Chapter Installation March 15

 Officers and directors of the Southern California Chapter/AIA will be installed by AIA Vice-President-Elect Louis de Moll, FAIA, at a festive dinner Saturday March 15 in a popular restaurant on the 40th floor of the Crocker Citizens Plaza downtown. Cocktails will be served at 6:30 p.m., followed by dinner at 7:30 p.m. and the installation ceremony. Please turn to page 4.

 Hollywood: Design for the future

"There's no there there." Gertrude Stein's famous statement about Oakland might be used appropriately in describing Hollywood today. Everyone knows where Hollywood is — the problem is on which corner. A genuineenn, the more there is, the more crowded, the more people, the less definition and generally a decrease in the area's identity. The Los Angeles basin. Hollywood is an integral part of this metropolitan area.

The installation dinner will be served at 6:30 p.m., followed by the installation ceremony and a special program. The evening's ceremony will include the presentation of the 1975 Officers and Directors.

The architect as superstar

By Michael Frankine Ross

Since When was Moses or Michelangelo qualified to be the best structural engineer in Los Angeles? Who would have thought that Butch Cassidy, Huckleberry Finn and the Hustler had the right qualifications to be the architect of the world's tallest building? Sounds familiar? Sure! It's just Hollywood throwing the distorted myths of ourselves back in our faces in two current disaster flicks, Earthquake and The Towering Inferno. Remember The Fountainhead? When Howard Roark, the Master Designer, dynamited his own building because the contractor didn't build it according to his design? Remember Frank Lloyd Wright, the mythical hero from Switzerland — Corbu? Corbu? Hero worship of the architect as God has been the demise of the profession since the beginning of the industrial revolution, when technology made the architect a member of a complex team, rather than the superstar.

Towering Inferno. Who saves women and children, loves his wife, has a luxurious bedroom just behind his spacious design studio? James Bond? Never! It's the architect again.

The long lines I joined to see the two disaster spectacles at all time are proof enough that Mark Robson and Irwin Allen have their hands on the pulse — I mean purse — of the nation. Some film critics have explained that it's the public trying to escape their economic woes, but it goes deeper than that. These films are two of the most technically sophisticated and convincing examples of special effects ever offered for public consumption. The idea of buildings that can be ignored at your leisure and worlds that are only wished into existence whenever or however you wish gives everyone a dreamlike feeling that all is in your control. It's exciting, and it's the architect again.

While faulty wiring could hardly cause the fire storms Irwin Allen and Robson admit to ten times greater than any ever recorded — and though Howard Lane, past President of the SCC/AIA has labeled the film "science fiction" — it is perhaps healthy for us to ask ourselves whether we are serving mankind or our own self-interest.
Measurements of architecture

By Morris Verger, FAIA
SCC/AIA Chapter President

All the well-wishes from Chapter members must have accelerated my recovery from surgery — thank you very much. This publication, the L.A. ARCHITECT, is an opportunity for Chapter members to share ideas and experiences. Here are some of my thoughts.

I believe architecture is partially intangible. It cannot be adequately measured by the dollars and cents of the marketplace, by the sociologist’s statistics, or by political expediency. The intangible measures of architecture are the aesthetic and functional adequacy, economic feasibility, and community acceptance. These are some of the architectural measurements.

A PERSONAL SHARE

An increasing number of individuals feel that it is their personal right to have environments that give them a personal share in their community. There is an increasing feeling that the built environment should serve the public interest and should have community acceptance. The Sierra Club, for instance, seeks to protect certain delicate ecological balances. The Latin American community paints murals to overcome the dehumanizing, brutally blank walls of their physically barren neighborhoods. Sophisticated and cultured people like Dorothy Chandler give us the Music Center, the museums and the galleries. Each of these groups has discovered for itself the importance of claiming a personal stake in the environment.

We must find a way to emphasize to the public that the intangibles provide this personal stake. The fact that projects can be funded and demographic statistics can be matched to the funds is a trap that often falsely limits and grossly oversimplifies what should be considered.

Architects can speak to each other more meaningfully and vividly than to the people who live in and use the environments they create. Our challenge is to learn to express ourselves in terms the public understands. We need to close the gap between the profession and the community we serve.

An example is the current situation of the Coastal Zone Commission hearings. This Chapter supported Proposition 20. When it was passed, the CCAIA and the various AIA Chapters should have told the Governor, the newly appointed district and state commissions, and — most important — the general public that architectural firms were available to help frame the criteria for construction in the coastal area. The profession should have been alert to the need to submit proposals to the commissions.

RISK?

We would have been able to make a significant, positive and professional contribution to the process. We would have played an active and respected role as professionals, and been paid for our efforts. Instead, we are now appearing hat-in-hand before lay commissions which are struggling with the cumbersome, bureaucratic regulations proposed by their own staffs. More workable criteria for the built environment could have been set by architects.

Chapter activities can bring us together so we may interface with each other. Learn from each other, then convey what we have learned to the public. We must demonstrate to the public interest is served when architects participate in the earliest stages of decision-making involving the physical environment.

Each architect must be willing to risk a little bit of himself to be heard in the community. We are members of a profession that has much to offer if we take some risk. Passivity and professional aloofness denies us access to the public.

This new publication is one of the devices we can use for graphic as well as verbal exchange. I urge you to participate in the L.A. ARCHITECT.

Solicitation

An open solicitation for articles, letters and editorial suggestions is being made by the Editorial Board of the L.A. ARCHITECT to the members of the Southern California Chapter/AIA.

Regular features such as Feedback, Perspective and Design are intended as forums for reader criticism, personal opinion and the visual display of architectural projects and plans. Letters, articles and visual presentations for L.A. ARCHITECT should be submitted to the publication in care of the Chapter Office. (Architectural presentations shown in the Design department are selected by the Editorial Board.)

An upcoming series of articles in L.A. ARCHITECT will discuss the impact of the economy on the architectural profession, and how individual architects are dealing with the situation. If you have any specific ideas or suggestions on the topic of "Architects and the Economy," please submit them directly to Kenneth Dillon, AIA, 11752 San Vicente Boulevard, Los Angeles, Ca. 90049.
Project entries due April 30 for judging by design jurors

The first annual Design Awards Program of the Southern California Chapter AIA was announced in the February issue of L.A. ARCHITECT. Entry application forms were mailed in mid-February, together with the 1975 Chapter Rate Sheet. The entry forms, along with $30.00 for each project to be entered, are due at the Chapter office by March 31. Submissions are due no later than Wednesday, April 30.

The jury, consisting of the four persons whose photographs and biographies appear below, will convene on May 15 to consider entries. Announcement of the winners will be made shortly thereafter, and a special double-issue of L.A. ARCHITECT in July will display the prize-winning projects. Richard Meier, one of the four jurors, will be the guest speaker at the July Chapter Banquet, where he will present the awards and discuss jury reaction to the projects.

Full instructions for submitting entries were printed in the February issue of L.A. ARCHITECT. Any member who wishes to receive an application form or an extra copy of the February issue should write or call the Chapter office.

Donald H. Larson, AIA, and Richard Meier, AIA, worked closely with Awards Committee members Frank Gehry, Tony Lumsden, Cesar Pelli, Paul Kuennon and Tim Vreeland - who would like to see as many architects as possible submit projects in the program in order to provide the highest quality possible among entries and winners. Our publication is beginning to attract attention across the country for the quality of its contents, and the Editorial Board hopes that Design Awards issue! July will enhance the publication's reputation even more. As announced in the February issue, several local architectural photographers have expressed their willingness to contribute to the success of the program by offering special terms to small offices who feel they cannot afford the usual professional rates.

Wayne Thom, the architectural photographer who makes his home in Santa Barbara, wishes to add his name to this list, which already includes Julius Shulman and Marvin Rand. We suggest that interested architects get in touch directly with any of these men to discuss terms.

Gunnar Birkerts, FAIA

Latin-born architect Gunnar Birkerts is a convert to the United States in 1950. He worked in the offices of Philip Johnson and Herman Miller, and Minou Yamazaki until 1959 when he established an independent practice in Birmingham, Michigan. Since 1961, he has been on the faculty of the University of Michigan architecture school. He was elected a fellow of the AIA in 1970.

Birkerts, who is a Graham Fellow of the L.W. Lawton Architects Association, is the recipient of more than 20 awards and medals. His Schwartz house won an Award of Merit from Architectural Record, a First Honor Award from the Institute and an Award of Merit from the Detroit Chapter of the AIA. The Lincoln Elementary School, Columbus, Indiana, of 1967 won three awards: an Honor Award from the Detroit Chapter, a Battelle Award and an Institute Honorable Mention. The IBM Corporate Computer Center received a Progressive Architecture Design Citation in 1970 and in 1973 an Honor Award from the Detroit Chapter. In 1973 the Blue Cross prize from the Architecture Aluminum Manufacturer's Association.

Esther McCoy

Esther McCoy, editor and critic, is best known as the author of Five California Architects, describing the work of Bernard Maybeck, Charles and Henry Greene, Irving Gill and Rudolph Schindler. Published originally in 1960, it is being reissued this fall in paperback by Praeger. Her other books include Neutra (Braziller, 1960), Arts & Architecture Case Study Houses (Reinhold, 1962), and the introduction and editing on Craig Ellwood (Walker, 1967).

Currently serving as contributing editor to Progressive Architecture, Esther McCoy is a writer for the Italian magazines Domus and Lotus, and the English magazine Architectural Design. She has lectured at the Los Angeles and Santa Barbara campuses of the University of California, and delivered prestigious Regents' Lectures at the Santa Cruz campus of the University of California.

Other lecture appearances included the Architectural Association in London, Columbia University, and the Los Angeles County Art Museum.

McCoy has served on two previous design juries for the Pasadena and San Diego Chapters of the AIA. "I talked my way out of three commitments to serve," she comments, "but I didn't succeed on the present one."

Romaldo Giorgola, FAIA

A graduate in architecture of the University of Rome, Romaldo Giorgola received his Master's degree from the Catholic University of America in 1951. Today, he is Professor of Architecture at Columbia University, principal in the firm of Mitchell/Giorgola Associates Architects, with offices in New York and Pennsylvania. He is a member of the Italian Order of Architects and a Fellow of the Institute. Giorgola served as Chairman of the Architecture Department at Columbia from 1966 to 1971.

Giorgola is the recipient of the Arnold Brunner Memorial Award in Architecture of the National Institute of Arts and Letters (New York, 1966), only the twelfth architect to be so honored. Mitchell/Giorgola produced the winning submission in the 1964 AIA National Head- quartered Award from AIA, and has been honored by the Gold Medal of the Artists Guild of Philadelphia. As title member of the Philadelphia Chapter of the AIA, Giorgola is a member of the Library, as well as the Philadelphia Chapter's Gold Medal for the University of Pennsylvania. Other awards and honors include a grant from the College of Architects and an AIA Gold Medal of the Southern California Chapter, a Distinguished Alumnus Award from the University of Pennsylvania, a Distinguished Achievement Award from the American Institute of Architects, and the San Diego, California, Designers Award in Architecture.

Richard Meier, AIA

Richard Meier was born in Newark, New Jersey, in 1934. He received his training in architecture at Cornell University, and has maintained his own office in New York in 1963.

In addition to private resi- dences, Meier has designed a Health and Physical Education Facility for the State University of New York at Fredonia; the Monroe County School at Rochester and the Bronx State School, both presently under construction for the Health and Mental Hygiene Facilities Improvement Corporation, five hundred units of housing at Twin Parks Northeast in the Bronx for the Urban Development Corpor- ation, recreation center, industrial buildings in New Jersey and the West Beth Artisans Housing in New York.

Currently in progress are branch offices and a dormitory building for the Olivetti Corporation of America, America. Meier has received the AIA's Honorary Award from the American Institute of Architects. He was the recipient of the Arnold Brunner Memorial Prize of the National Institute of Arts and Letters in 1972, and was architect-in-residence at the American Academy in Rome in 1974.

He has taught at Yale University, Cooper Union, Pratt Institute and Princeton University. He was one of the six American architects to design the Triennale in Milan in 1974.

March 1975 L.A. ARCHITECT
APPOINTMENTS

The firm of Caudill Rowlett Scott has appointed the associate of C.A. CARLSON, AIA, as vice president and development officer for its operations out of Los Angeles, California.

The firm is a principal in the firm the Architectural students at various colleges where the on-going West Coast Conference. 

William Hayakawa, Barry & Van Der Bruggen Associates, was associated with architectural students at various.

committees, was associated with the firm and its affiliates in San Francisco and Santa Barbara. The firm has also added more than 20 million square feet of projects to date.

James Bonar, AIA, has accepted the appointment of regional designate to the County Development Committee of the Institute. This new member is corporate with development of AIA policy with special emphasis on social concerns in the areas of housing, transportation, employ¬ment, and environmental quality.

Bonar is Executive Director of the Chapter-sponsored Community Design Program which makes archi¬tectural and planning services available to low-income groups.

An installation dinner last month saw the official announcement of 1975 officers of the Architectural Student Council, Inc., of the Southern California Chapter. Miss Jean M. Brown (Bildikes) (Parkview, Urbana, Illinois) was installed as President.

American
turman

In preparation for its Fifteenth Annual Architect's Home Tour to be held in Los Angeles, 1975, WAL is seeking homes of merit, old or new, and designed by Southern California architects. Interested architects can be contacted by Miss Myung Woo. R. F. W. (Parkview, Urbana, Illinois) was installed as President.

continued from page 1.

For details on travel arrangements, and to receive a free copy of a seminar brochure, write: "Daisy" Award of the California Chapter/AIA. The dinner is open to the public.

architectural librarians for the cities of Torrance and El Segundo. Coordination efforts for the City of Los Angeles, under Calvin Hamilton, are Ann V. Howell, Staff Assistant to the Director, and Robert Lovret, City Planner and Head of Planning for the Central Area of Los Angeles.

At a recent meeting in AIA head¬quarters on the west side of Los Angeles, Dr. Robert Lovret summarized some of the background and areas of concern in the Urban Design Study. "Hollywood is a main point of entry to the L.A. region by the gravity point for newcomers. Today, it is the preeminent commercial center, yet still an important center for Los Angeles. It is our concern to concentrate on concepts that can be implemented over a five-year period to revitalize the area. The Hollywood Core is the target area for the "Daisy" Award presentation on the arena bounded by Gower and La Brea, Hollywood, and Sunset. Within and adjacent to this Core are a number of poten¬tial activity centers that are presently undeveloped or unconnected, could be used as the basis for revitalization of the Hollywood District. Consideration should be given to the concept of a Hollywood Design Study that is potential to the area as a catalyst to revitalization. The proposed project would include a survey of the proposed people-mover along Selma Street, the proposed transit stations in the area, the potential of a Park-And-Ride station, and the existing parking problems.

The Hollywood District should also be given to the concept development of a Hollywood Design Study that is suitable economic development in the area and would shape the history of the film industry and its impacts on Hollywood." The SCC/AIA intends to work closely with volunteer architects who have urban design background who work closely with the students and faculty of USC School of Architecture, and with back-up by the Los Angeles City Planner in a full-time, full-time position to complete this exciting study and make recommendations for implementation.

For those members of the SCC/AIA who are interested in participating, we are looking for about a half dozen of you with volunteer background who are interested, please send a copy of your resume by March 15 to:

Mark Hall, AIA, General Manager, Design Collaborative 8775 Hollywood Drive Los Angeles, CA 90069

Hollywood

Plastering

Bureau

There is no material that can effect the design flexibility and performance of plaster and plaster. Metal and gypsum lathing tech¬niques are available to meet every construction need. Accoustical, fireproofing, precasting and the new "thickening" applications can provide a surface to answer every functional requirement.

The Plastering Information Bureau technical staff is at your service for consultation and assistance in the preparation of plastering specifications. You are invited to call. a service for architects, designers and awarding agencies:

3327 Los Felix Blvd., Los Angeles, California 90002 • Phone (213) 432-2151

ARCHITECT/NEWS AND NOTES