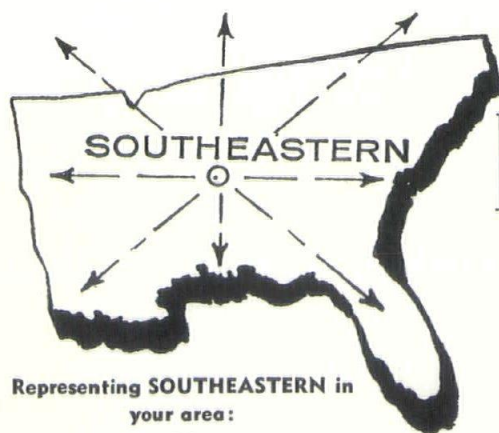
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(H) and work table; and the industrious in the family and contain the sewing machine, etc. Let us call it the hobby room and if at all possible find a place for it in your home.

Other conveniences such as separate air conditioning units for appropriately different areas, two hot water heaters if the hot water demands are well separated, and an intercom system to keep the master of the house from shouting orders, will generally help make the operation of this home easier.

Add to all of these spaces and conveniences adequate storage, inside and outside, for a family of great numbers. Combine these elements into a functional plan and the result should be a satisfying one. Attach this result to a carport for two cars, which can be expanded to house three or four cars, and at least enough bicycles for all including momma and poppa, to a back yard which is large enough to receive the

(1) family swimming pool and bath house (the pressure for this facility grows with each addition to the family, to a place to keep the boat, to a place to house the horses, hunting dogs, squirrels, etc., and start enjoying your new home. Don't let the magnitude of the home, the congestion of children, and the confusion of the parents deter your aspirations for a large family. A functionally well planned home, with a design flexible enough to allow adequate growth as required, will make living for a large family a lot more comfortable and will result in many wonderful experiences.



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(E) that the age and sex of the children play a great part in how many bedrooms a home needs. Two girls in the same room, especially if the age difference is substantial, just doesn't seem to work out. With the wisdom of Solomon and the patience of Job, you may attempt this togetherness, but at best it is difficult. If separate rooms cannot be provided at least consider separating areas within the room with bookshelves or storage cabinets. Even in this situation the lighting should be such that one area can remain lighted while the other is dark. However, two boys close to each other in age get along well together (most of the time) and require very little room. Beware of trying to place the pre-schooler in the same room with a child in the upper elementary school grades. Because of afternoon naps, bedtime differences, homework, and friends spending the night, this is a very difficult combination. The younger the children, the more adaptable to sharing facilities.

(F) girls who can share a room will not accept the bunk bed as readily as the boys.

Let me also offer a suggestion concerning shelving. Choose a wall of the room and install standards for adjustable shelves. Now during the younger days these shelves can start at the bottom and go as high as desirable for toys and "junk" storage. At school age, longer brackets can be used at desk height to provide a desk-top with adjustable shelves above. Looking beyond that, a movable desk can be installed in the space below the adjustable shelves with the shelves remaining above for use.

Another small but effective way for a room to grow older with the children involves the shade on the light fixture and colors on the walls. A shade with clowns or animals painted on it can be used appropriately in a small child's room and can be replaced with a more sophisticated shade later. The bright colors for the youngsters may also be replaced with quieter colors at a later date. Incidentally, the older the children, the greater seems to be the need for "pin-up" space. So keep this in mind in your ever-changing room.

It would be well in the initial construction to provide telephone jacks in the bedrooms in addition to a central location for the telephone. Although you as a parent may feel it necessary to control the time and length of your teenagers' phone calls, it does seem only fair that they should have some degree of privacy. This will also keep them out of your room or some other area of the house that should not be tied up with a private telephone conversation. The telephone should be able to "travel" as required.

With the additional bedroom facilities comes the often overlooked but generally needed bathroom facilities. I believe very strongly, again as a result of past experience, that all families with children of both sexes should have at least 3 full bathrooms . . . one for the parents (and then comes the challenge to keep the children out), one for the girls, and one for the boys. Generally

While I am on the subject of bedrooms let me comment briefly on size. It does appear that the girls require more room than the boys. This is probably due to the fact that the girls generally spend more time in their room than their brothers. Certainly they seem to require more clothes storage space for dresses, shoes, etc. Generally girls will do more dressing and primping in their room than the boys. Although, don't think for a minute that the girls are the only ones who primp. With the new fad of long hair and "mod" clothes, the boys require and even desire a mirror in the room as much as the girls. Anyway, let us concede that generally boys need less space than girls . . . but don't use this as a method to short-change the young men on the space they *do* need. One of the space savers for the boys is the bunk bed. These can be used for a long time for brothers who share a room. On the other hand, the

(G) the boys do not care to spend as much time and effort as the girls in maintaining the freshness and beauty of the bathroom. The ideal plan would have a bathroom between each 2 bedrooms, to be shared by two sisters, or 2 to 4 brothers. One official of a plumbing fixture manufacturer has remarked that by 1970 home builders may make a bathroom for every bedroom an industry standard. Again because of the hair care and make-up, the girls will need a bit more space than the boys.

With more mouths to feed and larger stomachs to fill comes the need for larger kitchen facilities. With the obvious need for additional storage space for both food and dishes, comes the need for additional counter space. As girls, and even boys, grow older they should be encouraged to participate in the preparation of meals. This means more space for the apprentice cooks. Also when cleaning off the table, even the little ones can bring plates, etc. into the kitchen if they have a place to put them. So don't be short changed on counter space. Cabinets and counters may be added later, *provided* wall space has been provided for the anticipated addition. The single oven will have to be replaced with a double oven, so provide the space and electrical requirements for this change. A larger refrigerator and a freezer will be necessary when momma starts preparing 3 meals a day for 8 or 9 members. Due to the busy schedule of your large family, a snack bar or table large enough to handle a majority of the family will suffice most of the time. This area should be close to the kitchen so that meals can be prepared, served, and disposed of quickly enough to accommodate the next shift. You will find that this facility will be acceptable for most breakfast and noon meals . . . especially during school. However, I would like to recommend one area designed for a large round table for meals which bring the entire family together. A large family needs one area where they can all sit down together and enjoy each member and their related experiences. This snack bar we provided close to the kitchen area is ideal for serving your large meals buffet style . . . the quickest and best way to handle a family when they become big enough to serve themselves.

The parents' bedroom and bath, the living room, the dining room, and the den will probably require very little or no growth to keep up with the family. This is one reason for suggesting that they be placed in the core area of the house. The den should initially be planned to accommodate a large group. This room should have an area for watching TV or listening to music and another area for playing table-top games. In a large family the odds are great that at least two TV shows will be requested at the same time. For this reason, one must plan several remote TV locations to provide for this convenience . . . or be prepared to battle for that program you desire.

At this point your house already covers a great deal of ground and in some spots is bulging at the seams, but for those who can afford an additional investment let me suggest the inclusion of one more room. This room will be used by the musicians in the family and will contain the piano, electric organ, electric guitar, drums, etc.; the artists in the family and will contain the easel, drawing board,

DESIGNING A HOME FOR A GROWING FAMILY

BY D. L. GLUECK, A.I.A.

(A) There comes a time in the life of most young people when they blissfully enter into that "... until death do us part," partnership called marriage. Surely you who have been through this recall those conditional vows "... for better or worse, for richer or poorer, etc. ..." Nowhere in the marriage ceremony does one specify the potential size of this newly created firm of "Mr. and Mrs." Odds are greatly in favor of a growing organization, but "how many" and "how often" cannot be predicted like school enrollments, population increases, living costs, etc. Abraham Lincoln once remarked "If we could first know where we are, and whither we are tending, we could better judge what to do and how to do it." When you build that first home you do not always have the answers that "Abe" requires, so you must adhere to that well known scout motto "Be Prepared." Your home and its surroundings should be able to grow with the family. So let us devote our thoughts to areas which might allow us to accomplish this in the most effective manner.

Obviously you should choose a site which will allow your family to grow. Your plan should be *totally* designed to allow this growth without violating local zoning restrictions or destroying the original

(B) "building-to-site" relationship. Don't be lulled into thinking that a growing family requires only expansion of an enclosed facility. There will in most cases be an accompanying need for a larger carport, or at least more area for cars to park, an area for a swimming pool (wait till you feel the pressure), even the possibility of a place to keep that 16 footer you bought for those week end excursions. And don't ignore completely the area which might be required for the horse, the hunting dogs, the pet rabbit, etc. Large families have an enormous capacity for many strange hobbies. We must certainly realize very early in the planning that the location on the site of your first investment is a very important one.

Since I believe that each home needs to be custom-designed to fit the individuals concerned, it is not my intention to present a mythical plan which would be considered ideal for all growing families. But let me take the liberty of expressing my concept of this home based on my own experience with a family which grew from 2 to 9 in a period of slightly less than 11 years. During the early stages of parenthood there seems to be a tendency to want to keep the children's room close to the master bedroom. However, it is generally accepted (I know I'll get some arguments on this point) that as children get older, and larger in number, the proper place for them is at the other end of

(c) the house. When little Jon, an only child, brings Mike inside to play, you are happy to be near them and share in their care-free world. But ... when in addition to Jon's friend, Scott wants Tim to come in and see the gold-fish, Greg brings Cary (muddy feet and all) in to play with the train, DeAnne wants Julie to see her new doll, Randy wants ... etc., it becomes much more practical and far less nerve-racking to keep them in their half of the house.

Incidentally that entrance of theirs, which may not be the same one used by the adults, should consist of a small room with a hard surface capable of being washed down and should be served by a door with a closer on it. (This will be the only assurance that the door will stay closed.) With this reasoning as a basis for the location of the children's bedrooms, our ideal plan for a large family home consists of the parents' area on one side (bedroom, bath, and perhaps a study) the core area in the center (living room, dining area, kitchen, and den), and the children's area on the other side (children's bedrooms, baths, laundry room).

I recommend the laundry room on the children's side because this is where the majority of washing, drying, and ironing is required. With this location the children can also deposit their own dirty clothes and even pick them up after they have been dried and folded ready for use.

(D) This plan also provides a sound barrier (the core area) between the boisterous, energetic spirit of the young and the calm, serene (pooped) spirit of the old. For the parents who still desire that the young child be close by, the study can be used for this purpose until the little one can be shifted into his own territory.

Although I do not advocate a separate bedroom for each child, I have learned through experience



Residence for Mrs. J. W. Barber



Residence for Mr. and Mrs. J. L. Howell

TYPES OF SITES:

View lots: Many times, clients must realize even with this view that their land is what is to be built on. Usually view lots on a ridge or slope have just enough land to build on which is what most people do. This uses the only possible outdoor space for the building foundations which, of course, couldn't care less.

Along with view lots are the high and low side of the street lots. While I am not impressed with looking up to Architecture or under it, looking down on it is seldom successful. I have seen some very exciting solutions to lots which slope with the street.

Corner lots: For some reason corner lots demand a premium in residential neighborhoods, but only gas stations seem to be able to use them to advantage; they don't want privacy.

Winding roads: While the grid plan is not the most suitable system for lot division, let another have the lot on the bend, unless you like the squeal of brakes and car lights sweeping across your property.

Access and Utilities: Both of these items are very important in design, decisions, and orientation of the building on the site. Power poles and lines can not only spoil a natural view but also limit the proper distribution of trees.

With this general information, the time has come to visit some actual sites. I usually do not give design choices to clients but at this stage of site selection, the whole scope of a project is affected by the site.

As one gets closer to the lot, examine the surroundings, both man-made and natural. If this is to be another house in the row, be sure you like the row as it is and feel your addition will improve the neighborhood but also fit the tone of the particular neighborhood.

The relationship of your home on the site and to the site is so individual that any particular example would be just that so I will list some Historic relationships, which can affect the site selection.

Complete Organic Union

Non-Organic United

Non-Organic Separated

Non-Organic Connected

Cave men

Cliff Dwellers

Frank Lloyd Wright

Mies

Philip Johnson

Corbusier

Breuer

Alto

The first three theories in their pure state seem to be too demanding on style of architecture to hold much creative promise. The non-organic separated seems to hold solutions which are created for modern design, letting the site and building react with each other in formal and informal connections. The site could be added to or subtracted from, all trees don't have to be pruned yet, all flowers don't have to be wild or even one color. This complete union does not demand that each waterfall feel the thrust of Architecture. Many times the real beauty of the site does not appear until this union between man and nature.

To drop from the high theories of aesthetic and ethnic design, sites have legal deed covenants and restrictions to be met. I have a home builder, who controls one subdivision, looking over the plans for my client to see if the design is suitable. Other types of restrictions effect lot coverage, set backs, heights, etc.

From the above items, sites can be checked off, many bad points can be corrected by good design and sometimes good points by over design. On one of my first jobs, I moved some large boulders into a natural site and jogged the swimming pool to flow around them for interest. The comment I most remember was "Pity, those rocks couldn't be moved."

Perhaps the most important aspect of site selection is the proper respect of the site by the Architect. A client buys a site to build on, if the site is perfect, respect it; if imperfect, change it to create with the house, one indivisible whole . . . Architecture.

Fritz Woehle Talks About Site Selection

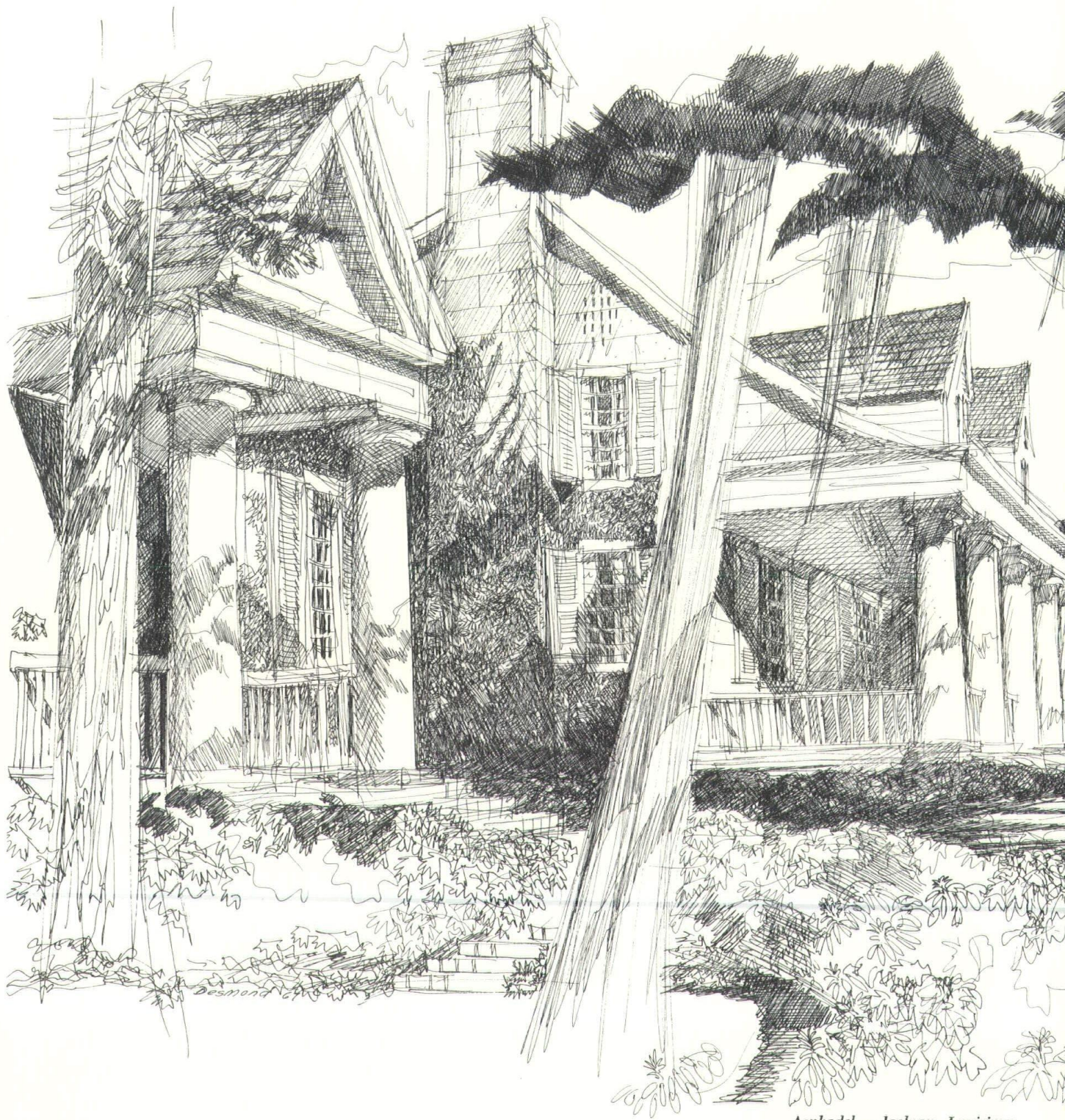


Residence for G. Barber, Jr.

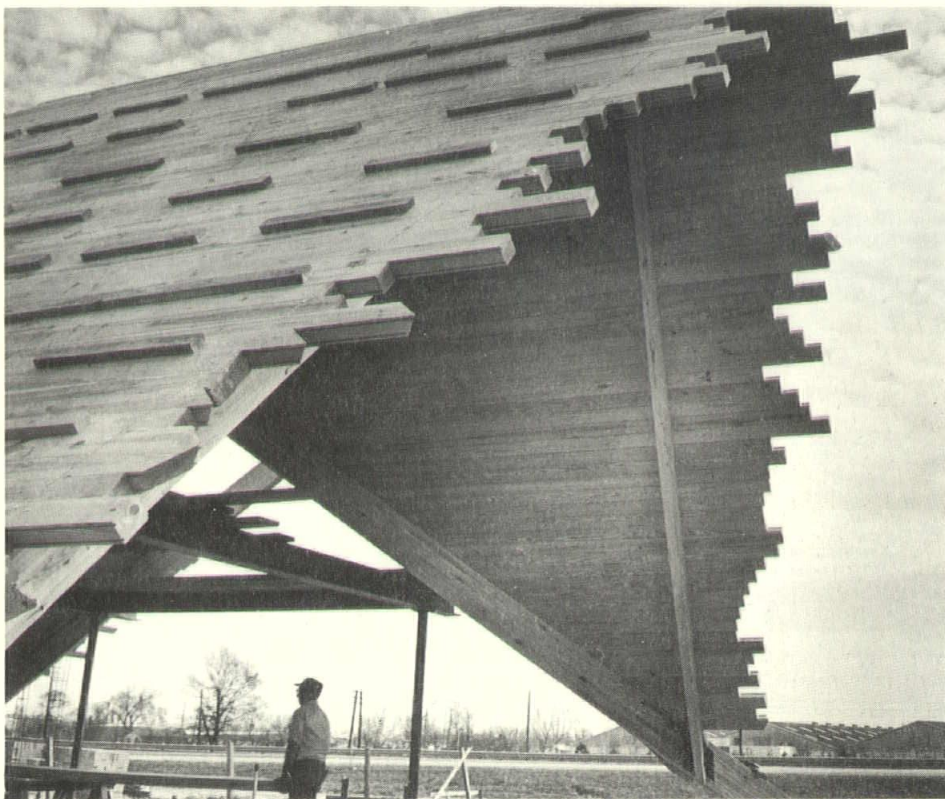
Somewhere in this world there is a place for everything though everything many times does not find its place. The job of the Architect in site selection is limited by the client's desires of living either where the Joneses live or where the Joneses want to live. Sometimes even by where the client should live.

In the south, most prospective sites will be within a twenty mile radius of the Architects own office. In my own case, I stay familiar with real estate development in the area. I feel that if one keeps up with the latest plumbing fixtures, kitchen equipment, sky lights, etc., possible diverse building sites should also be on the list. Knowing real estate of the areas also answers the question of the future development around various sites.

As a new client appears in an office and discusses his intended home, generalities about site selection begin to answer themselves. Proximity to schools, living in a certain community, budget, compatible land for both building and outdoor activities, possible gardens, lawns or not.



Asphodel — Jackson, Louisiana



Southern Pine Laminated Beams, Decks in Howard Johnson's Motel, New Orleans, La. Paul J. Mouton, Architect.

acres. The vast majority of this land is privately and non-industrially held and shared by more than a million individual owners.

Their ranks include farmers, businessmen, bankers, lawyers, doctors, laborers, retired people, and other private individuals who have an investment in land. In an effort to encourage their adoption of sound management practices, forest industries introduced the tree farms movement to the South 25 years ago.

Under this program, non-industrial owners can share industry's knowledge of forestry. Privately owned lands that meet designated standards of management and protection are certified as tree farms. During the past quarter century, the South has developed more than 45 million acres of well-managed tree farms—two-thirds the nation's total. This figure continues to increase each year.

Between now and the year, 2000, the forest industries hope to intensify their missionary work to the point where 100

million additional acres can be brought under intensive management by private owners.

Techniques of modern forestry and thrifty utilization of the timber harvest have far reaching conservation aspects. During the growth of sawtimber trees—the elite specimens destined for ultimate lumber or plywood manufacture—periodic thinnings are performed to give them room for healthy growth. Trees removed by thinnings go to paper mills. Poletimber is also grown on the well-managed stand. In such fashion, all forest products may be derived from the same woodland area as successive crops while the volume of standing timber is maintained.

Equally important is the fact that the lumber industry of the South debarks its sawlogs before manufacture. The bark-free condition of the log permits conversion of slabs, edgings and other leavings of the saws to pulp chips for paper mills. Sawdust is also used for pulpwood. Bark is a source of soil conditioners, poultry

litter, wood flour and compressed products.

Twenty percent of the South's total material for pulpwood production now is derived from the "leftovers" of Southern Pine lumbering. With each sawlog yielding pulp chips and other products in addition to lumber, the conservation impact has been enormous.

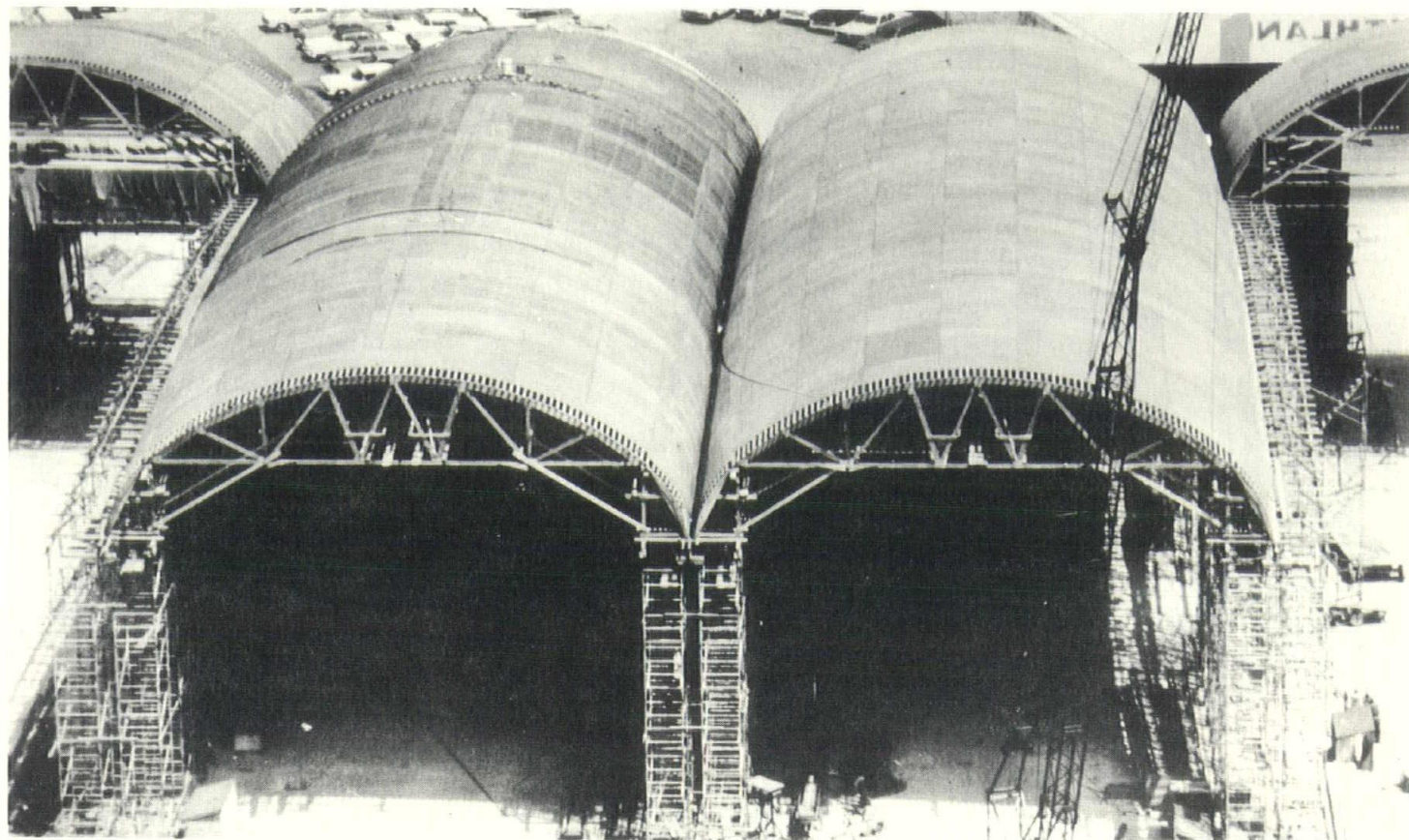
Such developments have stimulated growing reciprocity and coordination among the various elements of forest industry. The logical outgrowth is a trend toward integration of forest products manufacture. In some instances, the production of lumber, plywood, laminated lumber, pulpwood, chemicals and other products are all closely coordinated under a single corporate roof.

While advances in forest management and tree farming have reversed the trends of 60 years ago and are attracting investment from all parts of the United States in Southern forest industry, much of the area's timber enterprises remain in home ownership. In fact, some Southern lumber companies are now in the process of expanding and diversifying operations within their original forest boundaries after anywhere from 50 to 75 years of continuous production.

Products, payrolls, industrial and economic growth are not the only benefits realized by modern America from the Southern Pine forests.

The abundance of the pines—plus the vastness of the 12 state area they embrace—have created an immense, inviting mecca for tourists, hunters, fisherman, picnickers and other recreationists. Outdoor pursuits can be comfortable as well as exhilarating in the orderly wilderness of a managed tree farm. Many of the timber industries permit recreationists to use their lands.

These forests are equally important as protectors of soil, water and wildlife. The techniques of forest management have exerted a favorable effect on the wildlife population. In fact, it is estimated that there are actually more deer today than when Columbus discovered America.



Rivergate Exhibition Facility, New Orleans—Mathes, Bergman, Favrot & Associates, Architects. A total of 180 trusses are involved, using nearly 90,000 board feet of Southern Pine "engineered lumber."

Industrial forestry has accomplished what few people would have dreamed possible as recently as twenty years ago. The Southern Pine forests have been restored to abundance and greatly improved in quality during a period of extensive industrial growth. More specifically—and miraculously—the volume of timber standing in the forests and the contribution of these forests to the necessities of life expanded simultaneously.

Whereas there was only one large timber industry in the South when industrial forestry was initiated some sixty years ago, there are now several.

Lumber, the first of these industries, remains prominent. Latest Census Bureau reports show more than 6,000 sawmills active in the South—about half the nation's total. These mills are producing enough Southern Pine lumber each year to build one million homes, approximately as many as the entire United States builds annually.

The post World War II growth of the region's pulp and paper industry has been little short of phenomenal. Southern Pine now provides 60 percent of the nation's pulpwood production.

Even newer are the laminated lumber, plywood and chemical industries.

Through lamination, standard lumber is bonded with powerful adhesives and built-up into arches and beams of any desired shape or size. The process has freed timber engineers from restrictions once imposed by the height of trees. Lumber lamination is now in progress in many different parts of the South with Southern Pine also utilized by laminators in other regions of the United States.

Southern Pine plywood is a "child" of the 1960s. While this industry did not commence operations until a few years ago, it already accounts for 13% of the nation's total plywood supply. This percentage is expected to increase sharply in the years ahead.

The outlook in chemicals is positively fantastic. Thus far, research has determined that at least 2,600 useful chemicals are embodied in trees—many of them in Southern Pine. Present and potential uses of these "silvichemicals" are virtually unlimited:—medicine, nourishment, plastics, oil—just to name a few.

Other forest-based industries in the South include furniture, naval stores, crating concerns and wood preserving plants.

Contributions of the Southern Pine forests to the needs and pleasures of mod-

ern society continue to grow. Already, the long list includes lumber, plywood, laminated lumber, wearing apparel, flavoring, plant nourishment, paper towels and napkins, dining utensils, food and beverage cartons, furniture, newsprint, shelving, toys and other manufactured products.

Industrial forestry in the South has demonstrated that trees are a renewable resource. Thus, the prospect arises that the nation's forests in general and Southern Pine in particular will be increasingly important suppliers of necessities of life in the years to come.

In fact, the Southern Forest Experiment Station, an agency of the Forest Service, U. S. Department of Agriculture, predicts that by the year, 2000, the South will provide more than half the nation's wood products in volume three times the current regional output.

This forecast is largely predicated on the region's potential forest growth, which has virtually no limit.

Forest industry owns 37 million acres of forestland in the South and on the whole this acreage is intensively managed. However, industry holdings represent only 17% of the region's total commercial forest area, which exceeds 200 million

Branching out over a vast twelve-state area which begins in the mountains of Virginia and ends in the plains of East Texas and Oklahoma, the Southern Pine forests offer a broad panorama of scenic beauty.

They are tall, stately trees—benevolent custodians of the land and all things that live and move within their shelter. They are also one of our most prolific national resources, for 359 years a fountainhead of industrial and economic growth.

When European adventurers first landed on the Atlantic coast, they encountered a wilderness. From the famed Virginia colony, Captain John Smith reported to his superiors in London in 1607 that "this country is overgrowne with pyne." He sought permission to explore the commercial possibilities.

At first he received a rebuke rather than a reward for this intelligence. The captain was reminded—in no uncertain terms—that he had been assigned to a quest for gold and silver—not trees.

John Smith persisted, however, and in time his English overlords relented. In 1608, he directed Dutch and Polish millwrights in the construction of a crude sawmill at Jamestown, Virginia. This was the nation's first industrial enterprise.

Records of the old Virginia Company indicate a shipment of crude clapboards and pine timbers to England in 1609, the nation's first export of commercial cargo.

Pioneer Americans were quick to recognize the strength of the Southern Pine tree and relied on it to get themselves established. They used it to build their cabins and stockades. It gave them protection against hostile arrows as well as shelter.

From Jamestown, Southern Pine lumbering gradually spread South and Southwest. Early lumbermen were trail-blazers, proceeding in advance of the migrating caravans. It was their job to make room in the forests for settlements and farms and provide building materials. They seldom worked without weapons beside their tools.

In the days of the American revolution, lumber from the pine tree made a strong—and historic—impression on the landscape. It built the famous colonial homes such as George Washington's Mount Vernon and Thomas Jefferson's Monticello. General Washington assumed direct command in writing the specifications of pine flooring for Mount Vernon.

Pine lumber was used in the construction of Independence Hall. It also formed

decking and masts for the nation's early fleet of fighting ships.

While lumber production was meagre in colonial times, the potential value of the resource was even then highly regarded. In fact, the Spanish invaded the area near Pensacola, Florida, in 1781, solely to relieve the British of the region's timber supply.

THE SOUTHERN PINE FORESTS

Fountainhead of Economic Growth

Economic growth based on the Southern Pine forests proceeded at a leisurely pace until after the Civil War. Completion of the nation's network of railroads in 1880 opened the North to products of the South. This ushered in an era of rapid industrial expansion.

The 1890's were indeed "gay" from an economic standpoint. It was then that a host of gigantic sawmills came into being, some operated by Southerners; others by Northern investors. Thousands of new communities sprang up in the South, sustained in part or entirely by lumbering. With the advent of the 20th century, the Southern Pine forests were providing 40% of the nation's total lumber and more importantly—half its softwood lumber, the type generally preferred for structural purposes.

With all its magnitude and importance, the lumber industry of those years was largely unsophisticated in technique and migratory in character. This pattern was strongly influenced by the times. The dawn of the 20th century brought widespread public demand for a clearing of the forests to make room for farms. This was generally accomplished by setting up huge sawmills which cleared out a maximum area, then shut down and moved on to other forest areas standing in the way of the expanding farm movement.

During the early 1900's, the industry continued to grow. Lumber production soared to unprecedented levels. But few people believed the pace could be maintained indefinitely.

While some lumbermen had begun to give serious thought to replacing the forests they were harvesting, such notions were generally dismissed as "impractical star-

gazing." By 1910, cutover lands were increasingly and disturbingly evident.

Leading economists of that day were convinced that a timber famine was inevitable. They predicted that the Southern Pine forests would become extinct by 1930 "at the very latest."

Accepting this at face value, many lumbermen followed Horace Greeley's advice and deserted the South for the West. But a solid nucleus of operators remained including those heretical thinkers destined to be ultimately immortalized as the "fathers of forestry."

Early disciples of forestry were few in number but tenacious in the pursuit of their creed. They did not go along with the prevailing idea that it would take at least 150 years for new forests to replace the old.

They reasoned that if the forests were thinned as they grew rather than left in their natural overcrowded condition, they would reach maturity in 60 years. These visionaries also considered that the long growing season and abundant rainfall in the South might further reduce the complete cycle of growth to as low as 50 years.

The thought occurred that if only the larger mature trees and defective small trees were removed from time to time, leaving the younger trees to continue growing, a permanent supply of timber could be maintained.

As for the areas which had already been clear-cut, it was felt that these would be reseeded naturally if only raging brush fires could be kept from killing the seedlings each year.

These simple but profound ideas—revolutionary for their day—were put to the test by a handful of progressive lumbermen at virtually the same time when economists were passing death sentences on their industry.

By the 1920's, several lumber companies were well advanced with forest management programs. By the 1940's, farmers and other non-industrial owners of land were joining industry's forestry crusade as "tree farmers." By the 1960's, the old spectre of a timber famine had been banished.

In modern times, the South has become the first of the nation's wood producing regions to successfully complete the enormous transition from industrial operations based on the original virgin forests to a new and diversified economy nourished by perpetual crops of man-managed timber.

eration is beginning to realize that our human environment is shaped more by behavior than by designed objects. As balances are established between objects and behavior, our understanding of real environment will grow. Ecologists are about to disprove the concept that environment depends upon the nature of separate objects, and suggest that our habitat is in fact an open ended system whose components greatly transcend man-made things. Future investigation will undoubtedly uncover methods to help decipher these problems at all levels of human environment.

Assuming that man and environment continue their accelerated relationship with science, the next century could become one of even greater human negation than the present. However, should the predicted cybernetization of processes in production, distribution, administration, and communication occur, 'necessity' will decline as a motivating force, and technology as a product of necessity might once again turn its attention to man and his deeper satisfaction.

Growth can only occur through acts of comprehensive understanding and not by our present acts of isolated technological ingenuity. Changes will undoubtedly un-

seat many high priests now (imperically) considered determining factors in human environment.

New design methods must become more inductive and proceed from facts to ideas through comprehensive understanding. Observed data will replace the intuitive data contained within our present programs. The means of establishing programmed reality, in the future, may lie in detailed operational analyses made prior to programming. Certainly design and research will retain individual identity and even autonomy. Research without design (synthesis) is purely methodological, and design without research cannot accommodate operational and behavioral complexity.

Structural integrity with physiological functionalism and poorly synthesized planning with research, have not solved man's pressing environmental needs. The time must come when architects are not primarily engaged in developing symbols for society, but are studying architectural problems as current living issues. We must not be preoccupied with either the architectural past or future, but with architecture as a means of adding significance to the experience of living.

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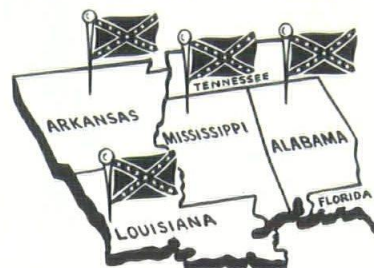
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ISSUES OF TIME AND MODERN ARCHITECTURE

BY CHARLES COLBERT AND VICTOR STILWELL

It is generally believed that Modern Architecture is upon us for the first time. Some designers apparently feel that architecture is free from the past and that style should no longer be regarded as an essential. In reality our buildings are changing like the annual models of consumer products, in a superficial way which is disassociated with basic conceptual improvement. Authors of popular polemic express disdain for styling and fashion, but in practice are infatuated with capricious shapes. They demonstrate our inability to practice architecture with a real disregard for the "stylistic manner." This contradiction between intention and act can be interpreted as a conflict between the concept of planned obsolescence and the design of buildings which future generations will want to preserve.

Describing built form as 'obsolete' is far too general, since man, society, environment, technology, and forms are directly associated. Reference to built form, in time, is really the issue of architectural concern. Obsolescence, which implies a sequence of isolated and fixed events in time, is the antithesis of architecture as we define it. History is chronological and the valid interpretation of events in history for current application must consider causes and effects which occurred through time. Events cannot be interpreted out of context.

Architectural determinants being analogous to historical events, should be interpreted as transient facts that are evolving unequally in time. Social, economic, political, and technological criteria are not equally developed in time. Their simultaneous architectural influences are usually out of balance. This explains the

common realization of buildings long after their historical significance has past. It also seems to demand the continuing viability of the architectural anachronism.

Architecture has been constantly effected by ideals and forms borrowed from an earlier milieu. With the provision that buildings are guided by the observation and evaluation of history, preservation of the architectural anachronism should enhance our capacity for thought about current problems. Eclecticism is defensible, but only when the selection and application of form is weighed against the ideals which produced them. The changing architectural present of the 1960's is overly concerned with high fashion rather than a valid interpretation of appropriate form to carefully defined purpose. We fail to realize that there are few new forms and forgetting that while architecture is an eternal shaper of form, it is not simply an affair of forms.

The false belief that man is somehow outmoded is sometimes associated with scientific progress. We are sometimes convinced that we must accept the notion of slow and helpless human evolution. But the time is so great, and the change so small, that relevant evolution is imperceptible within the life of man. Human progress during the span of 'modern architecture' is difficult to imagine despite computer company claims that we have had revolution as well as evolution. Man's natural needs for food, love, war, and death will remain. The only real evolution which man has experienced is the evolution of habits concerning consumer products and scientific discovery. Advertising men, package designers, and architects have failed to anticipate the



effects that their creations have on man himself. Architecture is too readily and humbly becoming a part of a world of false materialism.

The application of scientific discovery is undergoing major change. As electronics and chemicals replace mechanical gadgetry, technology becomes increasingly selective and therefore less material. New discoveries and applications are growing around architecture. Systematics, psychology, and the physiology of perception represent new opportunities and responsibilities for the designer. Human value assigned to the material effect of objects may no longer lie exclusively within those objects. The new synthesis of effect must consider the total man. Obsolescence defined as disposability suggests the hope of serious improvement and change in design. Objects of transient value should be disposable and producible in such quantity that constant prediction, change, and control, with respect to environment, will become quite possible.

But what we are really saying is that the future of design lies in 'situation' or 'environment' design and not in product design. Products are merely to enhance the situation. If man and situation are indeed paramount, then obsolescence and disposability are not essential to the issue. Relatively they may even be fictions. In terms of 'situation,' the concept of obsolescence should not be in conflict with the intention of building for future generations of usefulness.

As designers become increasingly concerned with behavioral environment, the environment itself will become more understood as the interaction of people and things, and less as a collection of objects within an assembly of spaces. Our gen-

THE LAA ACTS AGAINST THE COST-PROFIT SQUEEZE

It is a suspicion no longer. The fact that a price-cost squeeze is plaguing the architect has been clearly established by a National AIA financial survey conducted by Case and Company.

The rapid rise in production costs have not been matched by proportionate increases in fees.

The reaction of the LAA to this problem has been immediate and decisive. An educational seminar entitled "Production for Profit" has been organized to accomplish the objectives outlined in the first of Case and Company's recommended remedial actions: Overcoming the pressure of the profit squeeze by effective budgeting of job time, carefully controlling costs and expenses, pricing services more precisely, and by using technical manpower effectively.

The seminar will be in two sessions on November 17, 1967 at the Royal Orleans Hotel in New Orleans. The first will be a practical approach to the problem of budgeting time and expenses to make a profit and insure that the architect controls the job rather than the job controlling him.

The second session gets down to the grassroots problem of producing good working drawings quickly and cheaply. LAA architects will benefit from documented facts, practical experience and success stories presented by Mr. Gustave Keane, AIA, Mr. Peter Kump of Palo Alto, California and Dr. Charles Marsh of Case and Company.

"Production for Profit" is an opportunity for architects to compensate for their general lack of training in good business management practices. The \$10.00 registration fee for the profit producing ideas that will be revealed in the seminar should be off-set by 10 to 100 times this amount in savings for architects who are wise enough to take advantage of new and better production ideas.

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The Louisiana Architect

Volume VI

Number 10

THE LOUISIANA ARCHITECT, Official Journal of the Louisiana Architects Association of the American Institute of Architects, is owned by the Louisiana Architects Association, not for profit, and is published monthly, Suite 200, Jack Tar Capitol House Hotel, Baton Rouge, La., telephone 348-4331. Editorial contributions are welcome but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Louisiana Architects Association. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to the LOUISIANA ARCHITECT for prior use.

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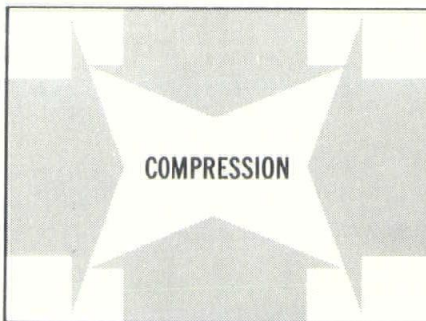
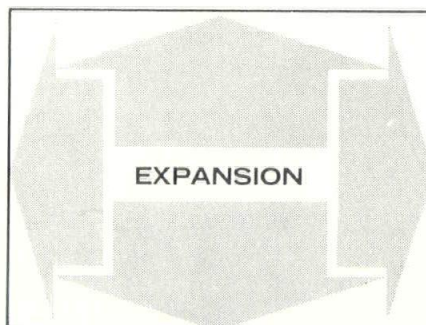
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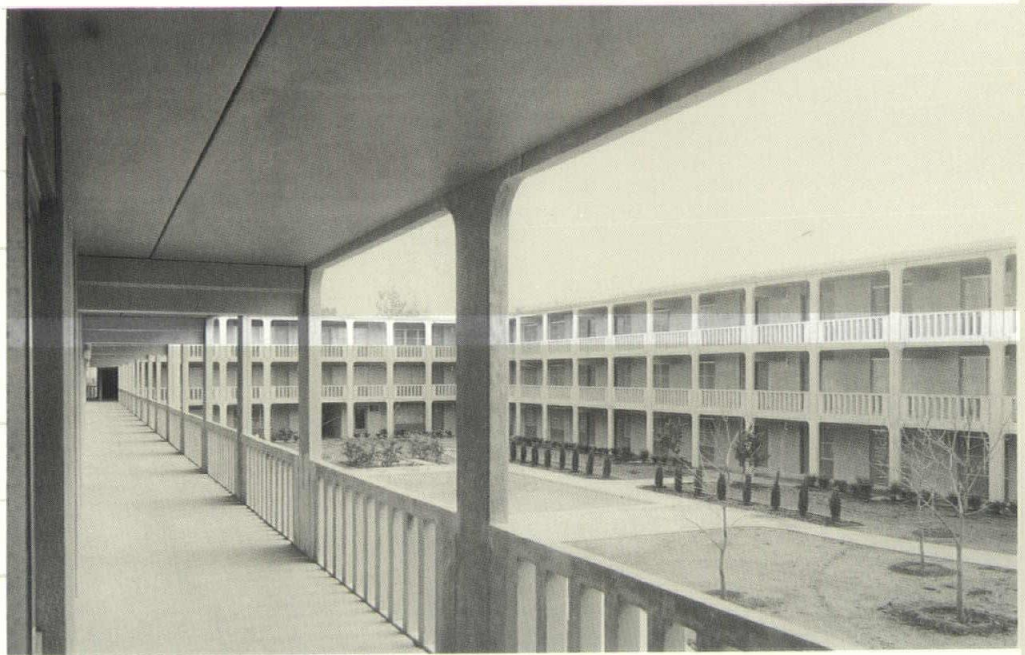
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