April 22

James Stirling, the internationally renowned architect and Dean of Cooper Union’s School of Architecture, will deliver major address at the April 19 meeting of the Southern California Chapter of the American Institute of Architects.

Stirling will speak on "Architectural Working Conditions," which is free to the public, will take place at 8:00 p.m. in The Graham Lecture Theater. The April 19th meeting — which is open to members and non-members alike — will bring an end to the 1975-76 term of the Southern California Chapter and its new officers will take place at 7:00 p.m. in The Graham Lecture Theater.

James Stirling, the internationally renowned architect and Dean of Cooper Union’s School of Architecture — will wind up the "Four Days in April" with a public presentation of his own work at UCLA. Stirling’s lecture will take place at 7:00 p.m. in the auditorium of the Neuropsychiatric Institute at the south end of the UCLA Campus. Parking is available in the lot across from the Medical Center.

Stirling: Olivet Training School (1960)

Reservations are requested for the wine-and-cheese pre-meeting which begins at 6:30 p.m. The cost is $3.00 per person; advance reservations for the wine-and-cheese are necessary and are also advisable. Use the enclosed letter, addressed to the Chapter office at 624-6561, to make pre-meeting reservations. A panel of attention in international architecture followed by publication of his Leicester Engineering Building — among his subsequent projects were the Hildebrandt Building at Cambridge (1946), Queen’s Community College at Oxford (1966), and the Olivetti Training School (1965) in Glasgow, Scotland, and educated in Liverpool. Stirling had an architectural office in London during the early 1940s. Stirling was known for his number of American and European architects. In addition, he was interested in international architectural juries. Stirling’s work has been on exhibition in London’s Royal Institute of British Architects and New York’s Museum of Modern Art.

Silver on April 20-21

The UCLA School of Architecture and Urban Planning is sponsoring two days of architectural project presentations and discussion open to the public at UCLA’s campus this month. The event will feature John Hejduk, Craig Hodgetts, Porter Keller, John and Claire Zachry, Ken; Toma; Toma and Dimster, Craig Hodgetts, Paul Kennedy; and Charles Moore. It is to be noted that these seven Los Angeles architects, the so-called "Silver Group," in 1974 met with and as West Coast correspondents to the White and Gray architects from the East Coast "Four Days in May". This will be Silver’s first public appearance since 1974. University of California Press, Los Angeles Press, 3060

Silver Group presentations

On April 20, the Silver Group will present individual projects typifying Silver’s work. The Silver Group will be discussed before a larger audience in California to share the architectural ideas shared by the seven architects group and relate these ideas to the world scene. Take the perspective of the discussion and representing other point of view will be the Southern California architect, David Geidhar, former Gray Moore architect and member of the Silver Group. Heidejuk: Roe house

Hejduk’s theoretical work has attracted world-wide interest and has been exhibited at the Graham Foundation in Chicago, the Architectural League in New York, the Foundation Le Corbusier in Paris, in 1973 at the Technische Hochschule in Zurich (with the Italian Rationalist Alvaro, Risatti), and at last year’s Venice Biennale. As director of the department of architecture at Cooper Union since 1964, Hejduk has worked on a program of highly disciplined architectural exercises at all levels which are intended to bring students directly to grips with problems of architectural form. This work by Cooper University students was exhibited at the Museum of Modern Art in 1971.

Hejduk is the last of the "Five Architects" to visit the UCLA campus. Meier, Gwathmey, Graves and Eisenman were here last year for Four Days in April. Of the Five, Meier has the work most well-known to contemporary Western audiences and deserves some explanation. What characterizes Hejduk’s work of the last 15 years is his absorption in cubist paintings of the 20s and 30s and the direct use of cubism for architectural inspiration. The May 1975 issue of A + U, the Japanese architectural magazine, featured 17 presentations and discussion, at 7:00 p.m. on April 20, from 4:30 to 7:30 p.m. at the office of Western Becket, 1000 Santa Monica Blvd., Los Angeles 90067. The Silver Group members are invited to sign up for the Priorities Workshop by calling the Chapter office (624-6561) today.

Priorities Workshop

If you have strong feelings about the Southern California Chapter/AIA, then you can come to the Annual Priorities Workshop on April 20 from 6:30 to 7:30 p.m. at the office of Western Becket, 1000 Santa Monica Blvd., Los Angeles 90067. The Silver Group members are invited to sign up for the Priorities Workshop by calling the Chapter office (624-6561) today.

The goals of the Workshop — which will bring architects, directors, committee chairpersons and members together in an intensive working session — are to determine future Chapter activities, leadership, program, fund allocations, and critical issues.

"The Priorities Workshop meeting rather than a 'show-and-tell' of issues and concerns. Chapter members should be present to discuss the critical issues and identify the courses of action.

"The Priorities Workshop will take place at 8:00 p.m. in the auditorium of the Neuropsychiatric Institute at the south end of the UCLA Campus. Parking is available in the lot across from the Medical Center.

"The Priorities Workshop will take place at 7:00 p.m. in The Graham Lecture Theater.

COOPERATION WORKSHOP

April 20-21

The SCC/AIA Environmental Design Workshop by calling the Chapter office (624-6561) for reservations.
Hollywood Urban Design Study SCC/AIA

Southern California Chapter/American Institute of Architects

SCC/AIA Urban Design Task Force:
Jewel L. Palecek, AIA, Chairman
Jon Sommers, Designer
Mark Hall AIA, Chairman
Sheldon Davidow, Deputy Environmental Planning Committee
SCC/AIA Urban Design Task Force;
Southern California Chapter/American Institute of Architects

Introduction
Hollywood is a special place—known throughout the world. Ask a man on the Champs Elysee in Paris, "Where is Hollywood..." he can immediately conjure an image of what Hollywood is. However, if that man were to be transported to Hollywood Boulevard, he would rapidly discover that "there is no there there." In a 1974 survey of tourists by the Southern California Visitor's Council, 43% responded that they enjoyed Hollywood least of all.

If Hollywood is a myth, it is also a place. In many ways it is prototypic of deteriorated urban cores throughout the United States. It is for this reason that the SCC AIA considered Hollywood an interesting example of how creative and positive input from architects can make a significant impact on the improvement of our cities. In December 1974, the Los Angeles City Planning Department asked the SCC AIA to investigate environmental and urban design problems and potentials for the Hollywood area. The Hollywood Plan, one of General Plans prepared by the L.A. City Planning Department, had been adopted by the community, but detailed ideas about the future potentials of the area remained to be defined.

The Environmental Planning Committee of the SCC AIA has been active for some time in providing service to the community in communicating planning and design issues to the membership. The basic premise of the committee is that architects should take an active role in affecting our urban environment, particularly in our own backyards. In the instance of Hollywood, a Task Force of Chapter members was created to analyze the existing problems of this important area, and to make a series of recommendations regarding its future potentials. The study was conceptual in nature, and is to serve as a focus for discussion among the various forces influential in the future revitalization of Hollywood. As in any revitalization program, ideas are only

The Problem

Circa 1930 (From the Bruce Torrence Historical Collection)

Transportation, Circulation and Parking

One of the major issues is the restructuring and upgrading of the outdated transportation circulation infrastructure. The following elements are recommended:

Hollywood Boulevard. The existing boulevard is presently congested because of the mixture of through-traffic with local "window shoppers," the excessive number of intersections, "dog-leg" intersections, on-street parking, and inadequate provision for the pedestrian. The Plan proposes modification to two through-lanes in each direction, a landscaped boulevard median with left-turn pockets, reduction of the number of intersections, removal of one street parking, and increasing sidewalk widths, provision for passenger drop-off points, and a completely new street landscape and furniture system similar to that developed for State Street in Santa Barbara, or Market Street in San Francisco.

Transit. The optimum location for a transit station would be in the central activity of the Hollywood core. Las Palmas Street seems the best location with a tunneled line running north-south approximately along the alignments presently recommended in transit planning studies.

In addition to line-haul transit, a dual-loop tram or people-mover system is indicated on the Plan, providing multi-stop service along Hollywood, Selma, and Yucca Streets similar to that existing in downtown Los Angeles or to the parking shuttle at Disneyland.

Primary Surface Streets. are recommended for maximum street-side usage and maximum passenger parking. These streets should be permitted along these routes. This system connects on its north to the Hollywood Freeway and on the south to Sunset Boulevard.

High-Friction Interchange. One of the most significant bottlenecks in all of Los Angeles occurs at Franklin and Highland Avenues. This area should be a complete re-

L.A. ARCHITECT April 1976

FACTORS INFLUENCING PLANNING

Transportation/Circulation Concept

construction of this intersection with a split-level interchange. Parking. The entire parking system in Hollywood should be coordinated by some central agency or group, with either uniform validation, or possibly subsidized by businesses in the area so that it is free (as in Santa Monica). An efficient free parking system would give Hollywood a tremendous competitive advantage in the metropolitan commercial and office market. Parking structures at these street levels should be carefully controlled in design so that they do not provide bland walls to the street. Surface parking lots should be required to be landscaped with screen walls (similar to Beverly Hills).
When Gertrude Stein returned from Europe she found that the art world was not as...

PERSPECTA AND VIA: "collections of essays and headings of uneven but frequently brilliant quality ...

(Editors' Note: L.A. ARCHITECT, This is a Perspective submitted to L.A. Architect. Since we view Perspectives as the spontaneous musings of our readers, it occasionally gives us the chance to publish an essay of interest. When preparing an essay for this...
people of the private-public partnership, but would depend heavily on private investment for their implementation.

New Urban Spaces. Throughout the history of urbanization, there has been a consistent need within the great cities of the world for urban open spaces where people can gather. It is interesting to note that presently there is not a single such major urban space within the Hollywood core area. Therefore, the Plan includes the creation of two new urban parks (similar in concept to Copley Square in Boston, or the Embarcadero in San Francisco) plus a number of "windows" off Hollywood Boulevard. In addition, the proposed widened sidewalk along Hollywood Boulevard and the Paseo system would create a linear urban park system throughout the area. The implementation of the plan would be, in part, by a public undertaking, but would depend on refur­bishment of the public and private buildings along the edges to be completely successful.

People Need to Live There. As Jane Jacobs pointed out in her landmark work "Death and Life of Great American Cities," in order to create a truly livable urban area it is critical that people live within that area. As evidenced by the growing demand for housing in the central core of the area, Hollywood is experiencing an upsurge in residential demand. Yet the core area is virtually devoid of residential development. Therefore, a number of potential sites are suggested for new residential and hotel facilities in the Plan. Each of the three proposed multi-functional centers would provide for residential and/or hotel development to be integrated with the new development. In addition, at the intersection of Highland and Franklin, development interest has already been expressed in construction of housing for the elderly.

Street Furnishings. From the standpoint of public investment, one of the most visible ways to revitalize the core area is to change the "image" of the street. Street furnishings function to improve the visual aspects of an area and to establish a design cohesiveness within the public environment of the streetscape. Widened sidewalks can include sitting areas, information facilities, phone booths, new opportunities for landscaping, new lighting and sign standards, and coordinated facilities for newspapers and waste paper. Water in the urban environment also plays an important part. The use of fountains as landscape systems totally modifies the microclimate of the area around the fountain. The rushing and splashing of water provides an alternative to the noise and traffic noise and hectic pace of a high-density urban center.

Signs and Graphics. Detailed con­sideration should be given to the information system provided by signs and graphics throughout the district. A comprehensive control system should be developed for the core area, including all printed and graphic symbols as part of a "total image" strategy. Conceptualiza­tion and simplification of the present chaotic relationships between di­rectional signs, institutional signs, commercial business establishment signs and advertising will be essential to the improvement of Hollywood. The before-and-after sketches below indicate the potential of sensitive placement of signs to allow the interesting architec­tural elements of historic buildings and their surroundings to be seen through the over­whelming maze of advertising that is characteristic of the core area.

Murals and supergraphics along the streetscapes are also encouraged. A little paint and creativity can go a long way toward changing the visual image of a deteriorating office or commercial structure.

Lighting. The night-time environment of Hollywood is equally as important to the overall impression. The present lighting system is outmoded, and in many instances inappropriately located. New lighting and in­formation facilities, phone booths, new opportunities for land­markings, and new opportunities for land­markings of sensitive placement of signs can help improve the furnishing of the street.

In the organization of the EDC, a water board was placed to work "Death and Life of Great American Cities" specifically charged with the revitaliza­tion of the Hollywood Core Area. This entity might take the form of an Economic Development Corporation, which should be not-for-profit, and have as its primary objectives the seek­ing of both public and private funds for implementation; the generation of diverse business and economic development in the area; the attraction of some extent of decentralization, of existing business establishment signs and advertising; and the attraction of new business. For example, a PRT, mini-bus, or tram system could be used to provide public transit options, including bus stops, new parking plans and improvements; the creation of or improvements to parking and information centers; as well as development of specific cultural events and activities.

This body would also be responsible for coordinating the many important programs of imple­mentation, including the initiation of legislation to create a fund­ment of a full citizen participation program, plus a study to be done by federal agency. The EDC, in order to achieve results, should be chartered under the State of California, with the powers of an eminent domain.

In the organization of the EDC, a water board was placed to work together in order to implement new development. Included in these roles would be a special, nonprofit organization called "Hollywood Cultural Association" headed by an urban designer familiar with the intricacies of urban revitalization.

Funding. In the course of the study, a number of alternative funding sources were discussed. Given a particular goal of rehabilitation, available Federal, State and local funding sources can be brought together in order to implement new development. Included in these sources would be Federal, State, and local funding sources; Community Development Block Grant, Housing and Community Development, Economic Development Administration Grants, private sec­tor financing, and grants (including Federal and State funds).

Elements that might be included are Economic Development District (EDD) program monies, Economic Development Program funds, and development funds. Included in these monies would be funds from the Community Development Block Grant, Economic Development District (EDD), Economic Development Program, Economic Development District (EDD) Program funds, and development funds. Included in the study were also funds from Federal, State and local government. Beyond the EDC, formation of a "Hollywood Cultural Association" would bring new life to the area. Its prime responsibility would be the coordination of existing cultural facilities and the coordination of new cultural facilities. A new building program would be needed to provide the framework for such a complex urban area, understand­ing the tractable potentials of urban real estate development, yet pro­viding a consistent advocate for urban design issues. Similar in concept to the Urban Design Group established in New York, this would work with existing staff and develop a strategy for high quality results. The EDC itself might be led by an urban designer familiar with the intricacies of urban revitalization.

The Paseo System and Historic Walking Tour. The Paseo System and Historic Walking Tour would convert these "windows" into urban mini-parks all along Hollywood Boulevard. 6. Paseo System and Historic Walking Tour. This system would integrate all existing parking, new urban parks and spaces, and the transit system. Such a system would encourage revitalization of the back sides of all existing commercial development and new commercial development within the area. This system represents a potential for connecting a wide range of historic places and events within the Hollywood core. A concept similar to the Freedom Trail in Boston seems appropriate here, but it will be based on the myth and lore of Hollywood. 7. The Vine Street Center: The Vine Street Center is essentially a "new town in town," serving as an anchor to the eastern end of the project area, integrating a number of existing theatres, residential and commer­cial facilities. A full-level pedestrian system is also proposed.
discussions about how to turn avide, Hollywood represents a first. The western end of the district is acquainted itself with the community and its properties, conducted its analysis from a fresh perspective, and developed the recommendations outlined here. The expenses of publishing this study were undertaken by the SDC/IAIA, the Hollywood Chamber of Commerce, and the Association of Property Owners of Hollywood.

**Background**

Within the L.A. metropolitan area, Hollywood possesses transportation capacity in terms of freeways and arterials highways. It has been for some time one of the most urban centers of the region, a high point of urban activity in the midst of a sea of urbanization within the Los Angeles basin. Yet Hollywood has been in a constant state of decline for some 40 years. Despite its international image and general commercial success, it suffers today from deteriorated structures and infrastructure, and is generally considered as a "dusty place" with a lot of "weird people" on the streets. In short, it needs help!

The western end of the district is generally in better condition, but one might increase as one travels eastward. Vacancy in street-level retail space is minimal, yet building owner cannot find tenants for vacant second and upper floor offices, even at 10 per square foot. The area supports a wide variety of eating, drinking and entertainment facilities, and specialty shops.

Proprietary economic analysis indicates that within a four-mile radius there are approximately 200,000 people, and at least 500,000 people live in Hollywood and a 3-mile area. Even today, Hollywood maintains a prominent position in first-run motion picture theaters and live theater for the Southern California area. It is also a center of a strong group of "X-rated" or pornographic theater operations.

Partly because of the myth, partly because of the fact that it is one of the major areas in Los Angeles, and partly because of the variety of urban services it can provide, Hollywood represents a first foothold for many transients arriving in Southern California.

In conclusion, Hollywood has a number of problems, but also has tremendous potential. What Hollywood needs is a catalyst to turn it around and make it the great place it has been, and can be again.

**Some Ideas**

For Revitalization

The accompanying site plan and sketches illustrate a number of possibilities for revitalization which the Urban Design Task Force has identified for Hollywood. The basic concept is to connect the Hollywood area from a fragmented strip-commercials development to a vital district with a sense of place. In other words, to create a "theme" there. Within the study area, from Sunset Boulevard to Franklin, and from LaBrea to Street, a number of detailed potentials are visualized.

New Urban Centers Within the Core

Throughout most of our early discussions about how to turn a deteriorating urban area around, a consistent theme kept recurring—revitalization must be a joint venture of public and private efforts. Neither public nor private resources alone are sufficient in an area with problems of such magnitude. One opportunity for such a joint venture is in the implementation of definable new urban centers. The plan identifies a potential for three such centers: a) the Vine Street Center focused around areas of new major department stores plus the existing Broadway Store; b) the Hollywood Urban Design Study focused around the proposed Hollywood Museum and Marx's Chinese Theatre; and c) a new multi-functional center focused around the proposed line-haul rapid transit station. These centers are conceived as a "shot in the arm" for Hollywood, which on its own would create an impetus for smaller-scale refinement of the essential existing commercial and office development between these centers. They would also be highly visible examples.

1. **Gateway to Hollywood:** In order to establish Hollywood as a unique district, special treatment should be given to the entry points at Hollywood and La Brea from the west, and at Highland and Franklin from the north. The gateways at Hollywood and La Brea would be composed of intensive landscaping and a second-level pedestrian bridge connecting new urban development. The gateway at Highland and Franklin would be created by the new overpass with special design treatment.

2. **Hollywood Museum Complex**: For many years, creation of a Hollywood Museum has been discussed. This Plan accepts the idea, but recommends that the Museum be a catalyst for a new urban center at Hollywood and Highland, and it should relate to the Holiday Inn, the Chinese Theatre, and other commercial activities in the area. A Hollywood Boulevard Revitalization: Removal of on-street parking would allow doubling of the existing sidewalk width and the creation of a true boulevard. Provisions would be made for passenger drop-off points and bus stops, new street lighting, new street trees and new street furniture to improve this critical street environment.

3. **New Transit Center**: If Los Angeles ever builds a rapid transit system, the station for Hollywood should be located approximately at its centroid—in this instance, along Las Palmas Street at Hollywood Boulevard. A full mix of urban land uses is proposed in conjunction with the transit station. 8. Street Closings and "Windows" Proposed street closings would create "windows" from Hollywood Boulevard to the new Paseo System and park-
“The Architect as Communicator” is the theme of an intensive one-day seminar to be sponsored in June by the SCC/AIA. L.A. ARCHITECT Editor Jonathon C. Adam will conduct the seminar on how to communicate ideas and information with impact, style and clarity; the course fee will include advance reading, a reference syllabus, the one-day seminar itself; lunch and parking. The seminar will focus on such practical communication problems as Letters of Introduction, Requests for Proposals, Program Descriptions, Client Interviews and Briefings, Public Speaking. Look for details and Public Speaking. Look for details and enrollment information in the May issue of L.A. ARCHITECT.

Chapter members extend their sympathy to Thornton M. Abell, FAIA, on the passing of his wife, Anna. A series of evening seminars to assist in preparation for the June 1976 Equivalency Examination is being offered by the Southern California Chapter. The first seminar featured Howard Magnnig, FAIA, of the State Board of Architectural Examiners, who discussed design problems with examples from last year’s exam. The seminar was held on March 30 at 7:00 p.m., in the Orange Room of the Department of Water and Power Building in downtown L.A. There were 70 Associate Members, 25-60 non-members. Please contact the Chapter office for further information about the series.

Whitney R. Smith, FAIA, will speak on the architecture of Pasadena between the two World Wars on Wednesday, April 28, at 7:30 p.m. at the Pasadena Public Library. Smith’s address is part of a series that included a presentation by Robert E. Alexander, FAIA, Smith will focus on the architecture of the late Frank Wright, Neutra, Harris, Ain, Soriano, and others. L.A. ARCHITECT office hours will be held at the Bradbury Building on the first Thursday of each month by Editor Jonathan Kirsch. Deadline for L.A. ARCHITECT is the 10th of the month preceding publication.

The April meeting and program of the Women’s Architectural League will be replaced by the joint meeting of the California Council of the Women’s Architectural League on April 21-22 at the Queenston Hilton in Long Beach, hosted by the Cabrits Chapter of the WAL. Mrs. John C. Abemiler, a past president of both the Southern California and Cabrits Chapters, serves as CDWA President for 1976. Mrs. Donald A. Perry, a Southern California Chapter Director, serves as CDWA Parliamentarian. Delegates from the SCC/WAL will include Ann Szanto and Mrs. Charles A. Bradbury, and it is hoped that many WAL members will attend the meeting. Social events will include a dinner at the Penn Center in Long Beach on April 20, at 7:00 p.m. on the first Thursday of each month.

A dozen Past Presidents of the Southern California Chapter joined officers and directors at the Bradbury Building for a dinner in their honor on February 24. Cornelius M. Dennis, FAIA (1957-Chapter President) acted as moderator and emcee for the evening’s program, the “senior stateeman” among the Past Presidents was Samuel E. Lunden, FAIA, who served as Chapter President in 1942-43. "Sail still puts in a 15 hour day at the tender age of 79," rememered Chapter President Harry Silvistri, AIA, and he has missed an AIA convention in the last 39 years. The Past Presidents were consulted by current officers and directors on such eternal questions as urban renewal, ethical standards, and so on.

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A lecture series on urban redevelopment entitled “Preservation Issues: Decisions for Your Environment” is being sponsored by UCLA Extension on five Tuesday evenings from April 1 to April 29, at 7:30 p.m., in Room 51 of UCLA’s Kinsey Hall. Call 825-6059 for enrollment and information.

The 211th meeting of the SCC/AIA Board of Directors: On January 6, 1976, officers and directors unanimously approved the following new members as recommended by the Membership Committee: Corporate: Charles W. Crawford, Leen Daller (transfer) and Gregory S. Moe, Associate. Anton Ungpreena, Hector L. Gamelli, and Brooks Allen Whasbhum; Members: Emanuel, Robert Hye Thomas, AIA, and Thor Gaybird, AIA; Treasurer’s Report on the 1976 budget and corporate membership dues was approved; the amended bylaws and restructuring of the CCAIA was approved after a report by President Henry Silvistri, an early 1976 “Advance” meeting was discussed.

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Kaiser Permanente Medical Care Program.
Duties: Assigned facility planning and construction projects within the Greater Los Angeles Area. Must have a B.A. in Architecture, CA. architect license preferred. Candidate will possess the ability to work with planning and architectural teams, to have demonstrated ability to manage and coordinate small projects. Must have demonstrated ability to work with other professional architects, engineers, interior designers, building contractors, and equipment suppliers. Excellent verbal and writing skills required.
Send resume to: Jane Cole, Personnel Department, Kaiser Permanente Medical Care Program, 1351 N. Vermont Ave., Rm 406, Los Angeles, CA 90027. Please indicate reference source.
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