October

Note: All meetings will be held in the Pacific Design Center Blue Board Room, unless otherwise noted. Contact Hector at (213) 785-1809 to verify meetings.

Wednesday, Oct. 11
  * 5:45 pm: MicroFirm Group Meeting PDC B261

Thursday, Oct. 12
* 5:15 pm: Codes (call office for location)
  * 6:30 pm: "Good Design, Good Business" Lecture Series @ Tabanero Architects

Friday, Oct. 13
* Symposiums: "Building Performance, Part II." San Francisco. (Through Oct. 21)

Monday, Oct. 16
* 9 am-1 pm: AIA/LA Board Retreat @ Moore, Ruble, Yudell
  * 4:30 pm: House Tour Comm. Mtg. @ Elijah Slocum Showroom, PDC

Tuesday, Oct. 17
* 11:15 am: AIA Design Awards Luncheon Ceremony @ The Biltmore Hotel
  * 6 pm: Environmental Resource Comm.

Wednesday, Oct. 18
* 7:30 am: LA Architect Board Meeting

Thursday, Oct. 19
* 1:30 pm: Health. "The Future." (Call office for location)
  * AIA Bdg & Reg. Steering Group, San Fran.
  * 6:30 pm: Design Committee Meeting (Call office for location.)

Friday, Oct. 20
* Symposiums: "Building Performance, Part II." San Francisco. (Through Oct. 21)

Monday, Oct. 23
* 6:30 pm: House Tour Comm. Mtg. @ Elijah Slocum Showroom, PDC

Tuesday, Oct. 24
* 4 pm: EXCOM
  * 5:15 pm: BOARD

Wednesday, Oct. 25
* 6 pm: International Practice Comm. Mtg. (Call office for location)
  * 6:15 pm: Board

Thursday, Oct. 26
* 5:45 pm: Pro Practice @ Geisler

Friday, Oct. 27
* AIA/National-Comm. on the Enviro-Sustainable Design Charette-Santa Monica Charette (through Oct. 29).

Sunday, Oct. 29
* DAYLIGHT SAVINGS—clocks turn back one hour

Tuesday, Oct. 31
* HALLOWEEN
  * 6:30 pm: Interiors Committee Mtg (Call office for location).

Wednesday, Nov. 1
* 6 pm: AIA

Thursday, Nov. 2
* 1995 Annual Housing Conference, Orange County. (Through Nov. 5)
  * 5 pm: Government Relations Mtg @ PDC Blue Conference Room
  * 6 pm: Design Build Seminar (call office for location)
  * 6:30 pm: Urban Design (Call office for location)

Friday, Nov. 3
* 12 pm: LA Architecture EXCOM

Saturday, Nov. 4
* 6 pm: Design Build Group, San Fran. (through Nov. 10)

Sunday, Nov. 5
* 10 am: AIA/LA House Tour-Santa Monica Multifamily

Monday, Nov. 6
* 12 pm: LA Architect EXCOM

Tuesday, Nov. 7
* 4:30 pm: Southern California Forum @ Kaiser Permanente Building, Pasadena

Wednesday, Nov. 8
* 5:45 pm: MicroFirm Group Mtg
  * AIA/CC EXCOM, Yosemite (through Nov. 9)


Thursday, Nov. 9
* 5:15 pm: Codes (call office for location)
  * AIA/CC Board, Yosemite

Saturday, Nov. 10
* VETERANS DAY

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A Mini-Portfolio of Minority Architects

JUBANY ARCHITECTURE
Form: Sole proprietorship
Principal: Helena Jubany, AIA
Firm size: 10
In Business: Five years
Marketing Strategy: Seek out community projects, follow trends. Tailor promotional literature to individual client.
Affiliations: AIA (Diversity Committee Co-Chair), AAsie, DPC Treasurer
Philosophy: "Architecture for a better environment for the community."
Types of Projects: 90 percent community-based and government work (schools, youth center, day-care facilities
Pictured: Sylmar/San Fernando Child Care Center, San Fernando, Calif.

RUBEN S. OJEDA ARCHITECTS
Form: Sole Proprietorship
Principal: Ruben S. Ojeda
Firm size: 3
In Business: Nine years
Marketing Strategy: Actively promote publication through writing and submissions.
Affiliations: Education and Cultural Advisory Committee to Los Angeles County Museum of Art
Types of Projects: 80 percent residential, 15 percent commercial interiors, 5 percent industrial
Philosophy: "I want users to delight in where they sit or stand, and in what they see. Architecture not only exposes the nature of the structure, but also that of the client, the visitors, and, ultimately, the architect."
Pictured: Private residence.

DESIGN ALLIANCE
Principals: David S. Kim, AIA; Nina Y. Ahn, ASID
Firm Size: Four full-time and six consultants
In Business: Five years
Marketing strategy: Aggressive networking both in U.S. and Korea
Affiliations: KAIA, AIA, ASID, IAPPA, TKA
Projects: 60 percent themed environments (amusement parks), 15 percent interiors, 25 percent mixed architectural
Philosophy: Provide exceptional architectural, interior design and graphics services and quality, for less cost.
Pictured: Nightclub interior, Seoul, Korea.
The Architecture of Richard Rogers. Deyan Sudjic. Abrams; $39.95 hc

Rogers launched his career in partnership with Norman Foster designing inventive houses, and made his reputation with Renzo Piano on the Pompidou Center in Paris. Since then, all three architects have emerged as leaders of modern architecture more needed now than ever. In his new book, Rogers reflects on his career and the future of architecture. His approach is based on the idea that buildings should be both functional and beautiful. Rogers believes that architects have a responsibility to design buildings that are not only aesthetically pleasing but also environmentally sustainable. He states that the future of architecture lies in finding new ways to use technology to create buildings that are both energy-efficient and beautiful. Rogers' career has been marked by a number of iconic buildings, including the Lloyd's Building in London and the Centre Pompidou in Paris. His work continues to influence the way we think about architecture today. This book is an excellent introduction to the work of one of the most important architects of our time. [M.W.]
the sponsors of the exhibition, which took place in the Pacific Design Center from March to May, 1995. The principal sponsors of the exhibit were the E.F. Bradley Company Inc., which, together with Dietrich Industries Inc., National Gypsum Company, Omegic project because, being doubt is sometimes at work in our minds. At school, I rarely finished any of my projects because I suffering more from the method, the results are the same: a greater sense of enjoyment, fulfillment, and—guess what—visibility. This is the side of architecture—the passion and inspiration—the public deserves to see.

—ROCHELLE MILLS

Requests for Proposals

The Los Angeles Community Redevelopment Agency has issued a request for proposals to develop a landmark leisure and entertainment center on a 1.6-acre site within the proposed Watts Cultural Crescent Theme Park, adjacent to Watts Towers.

The RFP calls for a multi-media restaurant featuring large video viewing screens and an outdoor performance pavilion on the site, bounded by 103rd Street, Graham Avenue, 104th Street, and the MTA Blue Line Station. To be known as the "Grand Oasis Centre" the site is part of the 10-acre masterplan for the Watts Cultural Crescent Theme Park. Developers are requested to respond to the RFP by November 11. Copies of the RFP are available at the CRA's Watts site office at (213) 249-1495.

People and Projects

Karen M. Kenese has been elected president of the Association for Computer Aided Design in Architecture (ACADIA.) A graduate of MIT and the University of California at Berkeley, Kenese is currently an Adjunct Assistant Professor in the School of Architecture at the University of Southern California. ACADIA is an international association that provides a forum for debate and support among instructors in computer-aided design and other interested persons.

Steve Johnson and James Favaro have completed a new building for the Public Access TV Production Facility in Newhall. Four principals of Kennard Design Group, the oldest continuously operating African-American architectural firm in the Western U.S., are now guiding the 38-year old firm, following the death of founder Robert Kennard, FAIA, earlier this year. Directing the firm are William Adams, AIA, construction services; Mohammed Garahzadeh, AIA, design; Mohammed Kasbani-Jou, AIA, project management/health care; and Gale Kennard Madyun, business development/marketing.

The Istituto Italiano di Cultura di Los Angeles is presenting "Vanished Gardens of Rome," an exhibition of 18 vistas to be held at the Farnese Gallery in Beverly Hills. The vistas are imaginative recreations of gardens that no longer exist, and draw upon scholarly materials.

Archival documents will be on display, along with the recreations by painter Roberto Lucifero. The exhibit will be on display at the gallery, located at 8446 Melrose Place, from November 1 to December 30.

New in Newhall The recently completed PublicAccess TV Production Facility for King Videocasting and Time Warner Cable, By Steve Johnson and James Favaro, Architecture and Urban Design, Santa Monica.
President's Message: Minorities, Affirmative Action and Our Profession

This month, LA Architect celebrates the work of minority architects throughout the region. These projects are positive reminders of L.A.'s cultural richness, and, in a quiet but powerful way, a rebuttal to the political hammering of immigrants and minorities delivered by Gov. Pete Wilson in recent months.

Both Proposition 187 and the move to emasculate affirmative action are not surprising, when one considers the following factors:

* The recession in its fifth consecutive year in Southern California.

* The phenomenal growth of the minority population in the region, with Angelenos expected to represent less than 50 percent of the population of L.A. by the year 2000.

* The trend of flat membership at AIA/LA, while minority and women design organizations such as AAa/e and NOMA have flourished.

* A substantial shift for architects from private work to public work in the past five years.

Creating opportunities for all architects requires a balance between creating opportunities and fairness. Among the problem areas:

Problems with Affirmative Action. Many of us have focused on public work when we found our private clients could no longer get financing for construction.

Along with public work comes affirmative action and quotas, such as the state's requirement of 15 percent Minority-Owned Business Enterprises, 5 percent Woman-Owned Business Enterprises and 3 percent Disabled Veteran-Owned Business Enterprises. To meet these numbers, some odd-ball-heel teams have been formed. Many practitioners, both minority and white-owned, have grumbled about the system. Affirmative action has created the perception that "disadvantaged" architects are somehow less qualified and couldn't otherwise succeed with

out government goals. White, male-owned firms complain about the abuses within the system, such as non-architect wives holding majority ownership to qualify firms as woman-owned, or white-owned firms billing through minority firms to create the illusion of minority participation. On the other hand, we can also name a number of highly successful firms that fall under the category of "minority-owned," for whom such help is probably not needed. And in the disabled-veterans category, we have found an insufficient pool of talent.

Forging New Alliances. Admittedly, it's an imperfect world, and there are limits to what architects can do to effect global economic and social changes. Let's also look at the flip side, however. With its exceptional ethnic diversity, L.A. offers opportunities for architects to do work beyond the borders of the city.

The Board of AIA/LA is grateful to Bill Cornwell, AIA, for his copious efforts in chairing the November Awards Luncheon. Also, thanks to the entire office staff: Thomas Mann, Maria O'Malley, Sam Miranda and the ubiquitous and indefatigable Nidia Solomons for all their hard work—much of it on the weekend—during the recent move to our new offices.

Also deserving of praise are the three sponsors of the 1995 Masters of Architecture series who were not mentioned in the September issue of L.A. Architect: DMJM/Rottet, which contributed $250; the LA/AIA Interiors Committee, which contributed $250; and the LA/AIA Committee on the Environment and Southern California Edison. Dr. Hofu Wu, AIA, LA/AIA Committee on the Environment, and Southern California Edison. Dr. Hofu Wu, AIA, LA/AIA Committee on the Environment.

The board is pleased to note that the Los Angeles Board of Education and superintendent Dr. William Adams, in particular, has been a strong supporter of architecture education, and, as a result, is strongly encouraging the hiring of minority and women architects.

The board would like to thank all of the above sponsors for their generous contributions.
Noma Meets in Century City

The National Organization of Minority Architects is presenting its 25th Annual Conference at the Century Plaza Hotel on October 12-15. "Legacy: Celebrating Our Past, Shaping Our Future," is the theme of the conference which will examine historical and current issues affecting up-and-coming architects through workshops, fellowship exhibits, lectures, and other events. NOMA has 30 chapters and more than 3,000 members nationally.

County Health-Care Crisis Hits Architects

The publicity surrounding the dismissal of 5,000 county health-care workers has overshadowed another event of great importance to architects: the demise of the Internal Services Department (ISD) of the Los Angeles County Department of Health Services (DHS). ISD was originally created as the county's building-construction agency. The mothballing of ISD on September 1 was rationalized as a "cost-cutting" measure, as were other steps taken by the DHS.

The loss of ISD, to a large extent, is a case of "smoke, glass and mirrors," because most of the personnel who formerly worked at ISD have been transferred to the Department of Public Works (DPW). That means that DHS has merely shuffled personnel from one place to another, with little apparent cost savings. Architects are likely to find themselves dealing with "new" DPW personnel with the same names and responsibilities as they formerly had at ISD, albeit with a major change in the organizational chart.

Although the present situation has offered only a few, minor, operational changes, I believe that this move is a precursor to the dismantlement of the centralized structure of architectural management at the county level. Architects and engineers may soon be forced to market their services to each individual county department, instead of retaining their commissions through the existing seven-member Los Angeles County Evaluation Board.

More than likely, each of the separate departments will eventually develop its own set of standards and guidelines. Standards are already complex at the county, but I see the situation getting even more difficult. I think that it is time for the Chapter to get more closely involved with the city and county agencies, and make a concerted effort to effectively streamline the process for architects to work within this rapidly changing system.

DONALD C. AXON, FAIA

"The Juice" Squeezes Out Some Winners

Four architects have taken the highest honors, and $2,500 apiece, for their entries in the architectural competition known as "The Juice." Sponsored by The End, a group in Culver City, the competition comments on the current state of justice, Los Angeles, and "the life and death of American cities and their citizens."

Competition organizer Wesley van Kirk Robbins observed that no Southern Californian architects or designers figured among the winners or finalists.

Receiving the highest honors were Philip Overbaugh of Oakland, Calif; Anurag Nema of Dallas, Texas; Tuki Fukui of Tokyo, Japan; and Richard Williams, with Jim Tharp both of Fort Worth, Texas.

Marketing Is a Hurdle for Minority Firms

I first became aware of the difficulties of promoting minority architects in 1989. At that time, as a committee chair for the times clumsy grouping of images, and turned out to be a less-than-impressive representation of the talent we had all wanted to celebrate. With a follow-up exhibit two years later, even my idealism died.

I found similar apathy among minority architects earlier this year, when I was organizing a tour of contemporary projects in Phoenix. I made it my mission to seek out excellent works by people of color and women, both out of sense of responsibility and a wish to avoid the accusation of having organized yet another tour of projects by white males, to the exclusion of talented but unknown minority and women practitioners. The only minority-owned firm owner to accept my offer to showcase his work, a landscape architect, declined the request to actively participate in the tour. Another minority firm owner commented that he didn't think anyone would be particularly interested in seeing his work on a tour of "design excellence." Participation in the tour by women was equally dismal; by women of color, non-existent.

My prior idealism has been replaced with a growing concern on how to sell minority firms on the importance of marketing and public relations, to encourage the kind of positive self-promotion and exposure we all seek. I fear that the continued lack of marketing will be the demise of the minority practitioner. I wonder why so many firms are lacking in quality promotional materials. Many exciting projects are currently under construction. Why, then, are minority architects having such difficulty promoting themselves? We all wonder how architects and their projects find their way into magazines, exhibits, and symposiums. We whisper to ourselves that our projects are "better" and "purer" than those being recognized. Nevertheless, we wait quietly for the phantom "Architecture Scout" to find us and honor our talent, hard work and humility.

Educating the public, marketing, and self-promotion are active responsibilities, however, rather than honors bestowed on them.

Continued on page 3, column 1