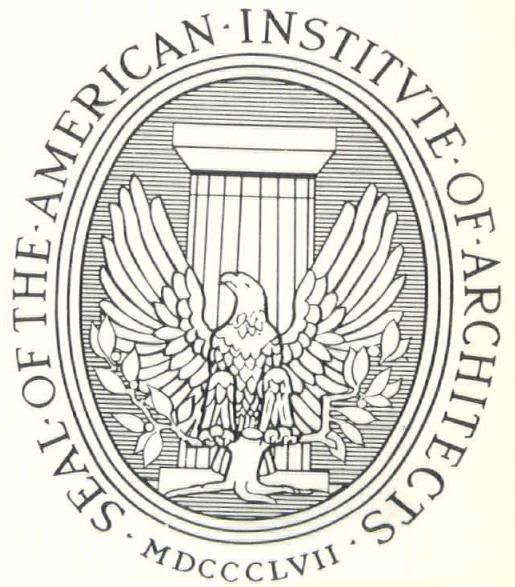


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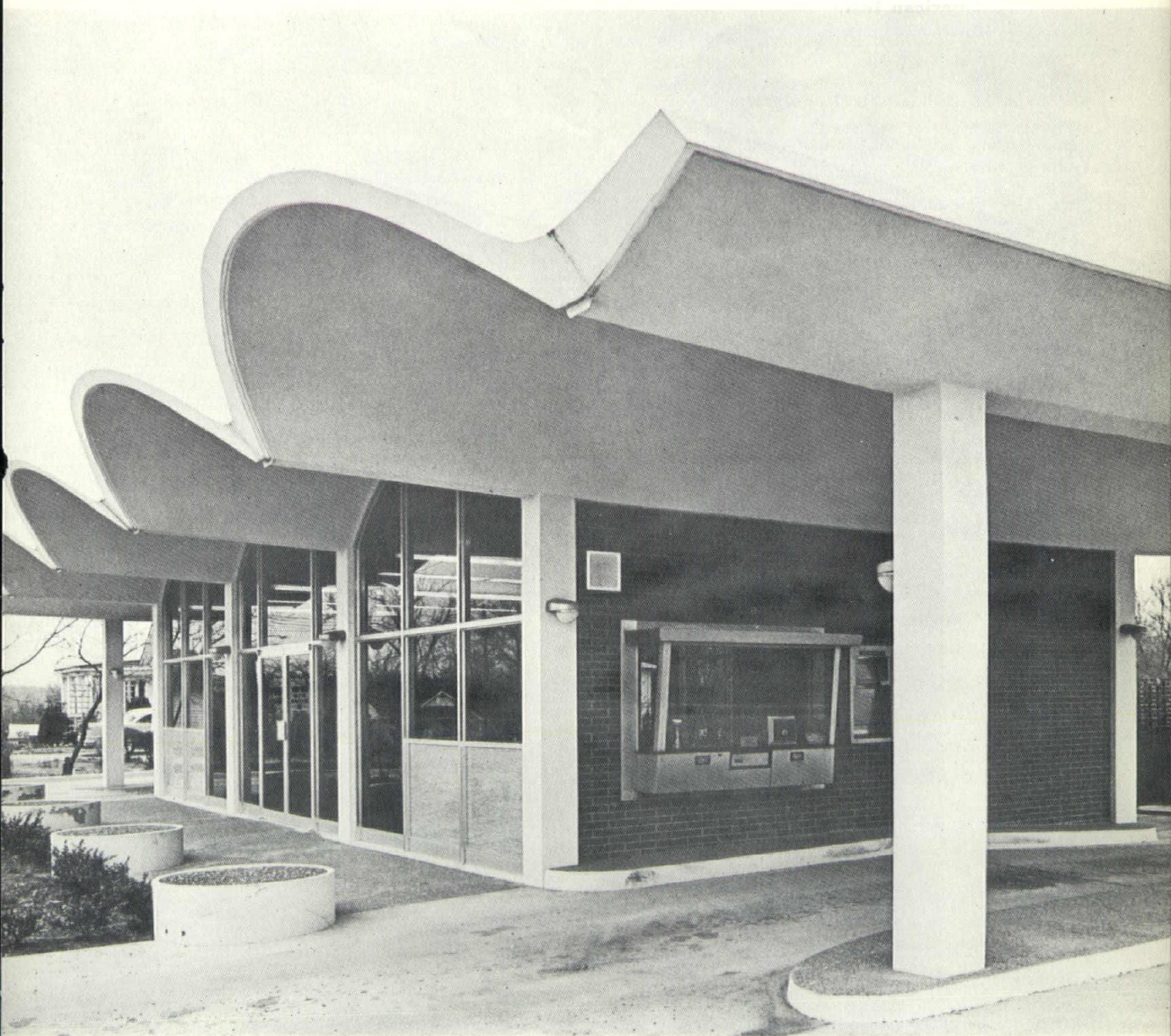
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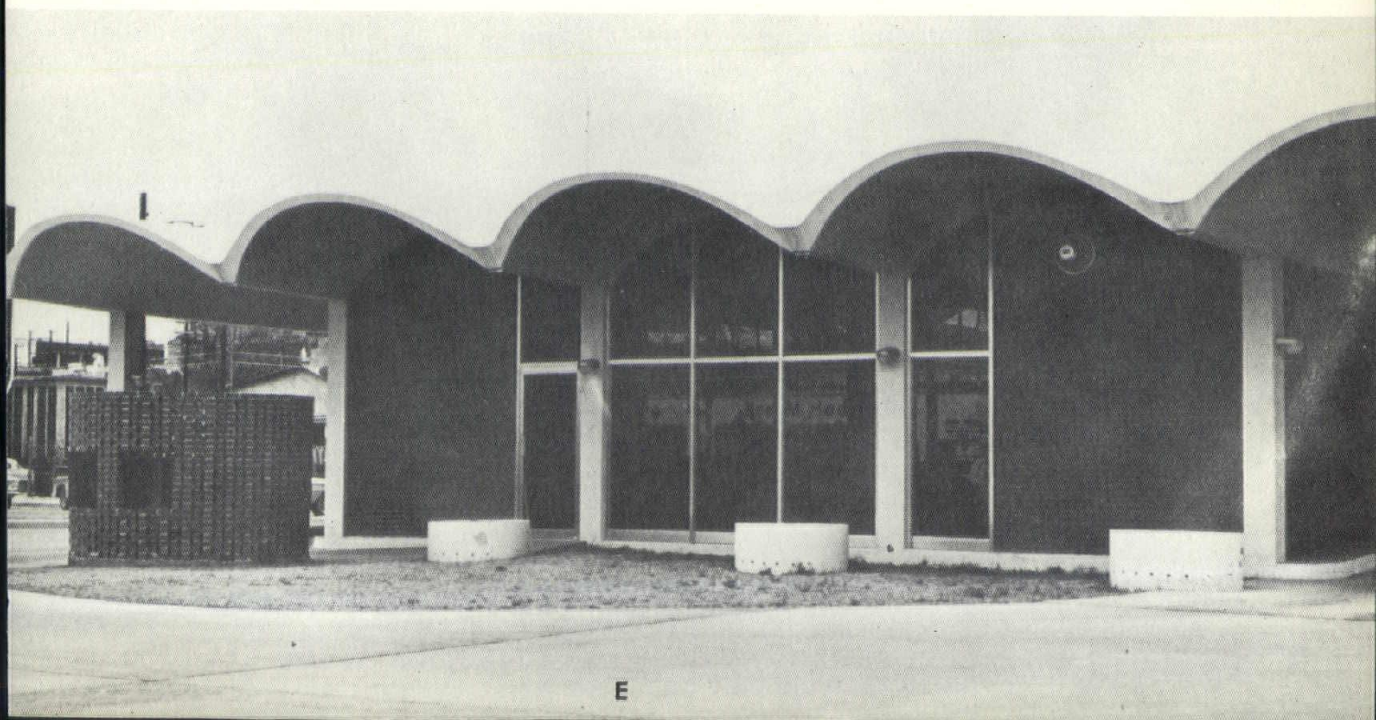
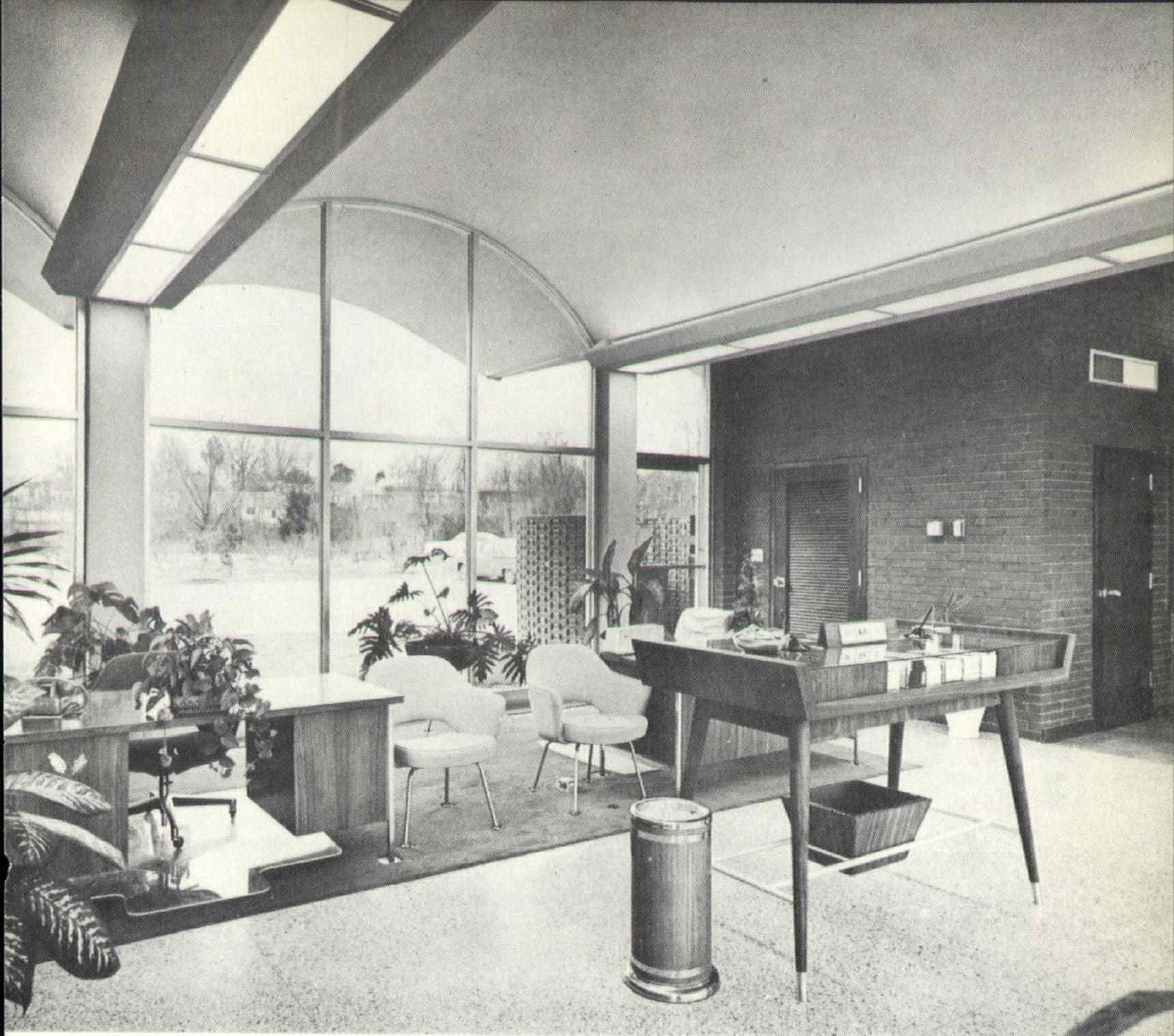


A functional building was desired, a building that would have a solid feeling and an unusual appearance. The client had a relatively flat lot except for a sharp slope on one side. The budget for building and site development was not restricted.

desired. Walls are exposed brick both inside and floors are covered with terrazzo in the lobby, carpet in the officer's area and cork in the tellers' area. The ceilings are sprayed acoustical plaster.

The contract price for construction of the building including drives, walks, parking, grading and retaining wall, plus all site work, except landscaping, was \$45,195.

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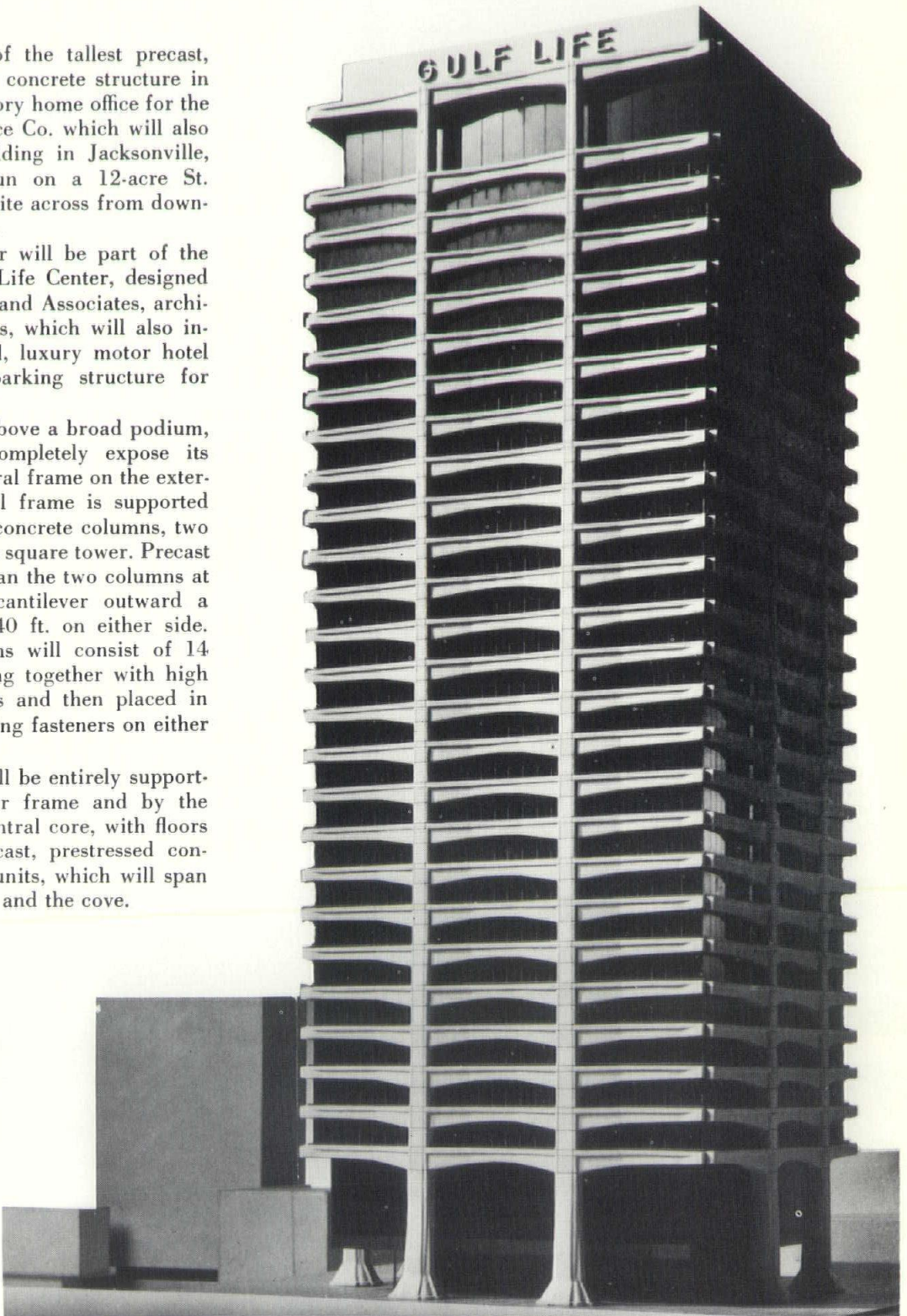
CONSTRUCTION of the tallest precast, post-tensioned concrete structure in the nation, a 27-story home office for the Gulf Life Insurance Co. which will also be the tallest building in Jacksonville, Florida, has begun on a 12-acre St. Johns Riverfront site across from downtown Jacksonville.

Gulf Life Tower will be part of the \$25 million Gulf Life Center, designed by Welton Becket and Associates, architects and engineers, which will also include a multi-level, luxury motor hotel and a six-level parking structure for 1100 cars.

Rising 430 ft. above a broad podium, the tower will completely expose its sculptured structural frame on the exterior. The structural frame is supported by eight tapered, concrete columns, two on each side of the square tower. Precast concrete beams span the two columns at every floor and cantilever outward a distance of over 40 ft. on either side. Each of the beams will consist of 14 precast units strung together with high strength steel rods and then placed in tension by tightening fasteners on either end of the rods.

The building will be entirely supported by the exterior frame and by the poured-in-place central core, with floors supported by precast, prestressed concrete double "T" units, which will span between the frame and the core.

Ground has been broken for Gulf Life Tower, the tallest precast, post-tensioned concrete structure in the United States. The 27-story home office for Gulf Life Insurance Co., designed by Welton Becket and Associates, architects and engineers, will be part of the \$25 million Gulf Life Center in Jacksonville, Fla.



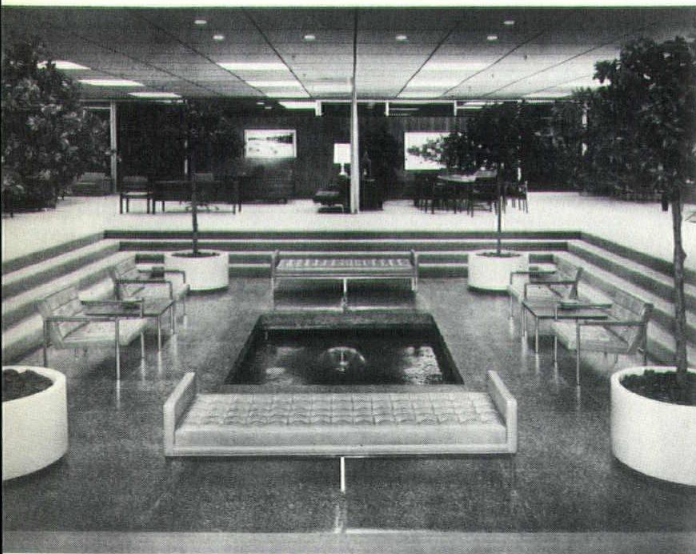
EXTERIOR VIEW shows new \$1,000,000 Miller Desk Co. showroom and warehouse in the Redondo Beach area of suburban Los Angeles. Formerly located in downtown Los Angeles, Miller is the first major office furniture concern to move to a suburban area. It follows the trend of business and industry to move to outlying locations, which has been made possible by Southern California's high-speed freeway system.



MILLER DESK *Showroom and Warehouse*

CENTRAL FEATURE of the new \$1,000,000 Miller Desk Co. showroom is a large sunken fountain, with attractive seating areas and lush planting. Recently opened in the Redondo Beach area of suburban Los Angeles, the Miller Desk facility is one of the largest of its kind in the nation.

EXECUTIVE ACCESSORIES are featured in a specially designed department of the new Miller Desk Co. showroom, recently opened in the Redondo Beach area of suburban Los Angeles. More than 2,000 accessories, including imports, antiques, and paintings, offer a wide selection.





CONTEMPORARY SCULPTURE is a decorative feature of this unique conference room setting, designed by Miller Desk Co. for its new \$1,000,000 showroom in the Redondo Beach area of suburban Los Angeles.

CONFERENCE ROOM at the new \$1,000,000 Miller Desk Co. showroom is one of dozens of attractive settings created to display the wide variety of office furnishings carried by the 47-year-old firm.



THE new 50,000 square foot Miller Desk showroom and warehouse consists of two separate buildings: one is 30,000 square feet to house the showroom, and the other is 20,000 square feet for the warehouse. The dual project was designed by Jerrold Lomax - Philo Jacobson Associates.

The 30,000-square-foot showroom structure is of exposed steel frame construction: tapered steel girders on 20 ft. centers spanning 46 ft., 8 inches and supported by 4 inch x 4 inch steel tube columns, with 4 inch by 12 inch bent steel plate fascias. The roof is wood panel, and the building module is 3 ft., 4 inches square throughout. The showroom interior is completely open with individual manufacturer gallery space defined by gray plate glass panels or suspended fabric planes placed around a recessed conversation area with reflection pool and suspended sculpture.

The floor throughout is concrete finished with white terrazzo and carpet islands. Modular office partitions, by the designers, will be finished in vinyl, wood or gray glass. The suspended acoustical ceiling has flush-mounted light fixtures and a rheostat-controlled luminous ceiling over the conversation area.

The 20,000 feet of warehouse also has tapered steel girders on 20 ft. centers but spanning 55 ft. with concrete columns and tilt-up concrete wall panels. A 1 inch reveal cast in the exterior walls from grade to 4 ft. level aligns with the dock projections and joined by a glazed bridge visually relates the two structures.

Exterior walls consist of modular light-weight, non-bearing panels with an off-white porcelain finish and large recessed areas finished in 1/4-inch gray plate glass with bright anodized aluminum frames. All exterior walls are recessed 1 inch in from the structural frame and the floor raised 4 feet above grade, visually freeing the structure from the site and defining the task of columns and fascia beams. This also places floor levels of both buildings on the same plane, facilitating unloading and movement of stock.

UNIVERSITY SCIENCE CENTER

features UNIQUE DOME

THE new modern Physics Lecture Hall Building at Rutgers University is capped by a unique, self-supporting acrylic plastic dome. Viewed from the outside, the dome has a dark, almost opaque, gleaming appearance. From inside the building, it is completely transparent. In addition to allowing natural light to enter, the dome offers an interesting sky view.

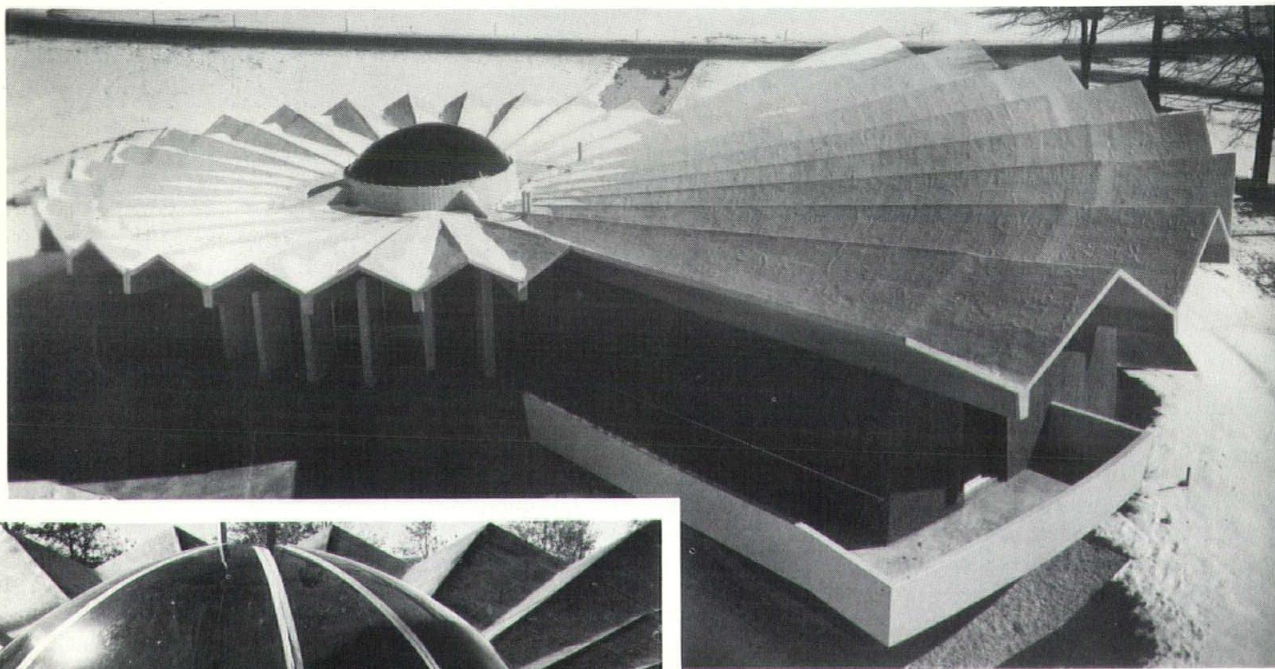
Located in Piscataway Township at the new Science Center of New Jersey's State University, the domed building contains a 300-seat physics lecture hall, preparation rooms and a two-level rotunda. Both the upper level of the rotunda at the building entrance, and the lower level down a flight of stairs are lobbies. The lower level leads to the lecture hall entrance.

The Lecture Hall Building, which is adjacent to the Physics Laboratory, presents a new and different

modernistic architectural theme. The acrylic plastic dome is affixed on a distinctive folded-plate concrete roof. This serrated roof gives the building a shell shape which the modern Plexiglas dome transforms into a "sun burst" effect.

The dome, weighing about 1500 lbs., is self-supporting, having no metal framework, supports or reinforcement. Four feet high, it has a diameter of 16-ft. at its base.

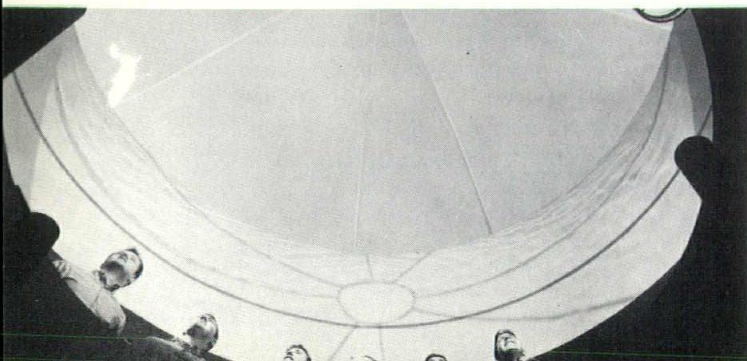
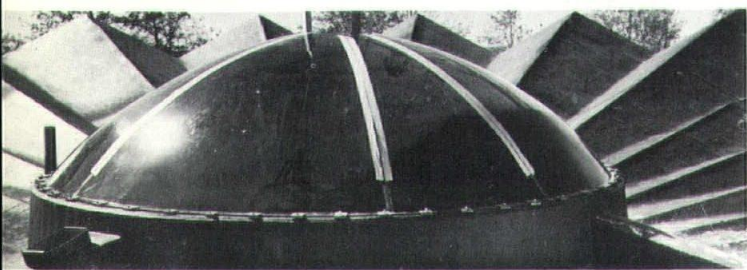
To fabricate the dome, 10-ft. x 12-ft., 3/8 in. thick, gray transparent Plexiglas acrylic plastic sheets were first cut roughly to size, and then heated to forming temperature. Placed on built-up forms, they were clamped and allowed to cool to shape. The calculated bending radius of 9-ft., 8-in. determined the shape of the segments. The bottom edge of each segment was formed to a flange.

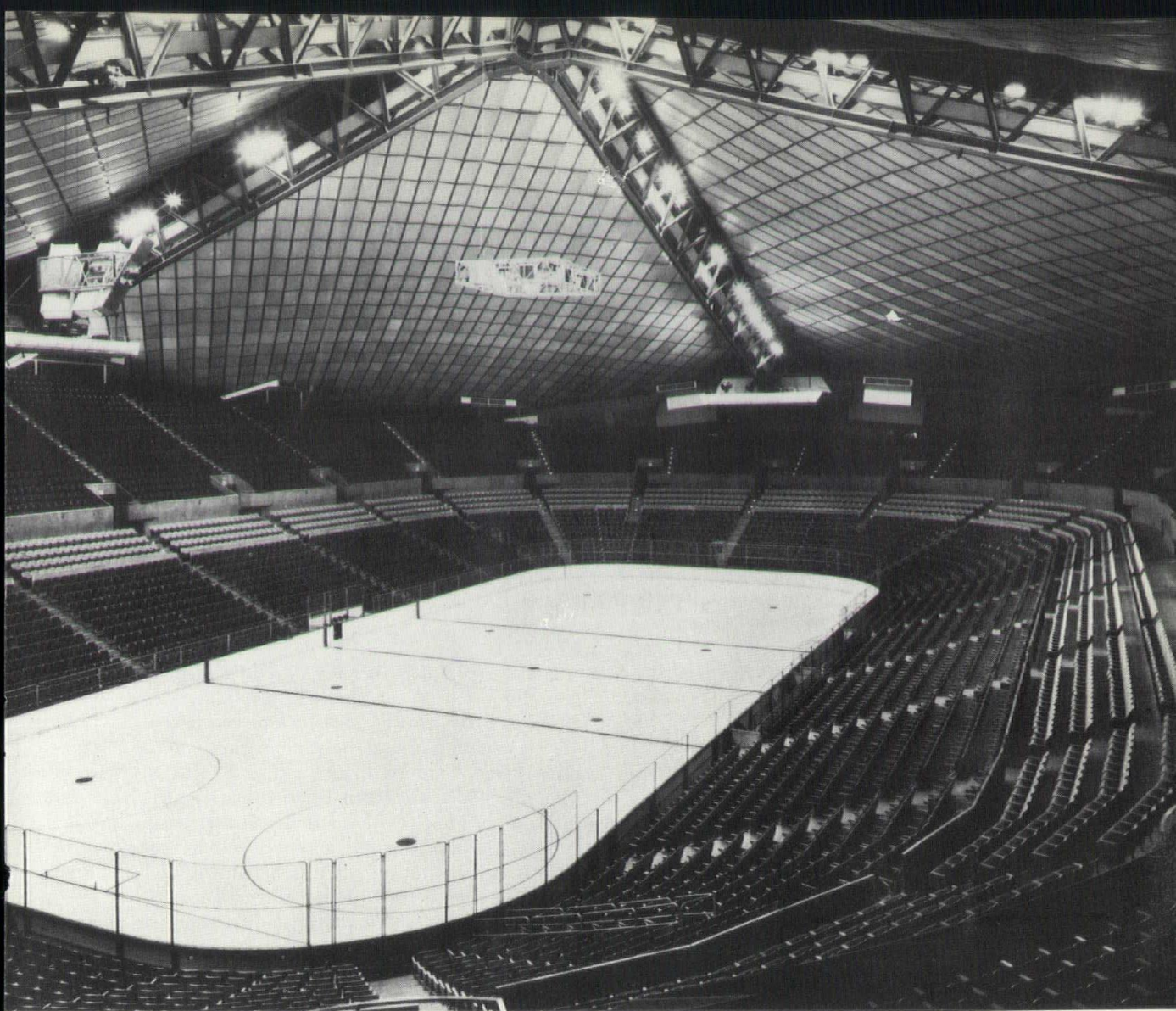


The domed Physics Lecture Hall is viewed from the adjacent Laboratory Building. The smoky gray, transparent Plexiglas dome appears almost opaque when viewed from the outside.

Photographed after installation, the acrylic plastic dome is seen clamped in place on the roof of the Physics Lecture Hall Building. The masking tape had not yet been removed from the cemented joints.

From inside the building, the acrylic plastic dome is completely transparent. Students awaiting a lecture are sky-gazing from the upper level of the rotunda. This photograph was taken from the lower level.





STEEL AWARD FOR SEATTLE COLISEUM

STEEL in its many varieties and shapes is helping designers create imaginative structures economically, with a high degree of versatility and in a wide range of structural expressions. This is shown by the entries submitted in the 1964-65 Design In Steel Award Program.

Sponsored by American Iron and Steel Institute, this program recognizes designers, architects and engineers for imaginative uses of steel. It also demonstrates steel's versatility to the professional designer and engineer.

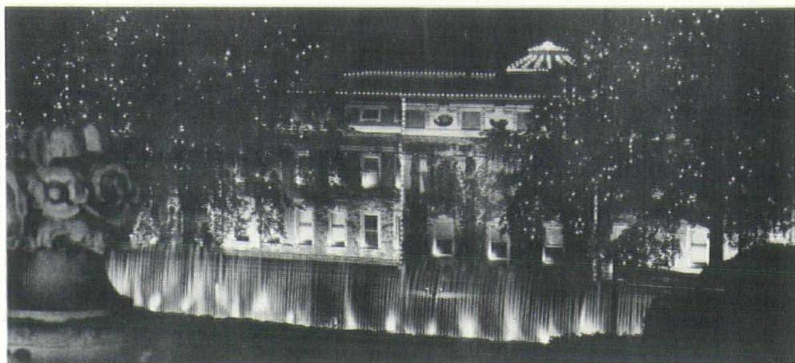
A jury composed of nine outstanding architects, industrial designers and engineers examined the entries to select winners in each of the program's eight categories. In each category, an award was made for Best Design and another for Best Engineering. The judges also gave special Citations of Excellence in all categories. The four construction categories included residential, low-rise, high-rise, and public works con-

struction.

The entries show a definite trend toward use of bold, exposed steel members to take maximum advantage of steel's inherently clean lines and crisp appearance. While this has long been true in steel bridges and towers, designers today are leaving steel members exposed in homes and in many low-rise structures such as churches, schools and banks, as well as in high-rise buildings.

For example, the award-winning entry in the residential construction category, designed by Los Angeles architect Craig Ellwood, uses exposed wide-flanged steel beams and columns that are painted white. The home, located in West Los Angeles is square in plan and has nine equal steel-framed bays surrounding an atrium. It won the Design In Steel Award for both Best Design and Best Engineering in this category.

Lighting is used imaginatively to enhance the architecture of the buildings and increase the nighttime beauty of the landscaping at the General Electric Company's Nela Park in Cleveland, Ohio, during the 25-minute "Impressions in Light and Sound" presentation. Among the show-stoppers is this dramatically floodlighted engineering building, which is outlined by a total of 500 sparkling incandescent lamps.



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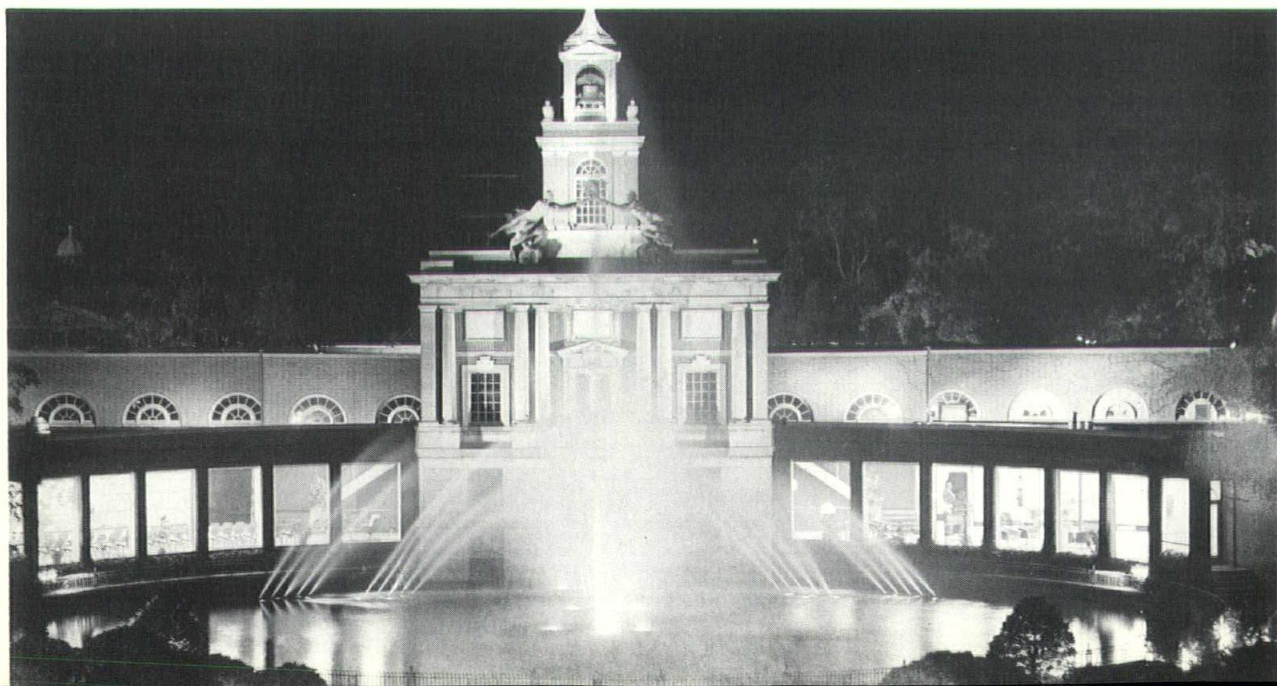
Floodlighting keeps business in the public eye twenty-four hours a day. The floodlighted store front is an advertisement that cannot be equaled. It is a constant reminder that a specific company is part of the community, and the company's name becomes imbedded in the people's thinking. An institution such as a bank finds a floodlighted building gives it an aura of guaranteed security.

Shopping surveys disclose that more than 50 per cent of sales are made after 4:30 P.M. In a great many metropolitan areas, shopping has taken the suburban trend, particularly at night, and floodlighting lifts the suburban shopping center out of the surrounding darkness.

General Electric recently held a show at Nela Park in Cleveland, Ohio, to demonstrate the usefulness and attractiveness of floodlighting. Called "Impressions in Light and Sound," it featured some spectacular lighting effects. A few examples are shown on this page.

Finale of the "Impressions in Light and Sound" show being held at Nela Park in Cleveland, Ohio, national headquarters of General Electric's Lamp Division, features spectacular lighting effects on a towering water display.

Both interior and exterior floodlighting techniques are used to enhance the nighttime architectural and landscape beauty of the world-famous General Electric Lighting Institute in Cleveland, Ohio during the "Impressions in Light and Sound" presentation. More than 10,000 lamps in a wide variety of types, sizes and colors are used during the 25-minute guided tour of the industrial park.



CONSTRUCTION of the new \$10-million Detroit Trade Center got underway with ground breaking ceremonies at the site on the west side of the city's downtown area.

The entire complex will provide a central location for offices and displays of manufacturers, distributors and agents in fields of apparel, textiles, gift-ware, home furnishings, building and automotive products.

In addition to the buildings, the complex includes covered on-site parking which will be available to tenants. There will also be free surface parking for tenants, buyers and visitors to the trade center.

Contemporary in design, the buildings will feature exterior concrete columns between which the facade will be embellished with unique lugs. A central tower — containing elevators, power equipment and other mechanical and service facilities — will join the two structures.

Standard features to be offered tenants include showcase or solid corridor partitions, acoustical ceilings, vinyl-asbestos floor tile, carpeted corridors and a choice of wood or steel doors. Standard equipment also includes flush-mounted fluorescent lighting, generous electrical and telephone outlets and mail receptacles.

Display and office facilities will be tailored to the needs of each tenant where desired, the co-owners and developers indicated.

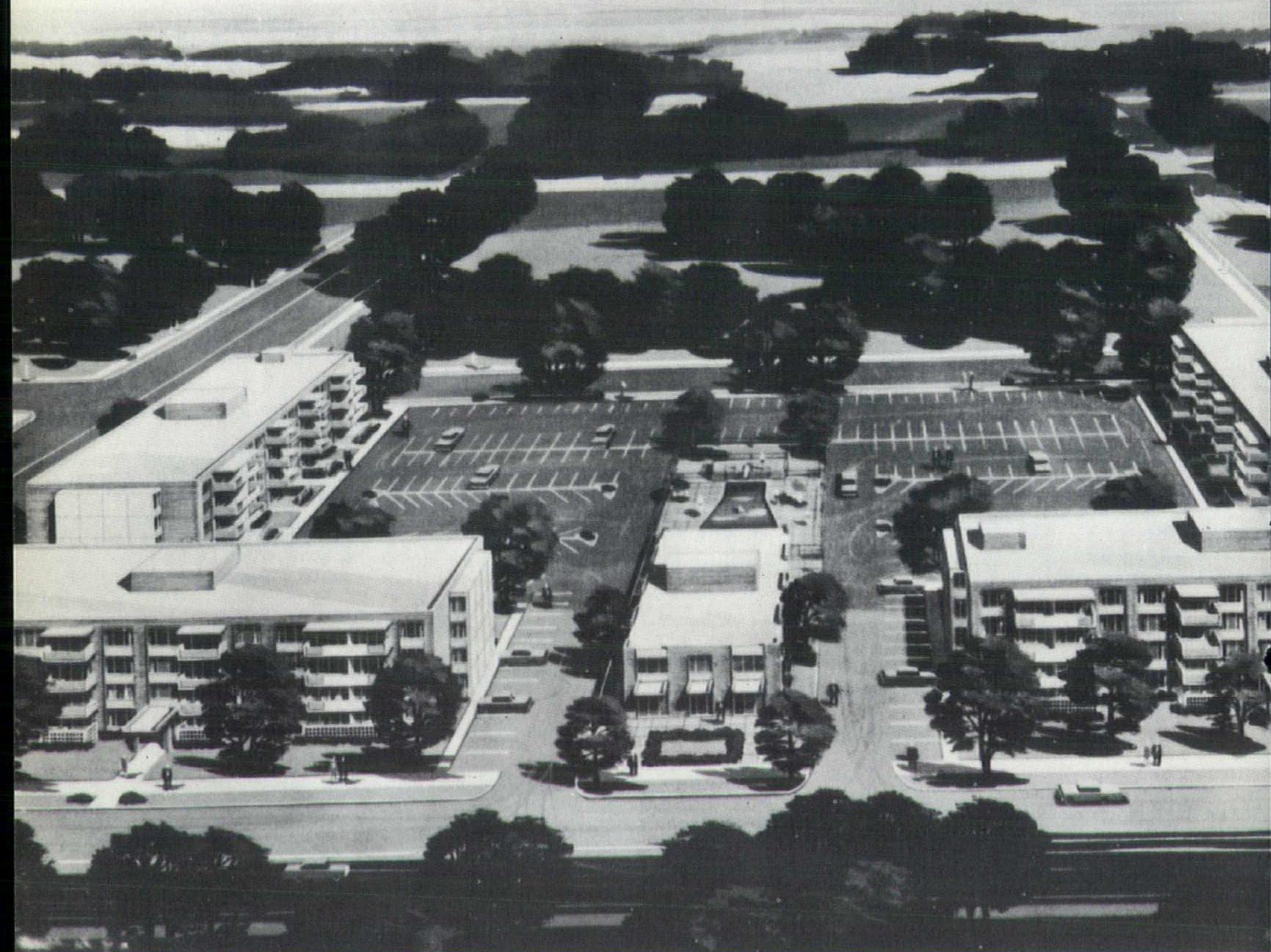
The penthouse will feature a restaurant, cocktail lounge and club facilities. Private dining facilities will be available for parties and conferences. There will be a coffee shop, barber shop, office supply firm, tobacco and sundries shop, a travel agency and a branch bank in the complex.

Architect-engineers for the Detroit Trade Center are Smith, Hinchman & Grylls Associates, Inc. of Detroit.

DETROIT TRADE CENTER



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OKLAHOMA CITY, OKLAHOMA — The largest and most comprehensive apartment complex, Capitol Arms, ever to be constructed here, is now nearing completion.

CALLED a "city within a city" the Capitol Arms Building complex is situated on a site which covers an entire city block from 28th to 29th and Walnut to Style Streets. It is one of Oklahoma City's finest locations and is within walking distance from the state capital buildings — from which it derives its name.

The entire complex is geared to providing the finest type of living conditions. The Capitol Arms complex consists of four mid-rise apartment buildings plus a central service building each with its own independent climate control system. One of the focal points of the complex is a 60 foot swimming pool with a raised

sun deck.

Each of the four apartment buildings is approximately the same type of structure. The apartments range from efficiencies to two and three bedroom units renting from \$95 to \$310 per month including all utilities.

Every apartment unit has a built-in kitchen with custom cabinets and the majority contain dishwashers and private balconies. Apartments can be furnished in a wide variety of interior styles including: Italian and French Provincial, Modern and Spanish themes.

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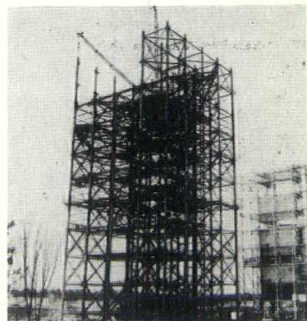
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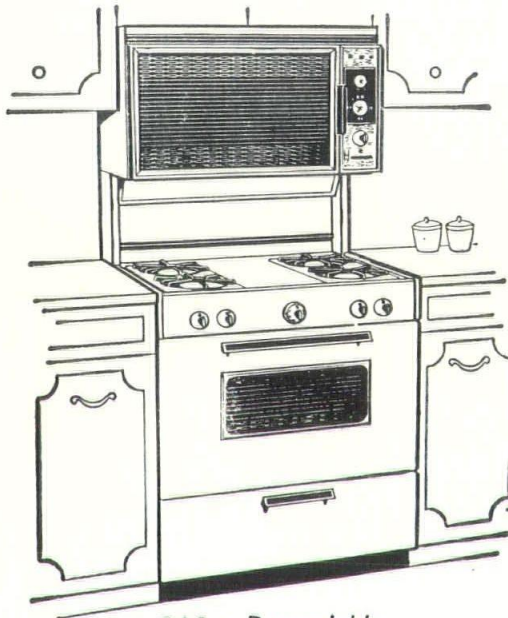


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The word architect, like many words derived from the Greek, is made up of two parts: archi—"chief", and tecton—"a builder." Thus the original meaning of the word explains a union of designing and building activities, a union which the architect maintained up to the middle of the 19th century. At that time, he was thought of more as a designer than as a builder. Architecture was seen as a "fine art", and transferred from the outdoors to an inside atelier, where it remained for nearly 100 years.

THE ARCHITECT

Today's interpretation of architecture places the architect somewhat nearer to that original meaning of the word. But the complex social and technical conditions of our highly industrialized society no longer makes that original union of designing and building quite possible.

An architect is a composite personality made up of two basic ingredients: the artist and the technician. As an artist, the architect possesses qualities which artists have possessed throughout the ages; an extraordinary imagination, and a keen awareness and expression of feelings.

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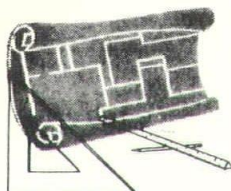
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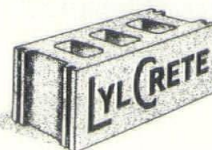
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