Thursday 4 11/14 Urban Design Meeting, Chapter Office, 6-10 p.m.

Saturday 6 11/14 Associates ARE Seminars, 8 a.m., for information, call AIA/ALA 213-380-4595.

Monday 8 11/14 Mayoral Candidates Meeting at chapter office, 6 p.m.

Tuesday 9 11/14 Associates Board Meeting, 6 p.m.

Wednesday 10 11/14 L.A. Architect Meeting, 5-9 a.m.

Tuesday 9 11/14 Associates Board Meeting, 6 p.m.

Wednesday 10 11/14 Convention Meeting at Chapter Office.

Wednesday 17 11/14 Four Mayoral Candidates Forum, Part 1, sponsored by the AIA and the AM.

Saturday 20 11/14 Associates are Seminars, 8 a.m., for information, call AIA/ALA 213-380-4595.

Tuesday 16 11/14 "Creative Process", Bobo Salaburua, USC School of Architecture, Helen Luscher Architectural Gallery, 12-10 p.m., free.

Tuesday 16 11/14 "Concept", Robo Salaburua, USC School of Architecture, Helen Luscher Architectural Gallery, 12-10 p.m., free.

Upcoming Exhibitions

"Thinking Form: The Drawings of Joseph Beuys", exhibit will include over 200 drawings in various media documenting over 3 decades of Beuys’s life and career, MOCA, May 30-August 15, 1993.


Upcoming Events USC School of Architecture: Final Reviews and Presentations of the B.Arch Thesis and Graduate Programs, Helen Luscher Architectural Gallery, May 6-8.

Proposals

Contracts

Correspondence

Resumes

Invoices

Award Submittals
Some of the architect-designed birdhouses: by Assoc.; Kenner Architects, Architects; Gensler & Killefer Fiammery Partners.

*Volunteer assistants behind-the-scenes

And thanks to all our advertisers and contributors.

Taylor • Chris Niles
Morris Newman • Carl Davis • Chris Shanley • Julie Taylor • Chris Niles

March is a

L.A. Architect Needs YOU!

L.A. Architect is fast becoming a forum for the design community in L.A. Many changes have been made, but more are necessary if L.A. Architect is to fulfill its role and carry the news of interest to its subscribers. The Editor needs your support to implement these changes. You can participate in the development of this publication if you choose to:

• Subscribe • Advertise • Donate • Sponsor • Contribute!

If you would like to support L.A. Architect, contact Frances Anderton, Editor, at 213.380.5177 or Jorge Sculpac AIA, Marketing Director, at 818.884.7209.

Wings Over The City

Wings Over The City is an exhibition and auction of 150 birdhouses designed by L.A. architects and architects. Opening March 20 at Santa Monica Place, it is sponsored by the National Audubon Society to benefit the Westside Arts Center. Designers let creativity take flight and, according to Exec. Director Carlyl Clark, "went into the whole realm of what birds are thinking and hoping and feeling..." A catalog with essays by Pilar Viladis and Aaron Barksy will accompany the exhibit.

L.A. Architect Bulletin Board

L.A. Architect seeks computer

L.A. Architect is desperate in need of a 2nd computer to ease production. If you have an unwanted Macintosh computer (of any level) that you can donate, loan, trade or sell (at low cost) to L.A. Architect, please call Frances at 213.380.5177.

L.A. Architect seeks talent

Editorial Assistants, Photographers, Writers to assist in production of this expanding publication. Send no pay but perks instead, which include: good work experience, name in print, beautiful Western theater building workplace, and more...would suit intern or fast-timer. If interested, call Frances at 213.380.5177.

L.A. Architect Heroes* this month:

Sarita Singh • Mary Eaves Mitchell • Dianne Phillips • Morris Newman • Carl Davis • Chris Shanley • Julie Taylor • Chris Niles

And thanks to all our advertisers and contributors.

*Volunteer assistants behind the scenes

L.A. Architect Bulleton Board

L.A. Architect is fast becoming a forum for the design community in L.A. Many changes have been made, but more are necessary if L.A. Architect is to fulfill its role and carry the news of interest to its subscribers. The Editor needs your support to implement these changes. You can participate in the development of this publication if you choose to:

• Subscribe • Advertise • Donate • Sponsor • Contribute!

If you would like to support L.A. Architect, contact Frances Anderton, Editor, at 213.380.5177 or Jorge Sculpac AIA, Marketing Director, at 818.884.7209.

Wings Over The City

Wings Over The City is an exhibition and auction of 150 birdhouses designed by L.A. architects and architects. Opening March 20 at Santa Monica Place, it is sponsored by the National Audubon Society to benefit the Westside Arts Center. Designers let creativity take flight and, according to Exec. Director Carlyl Clark, "went into the whole realm of what birds are thinking and hoping and feeling..." A catalog with essays by Pilar Viladis and Aaron Barksy will accompany the exhibit.

L.A. Architect

L.A. Architect is the acclaimed review of L.A. architecture, urban design and current events, published monthly (except August). For only $20 a year, a savings of $2 off the cover price, L.A. Architect will be delivered to you. Fill in the form below and send it, with a check for $20 domestic or $40 international to L.A. Architect. If you are a member of the San Bernardino, Pasadena, San Gabriel or Orange County Chapters, L.A. Architect can be yours for a reduced yearly cost of $14.

L.A. Architect
AIA/LA
3780 Wilshire Boulevard, Suite 900
Los Angeles, CA 90010.
Fax: 213.380.6692

SUBSCRIBE to L.A. Architect

For more information about L.A. Architect, its editors and writers, please contact Frances Anderton, Editor, at 213.380.5177 or Jorge Sculpac, Marketing Director, at 818.884.7209.
Ray Ryan reviews Coop Himmelblau's show in Paris.

N ob, there is no winged prosthetic Viennese/Angeleno. No, there is no perpetual flames over Beauborg. Nor (although Guns'n'Roses are in the catalogue) do the Boys' fave as it were, to the scene of their lastest but the celebration by the post-68 pranksters returning, and colonize the slab between the two levels; and it does move. Of two enormous horizontal bars, the Bendaye-perforated one slips out to surprise as cloud-like projections onto folded glass ("The Media Skin") reflect through to the crystalline maquettes below. The firm exhibits projects from both studios, with LA labelled if not described and with a certain pride of place denoted by the 'Open House' first considered for Malibu back in 1983.

Himmelblau do of course spring from the often turbulent cradle of post-war Europe, a bound environment dreaming of all the freedoms of America. While somebody soon will have a fun thesis on "C.H.B.; Appropriation of R'n'B", the Boys themselves are busy offering - in the immediate entry zone - a splendidly fragile tower for a mid-block in Downtown LA and then FOUR separate models of the 'Open House', singled out as a "good example of the evolution of the process of architectural elaboration."

In front of a floor-to-ceiling projection screen are dozens of immaculate white models on a family of bases. The rows are themed into 'Follies' (Commercial Centre Melrose 1, 1990), 'Evolution of formal Language' and 'Extension, reconstruction or transformation of historic moments and museums' - the latter with Himmelblau's proposal (v. Gehry) for the Bilbao Guggenheim and the exciting prospect of infiltrating the Museum of Hygiene, Dresden. Then there is the Rehak House and a photomontage of Malibu with a figure that must be Jennifer Rakow (J.R., I still have that Marcuse). The Rehak House gets a row all to itself - 'Evolution total work.'

To Construct The Sky : Coop Himmelblau at the Pompidou Centre

Himmelblau in Paris means not just of two enormous horizontal bars, the Bendaye-perforated one slips out to surprise as cloud-like projections onto folded glass ("The Media Skin") reflect through to the crystalline maquettes below. The firm exhibits projects from both studios, with LA labelled if not described and with a certain pride of place denoted by the 'Open House' first considered for Malibu back in 1983.

Himmelblau do of course spring from the often turbulent cradle of post-war Europe, a bound environment dreaming of all the freedoms of America. While somebody soon will have a fun thesis on "C.H.B.; Appropriation of R'n'B", the Boys themselves are busy offering - in the immediate entry zone - a splendidly fragile tower for a mid-block in Downtown LA and then FOUR separate models of the 'Open House', singled out as a "good example of the evolution of the process of architectural elaboration."

In front of a floor-to-ceiling projection screen are dozens of immaculate white models on a family of bases. The rows are themed into 'Follies' (Commercial Centre Melrose 1, 1990), 'Evolution of formal Language' and 'Extension, reconstruction or transformation of historic moments and museums' - the latter with Himmelblau's proposal (v. Gehry) for the Bilbao Guggenheim and the exciting prospect of infiltrating the Museum of Hygiene, Dresden. Then there is the Rehak House and a photomontage of Malibu with a figure that must be Jennifer Rakow (J.R., I still have that Marcuse). The Rehak House gets a row all to itself - 'Evolution total work.'
Style over Substance
Art Deco Architecture: Design, Decoration and Detail from the Twenties and Thirties. By Patricia Bayer. New York: Harry N. Abrams. $49.50 hc

There is a streamline modern office building in Kachanandu that would look entirely at home in Santa Monica, Miami Beach or as part of the Shangri La set in the 1937 movie Lost Horizon. There's no mention of Nepal in this eclectic survey, but Patricia Bayer does cite examples from Buffalo to Buenos Aires, Shanghai to Napier, New Zealand. She demonstrates that art deco was the other international modern style, exuberant rather than puritanical, popularized and debased in revival. Serious architects have always considered it to be little more than an ornamental overlay of brightly colored wash and terracotta, zig zag reliefs, streamline canopies and cornices, applied to stucco boxes and formulaic setback towers. Bayer, a former curator at the Virginia Museum of Fine Arts and author of other books on the subject, freely admits that she is exploring surface and form, not structure and plan, admits that she is exploring surface and form, not structure and plan, and notes only obliquely how this fashion compensated for its lack of color, exuberance and optimistic spirit. It is tantalizing to read of so many unfamiliar treasures (especially to the text, compelling the reader to flip back and forwards, and there is no comprehensive listing of buildings by location. Finally, architecture is defined as exteriors; absent are the lobbies and other interiors that are often far richer than the facades. There are errors - Hoger's Chichauz is in Hamburg, not Berlin; the Villa Savoie is supported by, not suspended from pilasters - and omissions (notably the Netherland Hotel in Cincinnati and LA's later, great Pan Pacific Auditorium). But, despite its flaws, this is a useful reference book, and it could serve as the foundation for a more substantial enquiry.

Imperilled Treasures

I once had the pleasure of meeting Desmond Guinness as he perched atop a garden wall he had built in the grounds of Leshlip Castle, a house that was begun in the 12th century but which manages to be as delightfully informal as its owner. The pictures are not keyed to their former owners, and become a burden too great for a poor state to bear. Guinness, who bears Ireland's most celebrated name, is a tireless advocate for this imperilled treasure. A long-time president of the Irish Georgian Society, he has written, spoken out and stood up around America for funds. This sumptuous catalogue should win new friends to the cause, and encourage anyone who loves great architecture, idyllic landscapes and a hospitable people to explore Ireland while those houses still stand.

Behind the Facade

"Mr Huston, of Castle Huston, told his cook that if she sent the soup up cold again he would shoot her. She did send it up cold, and he did shoot her." Thus does Mark Girouard begin his account of a peripatetic childhood shared with eccentric relatives living in stately edifices. This anthology of articles and reviews focuses chiefly on English towns and country houses, bringing stones and history to life. The range is remarkable: the battle for free elections in Stamford, the economic rise and fall of Whitby, detective work on Elizabethan mansions, and a lyrical account of the great landscape garden of Batsford. I briefly shared an office with Mark when we both worked at Country Life in the 1960s, but he was usually off somewhere, delving into libraries and archives. These idiosyncratic essays are the product of that research, sharp eyes and a generous appreciation of the human comedy.

Other books in brief

Welcome reissue of a classic text, first published in 1961. "This book is an attack on current city planning and rebuilding", it begins. Jane Jacobs eschews jargon and ideology to demonstrate in readable prose how and why cities work, and why they fail. As our urban centers continue to decay, as the dangerous curvatures of suburban sprawl ever widen, and our necrotic building departments continue to impede reform and perpetuate waste, this book should be made mandatory reading for everyone in public office.


One of the breeziest in a series of architectural guides for travelers, which also includes volumes on Islamic Spain, classical Turkey and Mughal India. "Perhaps the friendliest advice one can give on Choisseaurais is, don't go; too many people already do", is a sample of the author's refreshing candor.

CLASSIFIED ADS
AutoCAD Work Wanted
Ying-Hsin Chin, AIA, registered architect in California and NCARB certificate holder, solicits work to develop design development and/or working drawings for architects and designers, using AutoCAD Release 11 at my office. Each drawing shall be provided with a floppy disk containing the drawing file and a-to-scale, printable, manually erasable and reusable hard copy drawing. If interested, please call (714) 860-1780.

ARCHITECT OFFICE IN W. LA TO SUBLET OR SHARE
Workstation and/or separate office, includes secretarial services, office equipment and parking. Tel. (310) 477-3094.

STRUCTURAL ENGINEERING SERVICES
Structural Engineering Services for Commercial and Residential projects by Professional Engineer. Earthquake Resistance evaluation of existing buildings. Tel: (818) 716-6662.
edged anonymity of industrial components is
tained by the hand that picks and positions them. Jiricna’s architecture has matched
demanding clients, outwitted tight budgets,
and consistently conquered impossible time
schedules, proving necessity to be ever the
mother of invention.

Zaha Hadid

Hadid’s architecture is a sensual cocktail. Her
voluptuous color sensibilities engulfs and spins one
in a heady opiate of operatic forms. Her work
is not polite, not restrained by the bondage of
good taste. It is not high-tec, though technolo-
gically and materially inventive. And it is
not post-modern, though it embodies a the-
atrial drama of a necessarily temporary
nature. It is, however, more experientially
three-dimensional in both conception and
realization than most of her contemporaries.

Born in Iraq, her high profile student career
through the AA launched her London-based
office. Famous for her large incomprensible
paintings, in which swirling fragments depict
‘other’ landscapes in an exotic confusion of
plans, sections and oblique isometrics, she has
now transmuted from painter to sculptor to
architect; from 1:1000 to 1:1.

Success first came when she won the inter-
national competition for the Peak in Hong
Kong, which unfortunately remained forever
an idea. Kurfürstendamm, one of the Berlin
IBA projects, fairied the same. A brilliant
solution for an extremely narrow site (only
2.7m X 16m), Hadid turned liabilities into
assets by developing the office building as a
compressed sandwich, both horizontally and
vertically, a series of planes, spaces and uses.

Hadid’s furniture designed for the Bitar
residence in Kensington, London, exists as a
dynamic group of individual sculptural objects
with a neutral container. Elements pivot,
slide, swivel, open and close. Even station-
ary pieces are cantilevered, curved, bent and
layered to imply movement. Rendered in
black and white, greys and primaries, these
layered to imply movement. Rendered in
black and white, greys and primaries, these
seemingly pure tones are not what they first
appear; the black of the ‘Whoosh’ sofa is
white but varied blendings of complimentary
colors. The subtlety of this palatte and the exuber-
ance of Heaven and Hell.

For the Moon Soon restaurant in Sapporo,
Japan, she was given two trapezoidal floor
sections of a building in the intensive enter-
tainment district. The theme of the first floor
is ‘ice’, while the second floor bar is ‘fire.’
These might also be seen as an inverted rep-
resentation of Heaven and Hell.

The first floor is essentially a monochro-
matic world of ethereal light reflections. One
descends on extruded slabs of unpolished
optical glass into a triangular dining area
defined on two sides by rectangular panels of
crushed glass and an arrangement of irregu-
larly cut panes screening off the kitchen. The
orange peel changes from carmine to yellow
in its final stretch. The Japanese contractor
made too neat a job of this transition in color,
so the London office had to send
someone out with a paintbrush to touch it up
roughly.

Barbara Campbell
London-based architects Eva Jiricna and Zaha Hadid are speaking on WestWeek's "Igniting the Creative Process" panel. Barbara Campbell discusses their work.

Eva Jiricna

With a spatial sleight-of-hand Eva Jiricna conjures carriages from pumpkins.

Born in Czechoslovakia, Jiricna graduated as an architect/engineer from Prague University and Academy of Fine Arts. Her practice is based in London where, at a different scale and in direct collaboration with manufacturers and engineers, she has rivaled the British exponents of 'high-tec'. She worked in association with Michael Hopkins on the Jardine Insurance City offices main atrium space, while Richard Rogers commissioned her design input on the Lloyds Building interior which included the restaurant, lighting designs and the underwriters desks. Hers is a small practice which bridges the gap between architecture and design. Clearly many of her commissions have generated initiatives in both industrial and furniture. Mumm champagne is backing prototype designs for a portable bar which utilizes plaste components; at the other extreme spiritually, she is designing state chairs, in laminated tec components; at the other extreme spiritual, she conceives and spins these glass and metal structures. Adapting industrial processes, yachting components: clips, turnbuckles and cables, she creates a hanging glass sculpture on which one can elegantly parade with swing of hip and healed click. The delicate sandblasted fretwork on the glass steps acts as the code-necessary anti-slip device, while the invisible Plexiglas strip beneath it another ingenious safety against a to stabilize and hold the glass in the unlikely event of cracking or breakage.

The staircases are, in most cases, completely prefabricated and reach site as a complex kit of parts to be assembled as a giant cats cradle necklace. There is no need for scaffolding during erection one has to be careful. The main engineering problem resides in the horizontal loading on the balustrade, rather than the vertical forces, and this demands careful accommodation with in the overall staircase section. The simple meccano-set detailing eliminates messy site welds and speeds up the site time — usually critical for shop fittings (Joan and David stores usually take six weeks from start to finish). The shape of each connection piece articulates the hierarchy of elements and reveals a clear structural logic.

Jiricna says that it is not the size of the stair that is the problem, but fact that it is being tried for the first time. Unforeseen problems inevitably arise; they are solved in subsequent designs. She pushes towards simplification and minimization of the materials and connections, for instance using glass as a structural material.

Berndorf Goodman, New York, wanted a Jiricna stair despite the fact that it, and its users — a matching set of anorexic, silvered, humanoids — go nowhere; typical in its arrogant emptiness, of the boutique clothes gallery with manicured floors, walls and assistants assuming your personal presentation credit rating. Jiricna's shops for Kenzo, Joseph and others in the top ten fashion league, taken on their own programmatic terms, are impressive.

She's got style. Practicality mixes with impracticality; austerity with intricacy; economy with seeming extravagance. Precision surfaces of chrome and glass sparkle against a blushing curve of timber or the leather check of a bar stool. Tough yet sensuous, the hard-
WestWeek 93
Schedule of Symposia
Programs take place in Center Green Theatre, Floor 2, unless noted.

Wednesday, March 15
10:30am-12:00pm Exploring Atlanta: Olympian Architecture and Urban Culture
Architects, master planners and organizers for the 1996 Atlanta Olympic Games, with a representative from Los Angeles, will examine the process of building for the Olympics in a way that contributes to the host city.

2:30pm-4:00pm Igniting the Creative Process
An international panel of designers will reveal their inspirations and influences while investigating how to invigorate the current design industry.

4:30pm-5:30pm Eco-Marketing: The Greening of our Industry
What designers and manufacturers can do to respond to environmental concerns will be discussed in terms of benefits to business, consumers and the planet.

Thursday, March 16
8:00am-9:00am Corporate Strategies, Competitive Structures
The newly formed business alliance between Apple Computer, Inc., and IBM Corporation will be the backdrop for a discussion on innovative ways to approach corporate challenges. (By invitation.)

9:00am-10:30am Knowledge-Creating Companies and Their Implications for Facility Management
Duncan J. Sutherland will review the way facility executives design and organize workplaces to support the knowledge-creating worker and to create partnerships between workers and management.

11:00am-12:30pm Workplace Analysis: Defining Nurturing Environments
From technical, conceptual and psychological viewpoints, two workplace researchers and a management consultant will debate workplace theory and the influence of new research.

1:00pm-2:00pm Quality, Customers, Facilities and You
Suite M20
Charles W. Sampson of FHP, Inc.—which has real estate holdings totalling 191 primarily healthcare-related buildings—will speak on managing large facility organizations.

2:00pm-3:30pm Second to None: Superior Service, Quality and Performance in the '90s
Learn how innovation, communication with customers and a creative work environment lead to peak performance.

4:00pm-5:30pm Interiors in Film
Production designers, film critics and set designers will discuss the mutual influences of film and interior design.

Friday, March 17
9:00am-10:00am Student Conference on Design—Designer/Client Rapport: The Psychology of Interior Design
Panelists will discuss experiences, concentrating on positive rapport between client and designer.

2:00pm-3:00pm Student Conference on Design—From Student to Practitioner: The Role of Education and the Design Profession
A panel of educators, principals and designers will discuss the profession's expectations of entry-level designers, and the role of the firm in continuing the training process.

3:00pm-4:00pm Student Conference on Design—Are You Legal? New Directions on Legislation and Codes
Speakers from California Legislative Conference on Interior Design (CLCID) and California Council for Interior Design Certification (CCIDC) will address current legislation.

Schedule of Special Events
Tuesday, March 16
6:30pm The Fifth Annual Calibre Awards. This annual event features a black-tie dinner and awards ceremony at the Century Plaza Hotel. For tickets, call Donna Green at 310.659.8440.

Wednesday, March 17
5:30pm-6:00pm Best of WestWeek Awards
Center Green Theatre Excellence in showroom and window display design will be rewarded.

7:00pm-10:00pm LA jewel: WestWeek 93 party for attendees, at the Pacific Design Center Plaza For tickets, call 310.657.0800.

Thursday, March 18
5:00pm-7:00pm Showroom Receptions
Centers Blue and Green (See WestWeek 93 program and L.A. Architect Calendar for full description of events).

Friday, March 19
7:00pm Fellowship of Excellence Awards
Four Seasons Hotel, Beverly Hills For tickets call Nancy Brown, 310.657.8231.

Schedule of Exhibitions
Frank Lloyd Wright: Decorative Designs Today and California Projects
March 17-May 1, 1993
Found Futures
Center Blue Rotunda, Floor 1
The experimental spirit is evident in "Found Futures," which shows architects' reinterpretations of everyday objects. March 17-April 30.

Hand and Technology
Center Green Rotunda
March 17-April 30, 1993
Experimental and artistic expressions in fabric by Junichi Arai are featured in "Hand and Technology."

Sixty Years of Interior Design
Center Blue Galleria, Floor 5
March 17-19, 1993
Interior design history is presented in "Sixty Years of Interior Design."

Breaking Patterns
Center Green, Floor 5
March 17-19, 1993
New developments in office work patterns are explored in "Breaking Patterns."

Products on show at WestWeek: clockwise from top left:
Dakota Jackson's Wonder Occasional table. . . Represented by Janus et Cie: Triconfort's Lloyd Loom chairs; Weatherend's Fox Island Semicustom Bench; Triconfort's balcony furniture; Bronze Age by Kippa Stewart. . . Allmillo's Modern Art White laquer matte. . . Metropolitan Furniture Corporation's Stinson Lounge 860 Meridian Inc.'s 6000 Series Desk.
Above
Opus Restaurant, The Water Garden, Santa Monica, by Grinstein Daniels, Inc.

Right
Pacific Heritage Bank, Little Tokyo, by Rockefeller Hrusnak Architects.

Below, right
Lobby of Cinerigi, a film production studio, by Michael Beckson Assoc.

Below
Lobby and executive office of Italian Government Tourist Board, USA West Coast Headquarters, by Studio Francesca Garcia Marquez. Marble and stone floor and furniture by Battaglia Design.
Left
New offices for Johns + Gormans Films, Hollywood, by Schweitzer BIM
Right
Post Logic Video, an extension to an existing post-production facility in Hollywood, by Studio Bau Ton.

Right and below
Two lobbies of the Sony Music Corporate Headquarters, Santa Monica. Architecture by Steven Ehrlich Architects. Lobby furnishings by Pizzuti Assoc.
WestWeek, Then and Now

It is now more than a dozen years since the late Murray Feldman, the Pacific Design Center's farthinking impresario, collaborated with his marketing director, Jim Goodwin, and pioneered an event that became an institution in Los Angeles.

Conceived originally to promote both public and professional interest in the "Blue Whale" and its tenants, it evolved swiftly into an annual Mecca for the international design community. Combining state-of-the-art interdisciplinary lectures and exciting exhibits with unusual social events, WEST WEEK - and the PDC -- was established as the place to see-and-be-seen each March, taking a permanent place along with New York's "Designers Saturday" and Chicago's "NEOCON".

For architects, the three-day extravaganza had positive attributes: the impetus to leave their warrens and surface for first-hand exposure to new techniques, products and resources for use in design; to network with colleagues and other design professionals in a social atmosphere; to access potential clients; and most important of all, the opportunity to attend presentations relevant to their practice. Not that this last was always an unqualified success; the highly-touted lectures by the movers and shakers, usually an unqualified success; the highly-touted lecturers by the movers and shakers, usually over-subscribed, were sometimes disappoint ing, in that relevance frequently gave way to promotion of the presenters' own projects or products.

However, things have changed somewhat. Dramatically hit by the downturn in the economy over the last three years or so (witness the fact that New York's "Designers Saturday" is no more) it seems to this observer that, of late, WestWeek programs concentrate much less on educational, albeit esoteric, design forums and much more on the promotion (read, hard-sell) of merchandising. While this was probably a conscious and understandable - selection on the part of management, architects may miss some of the cross-fertilization with other design disciplines that made the old format so vital a learning experience.

Be that as it may, the concept of WestWeek was and is a good one. We would encourage architects to participate and, through communication to the PDC (and lots of business cards), make it be what they want it to be. Let's re-open the dialogue with the total design profession; the more we talk, the better it gets!

JANICE AXON, HON. AIA/CC

New Times, New Designs

Times are changing. Following a decade in which a (Western) world-wide building bonanza elevated Design and Architecture, and Designers and Architects, to a high level of prestige, the recession of the nineties has relegated the Design Industry to an all-time low. This is felt no more sharply than in Southern California, which was one of the Design capitals of the eighties and which is now suffering the worst economic plunge in America. Seemingly incombustible names in the industry are in difficulties; others survive by maintaining work in other states and overseas.

Compounding the impact of the recession, last year's riots delivered another attack on the L.A. designers' sense of purpose, by throwing into stark clarity a panoply of social, economic and environmental problems which are seemingly beyond the designer's power to solve.

The result is a shift in the business practice, image and product of the designer. Throughout the architecture and design industry, businesses are restructuring, collaborating, broadening their skill base, and sometimes compromising. They are concentrating on client relations and the possibilities of CAD. They are putting the project before publicity, and quality over quantity. Environmental concerns are coming to the fore, as are social and welfare issues. So too are issues of security. Public commissions are tending to take the place of private residential projects; and design debates now address social, economic and environmental issues.

Architects are shifting to new programs, new designs, new products, new solutions to these issues. One detects breaking patterns in the change of values in the air; clients no longer wish to appear flashy or indulgent, preferring appreciation to accumulation.

So while L.A. whiny still apparent, designers are placing excellence over excess, in that the emphasis is on quality and performance of materials. Studio Garcia Marquez' uses luxuriant materials - marble, stone, black walnut - with restraint at the Italian Government Tourist Board; the bearwood surfaces and slate floor at Grinstein/Daniels, Inc. Opus Restaurant look more substantial than the Water Garden itself; and Steve Ehrlich Architects' Sony Music Corporate Headquarters is notable for its sandstone exterior, marble floors and wood venners. Most designers are carrying on tradition of total environmental design, in their custom-designed furnishings and finishings Rockefeller Heicoak, Studio Garcia Marquez and Schweitzer BIM and Michael Beckson Assoc. are among those adding their own twist to new products, new solutions.

This straddling of architecture and design is characteristic of the work of Eva Jiricna and Zaha Hadid (pages 14-15), both of whose works shows clearly the bonding of hand and technology. This is to be found in the work of Studio Bau Ton, who has established a niche for themselves in the realm of recording studio design, by showing that carefully designed and crafted wooden and fabric panels can bring cost-effective, accurate and design quality to the technologically advanced, if environmentally under-developed, world of music production.

This round-up shows new some L.A. work clearly concerned with texture and materials, which is the business of WestWeek. In future, issues we shall look more closely at developments in the greening of our industry and nurturing environments. Keep reading L.A. Architects and keep on sending us new work.

FRANCES ANDERTON

Architectural Signage
Environmental Graphic Design

Current projects:

- Pacific Mutual Building, Los Angeles
- Opus One Winery, Napa Valley
- Bovard Administration, USC Campus
- Police Department, City of Alhambra

Phone (310) 678-7610
Fax (310) 543-2152

Helfman\Haloossim & Associates
Consulting Engineers

1545 Pontius Avenue • Los Angeles, CA 90025 •
Resource Exchange

The First Annual L.A. Greening Conference
For one magical January the 109th Street Recreation Center in central Watts was transformed from a basketball court to a center of the reawakened greening movement in Los Angeles. Over 150 gardeners, landscape architects, politicians, bureaucrats, and visionaries — who ran the gamut from ‘Tree People’ and ‘L.A. Parks and Recreation’ to ‘Caltrans’ and the ‘National Park Service’, and represented an area from Santa Barbara to the San Gabriel Mountains — came together with a mission to: “share vision in the greening of our urban infrastructure.”

Informal small discussion sessions gave way to a luncheon presentation by Daniel Botkin of the ‘Center for the Study of the Environment’, who discussed the problem of ‘false perspective’ on cities. He referred to the legendary ripoff controversy of the ‘Whitneyville, Ca. project’, in which developers, to seduce Eastern investors, created posters and placards depicting a paradise, with orange orchards as far as the eye could see, even in the Mojave desert, where they grew on the spines of Joshua trees. We must ‘understand the impact and dynamic relationship people have on eco-systems, and vice versa, and be circumspect about “solutions” derived from an isolationist evaluation,” stated Botkin.

Several open workshops were then formed to consider ways in which to create and sustain a green, urban infrastructure in the next three years. Key ideas included the development of financial and technical assistance, community-based greening master plans, a resource information clearing house, marketing and promotion of the greening of L.A., and comprehensive job and education programs.

Taking Action: Greening 109th Street

Community Beautification Project
One week later action was taken. The California Conservation corps, Department of Parks and Rec., RLA, the Public Works Department, over 44 families and many volunteers literally dug in and transformed the 1400 block of 109th Street into a garden in less than three hours. They set dianthus flower, white Alyssum, snapdragons and other plants (donated by local nurseries) in front yards and around the recently planted myrtle street trees. Neighbor helped neighbor in what is just the first of a series of street greening projects planned for South Central Los Angeles.

Jackie Tatum, Manager of Parks and Recreation and a much-respected local lady, emphasized the importance of the grass roots effort and direct involvement in the transformation of their own neighborhood.

For more information about upcoming street greening projects, call Mary Braunworth, Dept. of Parks and Recreation, at (213) 847-2931. For information on RLA environmental activities, contact: Jackie DuPont Walker or Lynn Littleton, RLA, at 213 312-1832 or Walter Scott Perry at (213) 650-2827.

Walter Scott Perry

Passive Solar Building Design Workshop

The Northern California Solar Energy Association (NCSEA) is bringing a Passive Solar Building Design workshop to Southern California. Utilizing the workbook developed by the Passive Solar Industries Council (PSIC), the aim of the seminar will be to provide a solid understanding of useful passive solar design principles and energy conservation strategies.

The principal instructor will be Dr. Donald W. Atkin, currently adjunct Professor of the Frank Lloyd Wright School of Architecture, and National Chairman of the American Solar Energy Society. The course should be of interest to all professionals involved in the residential design and construction industry.

The seminar will be held 8:30am-5:00pm Monday, March 29, 1993, at the Customer Technology Applications Center (CTAC) of Southern California Edison, 6090 N. Irwindale Avenue, Irwindale.

NCSEA is pleased to have the co-sponsorship and financial support of Southern California Edison and The AIA/LA Chapter.

For further information, please leave your name, address, and phone number with Eric Smith, M.F., 9am-6pm, at (310) 842-3955.

Energy and Resource Efficiencies:

AIA Building Connections Videoconference Series

This program was the first of three videoconferences, sponsored by the AIA and EPA, focusing on the economic opportunities in environmentally sensitive and sustainable design. The format comprises live satellite panel discussions and recorded case study material. The local downlink site is Cal Poly Pomona and was hosted by Professor Hoffa Wu of the School of Environmental Design.

The day’s agenda included 3 hours of programming from the AIA studios in Washington D.C., which began with a discussion about Life Cycle cost analysis, climate tuned building design, and a review of an integrated approach to project design. Shown as case studies were the NMB Bank Headquarters in Amsterdam and the Rocky Mountain Institute in Snowmass Valley, Colorado. The first panel discussion, “The Design Process and Design Synergies,” directly addressed the way in which a practicing Architect could design in a sustainable and energy efficient manner, and was the best of the conference. Even more importantly, it discussed how Architects can market these services and educate their existing clients.

The final part focused on “Demand side Management Opportunities” and other incentives for “Green Architecture.” Demand Side Management essentially refers to efforts by the large utilities to reduce energy demand by encouraging energy-efficient design of new and renovated building projects. The best local example of this is Southern California Edison’s "Design Assistance Program" and various rebate programs for their customers.

The third case study was a mental health facility in Frederick, Maryland, known as “The Way Station.” This building, designed by Gregory Franta, AIA, is centered on an atrium and utilizes numerous daylighting, electrical controls and systems to create an energy efficient and expansive design. The second panel focused on “Economic Incentives for a Green Market,” and the final one on “Trends in Codes, Standards & Regulations”, which are to be more stringent in the future. As the equipment and systems within the built environment become more efficient and sophisticated in the future, we will be expected to design projects that are more economical to operate.

During all the panel discussions, participants at the downlink sites were encouraged to phone or fax questions to the panelists. The videoconference was followed by a stimulating hour of discussion at the site, Professor Wu had the foresight to invite two local practitioners who had been involved with these issues for a long time: J. Marx Ayres, P.E. of Ayres and Ezer Associates; and Douglas S. Stenhouse, AIA, AICP of dba Energy Management Consultants, Inc. This was an opportunity for local Architects to become acquainted with the wealth of expertise available to their own “integrated” design teams.

Overall the conference was very successful and served as an excellent introduction for Architects unfamiliar with this aspect of practice. The only failing was the very small turnout. I encourage other chapter members to attend the remaining two, to be held later this year. “Healthy buildings and Materials”, the next conference, is scheduled for March 4; “Land, Resources, and the Urban Ecology” will be held April 22, 1993. To register, contact the AIA at 1-800-677-2111. Registration fees are $65 a session for members.

Jeff A. Eneman, Associate AIA

Below
Members of the reawakened greening movement meet at 109th Street.

Photo: Scott Perry.

Gore at Eco Expo

Eco Expo, the trade show started as “the national marketplace for the environment,” opens at the L.A. Convention Center on March 12 and runs through March 14.

The first day of the conference, Friday March 12, is devoted to a Green Business Conference. Scheduled speakers include Vice President Al Gore. Seminars include “Creating and Maintaining the Environmental Office,” “Creating Energy Efficient Buildings,” “The Environmental Home,” and “Landscape issues in the Urban Environment.”

The trade show opens concurrently with the conference and is expected to feature more than 350 exhibits on products and services for environmentally conscious consumers and business.

Additional information on Eco Expo can be obtained by calling Alan Tratner at (818) 340-7100.
If You Have a Question Regarding Plaster... CALL US!

The technical staff of the Plastering Information Bureau can provide you with performance data on every kind of plastering application. They can show you how to meet critical standards for sound control, fireproofing, and abrasion resistance with specifications that can be understood and followed by every contractor and journeyman in the industry.

Our experts can show you how to specify the more creative products of the plastering trades...coves, arches, molds and special designs. The Plastering Information Bureau can show you how to specify the job so that it can be done exactly as you want...at the lowest possible price. The Bureau is not associated with or operated by any manufacturer or group of manufacturers. It is wholly supported by the union plastering contractors and journeymen who are the direct suppliers of your plastering needs.

Why not call us today? There is never a charge or obligation.

Contact Dick Gorman
plastering information bureau
A Division of the Building California Plastering Institute, Inc.
21243 Vermont Boulevard, Suite 115, Woodland Hills 91364
(818) 340-6767

Complete and Accurate Details Should Produce Good Quality Construction

A wide variety of steel framing, lathing, plastering and wallboard materials are available for the architect and engineer to design wall and ceiling systems for any situation. When the appropriate materials and combinations of them are properly detailed and specified—there isn’t any reason why the resulting construction shouldn’t be of top quality.

It is up to the architect to clearly draw and detail it and it is the subcontractor’s responsibility to build and finish as required by the contract documents and applicable codes.

If there are questions as to which products or combinations of products can do the job best, contact your local information bureau. They are funded by the professional subcontractors who employ union craftsmen.
Walter S. Perry's article in particular, and the entire "Habitat" section of last month's issue are praiseworthy. The articles were concise, informative and current, making them very readable and useful. Other improvements to the magazine can be seen in its extension to politics and the arts. The poetry and MOCA exhibition updates are small but rare reflections that art and architecture belong together. Cheers to the Editor. It's time for another Entenza-go-for it.

S.L. Stein
Santa Monica

Paul Sachner was one of the first editors to whom I submitted projects. As a publicist I was green, but he was always respectful, diplomatic, and direct. If he didn't like a project he didn't want to hurt your feelings, but he didn't lead you on. His directness was tempered with a genuine caring about the individuals who struggle to design and build. He taught me a great deal about layers, about being straightforward and subtle at the same time. Paul Sachner and I spoke several times about the problems with architectural photography and how it can be intentionally deceptive, and about how important it was that we not forget just how it is that buildings actually touch individuals. He was searching to record the best buildings, not the best photographs. In the pages of L.A. Architect I asked him if photography is the main vehicle that gets architects published; he replied, "No. The quality of the architecture is what helps an architect get published." He meant it. And when I asked him about photographs not being a true representation of the object he agreed but continued, "Seeing a building in Architectural Record is only the beginning of the architectural experience." He understood the continuum.

Kenneth Caldwell
Berkeley, California

Paul Sachner remembered
Every month for the last several I opened Architectural Record with hesitation. And it was with some premonition that I saw the obituary for Paul Sachner, Executive Editor. I thought I would read this news relatively soon because he was fighting AIDS and we had not had one of our rambling conversations in several months. We would usually begin our phone calls discussing a project, why it might be published or not, and invariable we would stray to other projects, and other topics, usually related to architecture and cities. He was an editor who avoided schmoozing, he didn't like to have architects take him to lunch, he didn't want to owe anybody. But if you wanted to talk about the work, he would always take time out or call you back.

Paul Sachner was one of the first editors to whom I submitted projects. As a publicist I was green, but he was always respectful, diplomatic, and direct. If he didn't like a project he didn't want to hurt your feelings, but he didn't lead you on. His directness was tempered with a genuine caring about the individuals who struggle to design and build. He taught me a great deal about layers, about being straightforward and subtle at the same time. Paul Sachner and I spoke several times about the problems with architectural photography and how it can be intentionally deceptive, and about how important it was that we not forget just how it is that buildings actually touch individuals. He was searching to record the best buildings, not the best photographs. In the pages of L.A. Architect I asked him if photography is the main vehicle that gets architects published; he replied, "No. The quality of the architecture is what helps an architect get published." He meant it. And when I asked him about photographs not being a true representation of the object he agreed but continued, "Seeing a building in Architectural Record is only the beginning of the architectural experience." He understood the continuum.

Kenneth Caldwell
Berkeley, California
LA/AIA, NOMA, and the MOCA Architectural Council are challenged to present meatier programs.

Ellen Corn

Musings on the Mayoral Election

The Westside Urban Forum gave me my first live taste of the smorgasbord of candidates presenting themselves to us as the next Mayor of Los Angeles. The bantering and comments triggered a multitude of personal reactions.

Firstly, some very interesting candidates were not even present. Several of the candidates, as reported in the press, and as we heard that Thursday, have good ideas. Since the Mayor has limited authority to change the city, the issue of leadership quality has been plugged as a key element of this campaign. With leadership, we can expect our next Mayor to address many issues on a bully pulpit to try and sway the populace, business leaders and the rest of government.

Yet, no one candidate present embodied the charismatic personality, and the greatness of vision and policy that my idealistic self desires. But, there are some key issues being debated, and we should encourage this. For example, the break-up of the Los Angeles Unified School District is not determined by our Mayor, but it is indeed a juicy topic, latched onto by Riordan and others. Does this create more local control or increase our Balkanization? How does the city solve its budget crisis? Does leasing the airport solve our budget crisis in the long term? As Architects, we can choose to make a vision of the city an issue, and we should. We should squawk loudly about the lack of good planning and architecture and urban design in this city. It is equally important that we look at many issues and intellectually meld them, rather than adhering to single issues.

According to the LA Times on February 5, the key concern of the public is "crime/gangs/violence" and this was reflected, for the most part, in the candidates’ opening comments at the Forum. I was dumbfounded because it is not my #1 issue. I was even more distressed by the LA Times poll which indicated that only 3 and 4% of us consider many of the contributing factors to "crime/gangs/violence" a top priority. The poll did, at least, indicate unemployment and education at 17 and 16% respectively. But, for goodness sake, why don’t the people of LA see the causes of their #1 concern?

We also need to listen carefully, and force the candidates to also consider the impact of what they are saying and doing. Did Julian Nava really mean it when he said that he would propose that underemployed military personnel be utilized to augment our too-small police force? Does Holden really support gated communities?

I also hope that future debates are not moderated by someone from Orange County, as was the Westside Urban Forum debate. After all, they are living in Orange County, presumably to escape urban reality. One third of the questions focused on such meaningless ponderings as “What would you have done differently as Mayor in reaction to the LA riots?”, “Do you think the new Federal trial of the LAPD officers will be fair?” and “Is RLA doing any good?” These were canned questions which received canned answers. Please let us discuss real issues and real solutions. And, don’t forget to VOTE!

Anne Zimmerman, AIA

PRAISEWORTHY PUBLICATION

The candidates are coming are you?

$15.00 per ticket per evening

The Los Angeles

Mayoral Candidate

Design/Planning Forum

March 11 and March 25, 1993

Name

Firm/Organization

Street Address

City and State

Zip Code

Phone Fax

Please send this form with check (addressed to American Institute of Architects Los Angeles Chapter) to Mr. Victor Nahimas A.I.A./ Wendland Nahimas A.I.A.

CADD SOLUTIONS

Wednesday, March 24, 1993, 6:30 P.M.

LASER MODELING

Rose Anne School of Envision Design Centers will be speaking about and showing examples of Envision’s techniques for computer-aided laser cutting services for modeling, prototyping, and production for architects and designers.

Location:

11400 West Olympic Boulevard
Second Floor
Los Angeles, CA 90064

RSVP:

Contact Rose Anne School by phone: 310-445-8869
or by fax: 310-445-8869

$5.00 for members
$10.00 for non-members

Light refreshments will be served
While the Westside Urban Forum is to be congratulated for organizing a debate for mayoral candidates early in the campaign, it is unfortunate that the substance of the candidates' messages was dulled into sound bites which were cut off with the moderator's timed keeping device.

The predominant superficiality of the responses of the seven candidates was perhaps due to the inability of any eight people to fully present opinions at a luncheon debate of limited time. (This doesn’t even account for the opinions of the other candidates.) Most of the questions seemed to ignore the Forum’s typical concerns for urban issues within the cultural life of the city.

Hugh Hewitt was the moderator. He is host of KCET’s “Life and Times” and a partner in a law firm which worked in the Reagan administration. His questions focused most on law-and-order and the aftermath of the civil disturbances, as well as the Colorado boycott, schools, and professional role as an electrical engineer.

The candidates addressed issues affecting the building industry when they responded to questions about the Fox expansion and Playa Vista. Nate Holden recognized that development “is the lifeblood of our city.” He acknowledged that construction is in a depression, and that we need affordable housing.

Richard Katz cited the successful examples of the Warner and Disney expansions in Burbank, and his accomplishments in the State Assembly authoring Proposition 131 for new highway construction and mass transit to facilitate growth in the City.

Julian Nava voiced a concern for “realistic far-range plans,” and stated that while he's not against growth, he attributes increases in pollution and earthquake danger to the development of high-rises.

Nick Patsaouras was consistent throughout the debate reciting his Greek background and his professional role as an electrical engineer, raising issues affecting planning, development, and historic preservation. “A City without a memory is a City without a vision.”

Richard Riordan strongly supported the Fox expansion and the need to keep high-level jobs in Los Angeles.

Joel Wachs talked about the need to balance preservation of jobs while preserving neighborhoods, keeping KTTV in Hollywood, and keeping development sensitive to the environment and the economy.

Mike Woo also spoke out on issues affecting development, responding with his background as an urban planner on the need to restructure the City’s planning process, but Woo was not available to respond to questions directly about Fox. He created the most interesting topic of the debate by leaving before it ended. People speculated that he was upset by the political bickering, blaming him as a Councilman for the City’s problems, but his campaign office explained that they had previously informed the Forum of a scheduling conflict.

Despite everyone’s good intentions and the opportunity to observe several candidates together, the chicken was better than the food for thought. Now the candidate's messages were dulled into sound bites which were cut off with the moderator's timed keeping device.

The candidates are coming... are you? IT'S TIME TO SIGN UP.

To make architecture, urban design and planning potent campaign issues.
Don't forget Mayoral Candidates Forums...

New Members
AIA
Ron Groe, Shoji Shimizu
Architect
Armando Arrieta, DMJM
John Erickson, Osborne Erickson Architects
POLLY CHANG, Osborne Erickson Architects
Randolph A. Jefferson, Frank O. Gehry & Associates
Sina Yershalmi, Bobrow Thomas Associates
Beaujouan F. Carey, Barton Meyers Associates
Victor Zambo, Kachlin, Baran & Balboni, Inc.
James David Crace, David Construction Company
Paul William Ashley, RTKL Associates
Ronald Tazaki, Genstar and Associates
Associates
Chester Dietz, Bobrow Thomas Associates
Christopher Griffin, Wisdom Wein Cohen
Joel B. Weinblatt, Genstar and Associates
Professional Affiliates
Charles B. Mutillo, Mortey Group, Inc.
Chapter Affiliate
Jay Woodward, International Conference of Building Officials
Emeritus Members
Kurt Meyer
Albert C. Martin
Howard Rosenfield
Harry Bonister
Gloria Janoff
Chapter Transfer

AIA/LA continued...

by May 24. For Applications, write Western Home Awards, Box 2345, Menlo Park, CA 94025, or call 415-324-5439. This year's jury is as follows: Robert Campbell, FAIA, Architecture Critic, The Boston Globe; Daniel Gregory, Sunset Magazine; Linda Jewell, Professor of Landscape Architecture, U.C. Berkeley; William Leddy, AIA, San Francisco; Charles Robert Schliffer, Architect, Phoenix; Edward Weinstein, AIA, Seattle; Buss Yudell, AIA Santa Monica.

Interior Architecture Student Competition
Winners of the AIA/LA Interior Architecture Committee's Interior Architecture Student Competition will be announced during WestWeek at the Interiors in Film Panel. Winning entries will be displayed at the PDC at the Brayton Showroom. An exhibit of selected entries will follow at UCLA exhibit of selected entries at UCLA Extension on 3rd street.

Sponsors of the competition are: Bentley Mills; Brayton International; BKM; Blair Graphics; Fine Lines, Ltd.; Guy Turner; Haworth Inc.; Herman Miller, Inc.; Interface.

More Architects Needed for Student Visions
In early March the AIA/LA Interns and Associates will kick off the Sixth annual Program with a day long workshop. Architects, Interns and Architectural Students are needed who can contribute 1-2 hours per week in classrooms throughout the city. (See February L.A. Architect for full story).

Contact Jeff Sessions at (310) 431-6528.

Two AIA Members Deceased
Two respected AIA members have recently passed away. Adolfo R. Cruz, former partner of MacClellan, Cruz and Gaylord, with offices in Pasadena, Orange County and San Francisco, died at the end of last year. Paul J. McCarty, Jr., much respected Architect in the Department of Public Works and dedicated AIA officer, passed away in February. Next month we shall publish remembrances. If you would like to share thoughts about one or other of these men, please forward them to L.A. Architect by March 15.

Art at AIA
"Patterned Actualities of Energy Potentials", recent paintings drawings and proposals by Michael Salerno will be the inaugural exhibit of the AIA/LA Fine Arts Program at the Chapter office. Open Monday-Friday, 9:00am-4:30pm, March 17-May 31. Preview Monday, March 15, 1993, 5:00-7:00pm.

Los Angeles Mayoral Candidate Forum
Five years ago the city of Los Angeles appeared to be the Land of Opportunity. Destined to be the center of the Pacific Rim, it boasted a diverse economy that could weather any economic downturn. Today Los Angeles is reeling from the worst economic recession since

the great depression. It's largest industries, aerospace, defense, and construction, are experiencing massive losses. Unemployment is at one of the highest levels in decades. Businesses are said to be relocating out of the area, in part, for relief from strangulating gov ernment regulations, rocketing worker's compensation costs, and a generally unfavorable business climate. In addition, the riots in the spring of 1992 brought to the surface many long-lasting problems of the city.

1993 appears to be the year of change. The nation has a new president, administration and members of congress, elected on a platform of change. This year the residents of Los Angeles will elect a new mayor. On April 20, 1993 the primary election will be held.

This is the first time in over two decades that an incumbent is not running for reelection. In an open contest there are presently 52 declared mayoral candidates. The sheer number is staggering to the general voting public, and causing logistical problems for the election committee overseeing the election, the distribution of public matching campaign funds, and even the ballots being written for the primary.

On March 11 and 25, 1993 the Los Angeles (LA/AIA), and San Fernando Valley chapters of the AIA, in association with NOMA, the architecture and design council of MOCA; the Urban Design Advisory Coalition (UDAC); SCIAdvertising; ASLA, and other organizations are hosting two mayoral candidates Forums.

What Do Architects Say About The AIA Trust Health Insurance Plan?

- 83% of participants say they are very satisfied.
- 59% say the plan is a reason to belong to AIA.*

And in its December 1992 issue, MONEY Magazine says the AIA Trust's plan is an excellent example of a comprehensive medical coverage at a reasonable price.

Call for information... 1-800-343-2972

* AIA member insurance evaluation 3 week assessment study. wave #3.
Check Personnel:

"If the inspector believes that the approved plans are in error, a notice shall be written which clearly describes the possible error and the pertinent code section. The person receiving the notice shall be told that the job is not being stopped; however, they should proceed with caution during the check. The inspector shall then review the job and plans with the principal inspector or office supervisor and the plan check supervisor. If the inspector's determination is confirmed, the contractor and designer shall then resolve the problem and provide a corrected plan. If the installed condition has been made according to the approved plan, the department shall work toward a resolution which conforms to the spirit and intent of the applicable code section. The inspector shall explain to the contractor that appropriate corrective action must be taken in a timely manner. The inspector shall follow up on each item and notify the job superintendent/contractor by the next workday." HUGDEN V. DE CHELLIS, FAIA

Support Legislation to Benefit M/WBE Program

The CCAIA needs support for proposed legislation concerning the problem of design firms who shift ownership to women or minorities who are not themselves licensed design professionals, solely to benefit from the M/WBE program. CCAIA is drafting legislation which will require that 51% of firm ownership must be in the hands of minorities or women who are actually licensed as architects, engineers, or surveyors in order to qualify as an M/WBE firm. They hope to have the bill authored by Assemblyman Richard Polanco, who authored AB 486 last year, establishing a one-stop certification process under Caltrans, eliminating the red tape of certification by multiple agencies. The CCAIA wants letters of support, indicating experience of ‘false fronts’ and the level of unfair competition they have caused.

Judy Sektnan, Director, Governmental Relations, CCAIA 1303 J Street, Sacramento, CA 95814 Tel: 916/448-9082 Fax: 916/442-5346

Ellen Cohn

Competitions/Awards

Sustainable Solutions

The AIA and the International Union of Architects is sponsoring "A Call for Sustainable Community Solutions", open to architects and related professionals worldwide, designing sustainable habitats. (See February L.A. Architect for full story). Contact: Dennis R. Smith at (202)267-7444.

AIA/Sunset Magazine Western Home Awards Program

The AIA and Sunset have co-sponsored this award program since 1957. It occurs every two years and is open to registered architects in the western fourteen states. Winners are published in the cover story of Sunset's October issue. Publication in Sunset, whose circulation is 1,400,000, gives wide exposure. Applications with $75 entry per project, must be postmarked no later than April 16, to reach Sunset.

Calling all golfers!

We are going to have a golf competition in May. Any golfers interested in helping with the set-up of this event should call Nicci at (213)380-4595.

The Most Rewarding Relationships Start With A Ring.

Introducing Energy Saving Partnerships with the DWP

Have we got a proposal for you. Two of them, in fact. Two programs to put a little cash in your pocket now, lower your building's energy bills for years to come, and help build a brighter energy future for the entire City of Los Angeles.

We're ready to make plans. The Department of Water and Power's Design Advantage Program encourages designers, architects, and building owners who are planning to build or completely renovate non-residential buildings to install energy efficient features and get cash incentives for doing so. We're ready to make a commitment. DWP's Energy Management Partnerships offer a spectrum of services, from simple reporting of energy use information to more involved technical assistance. Together, we'll help large commercial and industrial customers learn to manage their electric energy use better, identify opportunities to improve electrical equipment efficiency, and enjoy financial incentives when they do.

When large users of energy reduce their consumption, we all come out ahead. Your operating costs are lower. Peak demand is lessened. And we're able to postpone the construction of costly new generating facilities. Say "yes" to an energy partnership where everyone wins. Call the DWP today.

Los Angeles Department of Water and Power

L.A. Architect March 1993
The 1993 Monterey Design Conference, "Limits/No Limits," takes place March 19-21 at the Asilomar Conference Center in Monterey. Sponsored by the California Chapter of the AIA, the conference organizers have for the first time, invited professionals in other fields, including the visual arts, sciences, literature and education, to discuss design as an "expression of ideas."

Among the scheduled speakers are Fumihiko Maki, Hon. FAIA; Mack B. Scogin, AIA; Michael Rotondi, AIA; event designer Charles White, Robert Berkebile FAIA; Dennis Neely, AIA; Samuel J. Caudill, FAIA; Wolf Prix; Bobbie Sue Hood, FAIA; and James L. Caudill, AIA.

Further information can be obtained by calling CCAIA Monterey Design Conference at (800) 886-7714.

WestWeek '93

WestWeek '93, the annual architecture and interior design symposium and trade show, will run at the Pacific Design Center in West Hollywood on March 17-19. "Innovative Strategies, Instigative Structures" will fill PDC's 200 exhibit showrooms with 2,400 contract, health-care, institutional and residential product lines.

Further information on registration can be obtained by calling (310) 657-0800. See pages 10-15.

Committees

Recreation Committee

A joint committee of the LA A.I.A. and the A.I.A. The premier: "NO MORE BORING MEETINGS IN STUFFY CONFERENCE ROOMS."

"Join the recreation committee and lose weight," says John Ask AIA, marathon runner and Ironman Triathlon entrant, the newly resurrected committee.

Join the recreation committee where each meeting is an outing involving a physical recreation activity. A bike ride along the South Bay Bike Path. A run through Griffith Park trails with the park director. A swimming class at the recreation center. A volley ball lesson at the gym.

Calvin Abe, a member of the executive committee of A.S.L.A., has agreed to assist in the formation of a joint A.I.A./A.S.L.A. Recreation committee. Samuel Mollinodino, Assistant General Manager of the Recreation and Parks for the City of Los Angeles has agreed to serve on the committee. Activities are open to A.I.A./A.S.L.A. members and their guests. Activities are planned for all levels of physical fitness from the beginner to the endurance athlete. The first outing is planned for mid-April, for information call John Ask at (312) 383-0056.

Young Architects Forum

AIA/LA announces the formation of the Young Architects' Forum. The YAF has been formed specifically to address the practice of architecture in a small or one person practice, or for those who are considering self-employment. The YAF Steering Committee, with ten members and chartered roughly one year ago, invites AIA members, generally registered less than ten years, and associates interested in participating in an open forum with design and building professionals. The range of topics includes: compensation and fee structures, marketing, construction management, academic and research issues, the pros and cons of design build, and alternative careers for architects.

The following projects are presently under development: A Guide to Contemporary Architecture in L.A.: 1966 to the Present; The Los Angeles YAF Architectural Services, and a presentation, A Table for L.A., which is in response to the L.A. riots and the general urban unrest; and the YAF Lecture Series, a series of lectures and presentations by the members. The LA/YAF is one of twenty-one chapters in the US. Last October a number of steering committee members attended the National YAF Conference in San Francisco as well as the "Practice of Architecture Conference" at Pepperdine University in June. If interested, please contact Nicci Solomon at the LA/AIA chapter office: (213) 380-4555 or Peter DeMaria at (310) 854-0253.

Steering Committee Members

Peter DeMaria: Chairman, Frederick Hamilton: Secretary, Steve Bayne, Joseph DeSouza, Mark DiCecco, Brent Laurila, Harry Otto, Daniel Staright, John Spero, Daniel Thurman.

Professional Practice

Dinner Tour of Southern California Edison CTAC Center

On March 25 the Southern California Edison Company, in conjunction with the AIA/LA Professional Practice, will give AIA members a tour of its Customer Technology Application Center (CTAC) in Irwindale. This state-of-the-art facility showcases new electrotechnologies and examples of the most efficient use of electricity. Participants will be served cocktails and dinner. Date: Thursday, March 25 at 6:00 p.m. Cost: $10.00 donation to AIA/LA Location: SCE CTAC 6090 N. Irwindale Avenue, Irwindale, CA 91702, phone: (800) 336-CTAC. Attendance is limited to AIA members only.

March is events month for the AIA, from the Interior Design Show, at the Los Angeles Convention Center (CTAC) in Irwindale. This show will take place on February 24, 1993 at 6:30 pm. Please R.S.V.P. Rose Higonnet at 336-CTAC. Attendance is limited to AIA members only.

For information call: (213) 383-0056.

Architecture for Health


AIA/LA Committees and Officers

A.I.A. and the A.5.L.A.

Join the recreation committee and lose weight," says John Ask AIA, marathon runner and Ironman Triathlon entrant, the newly resurrected committee. Join the recreation committee where each meeting is an outing involving a physical recreation activity. A bike ride along the South Bay Bike Path. A run through Griffith Park trails with the park director. A swimming class at the recreation center. A volley ball lesson at the gym.

Calvin Abe, a member of the executive committee of A.S.L.A., has agreed to assist in the formation of a joint A.I.A./A.S.L.A. Recreation committee. Samuel Mollinodino, Assistant General Manager of the Recreation and Parks for the City of Los Angeles has agreed to serve on the committee. Activities are open to A.I.A./A.S.L.A. members and their guests. Activities are planned for all levels of physical fitness from the beginner to the endurance athlete. The first outing is planned for mid-April, for information call John Ask at (312) 383-0056.

Young Architects Forum

AIA/LA announces the formation of the Young Architects' Forum. The YAF has been formed specifically to address the practice of architecture in a small or one person practice, or for those who are considering self-employment. The YAF Steering Committee, with ten members and chartered roughly one year ago, invites AIA members, generally registered less than ten years, and associates interested in participating in an open forum with design and building professionals. The range of topics includes: compensation and fee structures, marketing, construction management, academic and research issues, the pros and cons of design build, and alternative careers for architects.

The following projects are presently under development: A Guide to Contemporary Architecture in L.A.: 1966 to the Present; The Los Angeles YAF Architectural Services, and a presentation, A Table for L.A., which is in response to the L.A. riots and the general urban unrest; and the YAF Lecture Series, a series of lectures and presentations by the members. The LA/YAF is one of twenty-one chapters in the US. Last October a number of steering committee members attended the National YAF Conference in San Francisco as well as the "Practice of Architecture Conference" at Pepperdine University in June. If interested, please contact Nicci Solomon at the LA/AIA chapter office: (213) 380-4555 or Peter DeMaria at (310) 854-0253.

Steering Committee Members

Peter DeMaria: Chairman, Frederick Hamilton: Secretary, Steve Bayne, Joseph DeSouza, Mark DiCecco, Brent Laurila, Harry Otto, Daniel Staright, John Spero, Daniel Thurman.

Professional Practice

Dinner Tour of Southern California Edison CTAC Center

On March 25 the Southern California Edison Company, in conjunction with the AIA/LA Professional Practice, will give AIA members a tour of its Customer Technology Application Center (CTAC) in Irwindale. This state-of-the-art facility showcases new electrotechnologies and examples of the most efficient use of electricity. Participants will be served cocktails and dinner. Date: Thursday, March 25 at 6:00 p.m. Cost: $10.00 donation to AIA/LA Location: SCE CTAC 6090 N. Irwindale Avenue, Irwindale, CA 91702, phone: (800) 336-CTAC. Attendance is limited to AIA members only.

For information call: (213) 383-0056.
The dramatic slowdown in Japan's economy is bad news for the many Los Angeles-based architects and designers who had found work there.

Last year, the Los Angeles Times ran an article titled "The Hot Wave from L.A." describing who had found work there.

But with the changed economy is a marked change in attitude. The days of the red carpet treatment and the "anything goes" attitude may be over. Japanese companies are feeling the effects of a bubble economy gone bust. "The situation here in Tokyo is quite different than when I first came here two years ago," says Neil Denari, a Los Angeles-based architect and educator, "since then there has been a lot of talk with little results."

Some notable projects that have been put on hold are the headquarters and master plan for an industrial center in Tokyo by Frank Israel, a series of restaurants by Josh Schweitzer, and a golf course club house by Morphosis.

It is a new ball game. "In the post bubble economy, developers and companies are looking for the larger developments. Many medium sized and small developers went under, so what remains are the larger development companies doing larger projects," says Shi Yu Chen.

"In the 80's, developers would do projects without consideration for operators. Now the post bubble economy has them more careful in their selection of projects. And the whole package must be in place: cost, operators, architects, etc."

Perhaps in the past, image was very important to the Japanese client. But with a depressed economy what becomes increasingly important is cost effectiveness, quality and planning ability over image and status. Added to this, the relative complexity of doing work with foreign architects, the language barrier, cultural barrier, distance of space and time, and so on may be enough to tip the scales in the wrong direction for L.A. architects vying for jobs in Japan.

But Shi Yu Chen is more optimistic. The recession has caused a dramatic decrease in land values. What has caused a lot of pain for many banks and financial institutions has been a boon for the average "salary man," and now an emerging group who are "buying land and building homes" says Chen. "Low cost budget projects are the most important now and L.A. architects may be in the right place." Recent changes in construction laws in Japan allows 2x4 wood construction to three stories. L.A. architects versed in cheap 2x4 construction may have a place in what is hoped to become a common method of construction. But cracking the Japanese market is difficult. Like other places, but more so in Japan, it often has as much to do with who you know, as what you know.

Perhaps this hull in development will allow time for Japanese companies to rethink what is appropriate for the Japanese cityscape. Perhaps it will provide an opportunity to emphasize sound design rather than lauding the plethora of image making architecture produced in the excesses of the 1980's.

**Tokyo turns cold and L.A. Red Line hots up.**

**Hot Wave Turns Cold in Tokyo**

The dramatic slowdown in Japan's economy is bad news for the many Los Angeles-based architects and designers who had found work there.

Last year, the Los Angeles Times ran an article titled "The Hot Wave from L.A." describing who had found work there.

In a country that views architecture as temporary episodes within a framework of the urban structure, and buildings as consumable image setting artifacts, it is not at all surprising to find so many "wealthy" Japanese companies and clients seeking the fashionable designs of L.A. based architects. The allure of Southern California to the Japanese is without question and speaks of a style, real or imagined, that most Japanese have yet to experience. "You see, most Japanese have never lived the lifestyle that American architects have experienced. It is therefore difficult to design spaces that emulate that lifestyle," notes Shi Yu Chen, an architectural "producer" who matchmakes foreign architects to Japanese clients. Tokyoyites today, especially the young, watch mainstream California culture on MTV, movies and videos, and, like other parts of the world, view L.A. with cautious curiosity to downright envy and fascination. It is without question this image that some Japanese companies wished to market, and architecture as a company symbol is a powerful vehicle.

Frank Gehry, of course, constructed his first larger than life fish for a restaurant in Kobe, and more recently, Moore Ruble Yudell realized a housing project in Tokyo, and Josh Schweitzer is completing the longest sports bar in the world, in Fukuoka.

But with the changed economy is a marked change in attitude. The days of the red carpet treatment and the "anything goes" attitude may be over. Japanese companies are feeling the effects of a bubble economy gone bust. "The situation here in Tokyo is quite different than when I first came here two years ago," says Neil Denari, a Los Angeles-based architect and educator, "since then there has been a lot of talk with little results."

Some notable projects that have been put on hold are the headquarters and master plan for an industrial center in Tokyo by Frank Israel, a series of restaurants by Josh Schweitzer, and a golf course club house by Morphosis.

It is a new ball game. "In the post bubble economy, developers and companies are looking for the larger developments. Many medium sized and small developers went under, so what remains are the larger development companies doing larger projects," says Shi Yu Chen.

"In the 80's, developers would do projects without consideration for operators. Now the post bubble economy has them more careful in their selection of projects. And the whole package must be in place: cost, operators, architects, etc."

Perhaps in the past, image was very important to the Japanese client. But with a depressed economy what becomes increasingly important is cost effectiveness, quality and planning ability over image and status. Added to this, the relative complexity of doing work with foreign architects, the language barrier, cultural barrier, distance of space and time, and so on may be enough to tip the scales in the wrong direction for L.A. architects vying for jobs in Japan.

But Shi Yu Chen is more optimistic. The recession has caused a dramatic decrease in land values. What has caused a lot of pain for many banks and financial institutions has been a boon for the average "salary man," and now an emerging group who are "buying land and building homes" says Chen. "Low cost budget projects are the most important now and L.A. architects may be in the right place." Recent changes in construction laws in Japan allows 2x4 wood construction to three stories. L.A. architects versed in cheap 2x4 construction may have a place in what is hoped to become a common method of construction. But cracking the Japanese market is difficult. Like other places, but more so in Japan, it often has as much to do with who you know, as what you know.

Perhaps this hull in development will allow time for Japanese companies to rethink what is appropriate for the Japanese cityscape. Perhaps it will provide an opportunity to emphasize sound design rather than lauding the plethora of image making architecture produced in the excesses of the 1980's.

**YO-ICHIRO HAKOMORI**

---

**Red Line Opens New Era**

The first leg of the Metro Rail Red Line opened on January 28. Completion of the $1.5 billion project, 41-mile project, which will ultimately extend west to Santa Monica, north to Pasadena and northwest across the San Fernando Valley, underscores the growing influence of mass transit on land-use and development patterns in Southern California.

The inaugural of the Red Line also marks the re-emergence of downtown Los Angeles as the regional rail hub. The Red Line connects with the existing Long Beach-Los Angeles Blue Line at the Seventh and Flower station. At Union Station, Metro Rail riders can connect with Metrolink commuter lines that go to suburban destinations in Pomona, Santa Clarita, Moorpark and Oxnard.

The rail system is expected to have an impact on land-use patterns in greater Los Angeles, as local governments increase the density of zoning surrounding future rail stations.

Los Angeles County Transportation Commission is preparing to develop an under­numbered number of stations throughout the rail system in joint-development agreements with private developers.

---

**Tokyo turns cold and L.A. Red Line hots up...**

**AIA/LA**
1

**Letters**
2

**Habitat**
3

**WestWeek**
4

**Books**
5

**Reviews**
6

**Bulletin Board**
7

**Calendar**
8

---

**Above, right**

**Pershing Square Station**

Photo: Erhard Pfeiffer

**Above, left**

**Nearing completion in Japan: one part of the longest sports bar in the world, Fukuoka, Japan.**

By Schweitzer BIM.

**Below**

**Gaiety in gloomy times:**

The "Chicken," a playhouse, Malibu.

By William Adams Architects.

**Front Cover**

**An interior angle on the PDC.**

Photo: Ross Rappaport