1977 M AWARDS
T.M.P. ASSOCIATES HONORED
FOR PLUMMOUTH/CANTON SCHOOLS

The Hulsing, Eriksson and Field Schools in the Plymouth/Canton Community School District have earned for T.M.P. Associates, Bloomfield Hills, the firm's second straight "M Award" for excellence of masonry design. The schools were designed to reflect the district's "open" concept of education and, according to project architect Lawrence D. Norris, AIA, "masonry was the logical choice to enclose and modulate the geometric pattern of space that was created both externally and internally...its use in a monolithic form enables the spatial quality of the schools to be quickly understood."

The loadbearing exterior walls are face brick with an insulated cavity and block back-up. The concrete masonry units are painted to provide the finished interior wall. Interior partitions are brick in lobby areas, concrete masonry elsewhere.

In all, six architects and their projects were honored in this third annual "M Awards" program, which is sponsored by the Masonry Institute of Michigan in cooperation with the Michigan Society of Architects. Other winners will be featured in succeeding issues of this newsletter. They were selected by a jury of Atlanta architects, headed by James H. Finch, FAIA.

THE PRESIDENT'S MESSAGE

There is a popular, poignant, plaintive song entitled "Feelings," and feelings seem to be important in America today. At AIA Grassroots '78 in Washington, feelings ran pretty high and were split pretty evenly between those who want the AIA to become more exclusive with mandatory continuing education requirements for membership, mandatory employment conditions for associates, etc., and those who want the AIA to become more inclusive where all registered architects may belong, continuing education is voluntary, all architectural technicians may be associates, etc.

The feeling about our old ethics problem of AIA architects being allowed to do contracting with full disclosure which was prohibited by a close vote at the 1977 Convention, is still running high. Many want it to come before the 1978 Convention to get it reversed.

Another issue with feeling is the AIA ethic on advertising which is not only challenged by some members, but by the U. S. Justice Department, as being in conflict with the U. S. Constitution. I asked President Botsai if AIA legal counsel had reviewed our AIA ethics to be sure they are in accord with the Law of the Land, and he said he wouldn't guarantee anything. The problem that many voiced is the precarious position a local AIA Chapter or State Society might find itself in if it expelled a member for violating the AIA advertising or contracting ethic, and then got sued by the expelled member only to find perhaps that the Chapter loses the suit and pays penalties because the courts adjudge the Chapter's basis for expulsion is unconstitutional. In the Ethics session of Grassroots, they noted that the Justice Department was looking at our advertising ethic and the AIA presented 5 approaches, ranging from waiting for the axe to fall with a defense suit cost of over $100,000 per year, to deleting our advertising ethic and letting the existing Constitution and State laws, which govern all citizens, govern Architects also. After all we are citizens first, architects second.

Feelings ran high when President Botsai stated from the podium that AIA does not endorse relicensure maintenance requirements. This is contrary to McGinty's letter of November 1977 which says the AIA Board approved policy "supports establishment of license renewal requirements based on substantive continuing education and professional development." Conflicting pronouncements from on high don't help members resolve their feelings.

President Botsai expounded his familiar theme that Architects are God's chosen profession and should conduct themselves with pride and self esteem. This worked
up some strong feeling because many of us had just read President Botsal's quite unprideful statement in the December 19, 1977 MEMO, which stated: "All too often we (including myself) have not furnished the services that the public or our clients have a right to expect. We, along with many others, have been tried by the public and found wanting. I believe this is the fundamental reason we are sued, clients go to package dealers, etc. Our skyrocketing insurance premiums and loss of market potential are directly related to our collective inability to furnish the kinds of service at a truly professional level that the public wants and needs."

My feelings tend toward a less restrictive AIA, a more inclusive AIA. An AIA which encourages and helps each member to his best and most honorable performance as an architect but lets the Law of the Land govern his other pursuits as it does every citizen. I have worked in several volunteer organizations and they always function best when they work on positive enthusiasm, on merit, not mandates. Those who advocate mandatory continuing education for AIA membership feel that this will shape up or weed out the bad guys, but I think it will simply retain the "safe" guys in AIA and "get rid of" a lot of creative architects who don't want to be subjected to someone else's idea of continuing education. We are each individually registered Architects, individually responsible for our work, and know individually what continuing education is appropriate for each of us. Only in freedom can an Architect be truly creative. Walter Gropius left Fascist Germany to come to Free America. Think of the "flat" architecture that we see in the controlled societies of the Soviet bloc nations. I cannot help but think of the trap which Erich Fromm described in his classic book "Escape from Freedom." I am also reminded that the group which has the most successful mandatory continuing education program in the world is Communist China. Let us never forget that our forefathers came to the New World to escape the ingrained mandatory sanctions of the Old World. America's greatness has come from that refreshing freedom everyone found and everyone cherishes. Granted it takes more courage and poses more potential risks, but if we keep in mind the fantastic strides possible in an atmosphere of creative freedom, there is no other choice in America. In our free enterprise system the market place does the job of weeding out the bad guys as it rewards the good guys.

What are your feelings? I'd like to know. And in addition, please talk over the issues of Advertising, Contracting, and mandatory continuing education for AIA membership in your chapters. Your delegates to the Dallas Convention should know your feelings. If you feel strongly about any issue be sure your Chapter submits a Resolution on it. They must be in by March 13. Paul Bowers, AIA, our Regional Director, will aid and expedite their delivery to the right people at AIA Headquarters.

Feelings. Fortunately we live in a free society where we can still express our feelings. Keep that spirit alive. Your feelings count. Talk about your feelings so we can keep a healthy AIA and a healthy nation.

Arthur E. Nelson, AIA President-MSA

GOV'T. DAY PROGRAM

9:00 a.m. - REGISTRATION, Prudden Hall, Lansing Civic Center

9:15 a.m. - HOW TO LOBBY FOR THE PROFESSIONS - Don Gordon

9:30 a.m. - SUNSET LEGISLATION, CODIFICATION AND LICENSURE
Representative Gary M. Owen
William S. Ballenger, Director Department of Licensing and Regulation

10:30 a.m. - LEGISLATIVE GOALS FOR THE 1978 LEGISLATURE
Representative Dennis O. Cawthorne, Minority Leader

11:30 a.m. - RECEPTION FOR LEGISLATORS, Terrace Room

12:00 noon - LUNCHEON FOR LEGISLATORS
Michigan's Future Building Program - Dr. Gerald H. Miller, Director - Department of Management and Budget

2:00 p.m. - PROSPECTIVES ON YOUR EXPOSURE TO PROFESSIONAL & PRODUCT LIABILITY
The Consumer View
Edwin M. Bladen, Assistant Attorney General

The Insurance Commissioner
Thomas C. Jones, Commissioner of Insurance

The Independent Insurance Carrier
V.O. Schinnerer

3:00 p.m. - The Legislative View
Senator David A. Plawecki
Senator Robert Vander Laan

4:00 p.m. - Adjourn

MSA is a co-sponsor in this event. Your attendance is urged & invite your legislator to be our guest for this event.
president of The American Institute of Architects.

Hastings, who was Chairman of the Board at SH&G, died in Detroit in December of 1973. He was quite active in construction industry affairs, possessing credentials both as an architect and engineer.

HOUSING GUIDE AVAILABLE

The Michigan State Housing Development Authority has just completed a book on Special Group Housing for Adults Development Process according to consultant Ray Cato, AIA, from the Western Michigan Chapter.

This manual was developed to serve as a useful resource for potential sponsors and members of Development Teams in the process of financing residential facilities. The information and suggested methods of developing such housing have been compiled through the Authority's own experience and from sponsors, service provider agencies, consumer advocates and professionals committed to helping people with social, physical and mental handicaps.

The Society has one copy of this book in its library or you can obtain your copy by contacting the MSHDA at (517) 373-6880. Limited copies are available at $10.00 thru the MSHDA.

OAK PARK FESTIVAL
FETES WRIGHT AND ARCHITECTURE

The largest collection of Frank Lloyd Wright homes anywhere...that's Oak Park, the western suburb of Chicago where Wright lived during twenty of his most productive years, 1899 to 1910.

THE OAK PARK FESTIVAL, a nine day celebration of the arts, will be held from July 22 - 30 to fete Frank Lloyd Wright and Oak Park's other famous sons, Ernest Hemingway and Edgar Rice Burroughs.

There will be architectural tours through two national historic districts, the Frank Lloyd Wright Prairie School Architecture District and the newly designated Victorian District. Guests will visit homes designed by Wright, other Prairie School architects and distinctive examples of traditional Victorian architecture.

Structures designed by Frank Lloyd Wright to be toured during the Festival include:

* Frank Lloyd Wright's Own Home and Studio, 1889-1899
* The George Furbay, 1897
* The E. Arthur Davenport house, 1901
* The Edwin H. Cheney house, 1903-1904
* Unity Temple, 1905-1908
* The Peter A. Beachy house, 1906
* The Thomas A. Gale house, 1909

In addition, outstanding examples of Victorian houses will be toured. Four different "packages" are being offered:

A Frank Lloyd Wright Weekend, July 22-23;
The Architecture Plus Art Tour, July 24-25;
The Architecture Plus Literature Tour,
A GRAPHIC GUIDE TO INDUSTRIALIZED BUILDING ELEMENTS

As more and more building today feature a greater degree of prefabrication, architects and builders need the most up-to-date information available on preassembled building elements. Now, a unique new book, A GRAPHIC GUIDE TO INDUSTRIALIZED BUILDING ELEMENTS, by Raymond Sluzas and Anne Ryan, provides the information needed on the characteristics and practical applications of industrialized building elements. In addition, the authors provide an overview of the many options and resources available to the practitioner.

The graphic representations that complement the text, as well as the book's convenient organization, make it an excellent desk and drafting table companion. The design professional will find that the graphics are indispensable in illustrating general characteristics of prefabricated elements. The authors clearly describe general characteristics and practical applications of each system; and 4) building elements, the smallest pieces of a building that can be industrialized, such as doors, windows and fireplaces. Their discussion of each of the elements makes it easy to use on a day-to-day basis, when specific questions come up throughout the progress of the design.

The book is organized into four categories: 1) total building, where all the essential features of the building -- the structure, the enclosure, the mechanical support services, and the finishes -- are combined into the final product; 2) building systems, which involve only one of the essential features of the building; 3) building components, which are the parts that make up each system; and 4) building elements, the smallest pieces of a building that can be industrialized, such as doors, windows and fireplaces. Their discussion of each type of element explores how it works and how it might be applied, providing general guidelines, such as average sizes, typical forms, and typical details. Rather than including precise product data, the authors describe general characteristics to emphasize the logic and rationale of each approach. The Appendices feature a comprehensive Analysis Matrix, along with a section on Standard Data covering building live loads, weights of materials, and metric conversion factors. A list of Trade Associations and pertinent periodicals, and their addresses, a bibliography, and an index complete the book.

A GRAPHIC GUIDE TO INDUSTRIALIZED BUILDING ELEMENTS has been written by Raymond Sluzas, a free-lance designer and an instructor in the Department of Architecture and Planning at the Catholic University of America, Washington, D.C. His co-author, Anne Ryan, holds her M. Arch. degree from Catholic University. The results of her extensive research appear throughout the book, along with many of her own graphic representations.

COMPREHENSIVE CODE SEMINAR

"Building Code Requirements for Reinforced Concrete (ACI 318-77)" is a one-day program developed in cooperation with the Portland Cement Association that will be presented in Detroit on April 20, 1978. The seminar covers technical changes to the Code (318-71 versus 318-77) as well as reformatting changes to the Code that have made it easier to use. The discussion is capped by a workshop session that uses typical problems to illustrate the differences between the old and new Codes. Guest speakers from ACI will include members of Committee 318 or other technical committees who are fully familiar with the Code. Continuing Education Units will be awarded for attending this Seminar.

REGISTRATION FEES

Fees are $75.00 for ACI members and members of co-sponsoring organizations ($95.00 for others) for registration in advance of the Seminar date. There will be an additional late charge of $10.00 for those who register at the door and whose registration is received less than 5 days prior to the Seminar date. The fee covers ACI-supplied meeting space, speakers, lecture materials, one meal and seminar handout packets. Hotel reservations are not included in the registration fee. Fees are generally allowed for tax deduction under IRS regulations.

CANCELLATION

Those who cancel after registering for the Seminar will be charged $30.00 but will receive the packet of Seminar materials.

MATERIALS

Each person attending the 1978 Code Seminar will receive at no extra cost a packet of materials that contains a copy of "Building Code Requirements for Reinforced Concrete (ACI 318-77)," a copy of "Commentary on Building Code Requirements for Reinforced Concrete (ACI 318-77)" (normally $27.00, or $13.75 to ACI members) and the Seminar Series Program Workbook, which was developed by the ACI Education Department in cooperation with the Portland Cement Association.
MISCELLANEOUS (Cont.)

George P. Moutsatsos, AIA, ASID, President of G.M. Design, Inc. of Acme, attended an honorary luncheon in Marquette recently to receive acknowledgment for his firm's interior design participation in the 1904 period restoration and development of THE HERITAGE CENTER FOR LOCAL HISTORY In Marquette's PETER WHITE LIBRARY.

The National Commendation Award was presented by the America Association for State and Local History in conjunction with The Michigan Historical Society.

The Bicentennial project was one of approximately 100 such efforts in the United States to receive award by the Association.

HISTORIC SUPPORT

It is interesting to note the names of only three architectural firms and one landscape architect listed among the contributing members of the Historical Society of Michigan. For a tax deductible $100 you can support the keepers of our cultural heritage in Michigan. Send your contributions to Historical Society of Michigan 2117 Washtenaw Avenue, Ann Arbor, Michigan 48104.

CLASSIFIED

Draftsman and Designer position open Minimum - 5 years experience required. Degree not necessary but desirable.

DIEKEMA/HAMANN/ARCHITECTS, INC.
4615 W. Main Street
Kalamazoo, Michigan 49007
616-343-4641

OVERSEAS POSITION AVAILABLE

Wanted: Architectural job captain capable of handling full job development from sketches through complete construction documents for several commercial projects in the Netherlands Antilles (specifically the Islands of Curacao and Aruba). Projects include office building complex and hotel. Not necessary to be registered but must have had sufficient experience and be able to lead and coordinate job development team. Documents will be developed in English Language.

Two year contract with extension option. Single person preferred for obvious reasons but will consider married person without children (because housing and schooling would present problems). Please submit resume and financial requirements to Melvin H. Sachs, Sachs Associates, Inc., 29200 Vassar, Suite 700 Livonia, Michigan 48152.


DREXEL UNIVERSITY TO GIVE "DESIGN FOR PROFIT" SEMINAR FOR MERCHANDISING AND STORE DESIGN PROFESSIONALS

Creating traffic-building store designs and appealing shopping environments to increase retail sales will be covered in new one day course for merchandising executives, commercial developers and store designers by Drexel University's Continuing Professional Education Department. "Design for Profit--A One Day Seminar in Effective Store Planning and Design" will be in Philadelphia on April 18 and will focus on current trends in the marketing, economic and esthetic aspects of store design, from space planning and layout to display and lighting.

Leading the seminar will be three experts from the fields of store design, marketing, and communications: Charles E. Broudy & Associates, Philadelphia; Prof. Marcia M. T. Grassi, associate professor of marketing at Drexel University; and Vilma Barr, of Barr Communications Services, marketing and communications consultants, Boston.

The seminar will encourage the interchange of ideas by round-table discussions and informal team workshops. Special teaching aids and graphic materials will be used.

Registration fee for the seminar is $95, and includes the luncheon and all materials. It will be held at the Holiday Inn, adjacent to the Drexel University campus, at 36th and Chestnut Streets.

Further information and registration forms for "Design for Profit" can be obtained by contacting Mrs. Jeanne Long, at Drexel University's Office of Continuing Professional Education, 32nd and Chestnut Streets, Philadelphia, Pa., 19104; or by calling 215-895-2153, or 215-4.

CORRECTIONS

Austin & Associates of 3126 Davenport, Saginaw, MI 48602, phone number was incorrectly listed in January Newsletter. It should have been 517-799-1365.

GRAPEVINE

Seymour Remen, AIA; Thomas A. Luchi, AIA; Kenneth M. Mitchell, AIA; (Michigan Regional Representative to CAH) and Jay S. Pettit, FAIA, have been appointed to the 1978 AIA National Committee on Architecture for Health. Schmidt-Thiel & Co., of Saginaw received the architect's award for Outstanding Design on the Bronner complex...Philip J. Meathe, F.A.I.A., President of Smith, Hinckman & Grylls Associates, Inc., has been elected to serve a one year term as President of the Detroit Urban League...Joy Adcock A.S.I.D. has been elected to the National Board of Directors of American Society of Interior Designers. She is Manager of Planning for Design Department of Michigan State University...Morris Jackson, AIA, won third prize for his water color painting in the All Michigan Silver Medal Art Exhibition...The Cornice and State Building, and Historic Detroit...
GRAPEVINE (Cont.)

Landmark, restored and occupied by William Kessler and Associates, is among 50 jury-selected projects promising new life for cities honored in Urban Design Magazine's Second Annual Awards Program...Engineering News Record has named Gunnar Birkerts as one of "Those Who Made Marks in 1977" for design of an energy-saving reflective exterior wall system (IBM Office Building in Southfield)...The December architectural issue of The Christian Science Monitor featured Gunnar Birkerts, his works and philosophies, written by William Martin...TMP Associates, Inc. has promoted Kent D. Johnson, AIA to vice-president and principal, and Lawrence D. Morris, AIA to senior associate. The Bloomfield Hills architectural, engineering and planning firm has designed numerous award-winning corporate, commercial and educational buildings throughout Michigan...John Banicki, P.E. to the position of President of Testing Engineers & Consultants, Inc. Is Western Michigan member has been appointed to national AIA committees. Raymond Eftheniou, AIA, President of O.E.M. Associates, Inc. is pleased to announce that J.B. Oliveri, P.E. will assume active responsibility as Director of Engineering...Three persons have been selected as associates of The Warren Holmes-Kenneth Black Co., the firm's president, D.S. Budzynski, announced Scott D. Hilleary, John H. Ross, AHC, AIA, and Ralph W. Mosley, AIA...Ruth A. Schnee is named Director of Interior Design for the firm of John Stevens Associates, Inc., architects, engineers, and planners of Detroit...The Woman's Architectural League held a Guided Tour in February at the Beaubien House...The sc/ala presented, Informal Discussions with Local Professionals in January, John Stevens, AIA of John Stevens Associates and Harold Varner, AIA of Sims/Varnr & Associates spoke to the student chapter, American Institute of Architects at lawrence tech...The following people attended the Third Thursday meeting on January 19, 1978: Charles Earl McCrary, Michael J. Maling, Joe Flesner, AIA; Carl Pirscher, AIA; Vikki L. McCray, John SoloRio, AIA; J. Stuart Pettit, AIA; Dennis King, AIA; David C. Lodag, AIA; Ted Kurtz, AIA; Morley Scott Stevenson, AIA and Brian Baldron. March 16th is the next Third Thursday meeting, we look forward to seeing you there...Eve Asken, AIA, MSA Secretary & Western Michigan member has been appointed to "Task Force for Women in Architecture...Raymond Eftheniou, AIA, President of O.E.M. Associates, Inc. is pleased to announce that J.B. Oliveri, P.E. will assume active responsibility as Director of Engineering...he will also retain the position of Chairman of the Board...Wai Wen Yu, Ph.D, P.E. will also be associated with O.E.M. and will be responsible for all aspects of Structural and Civil Engineering...Three persons have been selected as associates of The Warren Holmes-Kenneth Black Co., the firm's president, D.S. Budzynski, announced Scott D. Hilleary, John H. Ross an Ralph W. Mosley...Louis C. Redstone, FAIA, has been appointed to the Urban Planning & Design Committee of the American Institute of Architects...Two members of Rossetti Associates have been appointed to national AIA committees. Frederic A. Bertram, vice president, is a regional representative for the 1978 Committee on Design. Gary S. Van Neck, vice president, is on the 1978 Practice Management Committee...Leo G. Shea, AIA Detroit Chapter, gave a talk on "How To Use The New A201 & B141 Documents".

CALENDAR

MARCH
8 "Shopping Day at A & P" Adams Square Location - Women's Architectural League
8+9 MSA & Michigan Department of Public Health Facilities Seminar, held at Long's of Lansing.
14 IES "Economics of School Lighting" Dinner at Northland Inn.
Western Michigan Chapter/AIA Meeting
Mid-Summer Conference Committee Frankenmuth - 7:00 p.m.
16 Third Thursday - Beaubien House
"Theatrical Conceptualism", Robert Pincus-Witten at Detroit Institute of Arts.
Government Day - Lansing. For details see inside story.
21 WLD - Downtown Churches Tour
22 Detroit Chapter Board Meeting, 12:30 in the Beaubien House. DC
30 "H.H. Richardson and the Architecture of Detroit", James O'Gorman of Wellesley College at the Detroit Institute of Arts.

APRIL
5-7 Computer Graphics Conference and Equipment Display, sponsored by the Engineering Society of Detroit
6 Warren Planter to speak at Lawrence Institute of Technology. Admission is free.
11 IES "Office Landscape & Task Lighting" Afternoon and dinner at Northland Inn.
12 "An Architectural Reconstruction of a Submerged Greek Sanctuary", Fred A. Cooper, Assoc. Prof., U of Minn, Detroit Institute of Arts.
13 Producers Council - Saginaw/Flint/Frankenmuth.
18 WLD - Mt. Clemens Rose Garden, Betty Caringi, Chairwoman.
"Design for Profit - A One-Day Seminar in Effective Store Planning & Design". See N/L for details.
19 Detroit Chapter Board Meeting, 3:00 at the Beaubien House.
CALENDAR (Cont.)

JULY
19 Detroit Chapter Board Meeting, 3:00 in the Beaubien House.
22-30 Oak Park Festival in Illinois. See N/L for details.

AUGUST
4 Detroit Chapter Board Meeting, Grand Hotel, Mackinac Island.
16 Detroit Chapter Board Meeting

SEPTEMBER
12 Western Michigan Chapter/AIA Meeting
20 Detroit Chapter Board Meeting, 3:00 at the Beaubien House.

OCTOBER
16-20 Western Michigan Chapter/AIA Architects' Week - Local Public Awareness and Professional Promotion Campaign.
18 Detroit Chapter Board Meeting in Kalamazoo.
18-20 MSA 63rd Annual Convention, Kalamazoo.

NOVEMBER
14 Western Michigan Chapter/AIA Meeting Chapter Elections.
15 Detroit Chapter Board Meeting, 3:00 at the Beaubien House.

DECEMBER
12 Western Michigan Chapter/AIA Meeting Installation of Officers.

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