
"The Role of the Recollection"

Charles Moore on “Making Places for People” at October Chapter Meeting, UCLA Faculty Center

Charles W. Moore, FAIA, will speak on "The Role of the Recollection in Making Places for People" at the SCC/AIA Chapter meeting on Tuesday, October 14, at the UCLA Faculty Center. Moore’s presentation will be illustrated with color photographs taken by him during his frequent and wide-ranging travels.

Moore, who heads the firm of Charles Moore Associates and serves as professor of architecture and urban design at UCLA, will draw on his broad personal knowledge of historically and geographically diverse styles, including "high and low architecture, vernacular and masterpiece."

Since 1961, Moore’s designs have collected more than two dozen architectural awards, honors and citations. Award-winning projects include Public Housing in Middletown, Connecticut (AIA-HUD Award, 1972), the Pembroke Dormitory (Progressive Architecture First Honor Award, 1970), the Naff House (Architectural Record Award of Excellence, 1970), the Lawrence and Johnson Houses (AIA Sunset Awards of Merit, 1967), the Citizens Federal Savings and Loan (with Clark and Beutler) (AIA Honor Award, 1965), and the Jobson House (AIA House and Home First Honor Award, 1963).

Between 1965 and 1968, Moore’s various Sea Ranch projects have received the Progressive Architecture Citation (1965), the California Governor’s Design Award (1966), and the AIA Honor Award (1968). Shown here is Kresge College at U.C. Santa Cruz by Moore/Lyndon/Turnbull/Whitaker Architects. Photograph by Morley Baer.

Moore received his B.Arch. from the University of Michigan in 1947, and went on to complete his M.F.A. and Ph.D. at Princeton in 1956-57. He has won a George Booth Travelling Fellowship (1949-50), a Post-Doctoral Fellowship from the Council of the Humanities (1957-58), and was awarded an honorary degree from Princeton in 1965. Since 1950, he has held a variety of teaching and administrative posts at the University of Utah, Princeton, Berkeley (where he also served as chairman of the department), Yale (where he served as chairman and dean), and UCLA. Moore has served on design awards juries throughout the United States and Canada.

Moore — who was recently named to the Editorial Board of L.A. ARCHITECT — is the author of "Making of Houses" (with Donlyn Lyndon and Gerald Allen) and Yale Mathematics Building.

Details on cost, time and reservations for the October Chapter meeting are available from the Chapter office.

Cocktails and dinner will precede Moore’s address, and an opportunity for questions and casual conversation will follow. As always, the SCC/AIA Program Committee cordially invites guests and students to join Chapter members at the UCLA Faculty Center for the October 14th Chapter meeting.

Inside:

Design: Bunker Hill Redevelopment Project as an architectural link-up in space. By Michael Franklin Ross, AIA, and David C. Martin, AIA.

Perspective: An architect’s perspective on Environmental Impact Reporting. W.A.L.:

15th Annual Home Tour and Silver Anniversary Celebration.

Chapter News and Notes: A potpourri of people and places and pastimes.

Calendar:

October 5: 15th Annual W.A.L. Home Tour

October 14: SCC/AIA Chapter Meeting. Speaker: Charles W. Moore, FAIA. (See enclosed announcement for details.)

October 18: E. P. P. Workshop on "Practice for Profit." See story inside.

October 23-25: International Women’s Year Conference in Long Beach. Call G6-92119 for details.

PEOPLE PLACES: Kresge College at U.C. Santa Cruz by Moore/Lyndon/Turnbull/Whitaker Architects. Photograph by Morley Baer.
BUNKER HILL

A system of pedestrian system destined to create

Multi-level pedestrian environment of the Security Pacific Bank. [Photograph by Wayne Thom.]

Plan, section and sectional isometrics of DMJM-designed bridge spanning Fourth Street from Bonaventure Hotel to World Trade Center.

Bridge from Bunker Hill Towers to World Trade Center. [Photograph by Bill Couturie.]

Photograph of Bunker Hill area. Music Center at lower right. (Aerial photographs here and on page one by Haldane & Associates.)


Photograph by Wayne Thom.

Bridge from World Trade Center to Security Pacific Bank.

Union Bank Park to be linked by bridge to pedestrian system.

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Concerned and knowledgeable civic leaders are working for many years to convert this potential into a viable and stimulat-
ing place that we can be proud of, a place where we will be moved to live, work, and socialize, for the joy of being there. The City and County are busy completing their complementary East and West Civic Center MaJi which will create a pedestrian network of shops, restaurants and green spaces for local residents and government employees. Robert Ingrarn, Assistant City Administrative Officer, was asked to describe the concept of the Mall and further points out: "Los Angeles needs a viable, central place where we will be moved to live, work, and socialize, just for the sum of its parts. We are beginning just starting in downtown." The Environmental Quality Act (CEQA) range is based on the projects site scale to macro impacts on regional scale. Thus, E.I.R. guidelines do not specifically detail that any particular E.I.R. should address, and considerable confu-
sion and wastewater are the result. What this suggests is an effort to clarify the scale of E.I.R. concern in relation to the particular project evaluation.

County agencies should be encouraged to develop their own guidelines to clarify the appropriate scale of concern to be required for various types and sizes of projects. This will give the county responsibilities for the County agencies themselves: no longer can the planning (building) project E.I.R. be expected to deal with local issues of regional or area problems such as major traffic and functional capability and carrying capacity of an area, and regional policy implications. These should be dealt with by General Plan and Community Plan E.I.R.'s for Los Angeles County, and to yet devote enough resources to accomplish this important task. Once com-
pleted, an excellent summary document base can have tremendous value reducing the duplication of effort in the preparation of individual project E.I.R.'s.

If an individual project is in conflict with the General Plan and Zoning, is it our belief that an E.I.R. should be prepared; one to Charles Kober and a third by a team headed by Pereira and Partners. By preparing an interface with a regional trans-
portation systems and real estate development will be

Toward this end, the Community Redevelopment Agency (CRA) has been preparing for more than a decade. In the planning of a collection of separate objects in a seemingly unconnected manner, an element is a preformed system of pedestrian parking. The Board is destined to develop into a total stroll devoted solely to the pedes-
trian, reaching from the Arco Tower through Bunker Hill to the Music Center and down the Civic Center Mall.

Several pedestrian streets and vehicles is an idea stemming back to Leonardo de Vinci in the 15th century. The idea has been previ-
ously tried in various parts of the world, and is presently being implemented in high-density areas in several American cities, notably Minneapolis, Cincinnati, Atlanta, and New York. Long-term residents know the secret waiting to be tapped.

PN links and spaces are unique urban environment. Diverse socio-economic reservoirs of people, the city's haves and have-nots, are simply waiting to be tapped.

The pedestrian and the automobile occupants normally perceive the architecture of a project outside by going around the project. Now — with the separated pedestrian system — public sidewalks will go walks through the middle of our project. This change in perception creates a need for a stronger relationship of inside to outside. Interior public spaces become an extension of exterior public space. This, indeed, is fostering a new ordering of urban architectural relationships, and an interpenetration of solid and void. This is illustrated by the opening up of the Security Pacific Bank and the East Civic Center Mall.

Donald Kapp, Lottery Boccato (KKLB) contract calls for an architectural design. KLKB is developing a series of alternatives for recom-
mandations to the CRA and, eventually, to the City Council.

According to CRA Vice Chairman Kurt W. Meyer, FAIA, this is "the first transportation study managed in an area which both the Korb and KLKB studies is that if architects intend to make a contribution to the form of our transportation system, they had better learn to diversify, to understand the economic variations, to get into real estate development, and to learn the urban design trade. In encouraging that both firms are well experienced in this trade, the whole tenor of the Bunker Hill Renewal effort is one of a public interface with KLKB creating a need for the talents of various project members to achieve a balance in the sum of its parts. We are beginning to have a true understanding and a very interesting dialogue. It seems realistic in the not-too-
near future to recognize: "True urban design is just starting in downtown."
A one day workshop for principals of construction engineering and architectural firms on the business aspects of the successful firm will be presented by Prof. Professional Engineering. Two state Practice of C.P.E. on Saturday, October 18, 1975 at Airport Inn, Fess. Portland, Registration fee: $9.00. For information: R. 1366-H Logan Avenue, Costa Mesa, California 92626 (714)340-0881.

An L.A. ARCHITECT reminder: Your contributions for the November issue are due by October 15. Send your items and information to Editor Jonathan Kirsh, 11022 Rose Avenue, Los Angeles 90034, or to the Chapter office. Kirsh will observe L.A. ARCHITECT the first Tuesday of each month, October hours will be from 2:00 to 6:00 p.m. on Tuesday, October 7th.

The Southern California Chapter/Architectural Secretaries Association, Inc. will hold "Workshop ’75" on Sunday, October 25, from 9 a.m. to 12:30 p.m. This educational seminar will be held on the outdoor mukie Nicolas Granger, Ladies Architectural film at 7440 N. Huntington Beach Museum, sponsored by the Women's Architectural League will be on exhibit.

Dr. Carl S. Dentzel has been re-elected President — and Dr. Robert Winter has been re-elected Vice-President of the Southern California Cultural Heritage Board for the next year.

Winning entries in the First Annual Design Awards Program will be on display at the Pacific Design Center, W. 7461 Hollywood, beginning on October 17. Panels and slides documenting the 20 Award-winning designs will be on exhibit.

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W.A.L.'s Silver Anniversary Celebration

The Women's Architectural League of Southern California will celebrate its Silver Anniversary honoring past presidents, on Wednesday, October 15, 1975, at the home of Mr. and Mrs. Daniel C. Carmichael, Jr. of Glendale. Mrs. Edgar A. Santos, vice president is planning the event.

Guest speaker will be the internationally known Allan Adler, whose famous works include pieces for the Governor's Mansion.

Mr. Adler, who believes that simplicity is beauty and beauty lies in the brain, will speak about modern design. As a special treat, he will demonstrate his art by creating a piece of Adler Silver in front of the group.


The Southern California Chapter of the W.A.L. was organized in October, 1950, when 22 architects' wives met for a picnic lunch in Lafayette Park in Los Angeles. The First California Chapter of the League was formed in San Francisco 10 years earlier.


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The 15th Annual Home Tour of the Women's Architectural League will be held on October 5, 1975. Tickets for the fundraising tour are still available, and proceeds of the Home Tour will be used to support the W.A.L.'s Architectural scholarship program. Shown here is one of six homes of the past two years will be the theme of the CCAIA and neighboring AIA chapters. A full report of the day's activities will be featured in an upcoming September issue of L.A. ARCHITECT.

Women architects and their work will be the subject of a colloquium and exhibition sponsored by the Long Beach Museum. The work of 60 women will be on display from October 5 to November 23. A colloquium on women in architecture will take place at the Museum from 11:00 a.m. to 1:00 p.m. on October 25, followed by a reception. Four West Coast women architects will take part in the colloquium, which is open to the general public. Another conference on women, SCC/AAIA members are invited to call GE 9-3219 for information.

The bright new face at the Chapter office in the Bradbury Building belongs to Phyllis Arnold, the SCC/AAIA's new office manager. Ms. Arnold — who joined the staff last month as a part of the Chapter reorganization — comes to her new post with a rich background in management and administration.

Prior to her SCC/AAIA appointment, she served as executive assistant to the president of a financial personnel corporation, and spent 14 years in a variety of administrative assistance positions at Daniel, Mann, Johnson and Mendenhall.

She holds a B.A. in sociology and public administration from Hunter College, and spends her free hours as a researcher and writer on film projects for her husband, who is a senior television newsman at KABC-TV. Further details of the Chapter reorganization — and other new staff members — will be announced in future issues of L.A. ARCHITECT.

Sincerely

John Burnet Parkin, Hon. FAIA, President of Parkin Architects Engineers Planners of Los Angeles, will be the guest speaker at the W.A.L.'s Silver Anniversary celebration on Sunday, August 17, 1975. An architect for 32 years, Mr. Parkin spent 23 years in Canada where he headed the firm of Parkin Architects Associates. He moved to Los Angeles in 1967 to start a "second career." His passion is for art and the profession and to humanity.

In accordance with the requirements of the University in Malibu on October 11 for an intensive day of communication, information exchange, and planning, this annual "Advance" will include representatives of the CCAIA and neighboring AIA chapters. A full report of the day's activities will be featured in an upcoming September issue of L.A. ARCHITECT.

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Cesar Pelli, AIA, will offer an insider's view of the Pacific Design Center in West Hollywood at the December 9th SCC/AIA Chapter meeting. Following Pelli's discussion of the building's design concepts, Chapter members and guests will tour the dramatic structure and then gather for a question-and-answer session with Pelli and other architects from Gruen Associates.

A casual wine-and-cheese reception (at $2.50 per person) will take place at 6:00 p.m. on December 9th in the Grand Mall of the Pacific Design Center at 8687 Melrose Avenue (San Vicente Boulevard and Melrose Avenue). Pelli’s talk will begin at 8:00 p.m. in the Grand Mall meeting room, the tour will include the Grand Court and Galleria Mall on the fifth and sixth floors of the 750,000-square-foot building. Reservations for the December 9th meeting at the Pacific Design Center must be received by the Chapter office by Friday, December 5th. Program Chairman Bernard Zimmerman extends a warm welcome to Chapter members, students, guests and members of the public to attend this intimate tour of an important new Los Angeles landmark. The low-cost reception and the opportunity for casual conversation with Pelli are expected to make the PDC tour one of the best-attended meetings of the year.

Cesar Pelli, AIA, is Partner-in-Charge of Design for Gruen Associates, where he directs the design of all architectural projects. Among his newest projects are the recently completed Pacific Centre in Vancouver, British Columbia; the U.S. Embassy in Tokyo; and design for a Music Center for Yale University. In addition to his design activities, Cesar Pelli continues to teach architecture and urban design. Pelli is a graduate of the University of Tucuman (Argentina) and holds a Master’s Degree in Architecture from the University of Illinois. He began his professional career in 1954, when he joined the firm of Eero Saarinen and Associates. He later served as Director (and then Vice President) of Design for Daniel, Mann, Johnson and Mendenhall. Among his award-winning projects for DMJM were the project for an Urban Nucleus in the Santa Monica Mountains, Worldway Postal Facility at Los Angeles, and the Federal Office Building in Lawndale.

He became a Partner in the firm of Gruen Associates in 1968; one year later, Pelli and a team of Gruen Associates designers won first prize in an international architectural competition for the design of a U.N. headquarters and conference center sponsored by the Republic of Austria and the City of Vienna. His award-winning projects for Gruen include the San Bernardino City Hall (Honor Award); the Columbus, Indiana, Commons and Courthouse Center (Merit Award); the Oakland, California, Wells Fargo Bank Building (Merit Award); and the Western Electric Building in the Gateway Complex, Newark (1974 Lehman Award for architectural excellence).
As the new Pasadena campus of Art Center College of Design nears completion, L.A. ARCHITECT Editorial Board Chairman Thomas R. Vreeland, Jr., interviewed Craig Ellwood, principal of Craig Ellwood Associates, architects for the project. This remarkable structure — 624 feet long and 144 feet wide — sits in the foothills of the mountains overlooking the Rose Bowl. The center section of the building spans 196 feet across a gorge in the manner of a bridge, the building, which extends across the landscape like a pencil line, contains a lower floor which acts as an abutment to the bridge. Scheduled to open in early 1976, the completed building will contain 166,000 square feet and cost $7.5 million. [Rendering and axonometric plans by Carlos Diniz Associates. Elevations by Craig Ellwood Associates.]

Thomas R. Vreeland, Jr.: Over the years, your work has had a remarkable consistency. The final results produce an effect of effortless grace from which all the struggle — if there is any — has been erased. Would you be willing to describe briefly the thought process you go through in arriving at such a simple and strong concept as that of the Art Center?

Craig Ellwood: Our buildings must express a truthfulness to themselves — which means logic and clarity with respect to the ethics of their materials and structure. This sounds simple, but it isn’t. Most buildings deny this basic principle. We are concerned with intrinsic solution, not extrinsic effect. As effortless as Art Center appears, it was indeed a struggle. The site was a tremendous challenge and the budget was extremely limited. The structure evolved from a system of triangulated steel trusses and framework through various girder systems and standard truss systems. The triangulated system was too expensive. The girder systems were too deep and required intermediate columns in the canyon. Our first standard truss system was too long and too also required intermediate columns. We believed a free span would be the best way to honor the nature of the steeply folded site. A free span would also provide a structural counterpoint to the simple framing system of the north and south wings. Thousands of hours were expended in design, and it was Jim Tyler of our office who hit upon the idea of revising the floor plan from single level to double level at either end of the bridge. The lower levels are partially below grade and extend into the canyon to reduce the truss spans to slightly less than 200 feet. This made the use of free span trusses the logical solution and brought the building within budget.

Vreeland: Did you consider other possibilities before arriving at this design? To what extent did the hillside site determine the shape of the building? In fact, couldn’t the hillside site have suggested quite a different solution, one that stepped down the hill? Did you ever consider adopting it? What made you prefer the horizontally extending building?

Ellwood: The bridge solution provides compact, efficient, flexible space while respecting and preserving the character of the site. Cuts and fills were minimum — primarily for roads and parking. With its low profile, it also respects the neighboring residential environment. Numerous possibilities were investigated: a stepped-down, multi-level solution proved totally inflexible and the ratio of common area to work area was ridiculously disproportionate. It was also too expensive and extremely difficult