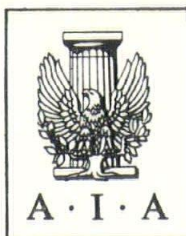


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Point of View

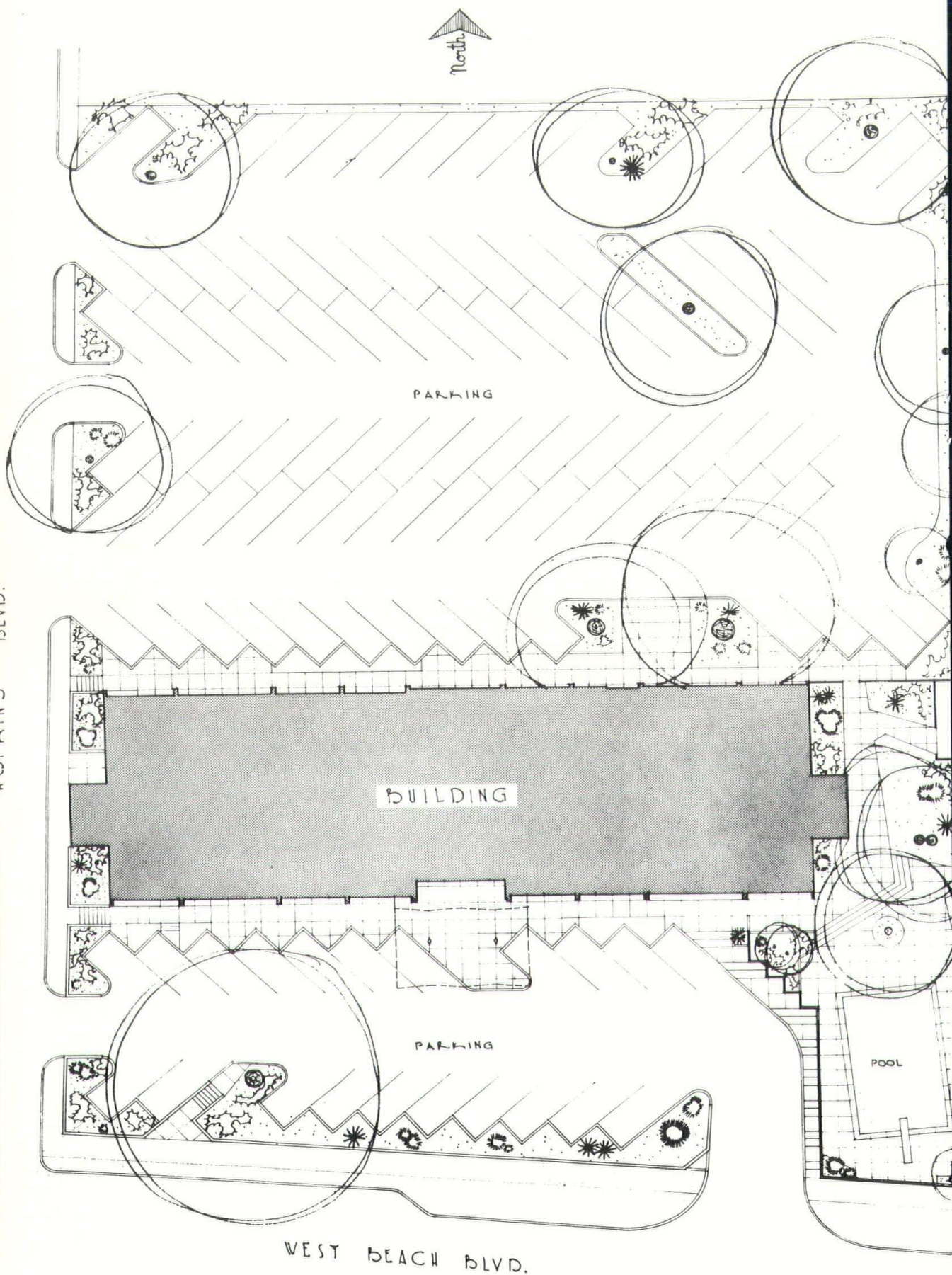
A while back our office was making preliminary studies of the layout of a medical clinic. As is not unusual, the arrangement didn't jell on the first try—matter of fact, several developments were presented before final approval of the floor plan was forthcoming.

We were puzzled by the doctor's persistent habit of turning the schematic plans around, so as to look at them upside down from the way they were drawn. Now architects very often find this a desirable way to demonstrate a drawing to a person or group on the opposite side of a conference table. But to have the client do so when he looked at them was practically unheard of.

So we asked for and received the explanation: "When I look at the layout," the doctor said, "I visualize myself already at work, in a consultation or an examining room at the rear of the building, as my patient comes to me from the waiting room up front."

Ordinarily the architect, like the doctor here, conceives the building from the inside out. The architect puts himself inside the imaginary building and seeks to find out first what is needed, then how these needs can best be served in building. The architect must put himself in the client's place. In this case, the client put himself in the architect's place, and saw his clinic as the architect had first seen it.

—*Harry Haas*



APARTMENT BUILDING

Gulf Towers is situated on a 1.35 acre site overlooking West Beach Boulevard (U. S. Highway 90) and the Gulf Coast beach. The site has native magnolia, oak and pecan trees lending natural beauty to the development. Sloping from rear to front and elevated above the highway, the site was developed with an elevated recreational area and first floor enabling tenants and guests to look "out to sea" over the highway. In setting the building back from the street, a parking area for guests was developed in front, with retaining walls. The setback and elevated site act as a buffer to highway noise, which is somewhat abated by large trees and planted areas developed in conjunction with the guest parking. Tenant parking is in the rear of the building accessible from the side street, Hopkins Boulevard. Native trees were preserved within the tenant parking area and planted areas were developed to provide a garden-like atmosphere.

Preliminary market analysis revealed that this building should incorporate a wide

variety of apartment types to accommodate the various tenant needs. This is an unusual market area due to the high influx of seasonal vacationers and the military personnel in the area. Financed under the F.H.A. 207 program, the budget was closely regarded during design development to arrive at an efficient building providing a sound owner's investment. Flat plate concrete floor slabs, concrete shear walls and columns were selected to minimize building volume, thus resulting in a more economical structure. The application of floor finishes and ceiling finishes to the upper and under surfaces of these flat slabs resulted in structural integrity and enabled a high degree of flexibility in the design.

A lounge, druggette, beauty shop and laundry were designed on the first floor convenient for tenants and guests' use. Garbage is centrally collected through a chute located on each floor and picked up from the garbage room at the rear of the building. Two high-speed elevators are centrally located and a stair is located at each end of

GULF TOWERS INC.

Biloxi

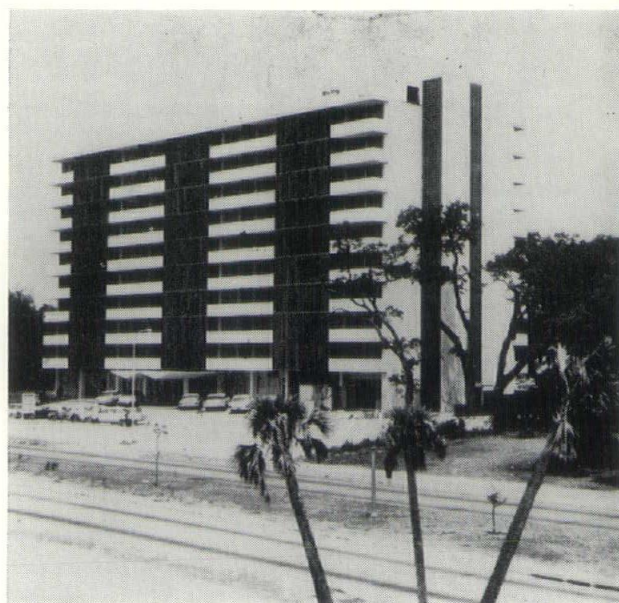
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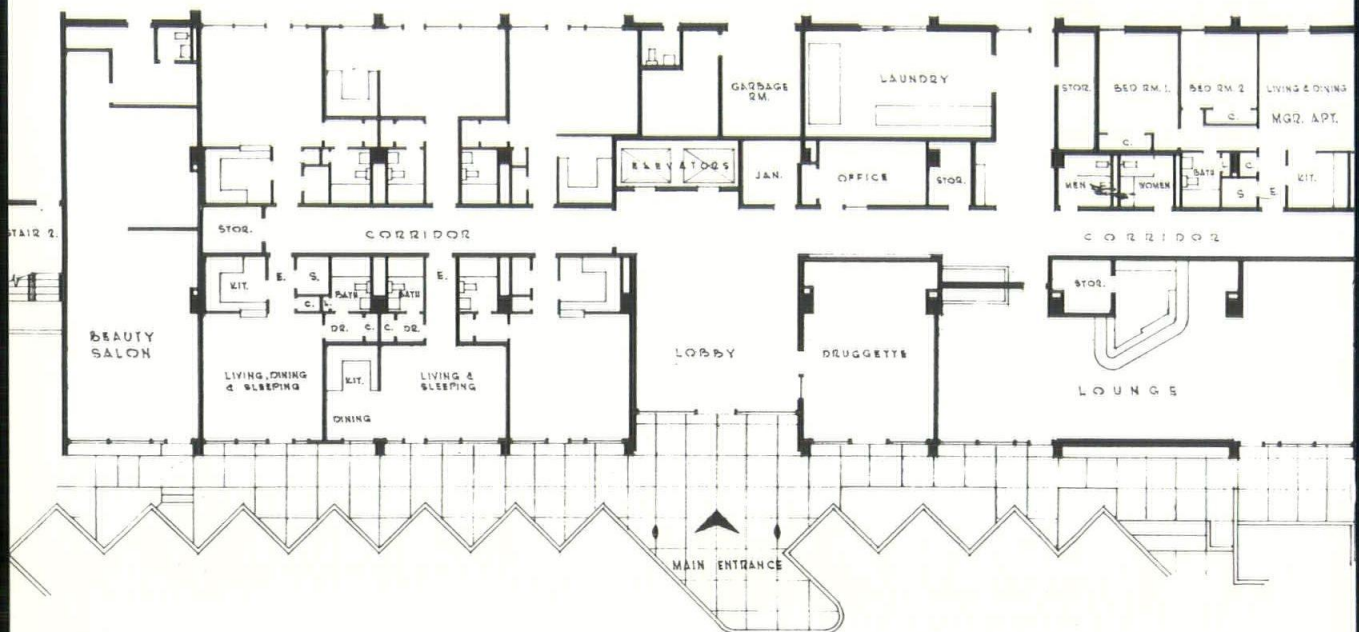


the building for convenient tenant inter-floor travel.

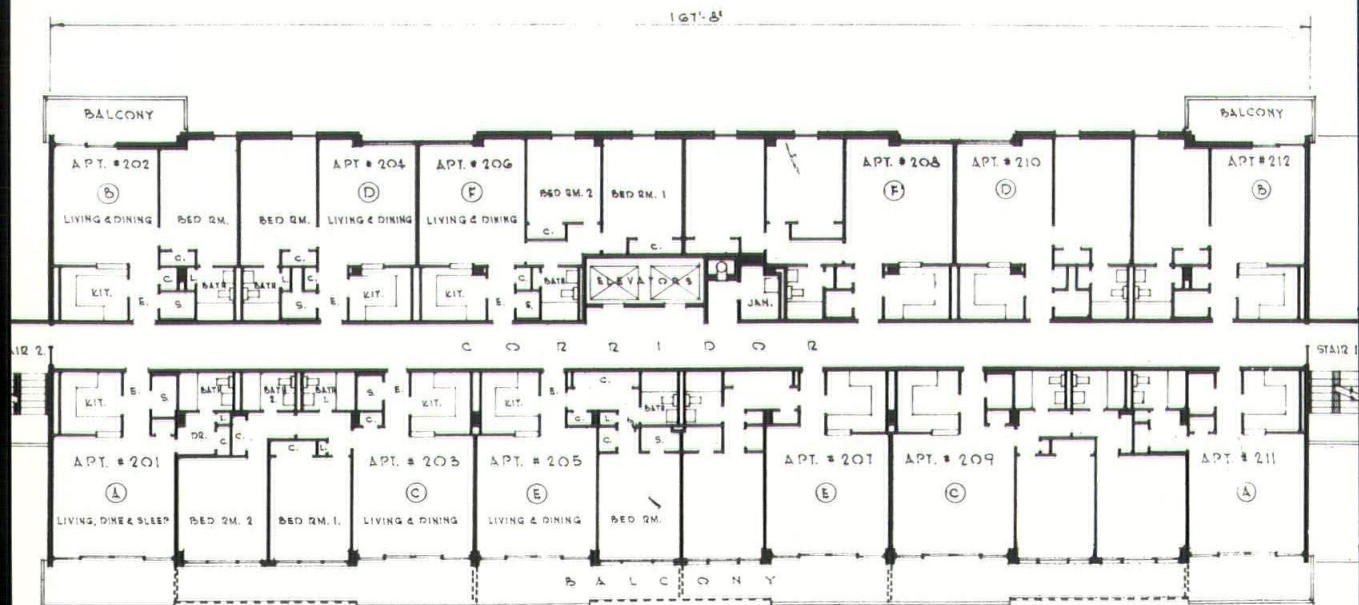
The building exterior contrasts finished white concrete with brick at the first floor, and cypress screens at the front balconies above. The stairwells are enclosed with finished white concrete and decorative clay screen tile. Sliding-glass doors open onto the

balconies from the living areas. The front apartments on the upper floors have a view including offshore islands.

Gulf Towers consists of 115 units, having six different apartment types. The total construction cost of the project was approximately \$1,800,000.



GROUND FLOOR PLAN



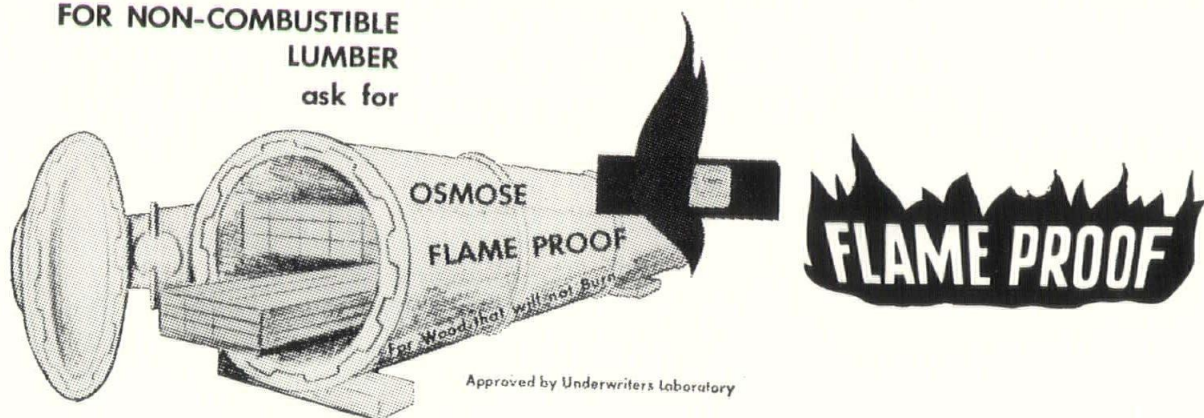
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100 BISCAYNE



CONSTRUCTION has begun on Florida's tallest building, a 30-story all-concrete frame edifice containing no structural steel.

Named 100 Biscayne, the skyscraper's first 15 floors will have offices, and the upper 15 floors will have apartments. It will rise on the corner of Biscayne Boulevard and Northeast 1st Street, in the heart of the city.

Rader and Associates, Engineers and Architects, designed the sophisticated building. Earle M. Rader, senior partner, disclosed that construction of 100 Biscayne will require about 12 months. Cost, with land, will be approximately \$6,000,000.

"Up until a few years ago," Mr. Rader said, "straight reinforced concrete construction had been limited to about 15 stories. For 100 Biscayne, we have worked out a special design in which the north and south walls are tied together to provide the necessary structural strength and rigidity, enabling us to go to thirty stories with complete safety. This design, we believe, will stimulate increased use of reinforced concrete in high-rise structures."

100 Biscayne will have tinted glass curtain walls facing Biscayne Boulevard on the east, and looking out over downtown Miami on the west. The crisp, clean lines of the glass facades will be heightened by vertical aluminum mullions which will also serve as tracks for window washing units which will slide down from the roof.

The upper 15 floors will contain 158 rental apartments—efficiencies, one-bedroom, and two-bedroom two-bath units. The top two floors will be devoted to super deluxe apartments built to the specifications of the lessees.

Ground floor will have business space. However, on the street level there will also be a separate entrance for apartment residents. There will be seven high-speed automatic elevators, including one service elevator, in a central core. Three escalators will go from the street floor to the second floor.

An 800-ton high-pressure double-duct system will supply air conditioning and heat, with individual controls in apartments and offices.

Tallest building in Florida will be the 100 Biscayne, now under construction in downtown Miami. Designed by Rader and Associates, Engineers and Architects, whose headquarters offices are in Miami, the skyscraper is being built with an all-concrete frame and will contain no structural steel.

NEW Hollywood offices of the Automobile Club of Southern California are now in operation on Hollywood Boulevard opposite the entrance to Barnsdall Park, according to Norman P. Thompson, executive vice president of the Automobile Club.

The new building replaces facilities formerly located at 6902 Sunset Boulevard near Hollywood High School and is planned to meet Automobile Club membership for 1985, expected to be double that of today.

First Automobile Club district office of more than one floor in height, the Hollywood office is planned on a split level site to allow easy access from the parking lot and street to both levels, according to John H. Lowe, real estate manager of the Automobile Club.

Planned by Hunter & Benedict, Architects, A.I.A., the contemporary-styled building is designed with tall panels of tan face brick separated by tall pilasters of beige cast stone. A single, full height keystone panel

of precast exposed aggregate contrasts with the panels of brick to carry the Automobile Club identification.

Architect Walter G. Benedict said that the entrance to the building is through a landscaped forecourt protected by a 25-foot canopy. Extensive use of olive trees in the landscaping recalls the tradition of California and harmonizes with the heavily wooded Barnsdall Park, formerly known as Olive Hill.

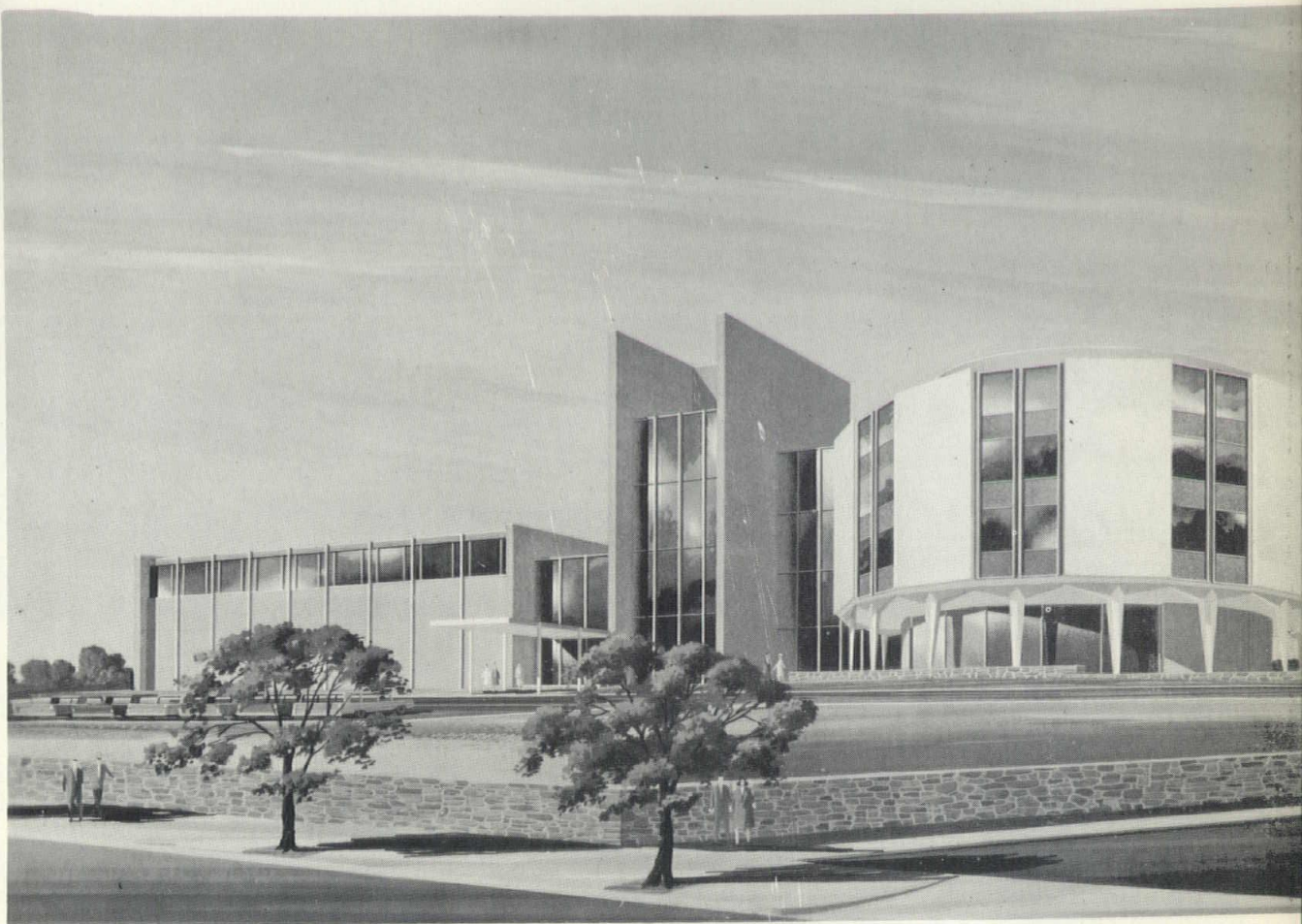
The main public area on the first floor of the 9,000-square-foot building is planned with a huge U-shaped counter over which members obtain the many club services. The second floor of the air conditioned building is devoted to staff offices, sales, and filing areas.

Benedict described interior wall colors as a basalt tan with accent panels of olive green and terra cotta red. Venetian terrazzo flooring is used on the first level public area, while vinyl asbestos tile flooring covers other areas. Ceilings are of travertine patterned acoustic tile.

AUTOMOBILE CLUB OPENS NEW HOLLYWOOD OFFICES



West Park Hospital



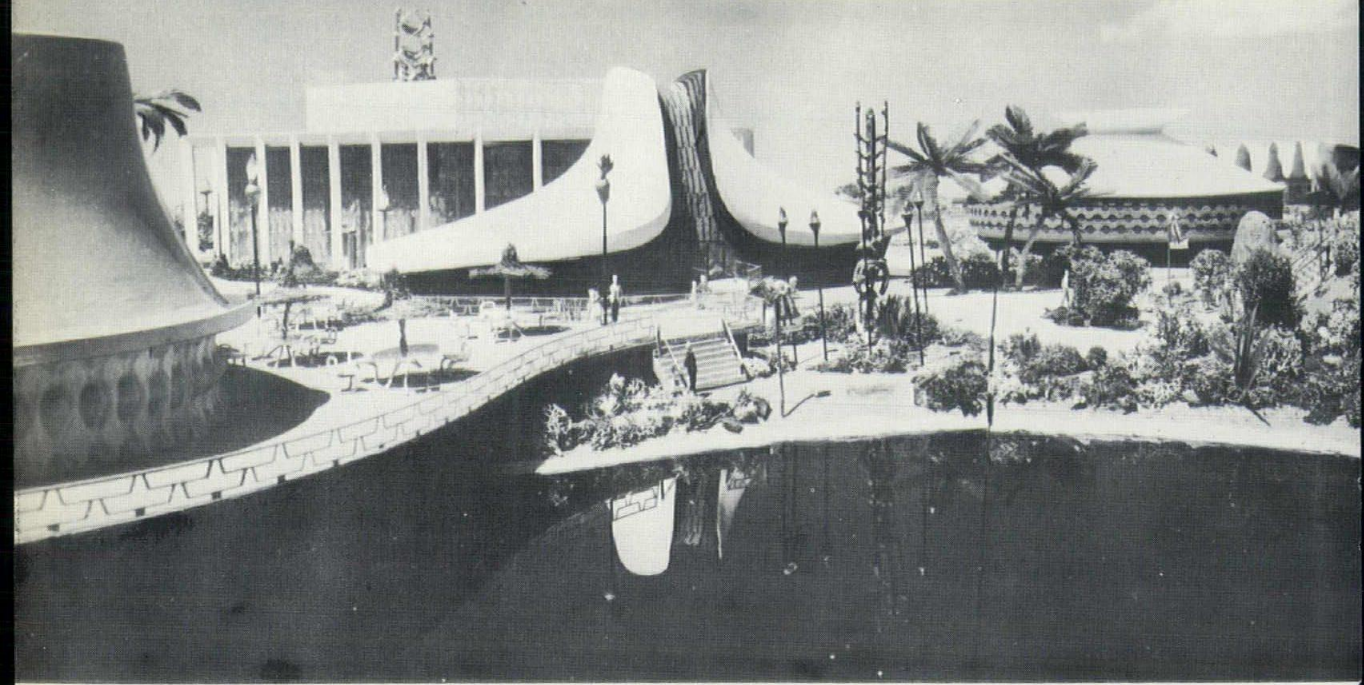
THE new 136-bed Park Hospital erected in Philadelphia's beautiful Fairmount Park is an interesting combination of rectangular and circular elements. Designed by Anthony F. Orefice, A.I.A., the newly-completed hospital was established by a group of private physicians and operates under a non-profit charter.

The soaring center element contains solariums which overlook Fairmount Park, and also houses the elevators. The main rectangular element, built with structural steel and poured concrete floors, contains a superbly-equipped out-patient department. The circular element or "rotunda", built with reinforced concrete, contains the administrative offices and lounges on the ground floor, with nursing units on the three upper floors. Because of the circular structure, each patient room has a view of the park. Rooms are easily served from stations and utility centers located in the core of the circle.

The extensive use of Bestwall Laminated Gypsum Wallboard is another important feature of West Park Hospital. Advanced systems developed by Bestwall can be installed with speed and minimum waste. They reduce sound transmission, achieve fire ratings of 1, 2, and 3 hours, and add considerably to the attractiveness of interiors, whether used in institutional, commercial, or residential buildings.

The hospital is fully air-conditioned with all modern facilities. Total cost of construction: \$2,500,000.

State of Hawaii Exhibit, New York World's Fair 1964-65 facing Meadow Lake.



aloha at the fair

MOST Americans know just seven words of Hawaiian: aloha, lei, luau, hula, ukelele, poi and muumuu. Actually, you can get by with only one.

Aloha is a versatile word that means much more than just "hello" and "goodbye," as you'll discover if you visit the State of Hawaii Exhibit at the 1964-65 New York World's Fair. The official theme of the exhibit, "Aloha" is the traditional Hawaiian expression of goodwill, friendship, and—when the occasion demands—love.

While you may not find love at the pavilion, you can find almost everything else the term implies—as well as a colorful sampling of island delights.

Visitors will get the impression that they are indeed on an island—the 2½ acre exhibit has a Meadow Lake frontage of 543 feet, but the windings of inland waterways expand the waterfront area to 1,629 feet. At one end of the island, a group of thatched-roof buildings re-creates an ancient Hawaiian village, offering a look at native life and crafts as they were before the white man came.

Here you can learn—among other things—how to concoct a flowery lei and a tasty poi. And you can ride in an outrigger canoe, one of the world's oldest surviving means of transportation.

A few steps away is an open-air "Alohatheatre" featuring Hawaiian music and dance performed on

one of the most novel stages in the annals of "show biz." The stage is actually a man-made island cut off from the shore from the amphitheatre.

At the Aloha Theme Building, guarded by an 80-foot Akua tower ringed by flaming torches at night, you can see 1,000 years of Hawaiian history, from the coming of the Polynesians to the achievement of statehood. The building itself, though, is pure modernity—a hexagonal roof supported by columns rising from a reflecting pool. Inside, the floor space is completely free of columns.

Arresting new architectural forms, surrounded by the exotic orchids, birds-of-paradise and cocoapalm trees of Hawaii, create some striking visual effects.

A round-roofed building, capped by a small circular dome, shelters the Industrial Exhibits. If you want to buy anything from flowers to fashions to feathered crafts, look for the nest of little Hawaiian shops in the picturesque fan-shaped structure nearby.

Even if you're not hungry, you can hardly miss the Restaurant of the Five Volcanoes, nestled under four squat towers that form the roof. Four days a week on Tuesdays, Wednesdays, Thursdays and Sundays—it will offer a full-dress Luau, complete with traditional Kalua pig, Luau chicken and lomi salmon.

FACELIFTING

FOR SUBURBAN STORE

THE complete remodeling of the Helen Caro store at Suburban Square, Ardmore, Pennsylvania, included renovation of the 4,000-square-foot interior as well as the exterior.

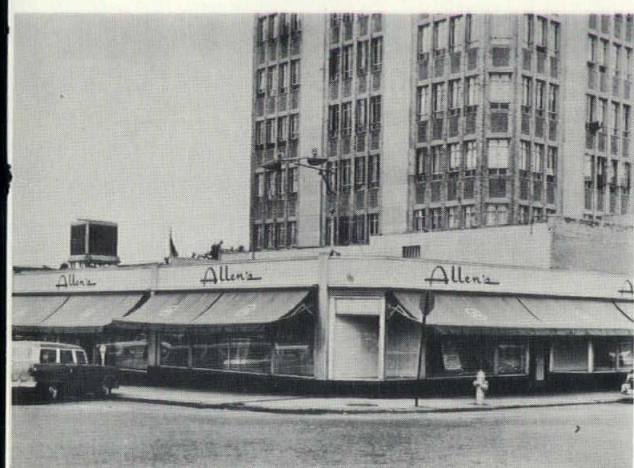
The design objective for the exterior was two-fold: to connote a suburban feeling, and to pick up the local atmosphere of Philadelphia's Main Line, which calls for painted wood and brick, repeating the general architecture of the area.

The former store was faced with carrara glass and had large bulk windows. The renovated store is strictly modern in design, but colonial in feeling,

with an exterior of painted white brick, set off by a cherry red and white striped awning.

By eliminating the bulk windows, it was possible to give the store excellent signing, and "Helen Caro" is readily visible from a distance. The windows which remained permit customers to see directly into the store.

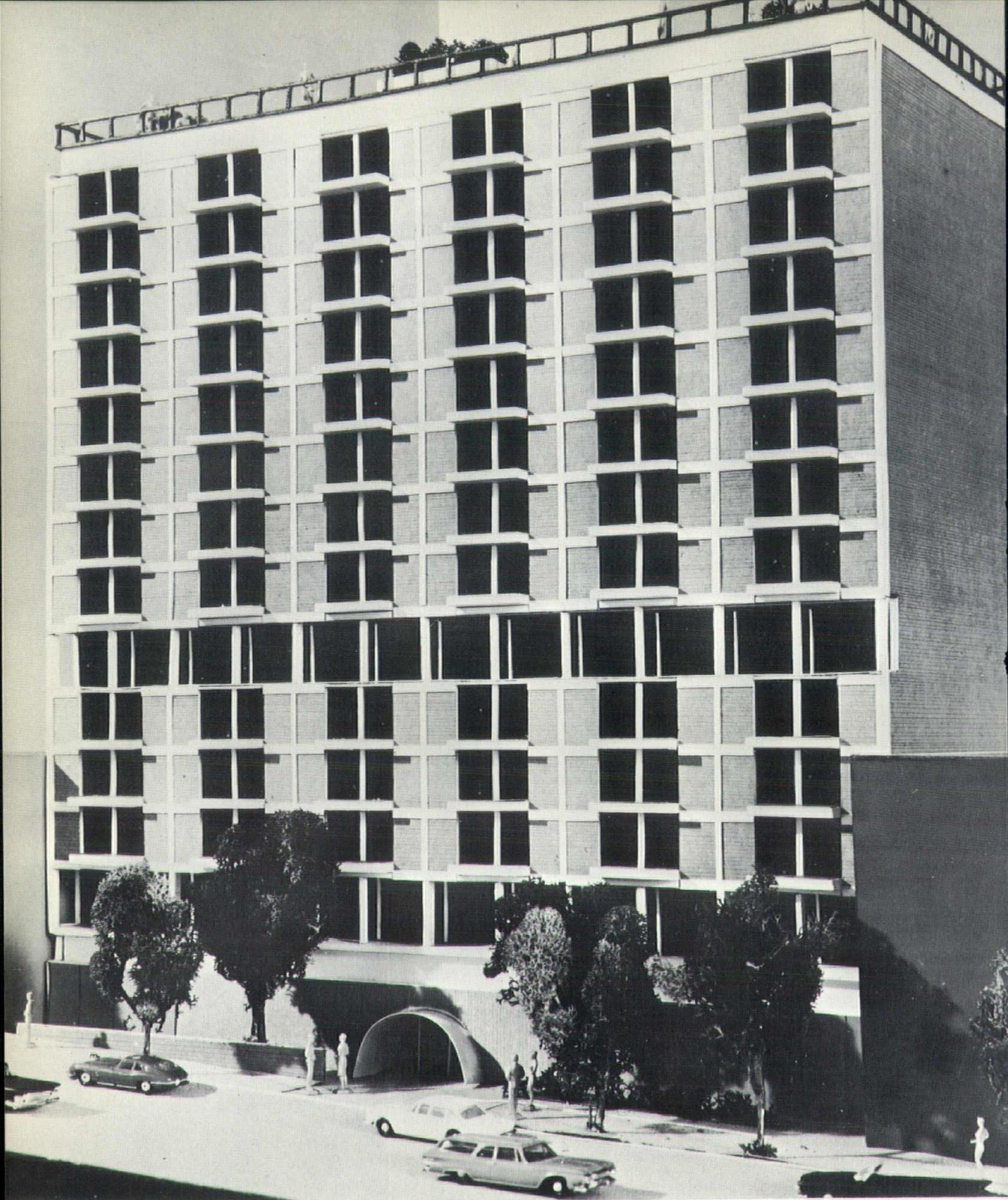
By having a large white facade, the store's motif, the rose, was placed as a large symbol against the front, again giving identification to the store. A planting box filled with shrubs completes an informal inviting exterior.



Before renovation, the store had large bulk windows, black carrara glass, which was reminiscent of another era in design, and did not connote a suburban feeling.



Modern in design, but colonial in feeling, the redesigned exterior of the Helen Caro Store, Ardmore, Pa., is painted white brick, set off by a cherry red and white striped awning. The Firm's motif — the rose — provides a dramatic trademark against the white facade.



The Florence Nightingale Nursing Home being built on 96th Street between Lexington and Third Avenues will be the largest facility of its kind. This modern Nursing Home, first to be approved under the new Hospital Department and New York City Zoning Codes, will be a 14-story, \$5 million structure.

Florence Nightingale Nursing Home

FLORENCE Nightingale Nursing Home, the first such facility to be approved under the New Hospital Department & Zoning Code of the City of New York governing nursing homes, will, when completed, give New York and the country the largest, most modern facility of its kind under one roof.

With construction scheduled to begin early in 1964, the \$5 million Home will rise fourteen stories on a 12,500 square foot site on 96 Street between Lexington and Third Avenues.

According to a recent report of the New York State Health Department's Division of Hospital Review and Planning, "only half the need for safely situated nursing home beds have been met." This same report indicates that approximately 18,500 nursing home beds are needed in the New York City area.

Designed by William N. Breger, Chairman of the Department of Architectural Design, Pratt Institute, the reinforced steel and concrete structure "will combine every applicable advance in construction and design technology to make this new facility the showcase for the nation and the entire world," said Charles E. Sigety, the sponsor of the new facility.

Average cost will be at the rate of \$16 per day which is close to the \$15 per day rate established by Blue Cross and Blue Shield for convalescing contract holders. "We are pleased that the rate schedule will permit families of moderate incomes to take advantage of the Center's facilities," said Mr. Sigety.

Commented Mr. Sigety, formerly Deputy FHA Commissioner and Director of the New York State Housing Finance Agency, and who has lectured at the Columbia University School of Public Health and Hospital Administration, "of the approximately 16,000 existing beds, almost one-third are considered unsatisfactory or unacceptable by the Health Department or by fire safety standards.

"The Florence Nightingale Nursing Home will be situated right in the heart of Manhattan to help meet the great need for additional facilities required for long-term care patients that satisfy all the standards established by the Department of Hospitals and other agencies concerned," said Mr. Sigety.

"In developing plans for the Home, we were all particularly mindful of the new Hospital Code governing Nursing Homes which resulted from an intensive study of the problem under the leadership of Dr. Ray E. Trussell, N. Y. City Hospital Department Commissioner," continued Mr. Sigety. "The new Code which represented a 2-year research study into the most desirable standards of care, served as the basis of this design to provide the world's first city, New York, with the world's outstanding chronic care and convalescent facility."

The 96 Street site was carefully selected because it is convenient to all transportation; cultural, recreational and entertainment facilities and, most important, is directly in "hospital row." Within a radius of two miles from the new Center, there are twelve

hospitals with a total of 4,370 beds, an untold number of physicians, specialists and the most modern medical facilities.

Mr. Sigety also noted that because of the facility's convenient mid-Manhattan location and convenient travelling facilities it will attract the best personnel for employment at the Florence Nightingale Nursing Home.

Although the new Hospital Code governing nursing homes permits 40 beds to a floor, Professor Breger, who is also associated with the Columbia School of Public Health and Administrative Medicine, has provided no more than 37 beds to each floor. Rooms will be available for husband and wife occupancy if required.

Professor Breger has incorporated many unique features in the new Home such as an indoor swimming pool, and a Chapel of all faiths for meditation and prayer.

The facility has been designed to "provide both patients and visitors with an environment that reflects the home atmosphere," continued Professor Breger. "The creation of a non-institution; home-like atmosphere is vital for both patient and visitor."

Because of its size and scope, the new facility will be able to provide patients with the ultimate in care and facilities. Most rooms will have two beds with private bathrooms and wash basins. All rooms will feature "hanging flower boxes" especially designed so that patients may, with ease, care for the plants.

The Florence Nightingale Nursing Home will rise on the site of the buildings (in background) now located at 96th Street between Lexington and Third Avenues in Manhattan. William Breger (left), Architect, and Charles Sigety, Sponsor of the Nursing Home, review the facility's building plans.



Split-Level Engineering Laboratory

Scheduled to go into operation early next year this \$3 million aerospace vehicle systems laboratory is now under construction at the Lockheed-California Company Rye Canyon Research Center.

THE Lockheed-California Company announced construction is under way on a huge three-level laboratory for intensified aerospace vehicle research and development.

Scientists and engineers at the \$3 million laboratory will deal with future aircraft and space vehicle systems, structures, materials, and human factors.

Designed and engineered by Albert C. Martin and Associates, Los Angeles, the hillside split-level structure—measuring 385 feet long and 240 feet wide—is being built at the Lockheed-California Rye Canyon Research Center near Saugus, 26 miles north of the company's Burbank plant.

The 126,000 square foot vehicle systems building is scheduled to be completed and in operation early next year, according to R. L. Thoren, Lockheed-California director of engineering.

It will be equipped to play a vital role in the proposed development of such concepts as the supersonic transport, manned satecraft, and other advanced aerospace vehicles, Thoren said.

Initial staff will consist of 225 scientists, engineers, technicians, and other personnel.

Major activities in the research and development programs will be in:

Hydraulic, electrical pneumatic, mechanical, and thermal systems for guidance, control, and actuation.

Chemistry including plastics and isotopes), metalurgy, and thermodynamics.

Spacecraft life support, psychoacoustics, and other human factors studies.

Computer and data facilities will be used for flight simulation and to predict functioning of components.

"Clean rooms"—so dust-free that employees will don special clothing and women will not wear make-up—are planned for the assembly and testing of extremely sensitive units.



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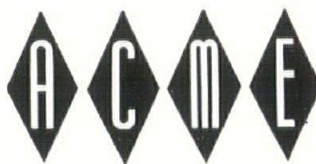
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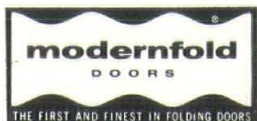
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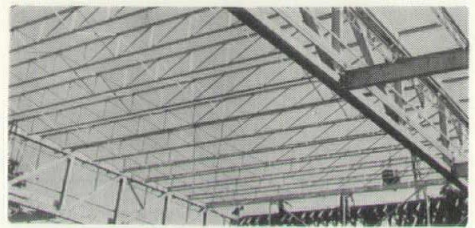
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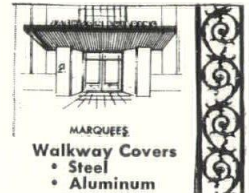
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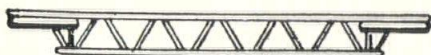
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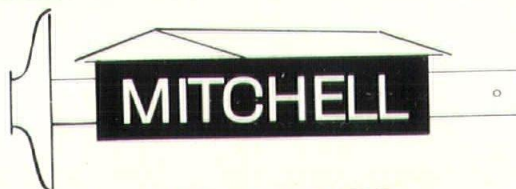
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