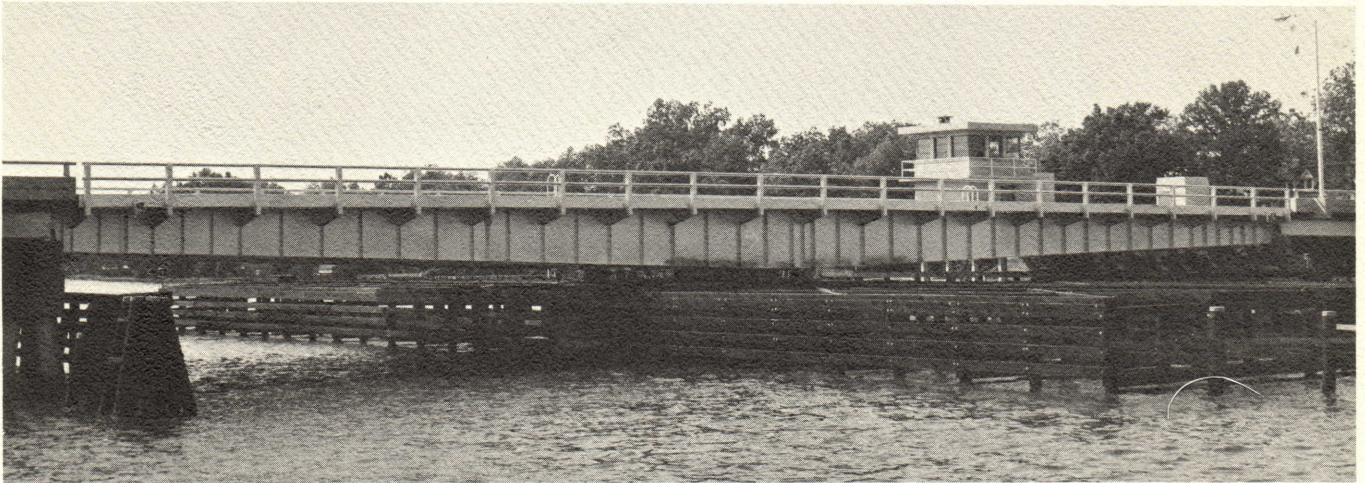
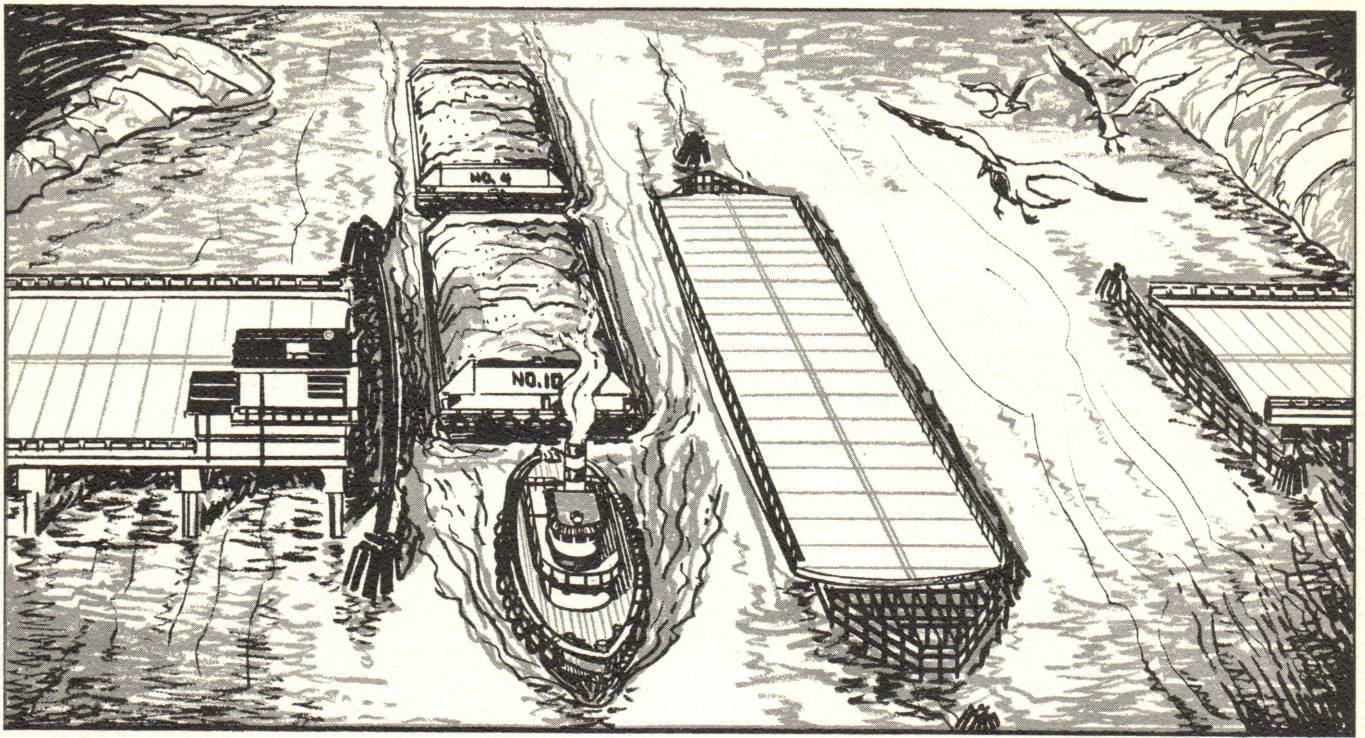


DECEMBER, 1966

NORTH CAROLINA
ARCHITECT



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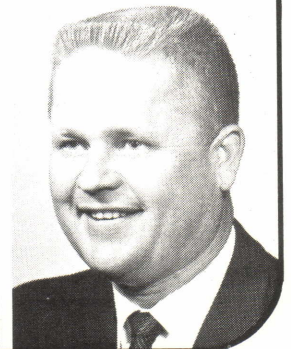
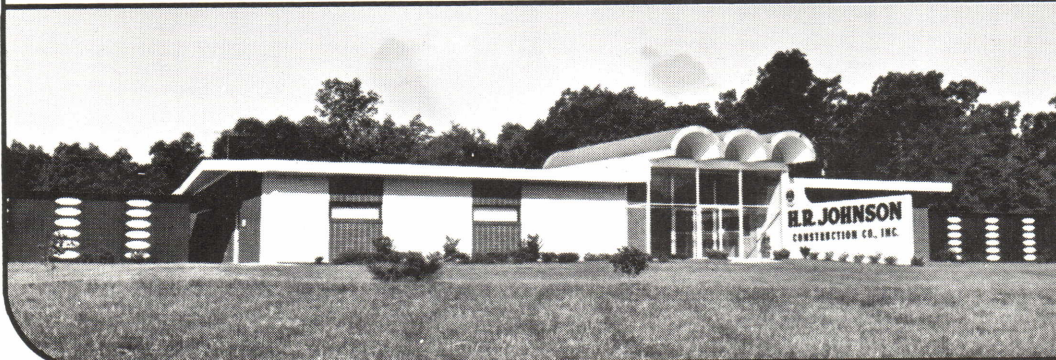
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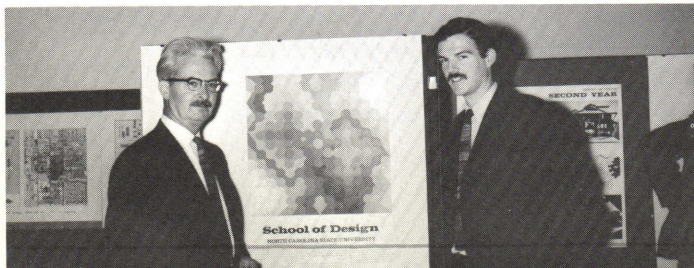
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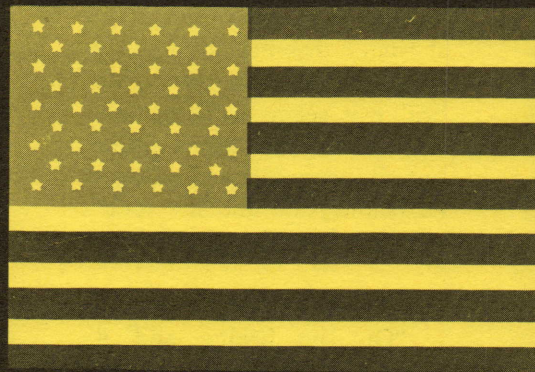
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HIGHLIGHTS OF THE PROCEEDINGS AT

THE AMERICAN INSTITUTE OF ARCHITECTS 196 SOUTH ATLANTIC REGION CONFERENCE

ARCHITECTURE'S CHALLENGE—AMERICA'S FUTURE



ARCHITECTURE'S CHALLENGE—

AMERICA'S FUTURE

by John T. Caldwell

Address by Dr. John T. Caldwell, Chancellor, North Carolina State University at Raleigh, at the American Institute of Architects' 1966 South Atlantic Regional Conference, Charlotte, 27 October 1966.

I begin my address to this distinguished gathering of architects with paragraphs from a novel by a leading Yugoslavian writer, Ivo Andric, *The Bridge on the Drina*. It is the story of a real bridge built three centuries ago.

"For the greater part of its course the River Drina flows through narrow gorges between steep mountains or through deep ravines with precipitous banks. In a few places only the river banks spread out to form valleys with level or rolling stretches of fertile land suitable for cultivation and settlement on both sides. Such a place exists here at Visegrad, where the Drina breaks out in

a sudden curve from the deep and narrow ravine formed by the Butkovo rocks and the Uzavnik Mountains. The curve which the Drina makes here is particularly sharp and the mountains on both sides are so steep and so close together that they look like a solid mass out of which the river flows directly as from a dark wall. Then the mountains suddenly widen into an irregular amphitheatre whose widest extent is not more than about ten miles as the crow flies.

"Here, where the Drina flows with the whole force of its green and foaming waters from the apparently closed mass of the dark steep mountains, stands a great clean-cut stone bridge with eleven wide sweeping arches. From this bridge spreads fanlike the whole rolling valley with the little oriental town of Visegrad and all its surroundings, with hamlets nestling in the folds of the hills, covered with meadows, pastures and plum-orchards, and criss-crossed with walls and fences and dotted with shaws and occasional clumps of evergreens. Looked at from a distance through the broad arches of the white bridge it seems as if one can see not only the green Drina, but all that fertile and cultivated countryside and the southern sky above."

.....

"On the bridge and its *kapia*, about it or in connection with it, flowed and developed, as we shall see, the life of the townsmen. In all tales about personal, family or public events the words 'on the bridge' could always be heard. Indeed on the bridge over the Drina were the first steps of childhood and the first games of boyhood.

"The Christian children, born on the left bank of the Drina, crossed the bridge at once in the first days of their lives, for they were always taken across in their first week to be christened. But all the other children, those who were born on the right bank and the Moslem children who were not christened at all, passed, as had once their fathers and their grandfathers, the main part of their childhood on or around the bridge. They fished around it or hunted doves under its arches. From their very earliest years, they eyes grew accustomed to the lovely lines of this great stone structure built of shining porous stone, regularly and faultlessly cut.

"They knew that the bridge had been built by the Grand Vezir, Mehmed Pasha, who had been born in the nearby village of Sokolovici, just on the far side of one of those mountains which encircled the bridge and the town. Only a Vezir could have given all that was needed to build this lasting wonder of stone (a Vezir—to the children's minds that was something fabulous, immense, terrible and far from clear). It was built by Rade the Mason, who must have lived for hundreds of years to have been able to build all that was lovely and lasting in the Serbian lands, that legendary and in fact nameless master whom all people desire and dream of, since they do not want to have to remember or be indebted to too many, even in memory."

Concluding the first chapter, Ivo Andric indulges a bit of philosophy.

"As in so many other things, here too it is not easy to determine what is cause and what effect. Has the *kapia*

made them what they are, or on the contrary was it imagined in their souls and understandings and built for them according to their needs and customs? It is a vain and superfluous question. There are no buildings that have been built by chance, remote from the human society where they have grown, and its needs, hopes and understandings, even as there are no arbitrary lines and motiveless forms in the work of the masons. The life and existence of every great, beautiful and useful building, as well as its relation to the place where it has been built, often bears within itself complex and mysterious drama and history. However, one thing is clear; that between the life of the townsmen and that bridge, there existed a centuries-old bond. Their fates were so intertwined that they could not be imagined separately and could not be told separately. Therefore the story of the foundation and destiny of the bridge is at the same time the story of the life of the town and of its people, from generation to generation, even as through all the tales about the town stretches the line of the stone bridge with its eleven arches and the *kapia* in the middle, like a crown."

Mrs. Caldwell and I visited Yugoslavia this past July. We saw more than one beautiful span in the country. An informed Yugoslavian was asked by me what people in this socialistic country of Yugoslavia have the highest earnings. He responded, and a colleague of his agreed, that it was probably "architects and writers." Then back home I read Ivo Andric's novel about a bridge and its people on the Drina. In these pages I found the key to what I would say to you today. Did you

hear the sentence which read, speaking of the children:

"From their very earliest years, their eyes grew accustomed to the lovely lines of this great stone structure built of shining porous stone, regularly and faultlessly cut."

And did you note that the bridge had been commissioned to be built by the Turkish rulers three centuries ago? And did you note that the people then as now gave credit to "Rade the Mason," obviously a designer, builder, who helped to make the Serbs and Bosnians love their native land?

And do we understand that last paragraph ourselves? Let me read it again

"There are no buildings that have been built by chance, remote from the human society where they have grown and its needs, hopes and understandings, even as there are no arbitrary lines and motiveless forms in the work of the masons. The life and existence of every great, beautiful and useful building, as well as its relation to the place where it has been built, often bears within itself complex and mysterious drama and history. However, one thing is clear; that between the life of the townsmen and that bridge, there existed a centuries-old bond. Their fates were so intertwined that they could not be imagined separately and could not be told separately. Therefore the story of the foundation and destiny of the bridge is at the same time the story of the life of the town and of its people, from generation to generation, even as through all the tales about the town stretches the line of the stone bridge with its eleven arches and the *kamini* in the middle, like a crown."

The implications of this sensitive humanist writing are to me absolutely tremendous and have helped me in these past few weeks to understand the nature of the challenge expressed in the theme of your conference, "Architecture's Challenge — America's Future." The implications are troubling in a way, for they suggest some profound questions on the nature of the American society and its capacity to be really great. Let us explore these questions.

A Frenchman Alexis de Tocqueville, visited the United States for a few months in 1831 and 1832. His observations on democracy in America have ever since furnished us food for thoughtful self-examination. More than observations on just the American society, they raise questions about the capacities, the promises, and shortcomings of democracy as the world has been able to see it. He predicted:

"The time will therefore come, when one hundred and fifty million of men will be living in North America, equal in condition, all belonging to one family, owing their origin to the same cause, and preserving the same civilization, the same language, the same religion, the same habits, the same manners, and imbued with the same opinions, propagated under the same forms. The rest is uncertain."

And in subsequent chapters he analyzes the effect of democracy on intellectual pursuits and the arts. He writes, for example:

"It would be to waste the time of my readers and my own, if I strove to demonstrate how the general mediocrity of fortunes, the absence of superfluous wealth, the universal desire of comfort, and the constant efforts by which every one attempts to procure it, make the taste for the useful

predominate over the love of the beautiful in the heart of man. Democratic nations, amongst whom all these things exist, will therefore cultivate the arts which serve to render life easy, in preference to those whose object is to adorn it."

What I have just said and quoted may be at least a tentative answer to the question so often asked: "Why should the nation with the most advanced technology, the highest living standard, the best program for mass education, the most successful political system, and the highest degree of ingenuity in solving scientific problems make such a mess of its environment?" (AIA booklet: *No Time For Ugliness*)

This is another way of saying that the American "way of life" faces right now, at this moment, in this generation, a severe test of its capacity to function on behalf of a truly high quality of life for its citizens.

We have all heard it said of the American society that it is materialistic. We are told that in asserting our superiority as a culture we have too often cited number of automobiles, number of bathtubs, and number of washing machines as the standard by which our superiority is assured. I am reminded of the remark of a friend of mine who had just come back from a long visit in Asia and who on her return, counting the blessings of America, said "Thank God for bathtubs and clean water!"

It is right for people to have the advantages of an advanced technology in the comfort, convenience and cleanliness of their lives. If this is what is meant by being materialistic, then so be it.

But this is not what is meant actually by the charge against us. What is meant is a feeling of the apparent absence of some *other* commitment that would round out our seemingly preoccupation with

material comforts and conveniences. I have come to feel that this intangible something has to do with our priorities in the human scheme of things and ideas. It is a delicate subject, but I shall deal with it.

There is no doubt but that the enormous productive capacity of this country, out of which comes the material goods that make material prosperity and make life comfortable and convenient, can be attributed in greatest measure to the genius of the free enterprise system. This system challenges every individual to stand on his own feet, to use his talents and energies in order to enjoy the fruits of productive thinking and work. Equally, there is no doubt that the profit system is an indispensable part of the free enterprise mechanism. Hand in glove, profits and reward accompany freedom of individual enterprise in making a productive and energetic America. We do not wish to tamper with this philosophy. I certainly don't. For I deeply believe that it offers the greatest of possibilities for the cultivation of human potential.

I suspect, however, that the accusation that America is "materialistic" finds us vulnerable in one fashion that is relevant to our system. We have not yet learned how to accommodate the emphasis on private property, enterprise, and profits, and the emphasis on equality of opportunity, equality of participation in decision making and government and the like, on the one hand, to the requirements of making our cities and our countryside places of quality in their aesthetic dimensions, on the other. AIA President Ketchum dealt with this briefly in a recent article. He was illustrating only the problem of land development and redevelopment, and he stated: "Now we face a fundamental decision. We know that our present system of uncontrolled speculation is disastrous..."

The American citizen can have nothing but admiration for the pro-

fessional work of the architect and for his commitment (as in this conference) to helping make the new man-made environment of human beings filled with soul-satisfying beauty. But architecture is one relatively small profession in a great and complex society. The very characteristics which I have just cited which give such vigor to our society, and unparalleled opportunity for the architect and builder, also make aesthetic accomplishment in the large a difficult task. The architect cannot do it alone.

The bridge on the River Drina was decreed by a tyrant and financed out of his willful exaction of taxes. He fortunately had the wisdom to choose and commission a master mason to design and build the bridge. The world today admires and has built a great tourist trade around architectural monuments and great planned and ornamented plazas which were similarly the products of despots and emperors who for whatever reasons of self-glorification and opulent display decreed works of art and financed them. Decisions of religious hierarchies made by its priesthood have produced great architectural and artistic pieces for all time to enjoy. But America is not governed by a monarch nor a priesthood. America is a democracy.

There are opportunities in the pluralistic American society for good decisions to be made about the design of buildings and their environment. A whiskey company produced a beautiful building. Some banks have produced beautiful buildings. Some churches do. Some colleges and universities do. And occasionally a governmental body does — that is, a city council or a board of county commissioners, and states. But occasionally is not enough.

A beautiful America will be a product only partly of the professional architects and landscape architects and planners. It must be a product of the private persons

who want houses and churches, who sit on the boards of corporations and who fulfill the role of citizen as voters and vocal advocates of the dimension of soul in American life. It must be a product of educators who find time in the elementary and secondary school curricula for education in the arts and in the importance of the arts to human life. It is a challenge to the Universities and colleges not only to make themselves beautiful but to extend this urgent cry into the channels of adult education. It is a task of the journalist, the newspaper and magazine publishers, to urge upon America the importance of this dimension of life we call "beauty" and, by the proper use by properly trained critics, to help their constituencies to understand what is good as against what is mediocre and sorry. The role of criticism is essential to the beautification of America.

Is it a function of the politician to get a new vision of his role? The people who know and who care must force the politician to articulate and to negotiate in the public domain a higher sense of values for the community which includes beauty in the environment. It is a task of the entrepreneur to make beauty in the environment a factor in his economic planning and decision making. Indeed as Lawrence S. Rockefeller has eloquently stated: "Good economics and good aesthetics are not contrary elements: they are inextricable, one from the other." Since I am an educator, I cannot avoid feeling some guilt when I read remarks of one of the panel chairmen at the 1965 White House Conference on Natural Beauty, Edmund Bacon, who asserted an undoubted truth: "Basic to the entire question of the future of American cities was the fact noted by the panel that American education is almost totally innocent of instruction leading toward an awareness of and sensitivity to the urban physical environment."

I am anxious that every child in America shall have an opportunity to grow up with experiences equal to three centuries of Christian and Moslem children of Drina. Remember, "From their very earliest years, their eyes grew accustomed to the lovely lines of this great stone structure built of shining porous stone, regularly and faultlessly cut."

The theme of your conference is "Architecture's Challenge — America's Future." I am grateful that you view America's future as your challenge. But I think you have to say to the America to which you offer your skills, your talents and your values that this is not just *your* challenge, that the challenge is a very deep one, one that goes to the heart of the American way of life. Only the *people* of this nation can decide whether physical comfort, physical convenience, physical safety, and material prosperity are sufficient for the good life.

This is the generation of Americans who will face the following questions wittingly or unwittingly.

- a) Is it possible for the people of a democracy to plan, finance and commission a beautiful environment? Or is this a talent only of monarchs and a priesthood?
- b) Is it possible for a capitalistic, free enterprise, profit system society to make beauty an essential element of the good society for the happiness of all? Or can only a socialistic society which downgrades the profit motive eliminate billboards and city slums and provide lovely city parks. For example, is it barely possible that well-designed and landscaped filling stations — and fewer of them — might also meet the dominating test of profitability? Must they be required by law for the people to have them?

The testing times are here. I want desperately to feel that our

social democracy and individual enterprise system can meet the challenge of a beautiful civilization. For what indeed doth it profit a man to gain the whole world and lose his soul?

De Tocqueville, in his discussion of the arts in America, stated the possibilities:

"... If it be true that the human mind leans on one side to the limited, the material, and the useful, it naturally rises on the other to the infinite, the spiritual, and the beautiful. Physical wants confine it to the earth; but, as soon as the tie is loosened, it will rise of itself."

The freedom to rise to the spiritual requirements of a quality of life must be more than just freedom. There must be tutoring, the cultivation of a new sense of priorities in which what is profitable dollarwise includes and takes account of what is good for the soul. The mass taste of an untutored society must be goaded, cajoled, educated out of its preoccupations with the *useful* into an acceptance both of a higher priority for beauty and a willingness to pay attention to critical standards of what is beautiful. As August Heckscher stated in his essay on "Goals for America" (The Eisenhower Report): "A people caring about dignity and excellence in its private lives may be expected to care also about the embodiment of these qualities in the public environment."

I charge you, therefore, at this South Atlantic Region Conference of Architects to press upon all other elements in the American society — the school system, the politicians, the corporations, the public press — your own commitment as citizens as well as professional artists the urgency of this spiritual dimension to the happiness of a materially prosperous United States of America.

MARCHING ALONG— TOGETHER?

Address by

GEORGE E. KASSABAUM, AIA
*Vice President, The American
Institute of Architects*

I suppose if enough architects attended enough meetings of architects and heard enough speeches about architects, they would all come to the conclusion that the profession's condition is largely hopeless. A speaker may not be gloomy by nature, but over the years someone has decided that no one wants to spend their time listening to sweetness and light.

In Charlotte, on a wonderful night in October, it takes effort to be pessimistic about anything. When the year is 1966, this is especially true when you think about today's practice of architecture. Most of us are busier than we have ever been before, and the experts tell us that we are going to get even busier as the population grows. We have a rich palette of new materials and techniques where just a generation ago there were only a few. We live and work in the richest country of all time. And on, and on, and on. Truly, today's architects should be among the world's most satisfied men.

But of course, we aren't. We are really quite frustrated. So, where the conditions are right and the results are wrong, maybe there are things that justify our being uneasy in a time of apparent sweetness and light.

I don't know most of you well enough to know whether you spend any time thinking about the future of the profession or not. Maybe, as an individual architect, you feel you can afford not to. I sometimes feel that if my national participation had not exposed me to the experiences of so many other architects, I would be inclined to think only of the immediate problems of next week's practice. However, I have had this experience, and I become more and more concerned that the profession, if not each architect, had better take a *long* look, for it appears that it is quite possible that the architectural profession's history book might be about finished.

So today it seems appropriate that we should spend a few minutes together thinking about what we can do, today, to keep the book from closing. Obviously, we need a coordinated effort, for, professionally speaking, each architect's experience is a fragment—like one piece of a jigsaw puzzle with its own size, shape, color—its own individuality, and yet fitting in with other pieces, each individual in their own right as well. To make the most of this fragment, two things are required:

First, there must be enough pieces to complete the picture. So each architect must be willing to share his experience. If we try and keep our little lessons and secrets all to ourselves, we can only remain so badly fragmented that there is no hope of finding a solution to the profession's problems. But, even with enough pieces, a jigsaw puzzle dumped on the table makes no sense, even though you know that a complete picture is there.

So, a second thing is needed—someone to put the pieces together

in a meaningful way. It seems obvious to me that, if the profession didn't have such a putter-together, it would have to invent one; if we didn't have an AIA, we would have to invent one.

My purpose tonight is not to beat all sorts of drums for the AIA. It is imperfect and probably always will be. Any organization that relies primarily upon the work of committees that in turn depend upon the volunteer service of busy members is bound to seem slow and inefficient. But if this is your complaint, then I submit that the correction lies in more volunteers and less critics. Tomorrow's profession needs the thoughtful help of today's architects, for today's practitioners—not today's editors or today's educators—but today's practitioners are the best qualified to find the best solutions to the profession's problems. We need the pieces of the puzzle that only you can give, for I am convinced that there is a need to see the big picture.

And to get really basic, you have to examine the very nature of architecture. Practically every argument that I have ever heard about importance of architecture has, at one time or another, said that it is important because it is a culture's most all-inclusive statement about itself. Archaeologically speaking, wise interpreters say they can tell us more about a people's beliefs by studying their buildings than they can by studying their writings, paintings and statues. At least publicly, we have never questioned this, for, if it is true, then it would certainly *automatically* give great status to an architect in his own time.

But before we heave too big a sigh of relief, I think we had better question why our society builds so many buildings without feeling the need to use an architect's services, and therefore which—with or without the architect—represents our culture's statement about itself.

It seems to me that this question is the cause of most of our frustration, and the thing that must be changed if the architect is going to be really important tomorrow.

It also seems to me that, by inclination or by training, we do not have our fingers on the pulse of our times to the same degree that the architects of other ages have had. Somehow I feel that the architect of the Parthenon captured the essence of *his* time because he was personally familiar with the beliefs, values and thoughts of his time. He knew what was being taught in the schools, said in the marketplace, debated in the legislature and worshipped in the temples. He was a vital part of his community.

Whether I am right or wrong in my historical assumption is not the question you should ask yourself—you should ask if it is true of the great majority of today's architects. Are today's architects—are you—actively enough involved in today's activities to say that you do what you do because it is a statement of the values of our time rather than a personal expression? I doubt if you can honestly answer yes.

Maybe this is sensed by all of the non-architects who make up the rest of our society. At the beginning I mentioned that we were frustrated, and this seems to me mostly because we feel that our age refuses to allow its architects a serious role. Maybe we have ourselves to blame. If this is right, we have a choice to make. We can retreat into our laboratories and be content with producing architecture for architects—and some will—or we can reconsider our own values and make the tremendous effort that it will take to move out into the main stream of things—and the profession's hope is that enough will.

Only the second course seems to offer any hope. If you agree, then,

in turn, we have two directions. The first is to set about to change the scale of values of our time. This is not impossible, for there have been other ages when a merchant would rather buy a new painting than a new carriage. I believe it was Buddha who said that if he had two pennies, he would spend one for bread and one for flowers. So you can't say that it is impossible for an age to place great value on intangible things, but I haven't the slightest idea where to start, and it looks like an impossibly long road. The second choice seems more likely because we have fewer people to convince. We have only ourselves—today's architects.

Perhaps, there are many things we can do, and I hope you will be able to think of things that have not occurred to me. I see four that can and, I think, must be done.

FIRST, we must speak up on important matters, and especially if they affect the development of the environment. Now I know that architects are not unanimous on anything, and perhaps we disagree among ourselves more than others, but we have let this lack of unanimity discourage us from taking a position on *anything*. This just has to be interpreted as a form of weakness. One can certainly not hope to show leadership by meekly keeping quiet. Even when we have spoken out in the past, it has too often been only a negative way of opposing the ideas of others. Is this leadership? Is only being against things having our fingers on the pulse of our time? If we are the experts and *everything* is apparently acceptable to the experts, how can we hope to develop a quality-conscious society?

We minimize the importance of our opinions to the point that we think no one is likely to be affected by what we say. *This is not true*. On the national level, we have become increasingly effective on mat-

ters of legislation to the point where, for the first time in AIA history, we have been asked to help write legislation—not just comment on it. I think this is a significant step, and it is one that can be repeated at the State and local level, if the effort is made. It is the effort that has been lacking in the past. Legislative advocate, so no need to dwell.

A SECOND thing I will only touch upon because others have said it before this is that we must become more active in the affairs of our communities. At lunch today I found out that several of your members are Mayors. This is great, but there should be even more activity, for government is one area where important decisions are made. I am not sure that an architect's reluctance can be justified on business reasons. Engineers are certainly more active in these areas than we have been, and their profession has benefitted without apparently causing the individuals to suffer.

However, even if no architect wishes to go into politics, there are still many boards of directors of businesses of all community activities and many, many sizes where much influence can be exerted. If we want to keep our fingers on the pulse of our society, we can accomplish it primarily by involvement in that society.

My THIRD suggestion is that more than just a few architects, maybe not you as an individual, but more than just a few must become promoters. Vision and planning are basic to our profession, and there is no reason that exciting changes in our cities, or imagination on a large scale, should primarily come from outside of the architectural profession. Every improvement in our environment must begin in the mind of one man, and I urge that you see that that one man is an architect.

I am afraid that our basic fault is that we are so used to having

clients conceive the projects and then employ the architect that we have lost the technique of stimulation, of excitement, of inspiration. Who is better qualified than you to see what is needed to make your community a better place to live? If your answer to each of these questions is someone other than yourself, then he is a better architect, regardless of the way he earns a living.

And I believe this is most important for another reason. Not because we are jealous of someone else's getting an idea first, but because of one other thing—my fourth necessity. I have to be very careful here, for I can easily be misunderstood. So, let me say right now that there is no hope for the profession unless we constantly strive for excellence—excellence in the buildings we design and the services we perform. Without this, we cease to be. None of the three changes will do any good, nor will the fourth, unless they are built on top of such a foundation. Keep this in mind as I mention the fourth thing that I feel today's architects must do.

So, number FOUR. It seems to me that becoming the creator of the idea—the promoter—as well as the creator of the structure, holds out the best hope of making the architect reasonably influential in his community by providing the most likely opportunity for at least some of the profession to become reasonably rich. We have to figure out something to do about our own income.

This is more important than it used to be, and I do not believe we can rely on an increase in a percentage fee to bring it all about. In the first place, in times of inflation and shortage of help, about all we can hope to do is to increase fees fast enough to keep up with our own cost of doing business. In the second place, there always seems to be someone around who will do the job for less. If we look solely to

fees, we are going to have enough trouble keeping even, and keeping even is not good enough if we are going to increase the stature of the profession.

It's time that the architectural profession became a little more concerned about money—their own, and not just their client's. *Not because any of us are greedy*, but because it is the *one* thing by which our society measures *success*, and *success* is the *primary* thing our society *respects*, and with *respect* comes the *power* to exert influence.

Now most architects live well, and so, in a time of sweetness and light, there is nothing wrong with this. It is just that the rest of the community places its *power* where there is more wealth than that. Take *your* own city, and list the ten or twenty most influential people. Any architects among them? I don't know too much about North Carolina cities in this respect, but I doubt if there are many. So today we can probably say that the future of your city is being decided without the benefit of *intimate* architectural advice. The new projects, the new areas of expansion and other changes that will take place are being planned by those men who have either spoken out on issues and have been elected, or those whom the community has given such power because they have been successful, by society's standards, in their own business.

We have talked about the necessity of an architect's having his fingers on the pulse of his time, and yet I suspect we are out of step with a society that puts its confidence in the hands of those who have only succeeded in business. From the day that a student begins his training until the day most architects die, there is an uneasy, sinful feeling about making money. I submit that, in this respect, we are out of step with our time, and that this is one of the reasons that our society listens to others when the future of the world is discussed.

Naturally, I have no secret for making you rich or getting you elected, and this isn't the point. The point is that I seriously doubt if most of you really care about either of these things. The profession has to understand and appreciate the relationship between money and power.

Well, beyond tomorrow there is going to be a great need for building many things. Someone is going to meet it—for better or for worse. Just as someone other than the architect met the challenge of the subdivision and the single-family low-cost house. Just as someone other than the architect met the challenge of the automobile. Just as someone other than the architect met the challenge of providing places to shop through strip developments. If architects are satisfied to let the challenge be met by others who are willing to be more forceful, exciting and dynamic, then we cannot rightly point the finger at others when our cities get worse rather than better, and our profession declines in power and prestige.

In closing, I want to return once more to the general theme of being a part of our time. I suppose one of our age's most unique developments is the big industrial corporation. For various reasons the public gains or loses confidence and invests or withdraws their money—so these giants are excellent barometers of a society's feeling. Those that are in favor are those that refuse to settle for today's product, no matter how saleable, and those that diversify and look for better things to do tomorrow. If the architectural profession was a corporation, would you invest in it today? If your answer is "yes," then maybe we've more or less wasted these few minutes together. But I believe I could find a better investment, and that's why I think changes must be made. What do you think?

HONOR AWARD

THE AMERICAN INSTITUTE OF ARCHITECTS 1966 SOUTH ATLANTIC REGION CONFERENCE



sea pines plantation

TURTLE LANE CABANAS

hilton head island, south carolina

architects

CORKERN, WIGGINS & ASSOCIATES, A.I.A.

project architect	partner in charge	landscape architect
David Kennedy	Doug Corkern, A.I.A.	Robert Marvin

contractor

Robert A. Woods

The developer of a residential community desired to provide showers and dressing facilities on the ocean front for use of non oceanside residents of the community.

Rather than denuding the site, parking is placed along a lagoon on the entrance side with a short, pleasant walk through magnificent pines, oaks and palmettos to the facility.

HONOR AWARD

THE AMERICAN INSTITUTE OF ARCHITECTS 1966 SOUTH ATLANTIC REGION CONFERENCE



vacation house

LUTHER H. HODGES, JR.

linville

architects

WOLF, JOHNSON & ASSOCIATES

charlotte

The house is situated to take advantage of the main view from the livingroom. The approach to the house gives a controlled series of views. It is seen initially from the main road across the dam, obscured by trees and shrubs from the spillway bridge to the entrance drive where it is glimpsed momentarily and then hidden again by dense native Rhododendron until the entrance is reached.

HONOR AWARD

THE AMERICAN INSTITUTE OF ARCHITECTS 1966 SOUTH ATLANTIC REGION CONFERENCE



manufacturing plant

CONCRETE MATERIALS OF GEORGIA, INC

atlanta, georgia

architects

GRAVES & TOY

charlotte

general contractor

J. A. Jones Construction Company
charlotte

project architect:

Harry C. Wolf, A.I.A.

structural engineering consultant

Ross H. Bryan, P.E.

The taper of the column and the shape of the column head were the result of efforts to visually resolve the necessary offsetting of girder and support. The columns have board form finish distinguishing them from the precast elements. Horizontal reveals occur at lift levels. Roof members are standard 22" deep precast — pre-tensioned double Tees, 64'-6" long.

HONOR AWARD

THE AMERICAN INSTITUTE OF ARCHITECTS 1966 SOUTH ATLANTIC REGION CONFERENCE



cinema atlanta, inc.

FESTIVAL CINEMA

atlanta, georgia

architects

JOVA/DANIELS/BUSBY

atlanta, georgia

general contractor

George Ellis

structural engineer

L. Jack Lucky, P.E.

A new kind of moving picture theatre in an old building was the challenge put to the Architects. Two high ceilinged, narrow bays on the first floor of a fifty year old building had to be turned into a sophisticated and appealing theatre to seat 100 persons for high quality art films.

HONOR AWARD

THE AMERICAN INSTITUTE OF ARCHITECTS 1966 SOUTH ATLANTIC REGION CONFERENCE



JOHN KNOX PRESBYTERIAN CHURCH

atlanta, georgia

architects

TOOMBS, AMISANO & WELLS

atlanta, georgia

general contractor

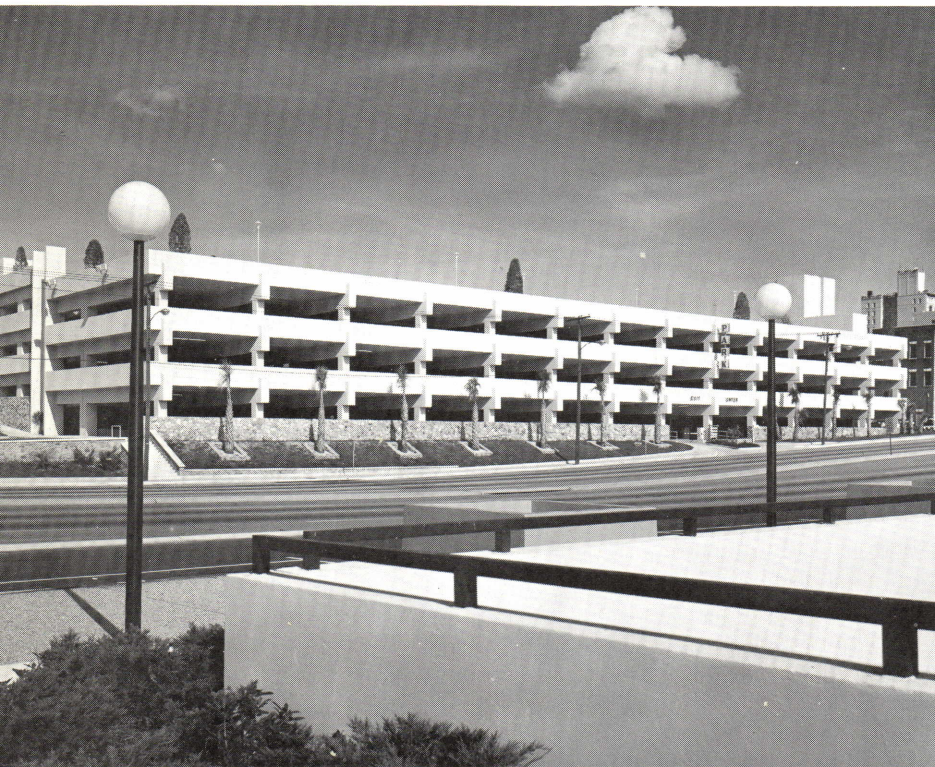
Wesley Moran & Co.

atlanta, georgia

The congregation decreed that "the needs of worship should dictate the requirements of the sanctuary" and that the design be dignified and simple and not pompous or pretentious and that there should be no decoration that was not a functional part of the worship service.

AWARDS OF MERIT

THE AMERICAN INSTITUTE OF ARCHITECTS 1966 SOUTH ATLANTIC REGION CONFERENCE



city of columbia

MUNICIPAL PARKING FACILITIES

columbia, south carolina

engineers

WILBUR SMITH & ASSOCIATES

architectural design

LYLES, BISSETT, CARLISLE & WOLFF

columbia, south carolina



queens college

ALBRIGHT DORMITORY

charlotte

architects

J. N. PEASE ASSOCIATES

charlotte

AWARDS OF MERIT

THE AMERICAN INSTITUTE OF ARCHITECTS 1966 SOUTH ATLANTIC REGION CONFERENCE

classroom building

**HAMLET HOSPITAL
SCHOOL OF NURSING**
hamlet

architects & engineers

**THE FREEMAN-WHITE
ASSOCIATES**
charlotte

atlanta housing authority

**ANTOINE GRAVES
HOMES**
atlanta, georgia

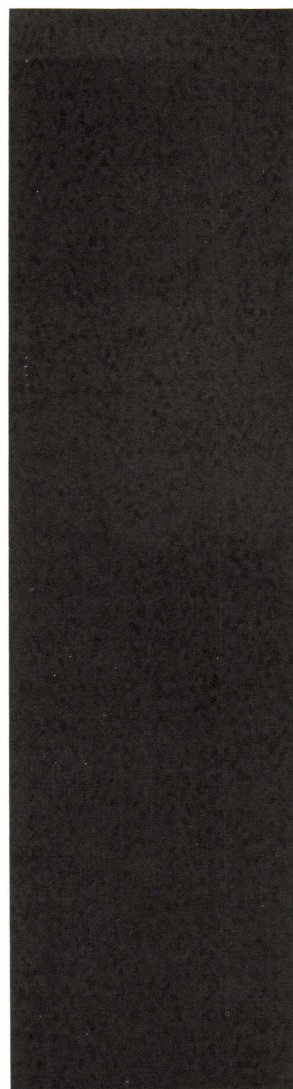
architects

**EDWARDS AND
PORTMAN AND
HENRY D. NORRIS**
atlanta, georgia



AWARDS OF MERIT

THE AMERICAN INSTITUTE OF ARCHITECTS 1966 SOUTH ATLANTIC REGION CONFERENCE



consolidated leasing and
development company
**RANDOLPH MEDICAL
CENTER**
charlotte

architects
**CHARLES H. WHEATLEY
& ASSOCIATES**
charlotte

monroe high school
**GYMNASIUM AND
STUDENT LOUNGE**
monroe

architect
GRAVES & TOY
charlotte

atlanta public school system
HARPER HIGH SCHOOL
atlanta, georgia

architects
**TOOMBS, AMISANO
& WELLS**
atlanta, georgia

THE ARCHITECT AND PUBLIC AFFAIRS

Remarks by

LLEWELLYN W. PITTS, FAIA
AIA Conference
Charlotte, North Carolina
Thursday Afternoon
October 27, 1966

Thank you for inviting me. Your Conference Theme "Architecture's Challenge — America's Future" is timely and highly important to our profession. Most thinking architects realize that the future holds vast changes — some of which are quite apparent today — and most thinking architects realize that our professional future is not guaranteed. We well know, there are forces at work which could relegate us to extinction. *Fortunately*, The American Institute of Architects is well aware of these forces of change and is currently taking a hard look at the future 20 years from now, and *fortunately*, you are providing a fine share of soul searching by this Conference. This soul searching will undoubtedly prove that we have many jobs to do —

In reading your prologue, I was pleased with the statement "— the members of this profession shall surely rise to the challenge — but not without ferreting out every possible means of making their *influence* and *work* more effective." The effectiveness of both our *work* and our *influence* are certainly the key to our *role* in America's future.

My remarks will be brief so that we can devote most of this hour to roundtable discussion of public affairs. I am sure you have many excellent ideas and I have a few thoughts that I would like to discuss with you.

You have invited me to talk about "The Architect and Public Affairs" — a subject that relates to both our *work* and our *future*. Surely neither can flourish unless we measure up to the challenges of the future — and then only in a public climate that is receptive to our talents and persuasion. Another appropriate name for our discussions today could well be "Public Leadership by the Architect."

When we think of public leadership by anyone, we should bear in mind there are three kinds of people:

Those who make things happen—

Those who let things happen—
and

Those who don't know the difference.

Herein lies a challenge to us, since we must aspire to the ranks of those who make things happen if we are to have an important voice in the future. Ability, persuasion and influence are usually required to make things happen.

One fine example of the architect making things happen at the national level is the Potomac River Basin Task Force which was appointed by Secretary Udall with advice of The Institute. The appointments to this task force and its important work are personal credits to past AIA president, Arthur Gould Odell. Any time our profession can name the members and provide the chairman of an important Federal interdisciplinary task force — this is public affairs at its best.

There are other examples of effective public affairs by AIA and its chapters which are well known to all of us, but in spite of these accomplishments, we still have a steep hill to climb. During recent years I have been thrown with a good number of architects and Government officials. I have discussed the misunderstandings and problems that exist today between our profession and the building construction administration agencies of cities, states and our national government. We are making progress in some areas, but in other areas the situation is quite unsatisfactory. In some instances a true understanding of our basic service is lacking. In other cases, government authorities are uninformed on adequate fees for architectural services — and in some minds the importance of good architecture is not only misunderstood — but is strongly resented and labeled as expensive and unnecessary.

AIA's Government Liaison Committee is doing a good job because of men like Bill Lyles and others—so is its staff. The committee is organized into sub-committees which are at work with various national governmental agencies. They are fighting our battles, discussing our problems and seeking solutions — some of which stem from misunderstanding, but some of which stem from poor performance by the architect.

All our efforts at the national level and in many states point to the fact that construction administration procedures, including selection of architects, programming, budgeting, supervision and general administration are highly inconsistent and in many cases quite inadequate — actually it is a discredit to our profession. The whole situation cries for leadership by someone — hopefully the architectural profession.

If you will forgive me a reference to Texas, I would like to tell you about the objective, independent research study that was made of construction administration procedures in our state and its relationship to our profession. I refer to a "BLUEPRINT FOR STATE CONSTRUCTION ADMINISTRATION" which was accomplished by The Texas Research League. The League is privately supported and has as its motto — "Better Government Through Research."

For many years the Texas Legislature and the governors of the state were complaining bitterly and properly about the ineptness and inadequacies of building construction budget procedures. The pattern had been a request for funds without proper justification and programming, usually with illogical budgets. This produced subsequent requests for additional money, charges of poor budgeting and charges of expensive construction. Also there were many cases of poor

quality architecture. Governor John Connally sensed the problem and requested a study by the highly respected Texas Research League. Fortunately and because of the stature of the Texas Society of Architects, resulting from its previous background of leadership in public affairs, six architects were invited to sit as advisors to the League. The League's approach was completely objective, profound and thorough. Its researchers traveled extensively, talked to our people at AIA Headquarters and to many state architects and state officials. They carefully investigated and analyzed the cost of producing architectural services.

Out of this came a "BLUEPRINT FOR STATE CONSTRUCTION ADMINISTRATION" which led to the enactment of effective legislation. Incidentally, the legislation was literally written by the Researchers of the League and the Architectural Advisory Committee. Now what has this done? It has set up a policy for early selection of architects and payment of their fees from a revolving fund so that their services can be used in the beginning. It has removed the 6 percent statutory limitation on fees. It contains language which speaks highly of the profession of architecture, the importance of quality architecture and the necessity for long range programming and planning. It has tied state architectural fees to the Fee Schedule of the Texas Society of Architects and to the fees paid by the private business sector. It provides for an architectural advisory committee to consult with the State Building Commission on selection of architects, subsequent design submittals and other policy matters. It has not been in existence for a great length of time and it is a long way from perfect, but it is a step forward and to my knowledge, the only case where a private objective research body investigated the procedures

of our profession and its relationship with state government. No doubt there have been other state efforts in this direction to improve relations between the architect and his public client and we should certainly know about them also.

Now, we fully realize the inadequacies of some public construction efforts and it is generally accepted by our profession that we need more influence — that we need to be a part of the policy-making team — that we should provide a strong measure of public leadership. Unfortunately public leadership by architects in our society today is very imperfectly understood by laymen and some architects as well. It is not just an effort to persuade people to do things our way so we can get more fees. It goes much deeper. Therefore, I think we should now discuss the opportunities open to our profession for public leadership in its broadest sense.

John W. Gardner has written and spoken profoundly on our contemporary society. Every American should read his essay — "The Antileadership Vaccine," which he included in his 1965 Annual Report to the Carnegie Corporation before he became Secretary of Health, Education and Welfare. Appropriate to this discussion are a few quotes from that essay:

"Nothing should be allowed to impair the effectiveness and independence of our specialized leadership groups. But such fragmented leadership *does* create certain problems. One of them is that it *isn't* anybody's business to think about the big questions that cut across specialties — the largest questions facing our society. Where are we headed? Where do we want to head? What are the major trends determining our future. Should we do anything about them? Our fragmented leadership fails to deal effectively with these transcendent questions."

Another quote from this essay is pertinent: "Of all our deficiencies with respect to leadership, one of the gravest is that we are not doing what we should to encourage potential leaders. In the late eighteenth century we produced out of a small population a truly extraordinary group of leaders—Washington, Adams, Jefferson, Franklin, Madison, Monroe and others."

When we as architects reflect on these leaders of the eighteenth century, we realize their greatness came from their handling of problems of the day — charting a course for the future and laying the foundation for our great nation. Their gravest concerns were freedom — such as self-government, worship and the pursuit of happiness.

Now I sincerely believe that the problems of this generation offer our profession a challenge of public leadership, equally important to civilization — one for which we should be prepared. Some of the great problems of today and the future are quality shelter, efficient transportation, facilities for use during leisure time, and the impact of population explosion. All of these relate to our sphere of knowledge. Because of this, our society needs strong men from our profession who have or can develop the capability for leadership in public affairs. In this I include government deliberation at city, state and national levels and I also include the deliberations of business and finance. If we can rise to the challenge, we can provide our share of extraordinary leaders — we can answer our share of big questions such as: Where do we want to head?

I am not talking in platitudes. I am speaking of distinct possibilities for future public leadership by architects which may answer for us the question: "Am I my brother's keeper?" and at the same time answer the question of "Kleenex

Architecture" — something that can be used and thrown away—as was proposed at the 1965 Aspen International Design Conference.

To stimulate our imagination and to probe profound opportunities for architects in public affairs, I commend to our profession, for careful study, a series of essays now being published in Kaiser Aluminum News. These essays are well written and visionary. They take a look at the next 20 years — they deal with man — the incomplete being — his reaction to rapid change — ways to live in harmony with our natural environment — different ways to think of our relationship to time and space — the replacement of many social, political and economic person-to-person contacts by telemobility — thinking machines — the theory of the leisure masses — and foreseeing the unforeseeable.

It is significant that these essays involve and discuss the architectural field. They touch on such things as contemporary building structures closer to Egyptian, Aztec and Roman than to our modern technology of aluminum, magnesium, titanium and plastics and in so doing they throw us a challenge for influence in public affairs to bring our codes and practices *really up to date*.

They remind us that the electric light abolished the division of night and day. They question the premise or cliché that during the next 20 years we must build as many structures in this country as have been built since colonial days and therefore inherit the results of this colonial era thinking.

They suggest that someone demonstrate the leadership and design capability necessary to recognize what the electric light has done and to provide certain building facilities that can be used intensively rather than 1/3 of the time. They point out that this could be one step in running our lives

around the clock with staggered days off, so that we reduce traffic loads by 2/3 and use all facilities the week around. They emphasize that there are different ways to look at our relationship to time and space that might solve problems which currently result when everyone goes to work at the same time, eats at the same time, has recreation at the same time, gets up and goes to bed at the same time.

They remind us that if present trends continue to 1986, most of the world's people may be huddled together in urban areas and they challenge us to show that the necessity for huddling together in urban areas "ain't necessarily so."

Yes when we reflect on the real problems of public affairs, we can conclude that the architect must be a prominent member of the leadership team if these problems are to be solved on the basis of "How Good?" and "How Efficient?", rather than "How Much?" If architects can open these doors to public leadership, we can chart logical courses for the future — we can attract to our profession capable young men who might otherwise be disinterested. Conceivably they could be the architectural statesmen of the future — the architects who sit as cabinet members — as directors of banks and great corporations — the architects who are policy decision-makers. When we achieve this stature, many of our current problems such as inadequate fees and competition from package dealers will vanish. We will then be classified as truly extraordinary leaders and we will have answered the challenge of "*The Architect and Public Affairs*." — in fact we will have subscribed to the Athenian Oath which reads in part — "— we will strive unceasingly to quicken the public sense of public duty; that thus — we will hand on this city, not only not less, but greater, better, and more beautiful than it was given to us."

GOVERNMENT AND ARCHITECTURE

Remarks by

LAWSON B. KNOTT, JR.

Administrator

General Services Administration

Washington, D. C.

Your Speakers Committee is exceptionally thoughtful in inviting a North Carolinian back to his home state on an October weekend. It was another Carolinian, Thomas Wolfe, who wrote that, "October is the season for returning." But even though the ties of friendships and kinships are sufficiently strong to beckon me to North Carolina on many occasions, I can assure you that the combination of these ingredients with the common bond I share with the members of your profession in the design and construction of public buildings made this invitation irresistible.

The General Services Administration, established some 17 years ago, was uniquely designed to bring together in a single agency many service activities being performed in various places in the

Federal hierarchy. Its primary function is to provide in an economic and efficient manner most of the logistical support required by various Federal agencies in carrying out their primary program missions, thereby enabling them to direct their total energies and skills toward serving the public for whom these programs were designed. One of these support activities — the design and construction of public buildings which was for more than 100 years the responsibility of the Supervising Architect of the Treasury — is a part of the broad-based public buildings responsibilities of GSA. GSA has assignment and utilization responsibility for 195 million square feet of space in which 672,000 Federal employees of 66 agencies work. Our Public Buildings Service operates 2,400 Government-owned buildings and has office and some warehouse space under lease at 7,500 separate locations. In addition, we are responsible for the repair and upkeep of some 4,900 public buildings with 173 million square feet of space throughout the United States involving an annual program of \$90 to \$100 million. Since the passage of the Public Buildings Act of 1959, a landmark in public buildings legislation, we have begun new construction projects and undertaken major repair and improvement projects on the existing buildings established at a cost slightly in excess of two billion dollars. With no public buildings construction program of any significance for about 20 years, it was estimated in the late 50's that our nationwide requirements for new public buildings would cost more than four billion dollars. Since 1959 more than 400 new buildings have been completed or are near completion and our work in progress on new public building projects has an estimated value of one-half billion dollars.

But, it is not my purpose on this occasion to talk with you about

either our present program or the requirements we foresee. All of this is a part of a one-hour speech which I wisely left behind in Washington when I came to Charlotte. I will be glad to furnish copies for the one or two individuals here who might have the time and interest for such details. Within the limitations of the interest level for after-dinner speeches, which most experts agree does not exceed 20 minutes, I think it is far more important that I share with you some of the basic convictions we have in GSA about providing for the office space needs of Federal employees and our relationship with the architects in the private sector who are commissioned to design the public buildings we are authorized to build, as well as those who seek our advice incident to the design of office space for clients who propose to lease such space to GSA.

In its report to the President in June 1962, a high-level Ad Hoc Committee on Federal Office Space included a section outlining guiding principles for Federal Architecture. I believe the Committee's recommendations were then, and are now, so significant they should be repeated:

"1. The policy shall be to provide requisite and adequate facilities in an architectural style and form which is distinguished and which will reflect the dignity, enterprise, vigor, and stability of the American National Government. Major emphasis should be placed on the choice of designs that embody the finest contemporary American architectural thought. Specific attention should be paid to the possibilities of incorporating into such designs qualities which reflect the regional architectural traditions of that part of the Nation in which buildings are located. Where appropriate, fine art should be incorporated in

the designs, with emphasis on the work of living American artists. Designs shall adhere to sound construction practice and utilize materials, methods and equipment of proven dependability. Buildings shall be economical to build, operate and maintain, and should be accessible to the handicapped.

"2. The development of an official style must be avoided. Design must flow from the architectural profession to the Government, and not vice versa. The Government should be willing to pay some additional cost to avoid excessive uniformity in design of Federal buildings. Competitions for the design of Federal buildings may be held where appropriate. The advice of distinguished architects ought to, as a rule, be sought prior to the award of important design contracts.

"3. The choice and development of the building site should be considered the first step of the design process. This choice should be made in cooperation with local agencies. Special attention should be paid to the general ensemble of streets and public places of which Federal buildings will form a part. Where possible, buildings should be located so as to permit a generous development of landscape."

In telling you that we subscribe wholeheartedly to these guiding principles, I want to hasten to add an admission that we frequently fail to achieve all of them. An enumeration of the various reasons we fail would only be considered as excuses which are a sorry substitute for evidence of a determination to correct mistakes. It was Senator Jackson of Washington, in speaking in 1962 about the Environment of Excellence to a group honoring ten career service employees selected for their superior service, who said,

"Good national policies require both good organization and good people, but people are the critical factor. Wise, experienced, hardworking, incisive Government officials may win out over poor organization. But poor people will defeat the best organization."

Because more than 90 per cent of the public buildings GSA builds are designed by architects selected from the private sector, let's extend this principle to the architects who are selected for these projects. If their competence matches the design undertaking, then we have taken a good first step. In the main, I believe, we have done a good job in this area. However, the most competent architect will become confused and frustrated in his initial undertaking for the Federal Government if he does not have a clear understanding of what he is expected to do. It has been my conviction for some time that we have failed to provide the architects commissioned by us an adequate written program which will serve to govern both their actions as well as those of our architectural staff in the succeeding months of a very unique and close relationship. I also believe that our failure for various reasons to adhere to an agreed schedule for review and decision-making with respect to design submissions has resulted in slippages in schedules for which there is no satisfactory basis for fixing responsibility for slippages, design and budget deficiencies, and other ills. This is an untenable position for any manager in Government or private industry who must be able to make commitments for performance involving time, money and other resources. But these maladies are merely symptomatic of a deeper problem. We find it increasingly difficult to attract and maintain a competent staff of architects and engineers willing and able to dedi-

cate themselves almost exclusively to the development of programs, the review of plans, and consultation with other architects. If we are to continue to rely on architects in private practice for the design work we require and yet provide an incentive for our architectural staff who have the same motivation for creative work as each of you, we must not only assign on a selective basis certain projects to them for complete design but we must work out an arrangement with architectural firms for the exchange of personnel on limited tours of duty of six months to one year. I think it is also important if we are to maintain and improve the quality of the architects selected for our assignments that we make actual inspection of the physical as well as staff facilities of architectural firms seeking GSA commissions. Forms 251 and brilliant colored brochures accompanying them serve a useful purpose, but they will never be an adequate substitute for a personal visit with the architectural staff who in the final analysis will be largely responsible for the firm's product.

I have said that we endorse the guiding principles for Federal architecture and I have indicated some of the day-to-day problems that affect our ability to achieve them to the degree we desire. But I have a deep and abiding conviction that we will overcome some of these problems and that the objectives will be achieved to an increasing degree. The guidelines were laid down under President Kennedy's leadership and endorsed by him. They are being strengthened with the strong hand of President Johnson. When he told me in May 1965 that he had reached the decision to appoint me as Administrator of General Services, he told me in clear and unmistakable terms that he did not want one dollar of Federal funds spent for bad architecture. In a Cabinet report for the

President on Architectural Standards for Public Buildings, which I submitted on May 14 and was later published in the AIA Journal, I stated in part,

"Since the capabilities of the architects selected for these projects are the most important factor in achieving architectural excellence in the design of public buildings, I am taking steps to establish an Advisory Panel on Architectural Services in GSA. This Panel will be composed of at least three distinguished architects to develop criteria for evaluation and selection of architects for public buildings projects and to advise me in selections of projects of national significance. I believe this step will strengthen us as we move forward in our determination to achieve our standards of architectural excellence which you have so strongly supported."

In speaking to a delegation headed by Gouldie Odell representing the American Institute of Architects and the Pan American Congress of Architects in the Cabinet Room on June 15, the President again indicated his strong belief in the essential elements of the guiding principles on Federal architecture when he said,

"We do not want and we do not accept the idea of standard Governmental architecture. This must never be. But we do look to the individual creativity of the members of your profession to provide the leadership that will express the aspirations of our society and exalt the full dimensions of the human spirit."

It was with a strong belief that this objective had been accomplished in the design and construction on the new Federal Office Building in Fort Worth that Congressman Jim Wright said in the

course of its dedication on September the 17th of this year.

"This building represents the Government of the United States — the freest, most approachable and most responsive instrument of public will ever to serve and bless a land under Heaven's canopy in the history of the human race. * * * * * Neither influence nor introduction is needed to enter these doors. No credentials are required for an audience with any person who serves herein. All which is inside this building belongs as much to the public as does the exterior facade. The humblest human may here seek assistance under the law or petition redress with the certainty that his voice, if not always heeded, will at least be heard."

A few days before the meeting with AIA officials in the Cabinet Room, to which I referred, GSA sponsored a Symposium on Environmental Design and Productivity. The stated purpose of the symposium was to: (1) study the relationship between Governmental buildings and the total physical environment; (2) develop criteria for functional analysis and project planning; (3) gain greater understanding about the interdependence of function and the organization of space; (4) analyze the fundamentals of visual and scientific design; and (5) study the relation of all the foregoing factors to the establishment and utilization of an optimum physical framework in which to accomplish an agency's mission. This symposium would have fallen far short of the success it achieved had it not been for the chairmanship of Dean Harlan McClure of Clemson University and the assistance of Dr. Harold Coolidge, also of Clemson; Professor Duncan Stuart of North Carolina State College; and Bill Lyles of

Columbia, South Carolina, as well as many others outside the geographic areas represented by this conference. Representatives of many of the agencies for which we provide space were in attendance. We find more than a year later that they have a better understanding of some of the basic factors that influence architects in their efforts to provide through total design for those who will work in their structures as well as to complement and enhance the surrounding environment.

By the time the composition of the Public Advisory Panel on Architectural Services was announced in November, its membership had been increased to 17 including Gouldie Odell and Henry Wright, another former President of the AIA; Bill Lyles of Columbia; and George Kassabaum of St. Louis whom you heard yesterday. The scope of the Committee's charter was similarly increased and I can tell you that even the beginning year was a profitable one, and I look forward to the continuance and extended use of several panels on a regional basis as well as a central panel to continue the good work of providing critiques of specific architectural designs as well as recommending ways and means of improving GSA's contractual and other relationships with the architectural profession.

I cannot conclude this resume of some of the successes as well as the shortfalls in achieving our objectives without a comment about the fee structure for architectural services. The Comptroller General of the United States has recently been assigned the task by the Congress of making a study and recommendations concerning the advisability of changes in the current statutory limitation of six percent for design services. I have advised the Comptroller General that in my judgment the current statutory ceiling is adequate with respect to the

design of new public building projects with an estimated cost in excess of \$500,000, but I would recommend lifting the ceiling on alteration projects. I have asked Commissioner Bill Schmidt of our Public Buildings Service to review our fee guidelines for new public building prospects within the statutory limitations and to make recommendations to me concerning the need for and advisability of making some upward adjustments in them. However, if we reach a decision that there should be an upward adjustment, I believe you will agree that it is reasonable to expect a commensurate increase in the standard of total performance on the part of the architects who are selected for the relatively few public building projects that are authorized each year. While it has been my experience that the abilities of architects vary greatly in design creativity, most architects whose services we contract display a marked propensity for according the agreed design schedule for the project to a priority lower than their private clients, and we have been increasingly concerned about the lack of completeness of drawings and specifications. I need not remind you that design deficiencies, omissions, conflicts, and ambiguities result in costly change orders in construction contracts, and I am willing to consider increased fees as well as more stringent contract provisions among the acceptable alternatives to a continuation of these costly practices. I am also open to conviction that an upward adjustment in fees for construction supervision could result in a more satisfactory experience in this area of our relationships with architects—especially if we can be assured that this responsibility will not be turned over to new recruits unfamiliar with the design phase of the project.

With the approval by the President recently of Public Law 89-665 which establishes a program for the

preservation of additional historic properties throughout the nation, I foresee a substantial increase in interest, under the leadership of the National Trust for Historic Preservation and the National Park Service of the Department of Interior, in historic preservation which, by definition, includes "the protection, rehabilitation, installation and reconstruction of districts, sites, buildings, structures and objects significant in American history, architecture, archaeology, or culture." I believe that it requires more ingenuity and costly research for an architect to do an outstanding job of design for the alteration of public buildings so as to preserve those characteristics which provide a link between the past and the present and yet afford the economy and comfort which the new public building is expected to provide. Despite this challenge, I believe you would be surprised how few architects who come in to see us seek commissions for the restoration or alteration of public building projects. In fact, when I suggest from time to time that we have more alteration projects available than we have new public building assignments, I detect a feeling that the architect regards such a proposal as unworthy of his competence and stature in the profession. He, like one noted criminal, insists on being hung with new rope. As the head of an agency which intends to preserve the worthwhile buildings in its inventory for which there is a continuing need, and as a member of the Advisory Council on Historic Preservation established by the new law, I hope to be an affirmative force for changing this viewpoint about architectural assignments.

It has been a pleasure to be with you, to enjoy your comradeship, and to share with you the dream you espouse that a better and more beautiful America will have its beginning in architectural excellence.

CONDENSED PROGRAM

THE AMERICAN INSTITUTE OF ARCHITECTS
1966 SOUTH ATLANTIC REGION CONFERENCE

ARCHITECTURE'S CHALLENGE—AMERICA'S FUTURE

OCTOBER 26, 27, 28, 29 — CHARLOTTE, NORTH CAROLINA

THURSDAY

FIRST SESSION

Presiding: John C. Higgins, Jr., AIA
Introduction: Macon S. Smith, AIA, President,
N. C. Chapter AIA
Speaker: The Hon. Robert W. Scott, Lieutenant
Governor of North Carolina
Introduction: Dean Henry L. Kamphoefner, FAIA
Speaker: Dr. John T. Caldwell, Chancellor, N. C.
State University
KEYNOTE ADDRESS: "Architecture's Challenge
—America's Future"
LUNCHEON—National AIA Program
Presiding: Macon S. Smith, AIA
Introduction: Bernard B. Rothschild, FAIA, Re-
gional Director
Speaker: George E. Kassabaum, AIA, Vice Presi-
dent, The American Institute of Architects
"Marching Along—Together?"

SECOND SESSION—OFFICE PRACTICE

Presiding: James C. Hemphill, Jr., FAIA
Introduction: William G. Lyles, FAIA
Speaker: Llewellyn W. Pitts, FAIA
"The Architect and Public Affairs"
Panel: Bruce J. Graham, FAIA, SOM, Chicago
Office
"Automation"
C. Herbert Wheeler, Jr., AIA, Assoc. Prof., Arch.
Engineering, Penn. State University
"Emerging Techniques"
Robert J. Piper, AIA, Adm., Dept. of Professional
Services, AIA
"New AIA Documents"

FRIDAY

THIRD SESSION—TECHNOLOGY AND DESIGN

Presiding: Thomas H. Brookbank, AIA
Introduction: Dean Henry L. Kamphoefner, FAIA

Panel: Bruce J. Graham, FAIA, SOM, Chicago
Office
"Computers"

Albert G. H. Dietz, Professor of Building Engi-
neering, MIT
"Materials"

Duncan R. Stuart, Professor of Design, N. C.
State University
"Systems"

LUNCHEON—Honor Awards

Presiding: Henry H. Smith, AIA

Introduction: W. Crutcher Ross, AIA

Speaker: Victor F. Christ-Janer, AIA

FOURTH SESSION—PROJECT CASE STUDY

Presiding: Harold J. Riddle, AIA

Introduction: Dean Harlan E. McClure, FAIA

Speaker: William H. Roehl, AIA, Whittlesey,
Conklin & Rossant, Architects and City
Planners
"Reston"

BANQUET

Presiding: Bernard B. Rothschild, FAIA

Introduction: A. G. Odell, Jr., FAIA

Speaker: Lawson B. Knott, Jr., Administrator,
General Services Administration
"Government and Architecture — G. S. A."

SATURDAY

FIFTH SESSION—

EDUCATION OF THE ARCHITECT

Presiding: Thomas P. Turner, Jr., AIA
"Schools of the Region"

Moderator: James H. Finch, FAIA

Panel: Dean Henry L. Kamphoefner, FAIA
North Carolina State University

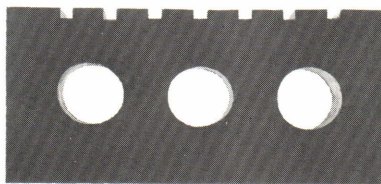
Dean Harlan E. McClure, FAIA
Clemson University

Dean Paul M. Heffernan, FAIA
Georgia Institute of Technology

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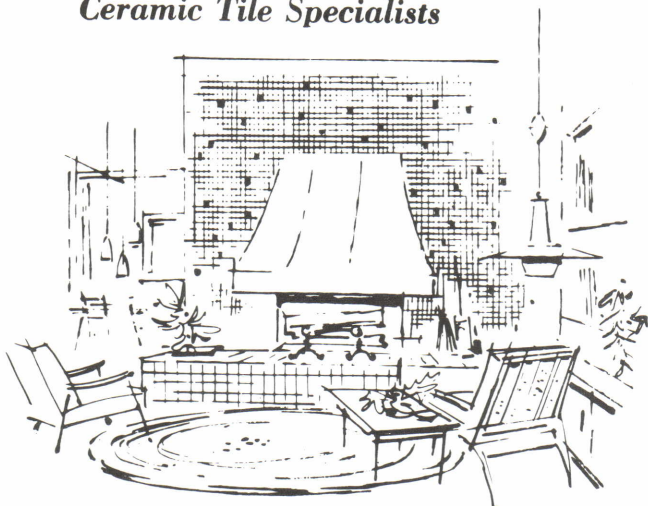
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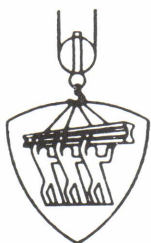
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BEEMER HARRELL NAMED TO BOARDS

Beemer Harrell, AIA, of Hickory has been named Secretary of the Advisory Board of the Hickory unit of the Salvation Army for 1967, and has also been elected to a one-year term as a Director of the Hickory Chamber of Commerce. Mr. Harrell is with the firm of Harrell & Clark, Architects, and is currently serving as a Director of the North Carolina Chapter of The American Institute of Architects.

MID-ATLANTIC AIA REGION TO HOLD CONFERENCE

The Mid-Atlantic Region of The American Institute of Architects will hold their 1967 Conference on February 8th through 10th at Williamsburg, Virginia. The following Chapters comprise this Region: Delaware, Washington-Metropolitan, Baltimore, Potomac Valley, Chesapeake Bay, Virginia and West Virginia. Theme of the meeting is "Design For A Mobile Society."

OCTAGON FUND DRIVE UNDERWAY

By direction of a vote taken at the National AIA Convention in Denver in June 1966, The American Institute of Architects is currently conducting a campaign to raise \$900,000 to build a larger headquarters and restore the Octagon House. Property adjacent to the present headquarters has been purchased, and the construction of a new building will enable The American Institute of Architects to restore the Octagon and maintain it as a national historic shrine.

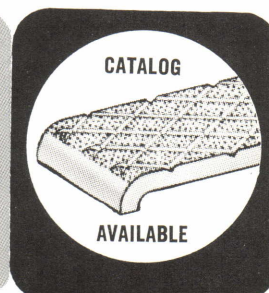
S. Scott Ferebee, Jr., AIA, Charlotte architect, is chairman of the fund drive in North Carolina.

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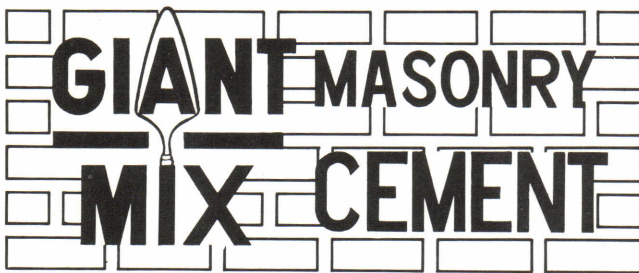


WOODROOF AND MacRAE FORM PARTNERSHIP

Albert C. Woodroof, Jr., and John S. MacRae III have announced the formation of their partnership for the practice of architecture. The firm, Woodroof and MacRae, Architects, Incorporated, is located at 1813 Pembroke Road, Greensboro. Mr. Woodroof has been a member of The American Institute of Architects since 1957 and Mr. MacRae has only recently joined The AIA.

NCAIA WINTER MEETING

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January 26-27-28



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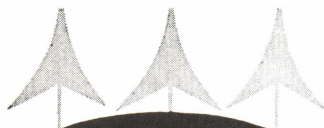
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CALENDAR OF EVENTS

- January 4: Durham Council of Architects, Jack Tar Hotel, 12:00 N, Frank Depasquale, AIA, President
- January 4: Charlotte Section, N. C. Chapter AIA, Stork Restaurant, Independence Blvd., 12:30 P.M., Paul Braswell, AIA, President
- January 5: Raleigh Council of Architects, YMCA, Hillsborough St., 12:15 P.M., William C. Correll, AIA, President
- January 16: Producers' Council, Heart of Charlotte Convention Hall, 6:00 P.M.
- January 17: Winston-Salem Council of Architects, Twin City Club, 12:00 N, Donald H. Hines, AIA, President
- January 19: Greensboro Registered Architects, Dino's Restaurant, 6:30 P.M., A. C. Woodroof, Jr., AIA, President
- January 26-28: NCAIA Winter Meeting, Hotel Robert E. Lee, Winston-Salem
- January 26-28: Professional Engineers of N. C. Convention, Carolina Hotel, Pinehurst
- May 14-18: National AIA Convention, New York Hilton Hotel, New York City
- July 20-23: NCAIA Summer Meeting, Blockade Runner Hotel, Wrightsville Beach

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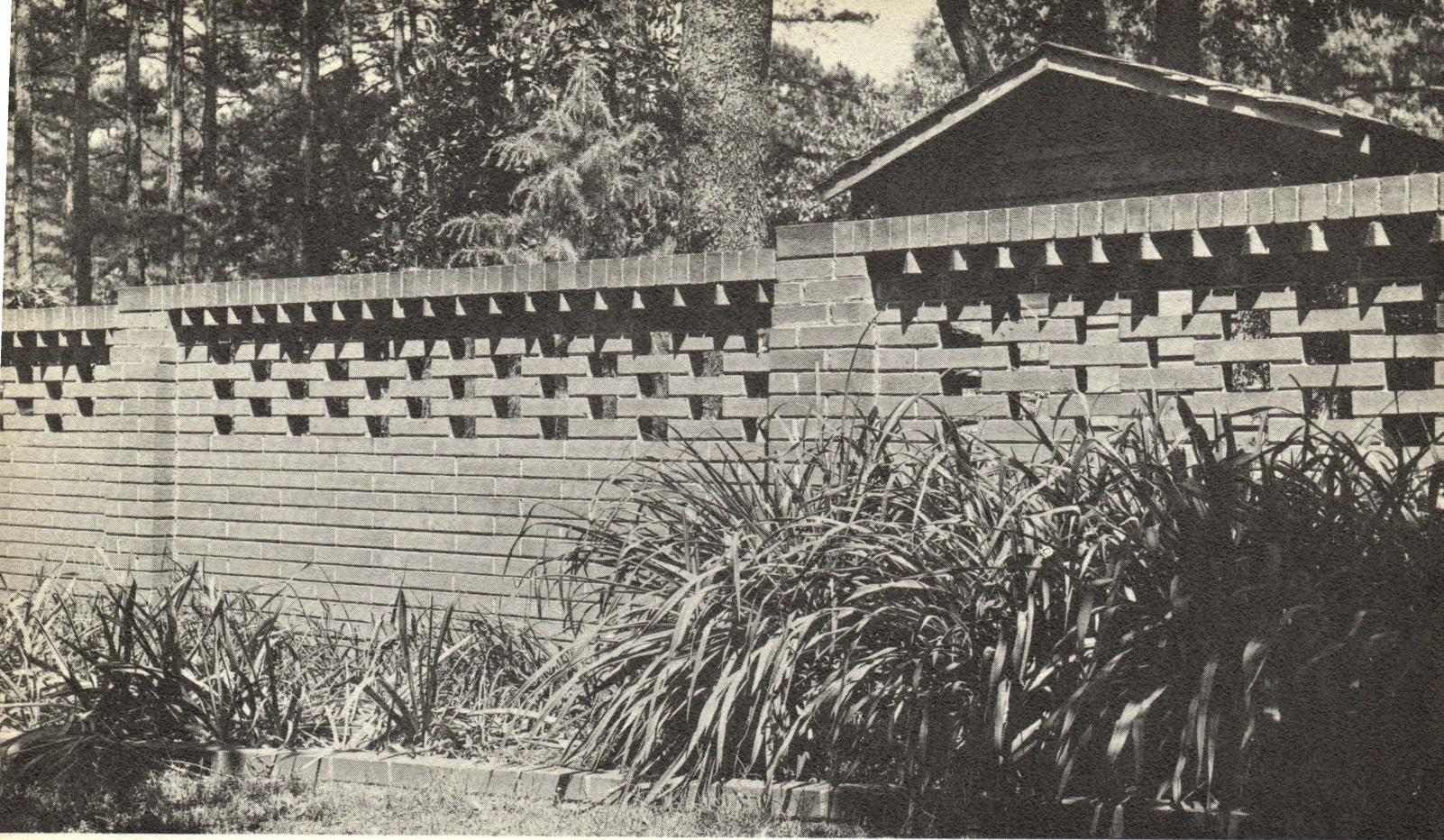
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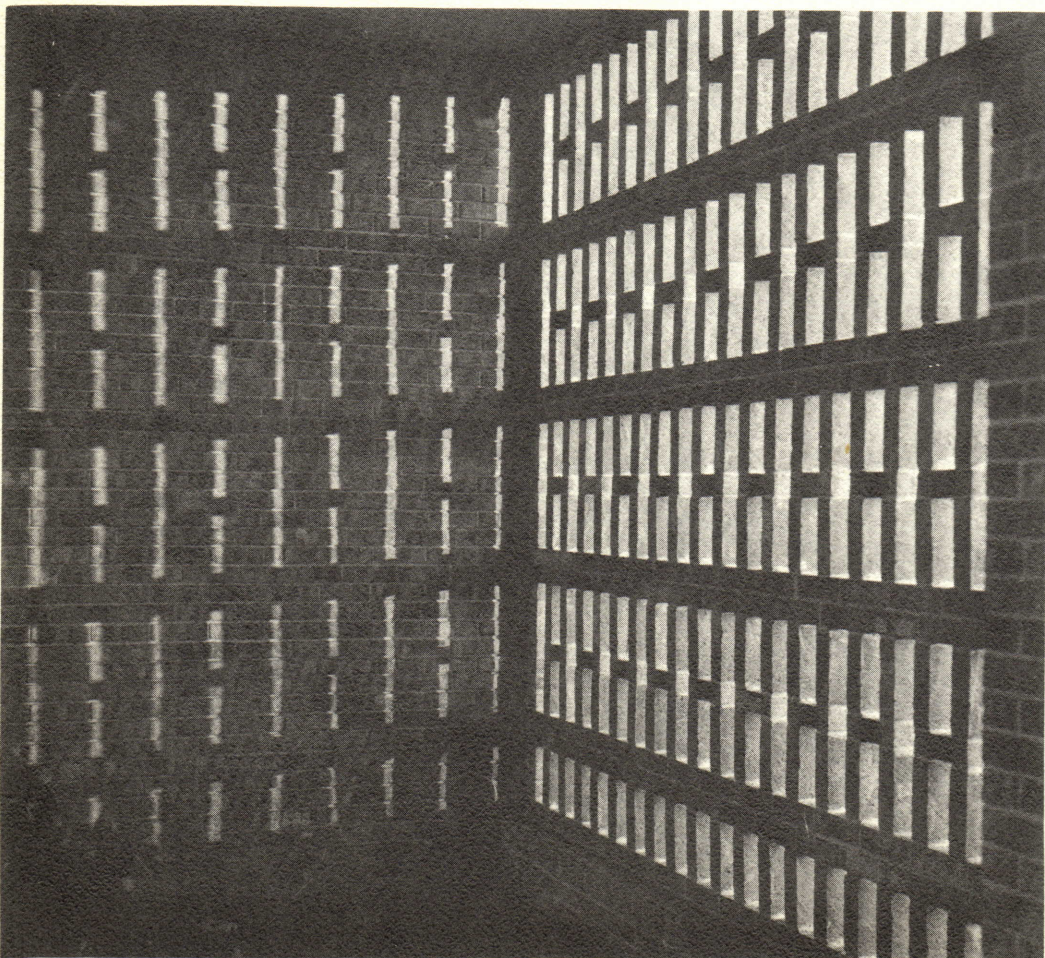
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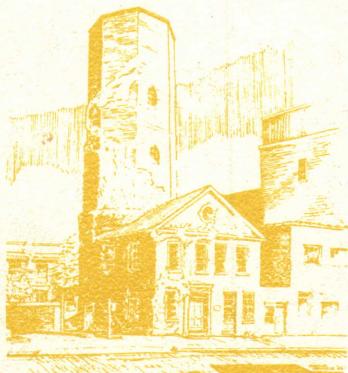




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