While there has been a great deal of work in the last five years on the theoretical and technical tools for design and constructing more environmentally responsible structures, the real story of the conference was the presentation of projects that truly integrated the plasticity of form-making and the environment.

At a recent workshop on professional liability, I pointed out that architects should consider what "bills" instead of "invoicing." Invoice is used in connection with the sale of goods, not performance of a service. How many times have you heard of a doctor's "invoice" or a lawyer's "invoicing"? When the instructor asked the audience how many of them routinely used the word "invoice," the majority raised their hands. It struck me that this was not just a matter of semantics, but was part of our professional "culture." When I started practicing architecture 20 years ago, the mark of a client one did not want, was one who negotiated fees based on number of sheets in a set of drawings. There were also jokes about clients and builders who weighed drawings to determine the architect's fee and the contractor's bids. And there are clients who claim copyright ownership of drawings because they "paid" for the drawings. The notion of architecture as a commodity is unfortunately still out there in a good segment of the public. The expectation of warranty and strict liability (liability without fault), as though architecture was a manufactured product, is also common.

Under California law, the practice of architecture is a service—not a product. As such, warranties and strict liability that are associated with the manufacturing and sale of goods do not apply to the practice of architecture. In the eyes of the law, architects are judged by what they obligate themselves to do contractually, and by the "standard of care" established by the profession.

Stay out of trouble by drafting careful contracts and maintaining your level of competence and performance commensurate with your means set by the profession. But, you must still educate clients to expect service, not production. Send "bills," not "invoicing.

—Mehrdad Farivar, AIA, ESAQ, is an architect and an attorney in West Los Angeles, and Chair of LA/AIA Government Relations Committee.

Itching for a Niche in the 90's

When you think of marketing in the 90's, you hear words such as nimble, agile, niche market, stories and depth (I hope) and the list goes on. All of these concepts are valid and important in realizing marketing success, especially when intermingled. They are predicated on the basic notion that you should market clients, rather than projects, preferably in particular markets, while at the same time make a concerted effort to build and publicize your reputation for excellence.

You often hear today: How do you market your mark in @#$@ market! Too often firms, usually smaller, but large firms as well, jump into a market, willy-nilly because they're "hot," without giving a great deal of thought of whether or not they fit, or have the appropriate means, i.e. staff, experience or appropriate alliances to achieve the desired goal. This is to say, when you make a commitment to enter into a particular market, or provide a particular service, that you take the correct steps to get there. One thing we do know, the generalist and the concept of mass marketing has virtually disappeared in the market. This is a casualty of several marketplace changes, not the least of which is an increasingly more knowledgeable and sophisticated client, coupled with a more global marketplace, as well as less "traditional" work to be let.

This information is certainly not news to anyone who has been trying to market themselves, especially in recent years. What may be news is the critical self examination firms must undergo, take to make the large and small adjustments that will put you on the road to success. Some of that may mean returning to your roots, as well as discovering your passions, in an important step in the process. Too often in the quest for new work, firms and individuals get pulled in directions that are contrary to their core values and strengths. This is not to say you should limit your direction, but you should find out where you fit. You must look at yourself more strategically.

As part of strategic planning efforts, firms often conduct SWOT (Strengths, Weaknesses, internal issues, Opportunities, Threats, external factors) analyses. The result is usually a very eye opening experience. A careful, honest analysis jumping off point can help you start to formulate a plan to get you from Point A to Point B. Your strengths analysis will not only identify what you do well, but also serve as a springboard from which you can differentiate yourself. On the other hand, your weaknesses can serve as a starting point to rectify your efforts. These, of course, do not exist in a vacuum, but in fact masqueraded in light of external issues. Where does this all lead? Hopefully to at least greater self understanding, the framework for a vision (an ultimate key to your success), and the seeds for determining current and future direction and long and short term goals. (A follow-up article will address particular market research tools and ways to build your professional reputation.)

—Phyllis Dubinsky-Klein is a Principal of Dworsky Associates, focusing on strategic planning, client service and new market ventures and was the 1995 recipient of the Leonard Award for Marketing Excellence.

L.A. Architect is seeking volunteer writers on Materiels and Methods of Construction, Business Management, Technology, and/or Planning for occasional features.

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June
1 Home Tour: TBD 10 - 4 pm
5 Urban Design Committee 6:30 pm, Chapter
10 Associates’ Meeting 7 pm, Chapter
11 LA Architect Board Meeting 7:30 pm, Chapter
12 Codes Committee Meeting 5:15 pm, Chapter
16 A&E Building Planning Prep Class 6, 10 pm, Chapter
17 Interior Architecture Committee, TBD
18 LA/Move Graduates Reception 6 – 7 pm, PDC
19 Health Care Committee: Faculty Tour: 3:30 pm Committee on the Environment, 6:30 pm Good Business/Good Design Lecture: TBD
23 A&E Building Planning Mock Exam Prep Class 6 – 10 pm, TBD
24 AIA/ALA Exec Committee 4 pm, Chapter
AIA/ALA Board Meeting 5:30 pm, Chapter
26 Professional Development Seminar: Call Bag 6 – 8 pm, PDC
International Practice Cote 5:30 pm, Chapter
28 Committee & Board Retreat 8 – 1 pm, TBD

July
3 Urban Design Committee 6:30 pm, Chapter
4 Holiday - Independence Day
8 Associates’ Meeting 7 pm, Chapter
9 LA Architect Board Meeting 7:30 am, Chapter
10 Codes Committee 5:15 pm, Chapter
14 A&E Building Technology Prep Class (tentative) 6 – 10 pm, Chapter
15 Interior Architecture Committee, TBD
16 Health Care Committee 3:30 pm, Chapter
17 Committee on the Environment, 6:30 pm Good Business/Good Design Lecture: TBD
21 A&E Building Technology Mock Exam (tentative) 6 – 10 pm, TBD
22 AIA/ALA Exec Committee 4 pm, Chapter
AIA/ALA Board Meeting 5:30 pm, Chapter
31 Pro Practice Committee: Code Talk/LA City TBD, Chapter

September
1 Holiday - Labor Day
4 Urban Design Committee 6:30 pm, Chapter
9 Associates’ Meeting 7 pm, Chapter
Professional Development Seminar: TBD
10 A&E Architect Board Meeting 7:30 am, Chapter
11 Codes Committee 5:15 pm, Chapter
Masters of Architecture Lecture Series: TBD
13 LA/Move Graduates Reception 6:30 pm, LACMA
14 Sand Castle Competition TBD, Zuma Beach
16 Interior Architecture Committee, TBD
17 Health Care Committee 3:30 pm, Chapter
Port of Los Angeles Reception, 6 – 7 pm, PDC
Job Opportunities with Port of Los Angeles Presentation, 7 – 8:30 pm, PDC Blue Conference Room
18 Committee on the Environment 6:30 pm, Chapter
Good Business/Good Design Lecture: TBD
23 AIA/ALA Executive Committee 4 pm, Chapter
AIA/ALA Board Meeting 5:30 pm, Chapter
25 Pro Practice Committee: Small Business Practices TBD, Chapter
28 Home Tour: TBD, 10 – 4 pm

October
2 Urban Design Committee 6:30 pm, Chapter
8 LA Architect Board Meeting 7:30 am, Chapter
AIA-Student Open House 6:30 – 8:30 pm, Chapter
9 Codes Committee 5:15 pm, Chapter
Professional Development Seminar: TBD
6 – 8 pm, PDC
14 Associates’ Meeting 7 pm, Chapter
15 Health Care Committee 3:30 pm, Chapter
16 Committee on the Environment, 6:30 pm Good Business/Good Design Lecture: TBD
Masters of Architecture Lecture Series: TBD
6:30 pm, LACMA
19 Home Tour: TBD, 10 – 4 pm
21 Interior Architecture Committee, TBD
On The Boards/ New Member Reception 6:30 pm, TBD

November
3 Professional Development Seminar: TBD
6 – 8 pm, PDC
5 On The Boards/Newly Licensed Architects’ Reception 6:30 pm, TBD
6 Urban Design Committee 6:30 pm, Chapter

December
4 Urban Design Committee 6:30 pm, Chapter
11 Holiday Open House Party 6:30 pm, Chapter
16 Interior Architecture Committee Meeting AIA/ALA Exec Committee 4 pm, Chapter
AIA/ALA Board Meeting 5:30 pm, Chapter
18 Committee on the Environment, 6:30 pm Good Business/Good Design Lecture: TBD
24-25 Holiday - Christmas

Calendar events/dates are subject to change. Updates, if any, will be printed in future issues of L.A. Architect. Please note: The Chapter office will be closed on Holidays.

For more information regarding calendar listings, contact the sponsoring organizations:
AIA/Los Angeles (310) 795-1809
So. Calif. Inst. of Architecture (SCI-Arc), (310) 574-1123
University of So. California (USC) School of Architecture (213) 740-2722
Univ. of Calif., Los Angeles (UCLA) Department of Architecture (310) 825-7857
Woodbury University School of Architecture (949) 787-0800
Society of Architectural Historians/So. Cal. Chapter (310) 657-0800

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L.A. Architect actively solicits contributions of articles, opinions, graphics, letters, and suggestions on content for consideration. Contact Rochelle Hils, Editor: (310) 795-1810

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All personnel employed by Pacific Technical Services are subject to random drug testing under the AIA program. In addition, all personnel participate in a safety program meeting the requirements of OSHA. References and rates are available upon request.
## Home Tours

### Malibu - May

- Vantage Point Terrace House
- Ron Goldman, AIA; Bob Both, AIA
- Harvester Road House
- Buzz Yuile, FAIA; Tina Bebee
- Broadbeach Road House
- David L. Gray, FAIA
- Kanan Road House
- Ron Goldman, AIA; Bob Both, AIA
- Mulholland Highway House
- Ed Miles, FAIA

### The Westside - June

- S. Anita Avenue House
- Steven D. Abramson Architects
- Saltair Place House
- Ted Tahk Tanaka Architects
- Oreo Place House
- Leonard O'Neilly Architects
- Bonhill Road House
- Rockefeller Helkits Architects
- Dixon Street House
- Steven Ehrlich Architects

## NEXT LA

### Design Awards

- The American Cinematheque
  - The American Cinematheque
  - Hodgetts & Fung Associates
  - Honor Award

- Long Beach Elementary
  - Morphosis /BlumCA
  - Honor Award

- Fremont Street Experience
  - The Jerde Partnership
  - Merit Award

- Atlantis Hotel
  - Anteone Peddick Architects
  - Merit Award

- Shower Truck
  - Space Speed Form Architects
  - Citation

- MTA Station
  - Peter Louis, USC
  - Student Award

## Design Awards

### Interior Architecture

- Merit
  - Details and Documents
  - David Louis Swartz, AIA

- Merit
  - The Young Apartments
  - Caviamedium Architects

- Merit
  - Game Show Network
  - Steven Ehrlich Architects

- Merit
  - Beverly Hills Hotel
  - Hirsch Bedner Associates

- Honor
  - Boward Administration Bldg.
  - Widom Wein Cohen

- Honor
  - Sony Pictures ImageWorks
  - Virtual Space International
  - Eric Allen Stutz, AIA

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
</table>
1996 was a year of constant motion. The Chapter formally moved into its permanent quarters at the Pacific Design Center with the generous support of corporate and individual sponsorship. Several new programs were established, among them the Annual Interior Architecture Awards and NEXT LA Awards competitions. These will now join the Annual Design Awards program creating a trilogy of events to recognize exceptional architecture and design—built and unbuilt—in the greater Los Angeles area. The Chapter established On the Boards, receptions designed to encourage members to see what's going on in other member firms.

Several committees have also produced outstanding regular programs such as Good Business/Good Design lectures, an expanded Home Tour series, timely Professional Development Seminars, ARE Seminars, and more. The much celebrated Masters of Architecture Lecture Series ended the year with a sold-out lecture featuring architect Bernard Tschumi! And L.A. Architect completed its 20th year as the Chapter's publication!

The following are some snapshots of the year's programs.
January

14 Associates' Meeting 7:00 pm, Chapter Judicial Baca Lecture 7:30 pm, Woodbury Univ.
15 Health Care Committee: The Wilder Future 3:30 pm, Chapter
16 1996 Design Awards Exhibit Opening. UCLA Design Center Committee on the Environment/Beilinson Housing Project's Beer & Pizza Charrette - 6:30 pm
20 Holiday - Martin Luther King Birthday
21 Interior Architecture Committee Meeting, 6 pm
23 International Practice Cmte 5:30 pm, Chapter AIA/LA & LA Times Reunion for Architecture Writer, Nicholai Ourassoff 6:30 pm, Times Mirror Sq.
24 SCI-Arc Reception
27 AIA/LA Board Meeting

February

1 Associates' Roundtable Discussion; Ron Allton, Alston & Porter
3 ARE MEP Prep Class #2 6 – 10 pm, Chapter
5 Grassroots Conference Washington, DC
5 "Geography in a Social and Political Context" 7:30 pm, SCI-Arc
6 Urban Design Committee 6:30 pm, Chapter
10 ARE MEP Prep Class #3 6 – 10 pm, Chapter
11 AIA/LA Exec. Meeting 4 pm, Chapter AIA/LA Board Meeting 5:30 pm, Chapter Associates' Meeting 7:30 pm, Chapter B.A.M. Lecture 7:30 pm, Woodbury Univ.
12 LA Architect Board Meeting 7:30 am, Chapter Tod Williams Lecture 7:30 pm, SCI-Arc
13 Codes Committee Meeting 5:15 pm, Chapter
15 1996 Design Awards Exhibit Opening, USC
17 Holiday-Presidents' Birthdays
18 Interior Architecture Cmte 6 pm, Chapter
19 Health Care Committee: Healthy Environment 3:30 pm, Chapter Mark Rice Lecture 7:30 pm, SCI-Arc
20 Committee on the Environment 6:30 pm, Chapter Interior Architecture Annual Auction & Cocktail Party 5:30 – 9:00 pm, PDC B229
23 Good Business/Good Design Lecture: TBD
25 Board & Officer Installation Cocktail Party, 6 – 8 pm, USC Town & Gown
26 ARE Codes & Access Issues Prep Class 6 – 10 pm, Chapter 1 on design: Landscape Architecture - 6:30 pm, PDC Green Theater
26-27 AIA/SCI-Arc Board Meeting Sacramento
26 Sarah Graham Lecture 6:30 pm, SCI-Arc
27 International Practice Cmte 5:30 pm, Chapter Architectural Education for Children Committee Mtg. TBD, NBA Design
27 Pro Practice Committee: Van Tillburg, Barnard & Soderberg Presentation at VITBS Architects

March

5 Noll Denari Lecture 6:30 pm, Woodbury Gallery Kate Diamond Lecture 7:30 pm, SCI-Arc
6 Masters of Architecture Lecture Series: Raphael Vinoly, FAIA 6:30 pm, LACMA
6 Urban Design Committee 6:30 pm, Chapter
11 Associates' Practice Cmte 7 pm, Chapter
19 LA Architect Board Meeting 7:30 am, Chapter
11 Interior Architecture Cmte 7 pm, Chapter
22 LA Architect Board Meeting 7:30 am, Chapter
19-20 WestWeek '97 8 – 5 pm, Chapter
22 Julie Elzeinberg Lecture 7:30 pm, Woodbury Univ.

April

2 "California Graphics" 7:30 pm, SCI-Arc
3 Urban Design Committee 6:30 pm, Chapter Professional Development Seminar: Frank Stastowy, 6:30 pm, PDC Gallery
4-6 March 1996: Conference: Asiloner Group with Architects

May

1 Urban Design Committee 6:30 pm, Chapter
2 AIA/CC Board Meeting
4 Home Tour TBD, 10 – 4 pm
6 Hak Sun Lecture 7:30 pm, Woodbury Univ.
25 Codes Committee Meeting 5:15 pm, Chapter
12 AIA Design Prep Class 6 – 10 pm, Chapter
13 Associates' Meeting 7 pm, Chapter
14 LA Architect Board Meeting 7:30 am, Chapter
15 Professional Development Committee: Frank Stastowy, 6:30 pm, PDC Gallery
15 AIA National Convention, New Orleans
15 Committee on the Environment, 6:30 pm, Chapter
16 Health Care Committee: State Health Care Facilities Regulation 3:30 pm, Chapter
16 Interior Architecture Cmte. 6 pm, TBD
16 Interior Architecture Cmte. 7:30 pm, Chapter
17 Code Committee Meeting 5:15 pm, Chapter
17 LA Architect Board Meeting 7:30 am, Chapter
17 Greg Lynn Lecture 6:30 pm, Woodbury Gallery
17 Committee on the Environment 6:30 pm, Chapter Masters of Architecture Lecture Series: Nicholas Grimshaw, Roy Cohen, 6:30 pm, LACMA
22 Julie Elzeinberg Lecture 7:30 pm, Woodbury Univ.
24 International Practice Cmte 5:30 pm, Chapter
24 City Public Works Reception 6 – 7 pm, Poggenpohl Showroom at PDC
Job Opportunities with City Public Works Presentation 7 – 8:45 pm, PDC Blue Conference Room
29 AIA/LA Exec. Committee 4 pm, Chapter AIA/LA Board Meeting 5:30 pm, Chapter

New Members

AIA
Almeida Badi
Wesley C. Chang
Peter Cohen
Nancy Colman-Romeros
Cindy Cooper
Brett Edelman
Manoucher Estani
James E. Favero
Sarah M. Jensen
Lawrence C. Lee
Tony Ann Lewis
Shahrad S. Meghado
Mauris J. Telnitz
James M. Nett
Robert A. Sinclair
Gerard Simon
Kevin Southerland
Holly A. Swanson

Associate AIA
Roy Azizi
Joseph E. Aude Jr.
David Fellows
Robert Golden
Enrique Gutierrez
Catherine Harris
Lisa Hilliscott
E.J. Jaroff
Joy Kanaan
Pamela Kuo
Gregory Littman
Edward O. Liu
Anita Makewana
Lawrence Man
Marie Linden
Stephanie de Oliveira
Eric Peretta
Abhishek Singh
Robert Meier Schuler
David Stein
Aber Swies
Leslie Young

PAL
Dan Alwath
KPF Consulting Engs.
Bob Blair
Blair Graphics
Jose U. Chaves
Zheng-Hong Fine Furniture
Kish Cotter
Wester Risk Specialists
Toshiba Energy
AIA Project Los Angeles
Pal Fadem
Innovative Lighting Systems
Trish Garrett
Corporate Art
Specialists
Julie Gazan
KPF Consulting Engs.
Julie Gazan
Pelli Architectural Products
Chris Mann
Quality Stone Supply, Inc.
John A. Martin & Assoc.
Barbara A. Mitchell
Barbara Ostoff Interior Design
Samide Maki
DAG Creations
Joseph E. Stewart
KPF Consulting Engs.
Barbara Watson
Webster Architectural Signage

Student
Jung-don Ahn
Amy Lin
Catherine Major
David Montalba
Kyle Moss
Scott Murdock
Stephen G. Pavlo
Carlos Gabriel Penilla
Dayna V. Perry
Kim E. Sepeda
Johnny Shu
Wen Ching Sun
David E. Watson

continued on page 6
Chapter Angels

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  - California Business Interiors
  - DMJM Keating
  - DMJM Rottet
  - Ford Graphics
  - Keller Construction
  - Kimball International
  - Knoll
  - RTKL Associates
  - Steelcase
  - Steven Ehrlich Architects
  - Stone Marraccini Patterson
- Design Awards & NEXT LA Awards: BGI Gallery
- Blau Graphics
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Applications will be accepted until March 14, 1997. Please send a resume, examples of professional projects, material from prior teaching (if possible), publications, and three letters of recommendation. If you wish work to be returned to you, also enclose a self-addressed stamped envelope. Materials should be sent to:

Robert H. Timme, Dean
School of Architecture
University of Southern California
Los Angeles, CA 90089-0291
(213) 740-2083
(213) 740-6884 fax

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The successful candidates are expected to conduct research and teach undergraduate courses and graduate seminars in structures and/or materials and methods of construction. The ability to teach architects with an emphasis on synthesis, rather than on abstract engineering is essential.

Candidates should have a PhD or Masters degree in structural engineering or architecture with emphasis on structures and/or materials and methods with prior teaching experience. Applications will be received until the positions are filled. Applications should be addressed to:

Robert H. Timme, FAIA
Dean: School of Architecture
University of Southern California
Los Angeles, CA 90089-0291

For questions, please call (213) 740-2083.

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International Design Competition, Oklahoma City Memorial Foundation
620 North Robinson Ave., Oklahoma City, OK 73102 800.491.3822

I want to thank all of you for your endorsement in electing me this year's Chapter President. I am delighted to have this opportunity to serve the Chapter, and to work together toward continued growth and opportunity for our organization.

As President-Elect during 1996, I learned a great deal about the function of the Chapter, and its board. This first experience with the AIA/LA Board has been valuable in helping me to understand not only also the significant relationships between board and committees and members but also the variety of resources that we, the membership, bring together. I believe I offer the Board fresh insight and energy, and I have pin-pointed areas in which I feel I can make the greatest contribution in these next twelve months. I will continue to draw upon the large network of connections I have developed in the past, and utilize these to stimulate renewed focus on education, on business development, and on developing a more clear, concise, supportive dialogue between the board and the newly structured committees. Fortunately, I have been able to set some plots in motion during my year as President-Elect, and I am looking forward to continuing and expanding upon these efforts.

A perpetual concern in the architectural community is the gap that exists between the professional office and the academic environment. I believe that both benefit by greater communication, and closer collaboration, between concerned architectural professionals and leaders in academic circles. Thus, I am pleased to have initiated an effort, during my year as Vice President, to invite the Deans of Los Angeles area architecture and design schools to become ex-officio members of the Board. This invitation has also been extended to the student AIAA officers at each institution, to ensure student representation as well.

Statements and suggestions from these representatives will always be on the Board's monthly meeting agenda. My intent is that this regular involvement, in addition to special forums and workshops, will facilitate mutual understanding of each other's needs, concerns, and roles in our community, and will begin to proactively close the gap.

I want the Chapter to take this kind of dynamic stance on education beyond the obvious venue of our professional curriculum. I am looking to establish the same kind of dialogue at every educational level, starting at elementary school. Awareness of architecture and the importance of good design in the physical environment must be taught early on, and I hope to offer an educational resource through the AIA to assist the educators of those children who are our future professionals and our future clients. Taking a pro-active role in influencing what is taught to the next generations by contributing to education programs will one day bring great return—more commissions for architects, clients who are educated, and most of all a better environment all around.

Business development is another aspect of the architecture profession on which I want to focus. Networking and public relations are critical elements in an active drive to develop more opportunities, and we, as the Chapter, ought to hone every tool and vehicle we can, and make them more available to the membership. With this eye to business development, I have approached the programming for the coming year. Planned for 1997 are several special series—large and small scaled networking events with representatives of thriving public agencies; a reprise of our excellent lecture series; an exhibition series, on several themes, done in conjunction with noted museum and gallery professionals; a special, festive Design Awards event; and an improved collaboration which fully supports our publication, L.A. Architect.

In keeping with my focus on education, I have made arrangement for this year's installation of officers and directors to take place at USC. The University generously graciously made their Town and Gown Ballroom available to us. Making this event affordable and accessible to as many members as possible was important to me, as a first step in 1997 toward greater involvement and improved communication among all our members.

I look forward to seeing you all at the Installation. Until then, Best wishes for the New Year.
Ted
Los Angeles Chapter

Begins a New Year

A cocktail party and reception honoring the new slate of AIA/Los Angeles Officers and Board members will be held February 25, 1997 at USC's Town and Gown. Master of Ceremonies for the evening, Ray Kappe, FAIA, will also act as installing officer. Taking the helm as President is Ted Tokio Tanaka, FAIA, principal of Ted Tanaka Architect based in Marina Del Rey. Mr. Tanaka, who will become the first Asian American President in the Chapter's 103 year history, brings with him a new focus for the new year: Education and the Profession.

President in the Chapter's 103 year history, Cynthia Mabus, AIA, will introduce the slate, which features the following officers:

Robert Newsom, AIA
Robert H. Timme, AIA, Dean
Ted T. Tanaka, FAIA
Michael Lehrer, AIA
Sylvia Lavin, Chair
Mark Rios, AIA
Andrea Cohen Gehring, AIA
Michael Hricak, AIA,
Ildiko Choy, AIA
Gary Dempster, AIA
Merry Norris, Hon. AIA
AlA/CC Regional Board Members:
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Carl Meyer, AIA
Robert Nasraway, AIA
Barbara Blasko (213) 724-9393

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Robert Newsom, AIA
Vice President, President-Elect
Bernard Altman, AIA
Secretary
Cynthia Mabus, AIA
Treasurer

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Clifcon P. Allen, AIA
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Stephen G. Converse, AIA
Gary Dempster, AIA
Andrea Cohen Gehring, AIA
Michael Lehtenstain, AIA
Robert Nasraway, AIA
Merry Norris, Hon. AIA
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President of the AIA Associates
Sally Landworth, Hon. AIA
WAL Representative
Mark Rios, AIA
AFLA Representative

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AIA/CC Delegate
Gordon Park, AIA
AIA/CC Delegate
Lance Bird, AIA
National Representative

Ex-Officio School Deans:
Linda Sanders, Dean
Cal Polytechnic Pomona
Michael Rotondi, AIA, Director
So. Calif. Institute of Architecture

For additional information, contact the Chapter office.

The complete list of 1997 Chapter Officers and Board members will be mailed to all AIA/LA members in mid-January. The competition is open to all Los Angeles based firms or projects located in Los Angeles. Judging will take place in New York City, and the winners will be announced at a reception during WestWeek 97. Call the Chapter for more details.

Interior Architecture Award Call for Entries

The 1997 AIA/LA Interior Architecture & Design Awards Call for Entries will be mailed to all AIA/LA members in mid-January. The competition is open to all Los Angeles based firms or projects located in Los Angeles. Judging will take place in New York City, and the winners will be announced at a reception during WestWeek 97. Call the Chapter for more details.

Auction to Benefit Scholarship Fund

The Interior Architecture Committee will host their annual Auction & Cocktails Party to benefit the William Z. Landworth Memorial Scholarship fund. This year's event will provide some of the finest artwork, furnishings, fabric and gift items for auction at below wholesale prices and generate $5250 in scholarships. Cocktails and silent auction begin at 5:30 pm followed by live auction. It all takes place February 20, 1997 at the Pacific Design Center, Suite B229. Admission is $8 for AIA members, $10 for non-members.

The scholarship design competition, open to all students from Southern California schools of Architecture and Interior Design, was established to foster awareness of the practice of Interior Architecture in existing structures.

For additional information, contact Barbara Blasko (213) 724-5939.

AIA/Los Angeles and L.A. Times to Honor Architecture Writer

AIA/Los Angeles and the Los Angeles Times are teaming up to formally introduce Architecture Critic, Nicholai Ourousoff, Ourousoff, who comes to Los Angeles from the East Coast, will fill a long standing need for consistent and greater coverage of architecture and design issues in the mainstream press.

A reception will be held at Times Mirror Square, Tuesday, January 23, for the newest member of the L.A. Times Calendar section. For more information and reservations, contact the Chapter office.

The largest naturally ventilated building in the world was featured at the USGBC Annual Conference.

Green Matures:

Report on the USGBC Annual Conference

For many architectural practitioners, the "Green" movement has seemed like a burden, and an avoidable burden to date. It has been yet another layer of concerns on top of an already overburdened professional. Judging by the presentations in San Diego at the U.S. Green building Council's (USGBC) third Annual conference on November 17 - 19, 1996, this state of affairs is about to change with a variety of market forces converging to make "green" design standard practice.

To date, the movement has developed with a small coterie of international professionals, many from outside the strict design and construction fields, who saw the potential to significantly reduce environmental degradation by addressing the construction sector. To the indifferent designer, the movement has been largely manifested by an interest in reuse, such as the promotion of recycled content construction products, and the recycling of construction waste. Meanwhile the dedicated have pursued a more synthesized vision where environmental buildings will simply become the standard for good buildings. This requires integrated and cooperative design processes that create buildings that are self-balancing climatic environments, enticingly cool, and that cost the same or, with an eye towards a multi-year balance sheet, less than traditionally designed structures.

The USGBC is the national body actively promoting "green" design through a membership that is half architects and engineers, half product manufacturers, state and local governments, real estate professionals and educational institutions. This coming year member organizations, or inacquirable. The appearance of names and pictures of products and services, in editorial, advertising, or inserts, does not constitute endorsement.