Installation of 1976 officers, directors to highlight banquet at Bradbury Building, Jan. 24

The interior spaces of the Bradbury Building will be the scene of the 1976 installation banquet for officers and directors of the Southern California Chapter/AIA on Saturday evening, Jan. 24th. Candle-lit tables, an orchestra and a no-host bar will be arrayed on the open balconies and landings of L.A.'s most colorful architectural landmark.

The festive evening will mark the installation of 1976 Chapter officers and directors, including Henry Silvester, AIA, President; David C. Martin, AIA, Vice President-President Elect; Ralph H. Finch, AIA, Secretary; and Robert Tyler, AIA, Treasurer. Newly-elected directors to be installed include Josefa L. Montes, AIA; Donald H. Brackenbush, AIA; Francis W. Parsons, AIA (Bakersfield Section); and Barbara E. Forrest, AIA (San Fernando Valley Section). Continuing directors include Harry Harmon, FAIA; Robert A. Kennard, AIA; and Harry B. Wilson, AIA. AIA First Vice-President-President Elect John McGinty, AIA, will conduct the installation of Chapter officers and directors. Morris D. Verger, FAIA, 1975 Chapter President, will install the 1976 officers and directors of the Women's Architectural League. Mrs. Edgar A. Szanto, President; Mrs. Stanley Breton, Vice President; Mrs. Roger L. Brown, Recording Secretary; Mrs. Robert Tyler, Corresponding Secretary; Mrs. Peter T. Creamer, Treasurer; Mrs. Donald A. Perry, Director; and Mrs. Frank Smiler, Jr., Parliamentarian.

The evening will begin at 6:30 p.m. with an informal reception on all five floors of the Bradbury Building. A no-host bar will be set up on the second floor balcony, and a live orchestra will provide music for dancing. Guests will be invited to move from floor to floor to meet the new officers, directors and honored guests.

The installation program will begin at 9:00 p.m., when guests will be invited to gather around the balconies on all five floors and watch the installation ceremonies on the broad second-floor landing.

Dancing and other festivities will continue into the evening. Formal invitations for the 1976 installation banquet are being sent separately to Chapter members and honored guests.

Lane, Verger named to CCAIA; PDC tour at December meeting

Two former SCC/AIA Chapter Presidents among the newly-elected 1976 officers of the California Council/AIA. Howard Lane, AIA, will serve as Vice President/President Elect and Morris D. Verger, FAIA, will serve as Vice President/President of Environmental Affairs. Also elected to 1976 CCAIA positions were William R. Hawley, AIA, President (Santa Clara Valley Chapter); William R. Richardson, AIA, Secretary/Treasurer (Northern California Chapter); Robert B. Marquis, FAIA, Regional Director (Northern California Chapter); Fray Bostrom, Associate Representative (Cabrillo Chapter); Gerald L. King, AIA, Vice President/Social Issues (San Joaquin Chapter); J. Russell Lenkivok, AIA, Vice President/Education (Northern California Chapter); Kermit Dorius, AIA, Vice President/Economic Affairs (Orange County Chapter); and William Visk, Jr., AIA, Vice President/Professional Affairs (Central Valley Chapter).

Many of us have expended a great amount of energy and a good deal of love on this building," said Cesar Pelli, FAIA, about the Pacific Design Center at the December SCC/AIA Chapter meeting. A tour of the PDC and an address by Pelli were the highlights of the best-attended Chapter meeting of 1975. Some 500 Chapter members, guests, students and members of the press enjoyed a casual wine-and-cheese reception in the Grand Mall (where Design Awards Program was on display), followed by an insider's tour of the spectacular new building. Tour groups were led by Cesar Pelli, Eduardo Contreras, AIA, and PDC project designer Miladya Lazovich move with Rochlin and Baran Associates. The evening included remarks by 1976 SCC/AIA Chapter President Henry A. Silvester, AIA (who wished a speedy recovery to ailing President Morris D. Verger, FAIA) and PDC President Murray Feidman.
Southern California Institute of Architecture

The Southern California Institute of Architecture is a private, tuition-financed school of architecture and urban design. It is unique in that it is the only degree-granting institution of its kind in the United States. Since it has no direct administrative tie to any university, students and faculty form the entire decision-making body. This method has made it possible, in a short period of time, to explore progressive and alternative education processes, to temper extreme points of view, to comprehend the capability of faculty and students to cope with self-actualization, and to adjust and tune the program through conscious and ongoing self-evaluation. SCI-ARC will always remain open to the potential for change, and options within the program are constantly available. Personal freedom and the attitude of freedom will always exist within a structured framework.

Since its inception, SCI-ARC has developed a curriculum attempting to deal with the process of "learning architecture" that maximizes a response to each student's individual needs, while exposing him or her to a diverse and wide-ranging set of attitudes and approaches. Central to this concept is the notion that SCI-ARC embodies the composite of the many individual philosophies of both faculty and student versus one specifically stated, united attitude.

We recognize that our architectural program is composed of diverse personalities, all with their unique contributions. We support this diversity since the profession is itself a complex set of contradictions responding to a society which is also multi-faceted, complex, and above all, fragmented. The continuity which is achieved within the program then is not related to unifying attitudes or approaches, but in understanding through dialogue the necessity of many approaches to common problems. In order for this to happen in a rational, non-arbitrary way, the architect's education must be oriented toward developing architecture as a humanistic science through the application of firmly rooted principles of social, political, economic, and biophysical ideology.

At the same time, it is obvious that the student must develop an architectural vocabulary which enables him or her to synthesize the complex sets of factors involved in architectural problem-solving. This requires the knowledge of perception, site response, materials, structure, natural and mechanical environmental control systems, and historical precedents.

The projects presented are representative of the work produced in the third, fourth, and graduate years at SCI-ARC.

1. Mike Roiundi — Sequoia School (P.A. Awards Winner, 1974; Mike Blocker)
2. Linda Lee — Fourth Year Design Student Housing
3. Rich Commons — Fourth Year Design, Marina Housing & Commercial
4. John Davis — Graduate Thesis, Pacific Coast Highway Redevelopment & Transit Design
5. Sherrill — Graduate Project, Civic Center
6. Harriet Struppa — Third Year Design, Civic Center
7. Joe Cristilli — Third Year Design, Convention Hotel
8. Harriet Struppa — Third Year Design, Convention Hotel
9. David Van Hoy — Third Year Design, Civic & Cultural Center
10. Tony Mico — Third Year Design, Civic & Cultural Center
11. Neil Wells — Graduate Project, Civic & Cultural Center
12. Tom Curley — Graduate Project, Culver City Air Rights Development
13. Orlando Ossa — Fourth Year Design, Convention Hotel
14. Clive Edward — Graduate Project, Culver City Air Rights Development

FACULTY

Stephen Albert
Joseph Belser
Ahde Lahti
Richard Brown
Jon Madian
Thomas Mayne
Roland Coate
Ena Dubnoff
Eric Moss
Frank Gehry
Terry Glassman
Mort Neikrug
Raymond Kappe
Shelly Kappe
Ched Reeder
Henry Katzenstein
Ron Rezek
James Stafford
Shelton Kupper
Glen Small
Steve Selkowitz
Nell Wells
William Simonian
L.A. ARCHITECT January 1976
First in a two-part series

Architecture criticism in Los Angeles: The firing of Times critic John Pastier

by Anne Lusie Buerger

In 1969 — following precedents set by the New York Times, The Washington Post — the Los Angeles Times dropped its only newspaper in the country to have a regular architecture critic. This was the move that would develop the new job was role Pastier, a native New Yorker, gra- duate of Princeton, creator of the Los Angeles City Planning Department (LACPD).

Pastier’s widely-acclaimed column- column which appeared until his abrupt dismissal from the Times in 1976 — was the result of the paper was without regular archi- tecture critic for more than two months, the appearance in late November of renewed and expanded coverage of an area — and Times-Mirror board of directions that are implicit in the field of architecture, planning and design — but they are implicit in the field of the concept of equal justice.

Communication failures, however minor, have been fatal to an endeavor that may have needed commercial success, the Los Angeles Times, and the architectural profession for its survival and suc- cess.

On the “Tower of Babel”

Reactions to John Pastier are usually intense. “He’s great until he gets into a debate,” said Amstey; “a man of principle,” says James Stevens. And Esther M. Margolis, Curator of Art, says she enjoyed the “brisk and high level of the Times follow-up to Los Angeles Times columns over the past few years.”

On the L.A. skyline: “Our best architects do not get as many commissions as they should. We need major work our clients seem to understand the high standard of environmental design they are now able to achieve.”

On the Ranks Factor

“Huge, sleek, abruptly shaped, and assertively blue, the glass- box of the Transamerica building, which West Hollywood may well be the most aesthetically controversial building in Los Angeles, is fairly funny. It can absorb mediocre buildings, even some terrible ones, by the hundreds with a bare few of reaction. Some of its best new buildings, however, a public low acoustics to architectural poverty.”

By Frederic P. Lyman, AIA

The original five professions are the Ministry, the Military, Medicine, the Bar, and Commerce. They have been followed by a number of those that include the arts of Printing, Publishing, Banking, Accounting. But since the 1970’s, the concept of the specialization of production of something, it seems to me, has been taken as far as it can by us.

The job of a Professional Soldier, for example, was that of a mercenary. He does not mark his profession. He is the highest bidder. He serves all the people, not just those who can afford to pay the price of his services. We should celebrate the bicultural tradition of the Modernist Profession.

A sampler

QUOTATIONS FROM CRITIC PASTIER

On the “Tower of Babel”

“Urban design and architecture are no longer a luxury and are elements which are necessary to the functioning of our cities. They are not necess-"
Verger and the Board of Directors
can have a better chance of achieving the goals of the
organization. This report covered far more than Employer-
sponsored programs. I firmly believe that Proposal "A" has the
potential to achieve the goals of the EERC Report. This year
morning I attended the meeting of the Board of Directors and
have taken specific steps to reor- ganize the local chapters to best
serve the needs of all of the thou-
sands of architects in our area.
Within the existing structure there
is enough room for potential and
flexibility to meet all of the needs
of the membership. I believe that
present to me the report that I
believe would consider:

1. Because of the dire economic
situation, the AIA should take
significant steps to look into possi-
ble future work for firms or
architects who are not in good con-
dition.

Architects may need to be
informed of their possible roles in providing new services for
clients who are not in good condi-
tion. These kinds of services are land planning, building
impact reports, construction
design-build team
approach and other forms of truly
comprehensive services.
The report that I believe could indi-
cate potential public and major
private benefits which are available for architects and plan-
ners.

2. The membership should be
more actively involved. This can be
done by:
1. Involving our numerous committees into a few more active
   areas of planning and design issues involving greater participation.
2. Organizing groups of architects to serve their locality, for
   example, a group of architects working together in the same
   vicinity. These could be small projects or be aimed at
   serving the general membership to explain the latest
   developments and new
   programs.
3. In order to encourage dialogue among architects expressing
   their concerns about the profession and
   about society. I favor at least three more formal conferences.
   These could be half-day sessions properly organized to
   serve this purpose. They would tie in with the general membership to explain
   the philosophy of the Board of Directors.
4. The purpose of the conference will be to improve the com-
   munication between the SCI and IAIA and the
   CCAIA. I recommend that a
   representative of the CCAIA be
   present at least once a month on
   the Board of Directors' meeting.

Between two or three times a year at a public discussion forum,
such as the entire membership. In addition, I recommend that the
Chapter representatives would have direct contact with the Chapter
representative so that some of the major issues — such as energy,
theatrical planning codes and
the overall trend of the AIA — be transmitted to the Legislative Analyst for the
California AIA.

Jerry L. Pollak, AIA

EERC report...

"Employer-employee relationship: apathy or fear?" In the May 15 issue of the L.A. Architec-
t, AIA members were asked to give their views on employ-
ment relationships for inclusion in the EERC report to the Board of Direc-
tors. In the November issue, the EERC reported that there were
considerations such as poor pay
and wages, widespread unemploy-
ment, and France's least exploited
employees. The question of com-
paratively poor profits and con-
sequently poor benefits packages for employees. The November report asked members to choose
between three alternatives to follow
(stressing that the only unaccepta-
able course was to do nothing)
The result of these efforts was clearly "no" — complete apathy! Or was it? Just before press time there
developed a controversy and a
inclusion of a questionnaire. After
receiving positive feedback from the forum held on the subject a year before, the committee had decided that the most effective way of get-
ing membership response was to com-
pose a very simple, easy-to-fill-out questionnaire that would establish a direction for future work to follow. Although the committee was greatly disappointed that higher forces prevailed, they had to agree that there was a possibility that such a questionnaire could be interpreted by others as an official vote for labor relations purposes.

The report went to press with-
out any effective way of getting suf-
30 comprehensive seminars
Be held on Saturday, January
20th. (Meeting will begin at 9:00 a.m.)
AIA members may need to be
informed of their possible roles in providing new services for
clients who are not in good condi-
tion. These kinds of services are land planning, building
impact reports, construction
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approach and other forms of truly
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   representative of the CCAIA be
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   the Board of Directors' meeting.

The Los Angeles Community
Design Center will hold a reception
February 6, 1976, to introduce
the EERC report to the Board of
Directors. The reception will be held on Tuesday, January 6th,
from 7:00 to 9:30 p.m. in Room
335C, Graduate School of
Management, UCLA: the first session of
the 20th Century Architecture from
the white
their projects. The reception
will be arranged. The fee for
participants will be $1.00 for
students, parking is free, and
a coffee hour follows the pro-
gram. The reception is sponsored by the SCI and IAIA.

A Professional Development Sem-
in for Recently Licensed Archi-
itects will be held on Saturday,
January 31, 1976, at the Union Oil Cen-
ter, 300 South Broadway, Los Angeles. The all-day seminar
is sponsored by the SCI, with regist-
ation and welcoming remarks by
IRC Director Robert W. Sirest. AIA, SPI speakers will include
Millard Gough, AIA (Professional
Health and Conduct); Howard Lane, AIA (Fees and Client Relations).

Architecture to 1922 will wind up with a
unique publication

The Los Angeles Community
Design Center will hold a reception
February 6, 1976, to introduce ten
Volunteers in Service to America volunteers to the SCI and IAIA
in Los Angeles, the all-day seminar
is sponsored by the SCI, with regist-
ation and welcoming remarks by
IRC Director Robert W. Sirest. AIA, SPI speakers will include
Millard Gough, AIA (Professional
Health and Conduct); Howard Lane, AIA (Fees and Client Relations).

"Designing Defensively" is one of the topics that will be
planned for the Western Workshops to be held in March.
A Security Conference, February
20-21, will cover the Los Angeles Mar-
riott Hotel. More than 150 manu-
facturers of security products and ser-
dies will be participating at the site-of-the-art for attendees. Products on
show will include fire and burglar
alarms, closed-circuit television, fire
suppression equipment and other security products. For additional information, contact International
Fire Protection, 3639 South La
Cienega Boulevard, Los Angeles,
Ca 90004.

Pacifica Design Center will celebrate
its official opening next March with the
premier of West Week, the first
annual product exposition and
design conference geared to the
market. Showrooms participating
in West Week will feature contract
furniture, floor covering, fabric,
wall covering, lighting and accessi-
fices. FDC will also host the tri-
annual product exposition and
conference with West Week, begin-
ing March 7 and running through
May 2, Building dedication cer-
monies for FDC will take place dur-
ing West Week.

Don Ramos, AIA, is a member of the Architects' Club of Toastmas-
ers. He attended a recent meeting of the club about the "Right to
speak" and the result of that speech was to establish a commission to
his name. After an address before the congregation of the Church of Re-
ligion Science of Huntington
Beach, he received a letter from
the congregation — plus a retainer and an authorization. "I brought
talking to the problems that the church building committee was fac-
ing," Ramos explained. "The
letter said that there was the pos-
tion that I believe was convincing them to do the job for the 'Men's
Club'...I'm a member of that commit-
tee, and in a joint letter to the club, we reaffirmed the need for a
commission, and the decision was made — a commission and a
League member of the AIA and a
member of the SCC/AIA, For further informa-
tion or to obtain copies of the
EERC report, call (365-3241), call
(650-0323) or Marc
Dubin, 3535 Park Place (Westwood Pro-
gram), Los Angeles 90025. Senior
Consultants), Ken Walter (American Plywood Association), and
natural sciences.

"Wood in Architecture" is the sub-
tject of the Professional Develop-
ment Seminar for Recently Licensed Archi-
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January 31, 1976, at the Union Oil Cen-
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Health and Conduct); Howard Lane, AIA (Fees and Client Relations).

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CHAPTER NEWS AND NOTES

The Chapter office is developing an architect referral service to answer the inquiries from the public for architects who specialize in particular types of work. The great majority of these calls concern small projects—such as residential remodeling—or hard-to-answer requests for particular historical styles and other unusual projects. The Chapter proposes to keep a notebook of architects interested in referrals. The staff will give three names to each caller in rotation. Proclam calls for Chinese pagodas and other exotic specialties will be handled by a referral committee appointed by the Chapter president. If you would like your name to be included on the Chapter's referral list, please complete and return the enclosed postcard to the Chapter office. (Additional postcards are available from the Chapter office).

The final results of balancing on proposed Bylaw revisions for the Southern California Chapter/AIA were announced after the polls closed at the November 3rd meeting—"all proposed revisions were passed and incorporated in the Bylaws.

The exhibition of 1976 SCC/AIA Design Award Program winners will continue to be displayed in the first floor mail of the Pacific Design Center, 640 North La Cienega Avenue in West Hollywood throughout the month of January.

The Housing Committee is attempting to identify and contact Chapter architects involved in housing. If you are, have been or wish to be, please contact Mrs. C. R. R. Bown at 213-628-7684. Cooperation from Chapter members will be very helpful in working toward solutions to the housing needs of architects involved in housing.

From Chapter members would be Dillon architects involved in housing. If interested in housing, please call you are, have been or wish to be involved. The Chapter office is developing an architect referral list, please complete the coupon below.

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Mrs. Edgar A. Szanto has been elected president of the Southern California Chapter of the Women's Architectural League, auxiliary to the Southern California Chapter of the American Institute of Architects. Other offices are: Mrs. Stanley Briet, vice president; Mrs. Roger L. Bowers, recording secretary; Mrs. Robert Tyler, corresponding secretary; Mrs. Peter T. Cramer, treasurer. Other architects who wish to assist are: Mrs. Miller Fong and Mrs. Donald A. Perry, directors, and Mrs. Frank Smizer, Jr., paralegal chairman. Committee chairman and Mrs. Cyril R. Schneier, program; Mrs. Victor M. Newlove, social; Mrs. William Landworth, project; Mrs. Alex A. Miller, hospitality; Mrs. Marilyn Batchelor, membership; Mrs. Marcus Swed, public relations; Mrs. Arthur F. O'Leary, legislative; Mrs. Raymond L. Joanne Hill, corresponding secretary (Charles Kober Associates); and Vivian Rybaczyk, treasurer (Ralph M. Parsons Company). Directors will include past presidents Jean M. Brown (Park Architects Engineers Planners); Thelma Issacs (Adrian Wilson Associates); Vincent T. Dann (Inside, Eschenfeldt Associates); and Helen Brewer (California State University and Colleges); National AIA Treasurer Arnold (Maurice H. Feishman, Architect, AIA) will also serve as a director.

The last Student-Architect Rap Session at the office of Gin D. Wong FAIA (in November) was attended by four architects from the following schools: USC, UCLA, SCIAC, Cal Poly Pomona, East L.A. College, West LA. College, L.A. City College and L.A. Trade Tech College. Participating architects were: Gin D. Wong, FAIA, President; Charles G. Gable, executive vice president; Emmanuel I. Aguillera, program director; Larry Chang, Finance; Carey Hallman and William Lee, student representatives. The informal discussions about architecture and expressed appreciation for the opportunity to see the office and obtain some insight into a typical office situation. They also posed many questions about what to study and in order to prepare for finding employment in an architectural office after graduation. Prospective members are sponsored by the American Institute of Architects, executive secretary, Mrs. Wakeman, Associate.”

The 2,113th meeting of the SCC/AIA Board of Directors: A special meeting of the Board of Directors was convened on October 21, 1976. Officers, directors and guests in attendance discussed walking tours prepared by the AIP for their membership. In addition, the Board reviewed the list of members who have requested a waiver of dues, and voted to accept the Membership Referral Committee's approval of listed waiver requests for forwarding to the Institute. The Board resolved to contact delinquent Chapter members regarding procedures to be followed in cases of financial difficulties; the Board will review a CCAIA list of non-AIA certified architects within the Chapter area and initiate a personal contact campaign to recruit new members; Anni Szanto made a presentation of new members for the WAL.

The 2,114th meeting of the SCC/AIA Board of Directors: On Wednesday, December 15, 1976, the Board, projectors and guests heard a report by Bob Kennan on County contracts for architectural services; a task force was appointed by 1976 Chapter President Morris D. Yeper to respond to a request from the Mayor's Office for an SCC/AIA position on the Downtown Redevelopment Plan. The tentative committee is: Frank Fong, president; Vivian Rybaczyk, vice president; Bernard G. Gable, secretary; and the task force will distribute a report by Bennett C. Pomeroy to the CCAIA Board. The CCAIA Conference to CAMA was held in San Diego in September on the 1975 budget; the Chapter is requesting Institute waivers for members who have requested them, and delinquent members are being notified of the waiver possibilities; the SCC/AIA will propose a display of Chapter committee activity charts at the December 3rd meeting of California Chapter presidents; a membership committee referral drop-in was discussed; and the Scripps Urban Internship Program asked for Chapter cooperation.