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MICHIGAN ARCHITECTS  MICHIGAN PLACE

MICHIGAN SOCIETY OF ARCHITECTS

58th ANNUAL CONVENTION

LANSING, MICHIGAN, MARCH 28-29-30, 1973

MICHIGAN SOCIETY OF ARCHITECTS
58th ANNUAL CONVENTION
LANSING, MICHIGAN, MARCH 28-29-30, 1973
Multi-Phase Modular Seminars — A Convention Innovation.

In addition to the formal seminars, this year’s convention will feature the Multi-Phase Modular Seminar which will give a number of small sessions to be repeated several times during the two day session. The subjects will vary from technical demonstrations on the installation technique for building products, to films of current architectural interest, and conversations with specialists on selected subjects.

The Multi-Phase Modular Seminars will be held in special “nodes” set up among the product exhibits. The scheduled presentations will be spaced to facilitate easy movement among the nodes. You may sample the activity at several of the twenty nodes, or you may concentrate for longer discussion on particular subjects of greater interest.

The Multi-Phase Modular Seminars are an innovation at the 1973 convention which should enable each of us to gain greater knowledge in those fields which interest us most.

MODULAR SEMINARS

DESIGN
Photography
Community Design
Photographic Stimuli
Van Bruner, AIA,
Vice President AIA
Pat Smith, Director
Lansing CDC

AIA Films
Architectural Barriers
Miriam King, Consultant
Vocational Rehabilitation
Oakland Schools

SERVICE
Computerized Feasibility Studies
Computerized Cost Estimating
Dr. Stuart Rose, Director
Continuing Education
Program AIA

Specifications (Run Masterspec thru Computer Terminal)
Registration Act
Professional Insurance
OSHA
Construction Code
Ray Kelly, Pacific International Corporation
Chicago, Illinois
Bruce Smith, FAIA & William Lyman, AIA
Both active on the MSA Registration Study Committee
David Auld, Account Executive
Victor O. Schinnerer Company
Barry Brown, Director, Department of Labor,

EDUCATIONAL
Office Problems & Solutions Dr. John Suehr
Marketing Architectural Services Weld Cox
Economics of Development Dr. Rodolfo Aguilar
Construction Management Louis deMoll, FAIA
Historic Resources Richard Frank, FAIA
State Preservation Officer
Public Relations for the Professional Firm Elmer Johnson
Giffels Associates
Casey Wondergem Daverman Associates

TECHNICAL DEMONSTRATIONS
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Masonry Lincoln Brick
Lighting
Partitioning
Roofing
Floor Covering
DR. STUART ROSE has a B. Arch., B.S. Structural Engineering, M. Arch, and Ph.D. in Administration and Higher Education. He has practiced as an architect, taught in schools of architecture and design, and has been involved in design research oriented toward development of new design tools for use in design firms. While completing his doctoral work, he was a member of the Educational Planning Services team of Michigan State University, one of the most skilled and active educational planning groups in the world. Rose is the Director of Continuing Education at the Institute.

VAN B. BRUNER, JR., received a B.S. degree in Design from the University of Michigan in 1954 and a B.S. degree in Architecture from Drexel Institute Evening College, Philadelphia, in 1965. He is licensed to practice in New Jersey and Pennsylvania.

A member of the New Jersey Society of Architects, he is vice president and chairman of the Community Design Center of the West Jersey Society of Architects and a member of the American Society of Engineering Education. Active in com-

PROGRAM OF EVENTS

Wednesday, March 28, 1973

3:00 P.M. MSA Business Meeting
Law Building
Auditorium
State of Michigan

5:00 P.M. - Ground Breaker
Exhibit Hall
Civic Center

10:00 P.M.
Exhibits, Cocktails, Dinner
Buffet, Entertainment & Prizes
Thursday, March 29, 1973

8:00 A.M. - Legislative Breakfast
9:30 A.M. - Registration for Workshop
8:30 A.M. - Workshop: Advanced Land Development for Architects
5:00 P.M. - NO FEE FOR MSA MEMBERS INCLUDED IN REGISTRATION FEE.
Dr. Carl Tschappat, Instructor
9:30 A.M. - Construction Management
11:30 A.M. - Louis deMoll, FAIA
(1) Instructor
9:30 A.M. - Economics of Development
11:30 A.M. - Dr. Rodolfo Aguilar
(2) Instructor
9:30 A.M. - Marketing Architectural Services
11:30 A.M. - Weld Coxe
(3) Instructor
9:30 A.M. - Costing Out Mechanical
11:30 A.M. - Contract Change Orders
(4) Mechanical Contractors Association
Labor Estimating Manuel
Please enclose check payable to Plumbing & Heating Industry of Detroit for $5.00 deposit on the MCA Labor Estimating Manuel.

(See attached explanation)

11:00 A.M. - Exhibits Open
6:00 P.M. - Cocktails and Buffet Luncheon
11:00 A.M. - Exhibits Hall
2:00 P.M. - Multi-Phase Modular Seminars
12:00 Noon See Listing — Page
5:00 P.M. - Lansing City Club
12:00 Noon Ladies Luncheon
Tour — Downtown Walking Tour

6:15 P.M. - Host Chapter Party
Dinner & Theatre
Cocktails and Dinner
Warehouse Inn
Downtown, Lansing

8:30 P.M. - "Loot" a comedy by Joe Orton
(Buses will depart Warehouse at 8:00 P.M. for Ledges Theatre)
Buses will depart Ledges Theatre for return to Olds Plaza Hotel immediately following the play. Complimentary Champagne will be served on the buses.

Gas Buggy Room
Olds Plaza Hotel
Parlors A/B/C
Civic Center
Terrace Room
Civic Center
Terrace Room
Civic Center
Terrace Room
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Exhibit Hall
Civic Center
Exhibit Hall
Civic Center
Exhibit Hall
Civic Center

S. SCOTT FEBBEE, JR., is President of Ferebee, Walters and Associates, in Charlotte, North Carolina. Established in 1959, the firm has grown steadily and today includes 40 members. It has pioneered in the application of management and business procedures to the small architectural practice and Mr. Ferebee has been a frequent speaker on this subject.

Mr. Ferebee was installed as President of the American Institute of Architects on December 8, 1972, after serving as first vice president, and for three and a half years as a member of the Board of Directors representing the South Atlantic region. He has also served as chairman of the Commission on Professional Practice, as a member of the Executive Committee of the Human Resources Council, and as a member of the Board of Directors of the American Institute of Architects in South Atlantic region. He has also served as chairman of the Commission on Professional Practice, as a member of the Executive Committee of the Human Resources Council, and as a member of the Board of Directors of the American Institute of Architects in the Philadelphia and south Jersey area, he is a former officer, jet pilot and multi-engine pilot in the U.S. Air Force and participated in the 1952 and 1956 Olympic trials, running the 110 meter hurdles.

He is presently active in the 'BEEP' (Black Executive Exchange Program) sponsored by the Urban League, visiting Black architectural colleges. He was chairman of the Building Construction Engineering Technology department of Spring Garden College, Chestnut Hill, Pa. He is a member (appointed by the Governor) of the Hotel, Multiple Dwelling Health and Safety Board of the Office of Community Affairs in New Jersey.

Mr. Bruner is a single practitioner founding his office in 1966. His work has been varied with emphasis upon housing and urban planning.
LOUIS deMOLL, FAIA, partner in The Ballinger Company, Architects and Engineers, in charge of design and architectural department. Author of several articles appearing in AIA Journal and other professional publications, and recipient of AIA and progressive Architecture Design Awards. He is serving his second term as a Vice President of the American Institute of Architects.

DR. CARL J. TSCHEPPAT, Chairman, Department of Real Estate and Urban Affairs, Georgia State University. Tschappat earned his Ph.D. in Real Estate and Finance and holds degrees in Marketing from Ohio State University. Instruc-
WELD COXE is a Principal of Weld Coxe Associates, a consulting organization specializing in work with architectural firms in areas of marketing and management. Prior to establishing his own firm, Mr. Coxe was Director of New Business Development for Vincent G. Kling & Associates in Philadelphia. He is author of Marketing Architectural and Engineering Services, and an instructor in management in the Department of Architecture at Drexel University.

DR. RODOLFO AGUILAR is President of ADH Systems, Inc., Planners Architects, Engineers and Systems Analysts in Louisiana and a Professor at Louisiana State University. He has a B.S. Arch. Eng., 1958, Louisiana State University, MSCE, LSU and a Ph.D. Civil Engineering, 1964 from North Carolina State University. He is registered as a Professional Engineer, Architect, Land Surveyor and has a Real Estate License in Louisiana.

LABOR ESTIMATING MANUEL

The Plumbing and Heating Industry of Detroit has made special arrangements for the Labor Estimating Manuel of the Mechanical Contractors Association to be the topic of one of the seminars at the MSA Convention on March 29 and 30, 1973. These will be two-hour seminars from 9:30 A.M. — 11:30 A.M. to discuss the manual. The MSA Membership has been offered a special price of $5.00 for the manual with instruction. If the manual were to be purchased separately the cost would be $25.00. So if you plan to attend one of these seminars include a check in the amount of $5.00 payable to the Plumbing and Heating Industry of Detroit.

DR. JOHN SUEHR is a professor in administration and higher education at Michigan State University. He has a B.S., 1951 Western Illinois University; M.S., 1952, Bradley University; Ed.D, 1961, University of Colorado. His principal focus of activity lies in areas of organizational behavior, organizational change, interpersonal communication and human problem solving.

COMMITTEE 1973 MSA CONVENTION
Richard Stuckman, AIA Chairman
John Crouse, AIA Design & Graphics
Mary DeWolf Ladies Program
Edward Fitzgerald, AIA Prizes
Adam DeMartino Prizes & Producers Council
James Mason Prizes
Victor Specht Prizes
Gary Grout Exhibit Liaison
Russell Hinkle, AIA Mini-Seminars
William Jarratt, AIA MSA President
Walter Laitala, AIA Small Office Liaison
Elmer Manson, AIA Program
Clarence Rosa, FAIA MSA Regional Director
Ralph Seeley Government
Richard Snyder Transportation
Frank Straub, AIA MSA Treasurer
Charles Strieby, AIA Public Relations
Ann Stacy Executive Director

The Plumbing and Heating Industry of Detroit has made special arrangements for the Labor Estimating Manuel of the Mechanical Contractors Association to be the topic of one of the seminars at the MSA Convention on March 29 and 30, 1973. These will be two-hour seminars from 9:30 A.M. — 11:30 A.M. to discuss the manual. The MSA Membership has been offered a special price of $5.00 for the manual with instruction. If the manual were to be purchased separately the cost would be $25.00. So if you plan to attend one of these seminars include a check in the amount of $5.00 payable to the Plumbing and Heating Industry of Detroit.

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In Search of a Contemporary Theatre Form

Ken Livingston, an associate member of the Detroit Chapter, has a M. of Arch. from Cranbrook Academy and has 18 years of experience both amateur and professional in theatre work. He is currently a theatre design consultant with Northwest Studios of Detroit.

The fortunate merger of architect and client has produced notable contemporary examples: Saarinen and Mielziner on the Vivian Beaumont, Rapson and Guthrie on the Guthrie Theatre, Fairfield and Guthrie on the Stratford Festival Theatre, Ontario, and with limited thrust, Dow and Wayne State University on the Hillberry Theatre.

Ope thy trusty, or is it just dusty, olde Sir Banister Fletcher and thou wilst find under the heading of "Greek Architecture . . . Theatres" the first structures especially designed for dramatic performances and, of course, then the first thrust stages. Begun before 500 B.C. as rude wooden seats built in the hollow of a hill around the orchestra or dancing circle, Fig. 1, they evolved into magnificent stone bowls. The prime extant example is the theatre of Epidaurus from circa 350 B.C. Fig. 2. Works by the contemporary playwrights are still being read, at least in drama classes, and performed. Perhaps you may recall from your more cultured era of education a few of their names, such as Thespis, Aeschylus, Sophocles, Euripides, and Aristophanes.

Roman adaptation and alteration reduced the importance of the orchestra, progressively whittled away at the "thrustness," and placed increased emphasis on the scene building and stage, eventually deriving, in effect anyway, the first proscenium arch Fig. 3. Huge exhibitions of exotic captive animals or prisoners of war or more or less mock battle scenes, hidden during set up, were revealed to the applause of the lustful, insatiable hordes in an instant at the drop of the curtain.

As a footnote, the proscenium arch of the Romans returned during the Renaissance to conceal, until the momentous unveiling, the opulent and beguiling stage settings which accompanied the theatrical event now known as grand opera, and, to rub salt into a Grecian wound, grand opera, it seems, comes from the Renaissance historians' interpretation of Greek dramatic performances.

'Tis historically evident that the most enduring drama was written and performed coincident with the popular use of the thrust stage. This form seated the maximum number of people in a relatively intimate relationship with the actor and provided a versatile background to any drama while dealing with the handicap of natural light and the more or less poor acoustics of an unenclosed space. From whence did this stage form come and what is its relevance to contemporary theatre.

Ken Livingston

Figure 1

Figure 2

Figure 3
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Now advance your sundial to another great age of theatre, again, remembered so well, though perhaps infamously, from your English or drama classes to merrie olde Elizabethan England with the pre-eminence of the writings of Sir Francis Bacon (occasionally attributed to a little known school teacher and actor, W. Shakespeare), such as King Lear, Macbeth, Much Ado About Nothing, etc.

The "wooden O'" of the time was adapted from the theatre of the innyards, improvised by the travelling acting companies. Surrounded by its balcony structure for the accommodation of the posh, the main stage platform projected into the midst of the less affluent standees with only the small and balconied inner stage curtained. It was especially suited to virtuoso acting Fig. 4.

There are numerous examples of the thrust in use as the dominant form of stage even in times when theatre per se was officially banned. During the Dark Ages passion and morality plays for the edification of the masses were given at the front of the church with the parishioners gathered about. The travelling shows included the Commedia Dell' Arte with its Pierrot, Pierrette, Pantaloon and Harlequin characters used the dropped side of an otherwise enclosed wagon as its stage as did the medicine man shows of our more recent history.

The change of scene on the thrust form of stage should be created by the imagination of the spectator, stirred by the verse of the dramatist, and transmitted through the utterance and action of the performer, not by the artifice of stage craft.

Mr. Henry Kurth, then associate professor of dramatic art at Western Reserve University, in an article for the Theatre Annual, 1963 presented an argument for the thrust stage herein simplistically summarized. The purpose of scenery is to be supportive. If it is either too realistic or too poorly imitative, it detracts and debases the author's intent. The scenery, or better thought of in contemporary jargon as the "environment" for the actor, should be of the same degree of illusionistic ordering as the performer. He, therefore, must create his own milieu.

While the nature of Greek drama required a minimum of place indication once the initial scene was established, the drama of Bacon (Shakespeare, if you prefer) changes locale rapidly and frequently from throne room to forest to curb side, etc. The Elizabethan stage provided this versatility, not by scenic changes but by the plastic use of the spatial relationships available and inherent in the stage form thus allowing the playwright whatever he might demand of the shape Fig. 7.

Entrances could be made through any number of portals from the inner stage. Properties, essential to the actors illusion not the scenery, could be changed out of sight behind the curtains over these openings Fig. 8.

There was an upper acting area through which a greater separation of characters could be achieved when needed. Fig. 9 not by the limited illusion of a balcony, but by a space ordering that permitted characters to speak to each other without being able to come into physical contact.

The pillars supporting this "non-balcony" gave the actor a place to relate to, be it columns in Elsinore Castle or trees in Birnam Wood or definition of a space from which the actor can stop, out of character, to whisper his asides.

Deference must be given to this ACTORS ILLUSION over SCENIC ILLUSION, refocusing the emphasis onto the actor through whom the playwright truly speaks. Perhaps the concealment then revelation of the stage setting was appropriate, when, for a while anyway, dramatic art deferred to scenic art. But this is not the case today. The patrons of this art form no longer exist and it is too irrelevant and expensive in today's theatre.

Despite the decadence or ignorance of the age that formed or revived it, the proscenium arch somehow lingers to dominate our theatre architecture. It surely speaks ill of our research into its origin or our ability or desire to enlighten our clients or perhaps "tis only a "Midsummers Nightmare".

From a completely unique background is the Kabuki theatre of Japan. It was very similar to the Elizabethan theatre with the addition of runways through the audience.
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Progress Report
Orchestra Hall

Last year's convention culminated in the very successful "Night at Orchestra Hall", in which the MSA raised $5,000 for the benefit of the restoration effort. In addition, the Convention passed a resolution commending the preservation committee, and urging the support of architects and the public in general.

As our 1973 Convention begins, it should be of interest that progress has been made toward the rehabilitation. The building has been made weather-tight so that no further deterioration will come from rain or snow; a number of limited musical events have been held, including a fashion show by J.L. Hudson Company and Seventeen Magazine; and professional help has been enlisted in determining what must be done to bring the hall to 1973 standards.

The Detroit firm of Smith, Hinchman & Grylls Associates was commissioned to make a thorough physical study of the building, and to come up with recommendations. This report has just been turned over to the Committee to Save Orchestra Hall, along with an estimate of what it will cost to do the work. In addition, a use-study is being made to determine how many different groups or organizations might be anticipated to be interested in using the hall.

The feasibility study is being done under the direction of Richard Frank, AIA, of Johnson & Roy, Ann Arbor, and Al Vegter and Sheldon Adelman of SH&G. The use-study is being conducted by Sandor Kallai, former director of the Meadowbrook Festival; Leonard Leone, of Wayne State Theater; and Gail Rector, who has directed the U of M Musical Series.

The prestigious National Trust for Historic Preservation has expressed their support of this fine Hall by the presentation of a grant by Trust President, James Biddle, to the Committee to Save the Hall.

As an expression of the state-wide interest in Orchestra Hall's success, a $5,000 grant of Historical Preservation funds was made by the State Department of Natural Resources, by way of the City of Detroit.

So, in short order, the Committee should know what has to be done to the building, how long it will take, and how much it will cost. And when they embark on their serious fund-raising effort, they will be armed with the use-study, to demonstrate how many local and regional musical organizations would like to perform in this acoustically-great hall.

Photo Display of Unique Redwood House

A California Redwood Association traveling photographic exhibit will be on display at the Michigan Society of Architects 58th Annual Convention, March 28, 29 and 30. The exhibit depicts a blending of outdoors with indoors in an unusual home designed by architects Schubart and Friedman.

The house, located near the town of Mill Valley, in beautiful Marin County, California, was designed to be completely natural and to harmonize with the lush surrounding young growth redwood forest. This theme is carried out even to the extent of subterranean utility wires and concealed parking.

The siding is unfinished redwood board and batten, hand-spaced at random. Naturalness is reflected from within by redwood walls and beamed ceilings, complemented by floors of pigmented concrete. The windows were strategically placed on the site for the most picturesque views.

The all-redwood house was built for photographer Pirkle Jones, who combined his appreciation for clean form and dynamic lines with his artistry to produce this provoking exhibit. During the past two decades, Jones has had several shows in museums and galleries here and abroad. His work is in private and public collections including those in the Museum of Modern Art and the Metropolitan Museum of Art in New York.
Photo Exhibit on Foothill College Campus

A photographic exhibit of Foothill College, Los Altos, California, will be displayed at the Michigan Society of Architects 58th Annual Convention, March 28, 29 and 30.

The campus of the 5,000-student college has won a number of architectural and design awards since its completion in 1961. The exhibit, sponsored by the California Redwood Association of San Francisco, illustrates how redwood and other natural materials were used in the design and construction of the buildings to create harmony and unity of landscape and campus.

Foothill College was one of the first American campuses designed, funded and built as a single and complete project, unlike the traditional method of planning of colleges which are often constructed in stages and can take a number of years. At Foothill, a total academic environment of naturalness and dignity was achieved from a land and architectural plan which was adopted and acted upon in its entirety. There are 39 buildings divided into 10 academic groupings. The architects were Earnest J. Kump and Masten and Hurd; the landscape architects were Sasaki, Walker & Associates. Cost of the entire project was approximately ten million dollars. Funds were provided by a bond issue voted by the community.

Conference on Assessment of Environmental Impact

The southeastern Branch of the American Society of Civil Engineers, in cooperation with the University of Michigan, is sponsoring a one day "Conference on Assessment of Environmental Impact". The conference is being held on March 24, 1973, at the Chrysler Conference Center, North Campus, University of Michigan, Ann Arbor, Michigan.

The purpose of the conference is to familiarize the practicing civic engineer with current law and the developing trends in regulations concerning impact assessment. Mock impact statements will be prepared at afternoon workshops under the guidance of experienced specialists. Information packets containing abstracts of laws and a guide to assessment procedures will be handed out during registration. Example outlines on special topics will be available at the afternoon session.

Speakers at the morning session of the conference will be Steven Sloan, Evaluator, National Council on Environmental Quality, on "Current Status and Trends in Federal Environmental Law; "Rep. Ray Smit, State House of Representatives, Michigan, on "Status and Trends of State and Environmental Law;" and, C. T. Black, Ph.D., Supervisor, Environmental Quality Section, Michigan Department of Natural Resources, on "Methodology of Assessment of Environmental Impact."

The afternoon session will consist of five concurrent workshops at which the conferees will prepare a mock environmental impact statement in one of the following five areas: Highways, Wastewater and Water Supply, Harbors and Waterways, Land Development, and Utilities and Pipelines. Each of the five workshops will be guided by an experienced specialist in that field. The impact statements prepared in the workshops will be guided by an experienced specialist in that field. The impact statements prepared in

(Con't. page 18)

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the workshops will be critiqued at the closing plenary session of the conference.

Registration fees for the one day conference, which includes the luncheon and coffee breaks is:
Regular $12.00 and Student $7.00.
For additional information and registration contact: University of Michigan Extension Service, Dept. of Conferences and Institutes 412 Maynard St., Ann Arbor, 48104

SAL Annual Meeting

The Michigan Academy of Science, Arts and Letters will hold their annual meeting on April 6-7, 1973 in the Vandenberg Room-Michigan League, at the University of Michigan. The program is scheduled from 10:00 A.M. to 5:00 P.M. each day.

For additional information, please contact the University of Michigan, Landscape Architecture Program at (313) 764-9315.

Durkee Gets New Post

William N. Hettiger, Director of the Michigan Department of Administration has announced the creation of a Bureau of Facilities Management to increase effectiveness of the planning, construction and management of the State Government’s multi-billion-dollar physical plant. Almon J. Durkee, AIA has been appointed Administrator of the new Bureau.

Mobile Home Design Competition

The second annual creative design competition for mobile home exteriors sponsored by Reynolds Metals Company is announced.

First prize in the contest will be $7,500, up from the $2,500 and Chevrolet Vega that went to the last year’s winner, Victor R. Nelbiebel, a Lansing landscape architect.

Entries for the design competition must be postmarked on or before August 1, 1973. Registration forms and contest details can be obtained by writing: Mobile Home Design Competition, Reynolds Metals Company, P.O. Box 27003, Richmond, Virginia 23261.

This year’s winning entries will be displayed at the all-industry suppliers show in September. The competition is open to designers and architects and to students in accredited schools of architecture or design.
Student Project for Detroit

A 100-acre area along the Detroit River, now used as a railroad storage yard, would be converted into a 5,000-unit riverfront housing development, under a plan devised by graduate urban planning students at the University of Michigan.

The U-M group will try to convince Detroit officials of the benefits of their plan, which they say will transform an "underutilized" area east and west of the Ambassador Bridge into an attractive housing development for both low- and high-income groups.

Site of the proposed project is about one-and-a-half miles downriver from the office and hotel complex proposed by Henry Ford II.

In addition to the riverfront project, the U-M students propose extensive rehabilitation of the 95-acre Hubbard-Richard neighborhood north of the river, and the development of a huge trucking terminal at the base of Ambassador Bridge to absorb the heavy truck traffic throughout the neighborhood.

"In the Hubbard-Richard neighborhood, there has been a continuous battle between residents and the trucking companies over the heavy truck traffic in the area," says Prof. Gerald E. Crane, chairman of the U-M urban planning department, who directed the student project.

Crane suggests that the proposed truck terminal, about three square blocks in size, will give the trucks direct access to Fisher Freeway and limit their travel through the surrounding residential area.

Another benefit of the proposed plan, according to the U-M professor, is that a wasted waterfront area would be put to use without the demolition of any existing housing units. The area now contains railroad tracks and boxcars of the New York Central, Wabash and Chesapeake & Ohio railroads, but these could be moved to the railroads' central terminal farther downriver, Crane suggests.

Wendell Mason, one of the students involved in the project, maintains that while the office-hotel complex proposed by Ford would beautify Detroit's waterfront near the Detroit Windsor Tunnel, visitors crossing the Ambassador Bridge should also be offered a port of entry that is aesthetically pleasing.

In addition, he says, the students' riverfront project would do much to ease the housing shortage predicted for Detroit in the 1980's.

The U-M group has worked closely with designer Carl Nelson of the Detroit City Plan Commission, who served as a consultant in the project. The proposed development has also aroused the interest of representatives from Detroit Renaissance and...
If someone told us the Statue of Liberty would be dismantled tomorrow, it wouldn’t be much more shocking than what’s already happening to other American landmarks. They’re disappearing by the thousands, without a thought of preserving them . . . without even considering a modern, useful purpose for them. Join the national organization devoted to preservation. Write: James Diddle, President, The National Trust for Historic Preservation, 740 Jackson Place, N.W., Washington, D.C. 20006.

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Hospitals Merge
For New Facility

The shortage of hospital facilities in outlying areas rather than in the central part of the metropolitan region has been effectively resolved by merging the four hospitals in Southwest Detroit. This achieves a better geographical spread of adequate hospital facilities, and secondly, provides a physical plant, expandable at a future date which will enable the four institutions to render better health care services to the patients they serve.

A steel-framed, 200,000-square-foot structure now under construction at Michigan Avenue and 20th Street will be equipped with 246 beds and contain the latest medical-surgical, pediatric and intensive and cardiac care services. The new Southwest Detroit General Hospital will also have provisions for complete emergency and ambulant care programs.

Combined in the new venture, known as the Southwest Detroit Hospital Corporation, are Boulevard, Delray and Trumbull General Hospitals and Burton Mercy Hospital.

The new facility is scheduled to open in early 1973, designed by Eberle M. Smith Associates.

Letters

Dear Ann:
I was embarrassed by a typographical error in the January Bulletin/Newsletter, that said I was the only Michigan member of the AHA Institute on Hospital Design. I’m sure you meant the “only Michigan member of the panel”, since there are many outstanding Michigan architects who are prominent members of the AHA Institute and active in its affairs. Please convey my apologies to anyone who might have felt slighted by the understandable transposition of words.

Thanking you in advance for your attention to the above matter.

Sincerely,
John V. Sheoris
Associate Division Director
Health Facilities Division
Mr. Ferebee, President of the American Institute of Architects

AIA's Scott Ferebee Wants New Business Tools for Small Offices

Mr. Ferebee, President of the American Institute of Architects will be the guest of the Michigan Society of Architects during our Annual convention in Lansing, March 28, 29 & 30. Mr. Ferebee will address the convention at the Annual Honor Awards Banquet on Friday evening, March 30, at the Olds Plaza Hotel.

"S. Scott Ferebee, Jr., will speak with a big voice for the small architect. He will do this because he wants the small architectural practices to grow. For those who deliberately plan to remain small, who are not interested in major expansion, he wants continued success and will push for AIA programs shaped specifically to improve the profit margins of the small firms by giving them access to business tools usually available only to large firms.

Ferebee will make certain that AIA's 24,000 members, both large and small, will have available to them from AIA the latest business aids including computerized financial management systems, an automated construction cost control system, texts on professional management techniques, business development methods and a constant flow of reports on market trends. Specification and management systems are well under way now in AIA, particularly the specs system, which is available at three levels of use, two of them allowing manual reference, the other computerized. The cost control program will become available during 1973.

Ferebee recognizes that architects, whether they operate a small office or a large one, need the best in management techniques if they are to be leaders in the shaping of the nation's physical environment. He says: "An Architect cannot be an effective leader at the national level, in the community or in the construction industry, unless he is first a successful practitioner."

Ferebee says the architectural profession, because it has responsibility for the physical planning of the environment, "is on the leading edge of a changing society. Because of the large amount of low-income housing required and a growing interest in environmental and ecological considerations, the emphasis on planning has shifted from design of single buildings to the planning and design of large areas and complexes."

"But he emphasizes that the architect and AIA must "speak only to those subjects on which we have professional knowledge, training and expertise." He says that, although architects are encouraged by AIA to take an active part in political affairs and to apply their intellect to all of today's problems, "If we as a group constantly make pronouncements of foreign policy, and social and political issues unrelated to our professional training, we will soon dull the senses of those we want to hear us. We will find that when we talk on our subjects and to problems for which we can supply solutions, our audience will have developed deaf ears."

Ferebee will not contribute to dulling the senses of those that must hear in order to learn what solutions to physical environmental problems are available. He neither wastes nor minces words. He talks directly to the subject he knows best, the architectural discipline."

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For a complimentary copy of PRESERVATION NEWS and more information on membership benefits and Trust programs, write:
Mr. James Biddle, President,
The National Trust for Historic Preservation,
740 Jackson Place,
N.W., Washington,
D.C. 20006.
Calendar

March 6, 1973
Water Resources Commission, seminar for architects and engineers on Control of Flood Plains, all-day seminar at the Kellogg Center, Michigan State University, East Lansing.

March 28, 29, 30, 1973
MSA Annual Convention, Civic Center, Lansing, Michigan.

May 8-11, 1973
AIA National Convention, San Francisco, California

August 9-11, 1973
Mid-Summer Conference, Mackinac Island.

Classification

New Mexico

Staff Opening in Construction Technology

Position: Teaching; Appointment date: August 25, 1973; Department: Construction Technology; Responsibilities: Teaching and development of undergraduate courses; Qualifications: B.S. in Civil Engineering with M.S. degree in Civil or Architectural Engineering or M.S. degree in Architecture. Applicant should have construction experience; Rank and Salary: Dependent on Qualifications; Other Financial Benefits: TIAA-CREF Retirement; Social Security; Term Life, permanent disability, and major medical insurance; approximately 17% of base salary paid by the University for these benefits; The Campus: A regional campus of Purdue University offering Associate, Baccalaureate, and M.S. programs with a student body of 6,000 and a full time staff of 150. New buildings on a 400 acre suburban site. Reply to: L. W. Smith, Section Chairman in Construction Technology, Purdue University Campus, 2101 Coliseum Blvd. East, Fort Wayne, Indiana 46805.

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