Doubleheader on November 17: Chapter to Honor Pereira and Announce Election Results

Architect William Pereira, FAIA, will be honored for his outstanding contributions to the profession at the fifth annual LA/AIA Recognition Dinner on Tuesday, November 17 at the Town and Gown on the campus of the University of Southern California. The evening will begin at 6:00 p.m. with a no-hosts bar. The event will also feature the first announcement of the election results for the executive of AIA officials and directors in 1982 following a ball which will take place in the Town and Gown that evening.

Cost per person is $15 and the deadline is November 12, according to Chapter Executive Director Sam Work completed by the Pereira firm will be organized and produced through students from the Pacific Design Center. 12:30 p.m.

LA Architect $1.25

Inside:

On November 17, the LA/AIA will honor William Pereira, FAIA, at its annual Recognition Dinner.

LA ARCHITECT looks at the career of one of Los Angeles’ best known architects.

LA ARCHITECT presents the results of its Photography Competition.

Courses:

November 5: Built Up Roofing Reviews, a continuing education course sponsored by the Construc-

February 10: The Philosophy of Design, panel of experts, Los Angeles. Fee $12 by reserva-

November 18: Aalto Exhibition, SCI-ARC-Architecture Gallery. 2:00 p.m.

November 19: Aalto Exhibition, SCI-ARC-Architecture Gallery.

Exhibitions:


November 19: Aalto Exhibition, SCI-ARC-Architecture Gallery.

Events:

November 17: Recognition Dinner, Williams Paneris, FAIA, at the Biltmore Bowl. 6:00 p.m.

November 18: Furniture and Accessories, new product display, Sequoia Room, Pacific Design Center, 12:30 p.m.

Forum '81: American Architectural Students Meet in Los Angeles

In this, its bicentennial year, Los Angeles will host Forum '81, the fourteenth annual National Architectural Students Meet in Los Angeles, sponsored by the Association of Student Chapters/Amestinstitutes of Architecture. A full day of organized and produced through students from the USC School of Architecture, and will be held at the Hyatt Regency Hotel from November 24-28.

Forum '81 is open to both student chapters and professionals, and is described by its organizers as "a time for the meeting of minds and ideas, as well as for recreation and social interaction."

Speakers for Forum '81 are: William Plympton, Richard Hamilton, Ralph Knowles, David Moore, Julius Shulman and Susana Torre. There will also be tours of Hollywood, Pacific Design Center, Santa Monica/Venice and Downtown Los Angeles, affording participants the opportunity to see buildings designed by Wright, Neutra, Schindler, Greene and Gehry, Portman, Moore and Perl.

"Image Building" is the theme of the program. Highlights of the program are printed below.

Forum '81: Program Highlights

Tuesday, November 24

7:00 p.m.: Opening/Greeting Reception, Ballroom. Mayor Bradley, Dean Robert Harris, Bill Playboy, John Lister.

Wednesday, November 25


9:00 a.m.: Panel, Corinthian Room, Irvine. Speakers: Peter Eisen, Moderator, Santiago Calatrava, ILB.

10:30 a.m.: Ralph Knowles, Music Room, Images as Symbolic Guides. 1:30 p.m.: Jan van der Marck, La Schindler House, "The Architecture of Urban Planning, SCI-ARC, 8:00 p.m.

Thursday, November 26

2:00 p.m.: Design Charette, Renaiss-
When William Pereira was involved in the master plan for Cape Canaveral in the early 1950s, he read every book he could on space and aviation. But he says that the most helpful book he read was Jules Verne's A Trip to the Moon. "It was well before there was any manned spaceflight program, but we were asked to plan a space center," Pereira says when recalling that project. "Verne's ideas were prophetic. Certainly the semantics in the book were different—the book was written a century ago, but it was the basis we needed to plan a center that would be utilized into the 21st Century," he said.

That attitude of approaching architecture and design as the futurist is one of the cornerstones of Pereira's philosophy. Over the years he incorporated it in many designs including CBS Television City, Los Angeles International Airport and the Irvine Ranch development.

This month, Pereira and his firm, William L. Pereira & Associates, begin their 50th year in the profession. Pereira himself, who began his own practice in Chicago in 1931, is recognized as one of the nation's best known contemporary architects and planners. His work dots the California and U.S. landscape. The early years of the firm, known as Pereira and Pereira in the 1930s, consisted mainly of new motion picture theater work and the remodeling of many playhouses into motion picture theaters; retail stores, hotel remodeling, exhibition buildings and exhitits at the Chicago, New York and Dallas World Fairs; early television stations and research laboratories.

It became identified with a strong belief in research. This led to work in the medical field, particularly hospital remodeling and some new hospitals.

Current major projects include design of the American Airlines headquarters complex to be built at the Dallas/Fort Worth Airport; the new international terminal for Los Angeles International Airport; a $150 million hotel and conference center in Doha, Qatar on the Arabian Gulf; a new world-class hotel for MCA and Sheraton in Los Angeles and an office tower for Citicorp in San Francisco.

Some of the firm's projects in Los Angeles have included CBS Television City, Union Oil City, Occidental (now Transamerica) Center, Crocker Plaza, Pacific Financial Center and the Times Mirror corporate headquarters. Other noteworthy buildings include the central library of the University of California, San Diego; Great Western Savings Center, Beverly Hills; and a hotel and conference center in Qatar to open in 1982.

Pereira says that the architect and planner cannot design in a vacuum, but must respond to the needs and desires of the client for whom the project is built and believes in an integration of the planning and architecture process.

Genealogy of the Firm

William Pereira worked in a period from 1930-1931 for the Chicago architectural firm of Holabird & Root. Then he and his brother Hal began the architectural firm of Pereira & Pereira in the fall of 1931. The list of names of Pereira practice names over the years reads as follows:

Pereira & Pereira-1931-1940
William L. Pereira, Architect - 1940-1950
Pereira & Luckman-1950-1958
William L. Pereira Associates-1958-Present

Pereira was made a Fellow of the AIA in 1958, and taught at USC's Architecture School for 12 years.

The text for this article was supplied by Chris Northrup, Director of Public Relations for William L. Pereira Associates, and edited by Barbara Goldstein.
The Schindler House, 835 N. Kings Rd., Los Angeles, CA 90021

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Finish Hardware Specialists
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Giberti. Joe Molloy. and John Kirkpatrick have pulled off nothing short of a miracle by bringing the new Arts and Architecture into print. The magazine shows so much promise, and the need for a publication that communicates with the architecture and design community in the West is so great that it seems impossible that the magazine will not be a success.

John Chase
Arts and Architecture is available by subscription and in selected bookstores. For further information write Arts and Architecture, The Schindler House, 835 N. Kings Rd., Los Angeles, CA 90069. Subscription price: $21 per year.

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The message is superb, and the use of large blocks of italic and bold type is very dramatic graphically. However, as John Dreyfuss pointed out in an article on the magazine in the Los Angeles Times, these type faces the magazine is comparing itself to are not the standard type for greater legibility or blown up to greater size. Barbara Goldstein, and her able staff of Deborah Perrin, Bruno Giberti, Joe Molloy, and John Kirkpatrick have pulled off nothing short of a miracle by bringing the new Arts and Architecture into print. The magazine shows so much promise, and the need for a publication that communicates with the architecture and design community in the West is so great that it seems impossible that the magazine will not be a success.

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Letters

I am writing this note to tell you what a great job you have done as President. I also think your directory is one of the best designations available. I have been a member of the AIA for 40 years and I enjoy reading the October issue of "LA ARCHITECT." Because it is theme oriented, it provided a more educational awareness of what is happening in the City of Los Angeles.

I received a copy of your newsletter which included an essay by Jack Rollow. I thought your essay was excellent.

Barbara J. Rodriquez
Executive Director
NY Assembly of Architects

Chapter News and Notes

LA/AIA

Board of Directors meeting 2186; Los Angeles Chapter of the American Institute of Architects, September 11.

President's Report: Wertheimer read the list of those nominees received in 1981 and discussed the need for more members.

Chapter Executive Report: Landworth noted that the new directory is a great resource for members.

Membership Report: Zimmerman reported that the Chapter has over 1000 members.

Treasurer's Report: Axon reported that the budget for 1982 is balanced.

President-Elect and one by Director-At-Large report: Ross announced that the LA/AIA will be holding a meeting in October.

Ad hoc Committee: Winston reported that the committee is working on a new proposal.

Landworth announced that the LA/AIA will be participating in the Southern California "Notes on Landscape Design in Southern California" via photography.

LA Architecture

Published monthly, except August) by the Los Angeles Chapter, American Institute of Architects, 8667 Metore Avenue, Los Angeles, CA 90069.

Editor: John Kirkpatrick

Thank you for the 1981 Directory and the friendships just received.

Just had to tell you that this is a super publication, beautifully designed and well executed. One of the best I have seen anywhere.

Helen T. Schneider, Hon. AIA
Executive Director
New Jersey Society of Architects

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