Hugh Hardy
FAIA, principal partner and founder of the firm of Hardy Holzman Pfeiffer Associates, will address the SCSC/AIA Chapter meeting at USC on Tuesday evening, May 11.

An innovative architectural design firm known for its original solutions, HHPA has gained considerable recognition through its consistently high-quality architectural work.

At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

Hugh Hardy, FAIA, a principal and founder of the firm of
Hardy Holzman Pfeiffer Associates, will address the AIA Chapter meeting at USC on Tuesday evening, May 11. An innovative architectural design firm known for its original solutions, HHPA has gained considerable recognition through its consistently high-quality architectural work. At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

Hugh Hardy, FAIA, a principal and founder of the firm of Hardy Holzman Pfeiffer Associates, will address the SCSC/AIA Chapter meeting at USC on Tuesday evening, May 11. An innovative architectural design firm known for its original solutions, HHPA has gained considerable recognition through its consistently high-quality architectural work. At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

Hugh Hardy, FAIA, a principal and founder of the firm of Hardy Holzman Pfeiffer Associates, will address the SCSC/AIA Chapter meeting at USC on Tuesday evening, May 11. An innovative architectural design firm known for its original solutions, HHPA has gained considerable recognition through its consistently high-quality architectural work. At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

Hugh Hardy, FAIA, a principal and founder of the firm of Hardy Holzman Pfeiffer Associates, will address the SCSC/AIA Chapter meeting at USC on Tuesday evening, May 11. An innovative architectural design firm known for its original solutions, HHPA has gained considerable recognition through its consistently high-quality architectural work. At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

Hugh Hardy, FAIA, a principal and founder of the firm of Hardy Holzman Pfeiffer Associates, will address the SCSC/AIA Chapter meeting at USC on Tuesday evening, May 11. An innovative architectural design firm known for its original solutions, HHPA has gained considerable recognition through its consistently high-quality architectural work. At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

Hugh Hardy, FAIA, a principal and founder of the firm of Hardy Holzman Pfeiffer Associates, will address the SCSC/AIA Chapter meeting at USC on Tuesday evening, May 11. An innovative architectural design firm known for its original solutions, HHPA has gained considerable recognition through its consistently high-quality architectural work. At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.

Hugh Hardy, FAIA, a principal and founder of the firm of Hardy Holzman Pfeiffer Associates, will address the SCSC/AIA Chapter meeting at USC on Tuesday evening, May 11. An innovative architectural design firm known for its original solutions, HHPA has gained considerable recognition through its consistently high-quality architectural work. At the AIA National Convention, HHPA received a 1976 Honor Award for the Columbus Occupational Health Center, a project that was also the winner of the 1976 Tectum Award. The firm has been cited by several national publications for its innovative work.
Angeles. The Los Angeles 12 draw from these local influences, work that furthered the cause of modern architecture in Los Angeles. Whitney Smith, as well as Quincy Jones, Carl Maston, Gordon Drake, Edward Killingsworth, Calvin Straub, Pierre Koenig and Abel, Robert Alexander, Charles Eames, Rodney Walker, the Los Angeles area. The pioneering work of Greene and Greene has also been a major influence. Lloyd Wright, Douglas Honnold. J.R. Davidson, Thornton and a relaxed attitude — perhaps due to the climate and sprawl of the area which allows diversity.

Richard Neutra was followed by that of Gregory Ain, Raphael Soriano’s and Charles Eames’s houses while working for eight years with Daniel Dworsky before coming to Los Angeles in 1939. He was impressed by the quality and precision of Mies’s work. He established his own firm in 1953. Brick, masonry, wood and glass form the basic palette of his work, expressing a desire for simplicity and restraint, combined with bold structural concepts and a strong sculptural form.

Craig Ellwood learned about steel construction by bidding on jobs for Leo Lamb orn’s and Raymond Kappe’s houses while working for a contractor. He studied engineering at night at UCLA, and designed his first steel house before he was 20 years old. He continued to develop his expertise in this area, working on large-scale projects. Ellwood’s firm has designed a number of social and cultural buildings, including museums, theaters, and universities. His work has been recognized at the international level.

CRAIG ELLWOOD — 3. ART CENTER, PASADENA

FRANK GEHRY, FAIA — 4. CONCORD PAVILION

RAYMOND KAPPE — 5. KAPPE RESIDENCE

JOHN LAUTNER, FAIA — 6. ARANGO RESIDENCE

ROLAND COATE, AIA — 1. MUD RESIDENCE

DANIEL L. DWORSKY, FAIA — 2. EQUITABLE SAVINGS

JERROLD LOMAX, AIA — 7. MOSES RESIDENCE

ANTHONY LUMSDEN, AIA — 8. ONE PARK PLAZA

LEROY MILLER, AIA — 9. IBM COLORADO

CESAR PELLI, AIA — 10. SAN BERNARDINO CITY HALL

JAMES PULLIAM, FAIA — 11. IBM PAVILION

BERNARD ZIMMERMANN, AIA — 12. PHOTOGRAPHY STUDIO

Bernard Zimmerman worked with Richard Neutra. He was also influenced by Mies and the Blackheath. He is a designer who likes the team approach to achieve his goals. For him, the interaction of people working together produces better solutions. His commitment to design excellence and awareness has been reflected in his work with the Architecture Panel, AIA Speakers Committee and in his teaching. In his firm of Zimmerman and Roche, he has excelled at raising the design level of chain operated commercial clients.

James Pulliam studied with Gropius at Harvard. His admiration of Gropius’s logic and integrity continues to have influence upon him. In Los Angeles, he worked with Richard Neutra, then Welton Becket. In his practice, which is divided between architecture and urban planning, he works in a collaborative design process. He finds textured plaster a misused and abused material that is economical, lightweight and durable. Now in the partnership of Pulliam and Matthews, his present design approach evolved out of the retirement of the available technologies in Southern California.

Jerrold Lomax came out of school interested in Miesian design. He worked with Craig Ellwood for nine years before establishing his own practice of Lomax and Mills. He has produced residential, commercial and industrial work, all tastefully detailed. To Lomax, the practice of architecture is getting a good building constructed with world-class materials and a happy client. He believes that an architect should be concerned with his clients’ needs and be capable of translating them into an exciting, functional space that reflects architecture as art.

Roland Coate Jr. is a second-generation Los Angeles architect. He worked with Marcel Breuer and M. Pei in New York in the late 50’s and early 60’s, and began his own practice in 1963. He has done projects in California, Arizona and Mexico, using local building systems. He brings to his design a fine arts attitude exemplified by the sculptural Alexander house, which from its top rooftop has an almost surreal quality. This house also expresses his interest in the symbolism and technology of freeway construction.

Cesar Pelli worked with Eero Saarinen for eight years and Kevin Roche for two years, in assuming the position of Director of Design at DMJM. In 1964, he established an identity breakthrough for the talented designer working with the large firm. When he accepted the role of partner-in-charge of design of the Gruen Associates, the image became even stronger. Pelli sees
architecture as a divergent problem which has not only one solution, but a wide spectrum of possible solutions. Within these possibilities, he moves toward his aesthetic preferences, using technology as an available material.

Tony Lumsden came out of the Saarinen, then Roche-Dinkaloo office to become assistant head of design under Pelli at DMJM. When he assumed the role of vice president/principal for design four years later, he continued to evolve his sophisticated flexible-enclosure/glass-membrane approach to solving architectural problems. His buildings have progressed from boxes to fluid rolling surfaces, which include horizontal extruded forms. Lumsden develops a system that will allow the architecture to perform its function while freeing the designer to explore aesthetic variations.

The Los Angeles 12 feel that Los Angeles is a special place in which to practice architecture. The quick growth gave opportunity to the young architect. The climatic conditions allow for outdoor-indoor use of space. We are not limited by insulation problems experienced in colder parts of the country, and have the ability to use materials that are not affected by extremes in temperature, thus allowing greater flexibility. The informality of Los Angeles allows greater freedom of design. We are freer than any other city on the East Coast or Europe of cultural pressures. We are freer of critics, We are aware of international criticism, but it doesn't press in on us relentlessly. We are freer of the dogma of the modern movement. We can therefore experiment in a relaxed way. Los Angeles is dispersed, has few large scale permanent structures, few historical monuments, and the world's most extensive freeway system. It is a city in process. It has the potential for becoming the prototype of the city of the future.

The Los Angeles 12 Multimedia Exhibit consists of videotapes, slide projections, a photo history of Los Angeles, and photographic architectural displays which include the twelve architect's backgrounds, attitudes and philosophies. The exhibit will begin a premiere showing in the fifth floor Galleria of the Pacific Design Center, located at Melrose and San Vicente, on May 15th. An all-day conference featuring the Los Angeles 12 and other guests is scheduled for Saturday, May 22nd. The exhibit will close June 6th, after which it will travel to the Aspen International Design Conference on June 13th, the Art Center College of Design in Pasadena in July, Cal Poly Pomona in Fall of 1976, University of California at Berkeley in Winter 1977, Cal Poly San Luis Obispo in Spring 1977, and then to London to Peter Cook's Artnet Gallery.

Los Angeles 12 Conference Program
Pacific Design Center (Melrose at San Vicente)
May 22, 1976, 9:30 a.m. to 5:30 p.m.

9:00 a.m.
Welcome and Coffee
Charles Sliert, Los Angeles 12 Student Coordinator
California State Polytechnic University, Pomona
Hon. Thomas Bradley, Mayor of Los Angeles
"Los Angeles: The Early Years"
Six of Twelve
Slide Presentation
10:00 a.m.
Julius Shulman
Architectural Photographer
"Los Angeles: City of Angels"
(Tentative)
Six of Twelve
Slide Presentation
10:30 a.m.
Six of Twelve
Panel Discussion
Bernard Zimmerman, AIA
James Pulliam, FAIA
Anthony Lumsden, AIA
Frank Gehry, FAIA
Craig Ellwood
Daniel Dworsky, FAIA
11:00 a.m.
Six of Twelve
Panel Discussion
Raymond Kappe, FAIA
Ira Qualls, AIA
Cesar Pelli, AIA
Leroy Miller, AIA
John Lautner, FAIA
12:00 Noon No-Host Lunch
Shelly Kappe, S.A.H.
Southern California Institute of Architecture
"Videotaping the Los Angeles 12"
Building Photographs: Jordan Lagman (2), Monley Baer (4), Julius Shulman (5) (12), ErverrJourdan (6), Glen Allison (7), Gordon S. Schonick, Jr. (8), F. Clarke (10). Graphics by Charles Sliert
The annual PC/AIA Sports Day will be held on May 6, 1976, at the Via Lascana Racquet Club in Santa Monica. Sports Day '76 will be more than just a place to compete, it will also have tournaments for tennis, volleyball, handball, and aqua. Also, for those of you who follow the bouncing ball, table tennis will be available. Mark your calendar now and reserve May 6, 1976, for the PC/AIA Sports Day.

Adrian Wilson International Associates -- the Philippine subsidiary of Adrian Wilson Associates -- has design work being built in Makati, a suburb of Manila. One of the buildings will house the head­quarters of the subsidiary, according to Albert P. Martin, Vice President of Adrian Wilson Associates.

"A Guide to the Preparation and Review of Environmental Impact Statements and the use of Architectural Review Boards" will be discussed at a seminar entitled "Preparation of Environmental Impact Statements..." to be held June 10-11. The seminar is sponsored by the American Institute of Architects, Committee on Environment... The seminar will be held at the California Museum of Science and Industry. Reservations, $25.00, may be obtained from the California Museum of Science and Industry. Attendees will be able to attend both seminars.

Upcoming Professional Development Programs at the OWP Auditi­on: "Building Insulation in Today's Climate -- Opportunities and Limitations," will be held on May 16. Author, George M. Ferris, will be discussing the ins and outs of insulation and will be included in the enclosed brochure.

Six members of the Southern California Chapter/Architectural Secretaries Association, Inc. will address the 9th Annual Convention in Philadelphia on May 2 through May 6. The convention will be held at the Hotel Pennsylvania, under the sponsorship of the Southern California Archi­tectural Secretaries Association, Inc. The meeting will include a workshop in which the Southern California Architectural Secretaries Association, Inc. will be held.

A note to L.A. ARCHITECT from Roland E. Coar, Jr., about the GAMBE HOUSE in Los Angeles, that will be on display in the May 16 issue. "I have had a chance to review the issue, and I personally feel that the GAMBE HOUSE is both beautiful and carefully done. Los Angeles has produced another kind of serious architectural reporting, that has its own unique way of success with L.A. ARCHITECT."

"Arts in Shopping Malls and Urban Renewal" is the theme of the Sixth Annual Spring Con­ference on Arts, to be held May 13 at the Museum of Fine Arts in Boston. For information on the con­ference, call 749-8441.

The Los Angeles City Hall, de­signed by architect Wallingford C. Martin, and John Parkinson, has been designated "Historic Downtown Monument Number 150 by the California Historical Society. Between 1926 and 1928, the City Hall stands 28 stories and includes 650,000 square feet of floor area.

After the meeting, there was a discussion of the matter within the current reality of Gabe Kappe. An engineer dressed in an eastern outfit came to the table. He was a stranger then, but he told us his name was Joseph Amestoy and he demonstrated the versatility of his stainless steel rings, intersperse in such a way that they could be rearranged to form a variety of symmetrical and spherical loops. "This is thirty dollars," he said. A silence followed, and the rings disappeared to be replaced by some others. "This is fifteen dollars," he said. The tricks were nearly vacated to beads at each end and could be rearranged to form various three­dimensional stars. But no one offered to purchase this second piece to be replaced by a miniature of itself, which -- when left opened on the table -- sprung into stardom of its own volition. "This is five dollars," he said. At first, I could not resist. There is a limit to Rationalism. Frederic P. Lyman, AIA

the Architectural League of Southern California

Published monthly by the Southern California Architectural League of the American Institute of Architects, Suite 800, 915 Wilshire Boulevard, Los Angeles, CA 90026 (213) 659-6293.

One year mail subscription: $9.00 Advertising rates are available from the Chairman of the Board.

The opinions stated are those of the authors and do not necessarily reflect the official position of the AIA or the Southern California Chapter, except where indicated.

Arts and architecture are the vehicle by which man finds an expression of his creative spirit, as well as the means by which he provides his environment.

Harry B. Wilson, AIA
President
Joseph Amestoy, AIA
Treasurer
Ralph H. Fiewalling, AIA
David C. Marlin, AIA
Editorial Board
Thomas R. Vreeiand, Jr., AIA
President, Women's Architectural League
Harry B. Wilson, AIA
ARTICLES
11833 Wilshire Boulevard
Los Angeles 90025

WEB USERS

Books on architecture: Design • Planning new + out-of-print + imported / hardcover / paperback extensive stock / special values at reduced prices

BEAUTIFUL FROM THE 1800'S

- Hardwood
- Classical
- Superbly
- Individually
- Designed

Handcrafted with finely
carved details.

Majolica
Tile

CRYSTAL PRISM

CUT MIRRORS

EA. FP. APP. 7½ FT.

CALL FOR
COLOR PHOTO-INFO

COLOR PHOTO-INFO

BOS & SIRE
DEWITT
11515 TULALIP

TUSTIN, CA

V.28 NO.1711

714-536-9850

Also 3 smaller

MASONRY MATERIALS

1635 South State College Blvd.
Anaheim, California 92806

(714) 634-4521

ANAHEIM BUILDERS SUPPLY, INC.

Quality Brick & Tile Products

Acme Brick Co.
Endicott Clay Products
Owen Corning Blec Bond
Canadian Refractories
Pacific Clay Products
Whitacre Greer
Illinois Brick Co.
Merry Brick Co.
Hastings Pavement Co.