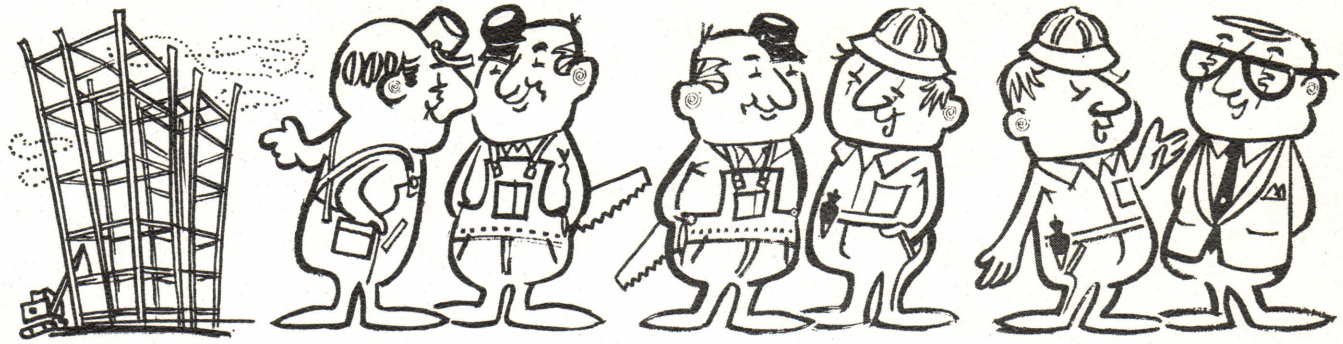
NOVEMBER-DECEMBER 1970

NORTH CAROLINA ARCHITECT

PUBLISHED BY THE NORTH CAROLINA CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS



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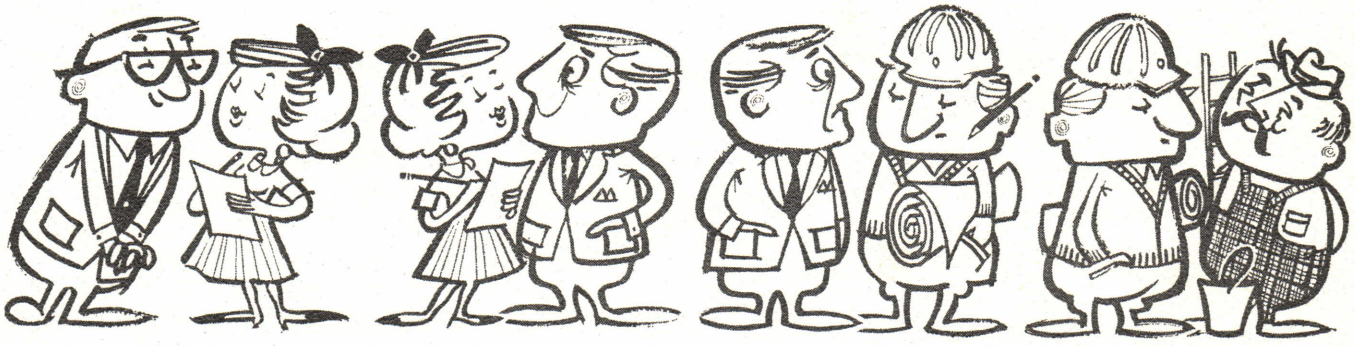

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NORTH CAROLINA
ARCHITECT

NOVEMBER/DECEMBER 1970
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PPG Performance Glass has made these 37 recent contributions to America the beautiful. (And America the comfortable.)

Architects all over the country are putting up more buildings that use beautiful PPG Performance Glass. The architects of the 37 projects shown below used a PPG Reflective Insulating Glass, for one or more of several reasons: openness, reflectivity, color, drama, visual comfort, or to keep out the heat and the cold.

The list is made up of *Solarban*® installations only, and while it is by no means complete, it does offer a guide to a number of interesting projects in widely scattered locations. For further details, write or call Mr. D. C. Hegnes, Manager, Architectural Construction Service, PPG INDUSTRIES, One Gateway Center, Pittsburgh, Pa. 15222.

ALASKA: Anchorage
International Airport
Architect: Manley and Mayer
PPG Glass: *Solarban (2)*

CALIFORNIA: Los Angeles
Jules Stein Eye Institute
Architect: Welton Becket & Assoc.
PPG Glass: *Solarban (3)*

COLORADO: Denver
Denver Center
Architect: W. C. Muchow Assoc.
PPG Glass: *Solarban (2)*

FLORIDA: Clearwater
Pinellas County Courthouse
Architect: Anderson, Johnson, Henry and Parrish
PPG Glass: *Solarban (2)*

FLORIDA: Cocoa Beach
Cape Canaveral Hospital
Architect: Stevens & Walton
PPG Glass: *Solarban (3)*

FLORIDA: Miami
Mutual of Omaha Regional Home Office
Architect: Houston & Albury Assoc.
PPG Glass: *Solarban Bronze (3)*

FLORIDA: Titusville
Brevard County Courthouse
Architect: Hirshberg, Thompson & Assoc.
PPG Glass: *Solarban (3)*

GEORGIA: Atlanta
Cities Service Building
Architect: Toombs, Amisano and Wells
PPG Glass: *Solarban (2)*

GEORGIA: Carrollton
West Georgia College
Architect: John W. Cherry
PPG Glass: *Solarban (3)*

ILLINOIS: Chicago
Hyatt O'Hare Hotel
Architect: John Portman & Assoc.
PPG Glass: *Solarban (2)*

ILLINOIS: Rockford
Downing Box Company
Architect: Larson & Darby
PPG Glass: *Solarban Bronze (3)*

ILLINOIS: South Chicago
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Architect: McCarthy-Hundrieser & Assoc., Inc.
PPG Glass: *Solarban (2)*

MARYLAND: Baltimore
Social Security Administrative Complex
Architect: Myers, Ayers & Saint
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MINNESOTA: Duluth
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PPG Glass: *Solarban (2)*

MINNESOTA: St. Paul
Pearson Candy Company
Architect: Cerny Associates, Inc.
PPG Glass: *Solarban (23)*

PENNSYLVANIA: Indiana
East Pike Elementary School
Architect: Robert T. Scheeren
PPG Glass: *Solarban (3)*

SOUTH DAKOTA: Sioux Falls
Airport
Architect: Fritzel, Kroeger, Griffin & Berg
PPG Glass: *Solarban (2)*

TENNESSEE: Bristol
Tri-Cities Airport
Architect: Anderson & Gilliam
PPG Glass: *Solarban (3)*

TENNESSEE: Cookeville
Cummins Engine Company
Architect: Walter E. Damuck
PPG Glass: *Solarban (3)*

TEXAS: Dallas
American Hospital Supply
Architect: Nelson, Ostrom, Baskin, Berman & Assoc.
PPG Glass: *Solarban Bronze (3)*

TEXAS: Houston
One Shell Plaza
Architect: Skidmore, Owings & Merrill and Wilson, Morris, Crain & Anderson
PPG Glass: *Solarban Gray (3)*

VIRGINIA: Fairfax
Fairfax County Governmental Center
Architect: Vosbeck, Vosbeck, Kendrick & Redinger
PPG Glass: *Solarban Bronze (3)*

VIRGINIA: Roanoke
Southwest Virginia Savings & Loan
Architect: Kinsey, Motley & Shane
PPG Glass: *Solarban (3)*

MISSISSIPPI: Gulfport
Mississippi Power Company
Architect: Curtis & Davis
PPG Glass: *Solarban (2)*

NEW JERSEY: Lawrenceville
Public Service of N.J.
Architect: James Laden and Raymond Althouse
PPG Glass: *Solarban (2)*

NEW JERSEY: Wayne
Orban Office Building
Architect: Bernard Rothzeid
PPG Glass: *Solarban (23)*

OHIO: Canton
Kent State University
Architect: Lawrence, Dykes, Goodenberger & Bower
PPG Glass: *Solarban (3)*

OKLAHOMA: Lawton
YMCA
Architect: James Marshall
PPG Glass: *Solarban (2)*

OKLAHOMA: Oklahoma City
Lincoln Plaza
Architect: Halley-Riek and Hester
PPG Glass: *Solarban (2)*

OKLAHOMA: Tulsa
Tradewinds Motel
Architect: Russell Magee
PPG Glass: *Solarban (3)*

OREGON: Portland
Esco Corporation
Architect: Wolff, Zimmer, Gunsul and Frasca
PPG Glass: *Solarban (3)*

PENNSYLVANIA: Allentown
Mack Truck
Architect: Wolf-Hendrix & Associates
PPG Glass: *Solarban (2)*

PENNSYLVANIA: Beaver
Beaver Area High School
Architect: Edwin M. Wallover, Jr.
PPG Glass: *Solarban (3)*

WISCONSIN: Appleton
Wisconsin Wire Company
Architect: Birch-Grisa-Phillips, Inc.
PPG Glass: *Solarban Bronze (3)*

WISCONSIN: Madison
Ohio Products Company
Architect: Weiler, Strang, McMullin & Assoc.
PPG Glass: *Solarban (2)*

WISCONSIN: Milwaukee
South Milwaukee Public Library
Architect: Losch & Haeuser Inc.
PPG Glass: *Solarban (3)*

WISCONSIN: Racine
St. Luke's Hospital
Architect: Hams M. Geyer
PPG Glass: *Solarban (3)*

PPG is Chemicals, Minerals, Fiber Glass, Paints and Glass. So far.

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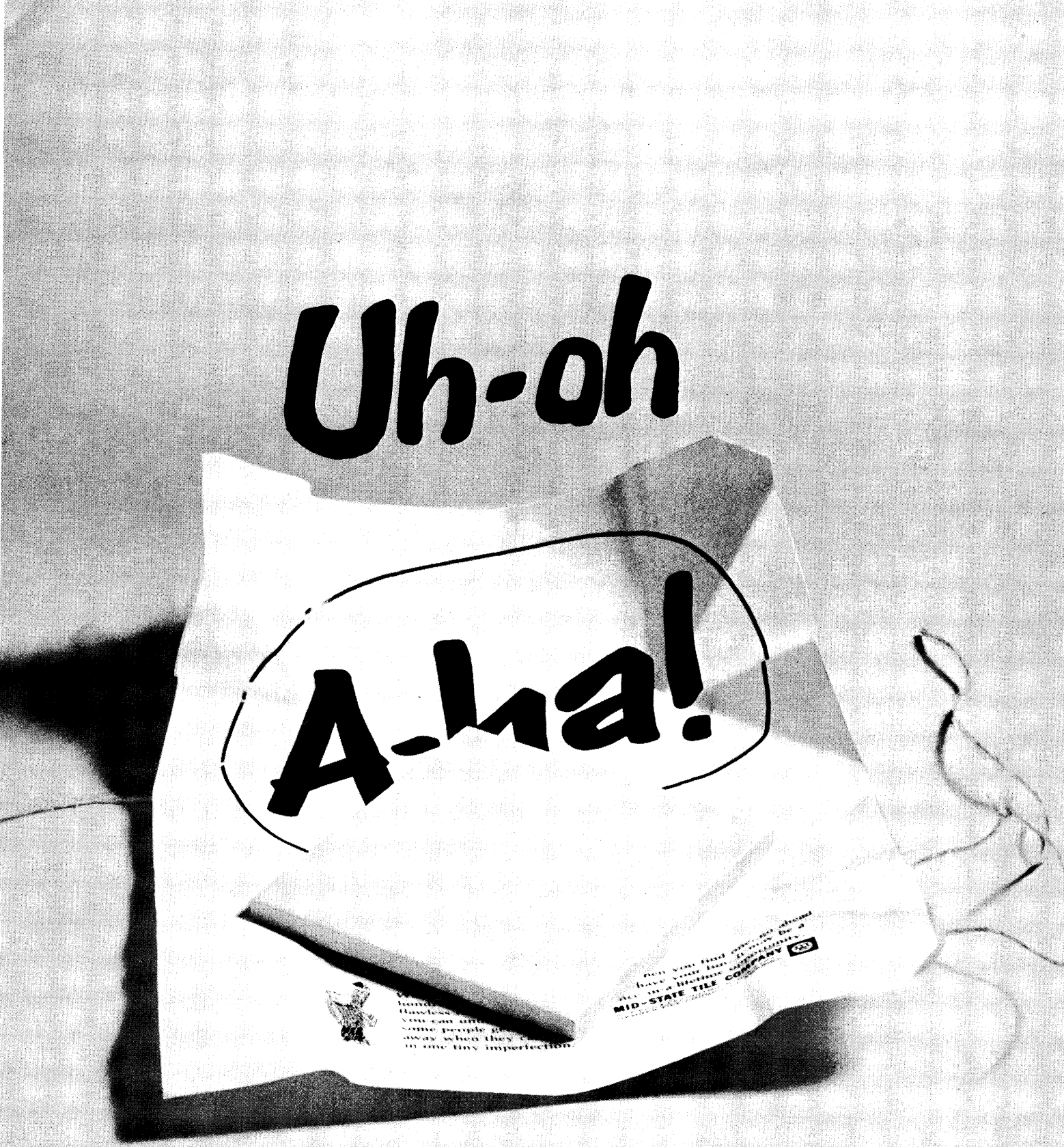

Look what we found in the mail. It's our ad on quality control wrapped around a piece of warped tile. And that's the second one we've gotten back this year.

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THE URGENT FUTURE FOR THE SOUTH ATLANTIC ARCHITECT

S. Scott Ferebee, Jr., FAIA
Director, South Atlantic Region

Remarks of S. Scott Ferebee, Jr., FAIA, Director of the South Atlantic Region of the American Institute of Architects, at the opening of the Biennial Regional Conference in Columbia, South Carolina on October 15, 1970

The Program Committee has asked that I talk with you a few minutes at this time about the profession of architecture. In thinking of an appropriate subject, I have borrowed a title from Albert Mayer's recent book, *The Urgent Future.* I would suggest this morning that there is an Urgent Future for the South Atlantic Architect; one that must be met and dealt with if we are to be a viable force for improving the physical environment in our Region.

The construction industry has made much of President Johnson's pronouncement in 1965 that we would be required to rebuild America by the year 2000. Although shocking in its import at the time, subsequent studies, including the recently completed AIA Report on the Future of the Profession, indicate that this was a conservative statement and that building and rebuilding in the next 30 years will far exceed that now standing. Responsibility for the basic design of this construction alone would appear to be more than enough for the comparatively small profession of architecture. But to fill gaps in the "Decision, Design and Delivery" process of construction, the profession has elected to assume an ever expanding role of comprehensive practice.

In the past, architects have often felt that the public resisted use of their services. On some occasions it has appeared that they were grudgingly retained by the owner in order that he might comply with laws and regulations. The urban crisis and the rapidly developing interest in the environment has changed all of this. Today the public is looking for leadership from architects and their related design professionals. We must decisively fill this leadership role or abdicate it to other less qualified groups.

The AIA's Study of the Future of the Profession has been published in book form under the title *Creating the Human Environment.* The Report of the Task Force, written by its chairman, Gerald McCue, who, incidentally, will appear on this program Friday, is included as Part III of the book. In it Gerry has this to say:

"The demand will be extreme for developing new theory and new techniques and practices for communication, and for developing design and delivery of known advanced technologies. The public may be expected to seek out and support the most capable persons and groups to perform these roles regardless of their professional affiliations or educational background.

"The public expectation from the design professions is great. Implicitly, it expects an integrated social-economic-physical theory for the form of the environment. If the present design professions are unable to find the resources and unable to combine forces to work jointly to develop such a concept, then the public must seek another group to do this task."

Recognizing this situation and aware of their traditional posi-

tion as leader of the design team, members of the architectural profession are frantically scrambling to qualify themselves for this role. Large firms, especially those in urban areas, are expanding their staffs to include planners, economists, construction managers and, in some cases, sociologists. Although the profession may not be fully qualified to assume the role thrust upon it, it is obvious that no other group possesses these qualifications.

Experience is showing that architects, with their training in physical planning, their ability to think in three dimensions, and their experience in relating human needs to physical environment are best qualified for the practical role of developing workable solutions for the physical problems of today's cities. City planners and similarly trained individuals have tended to migrate into positions of responsibility with public and private planning commissions, boards and reviewing authorities. The responsibility for providing professional services to organizations and government agencies desiring practical and usable development proposals and plans has fallen on traditional design organizations experienced in providing this type of service. Thus the architect has been thrust into a position of ever broadening responsibility with a need for additional knowledge and education.

We here in the South Atlantic Region are in a fortunate and unique position. With the exception of Atlanta, and to a lesser degree Charlotte, we have not been faced with the urban crisis. To the small firm with a comfortable practice in eastern North Carolina or southern Georgia, the expanded role of the profession appears unimportant and of little concern. Our commissions have consisted of individual buildings for school boards, hospital authorities, state and local governments and private owners and developers. We have not been called on to plan new towns or prepare feasibility studies for redesigning large redevelopment tracts. If we hired an economist, we could not keep him busy, and we are certainly not interested in taking on the headaches of construction management.

Although a vague uneasiness about the direction of our future gnaws at us, we do not feel the urgency for change in our traditional methods and direction of practice experienced by our fellow architects in Los Angeles, Detroit, New York and similar urban centers. Today, I submit to you that we not only should be concerned about these factors but, due to the special character of our three states, we are in a position to influence the future where others are forced to deal with correcting the problems of the past.

The population explosion, the urban crisis, and the increased desire of all men for a better life are national problems that must be faced and solved. Demands for a national settlement policy and a national land use policy will continue to grow and will eventually be fulfilled. Although vast areas of undeveloped terrain remain in the southwest and western mountain states, advocates of these proposals see the Southeast, with its unusually good climate conditions, ideal terrain and large remaining wooded and open spaces, as the target for their programs.

Slavery and the resulting biracial character of the South created special problems in human relations for our section of the country. In another sense it created a challenging opportunity to develop a model program of brotherly love and racial harmony that could be an example to all the world. As one whose southern heritage dates back to 1680, I feel qualified to say that we failed to meet this challenge. The result has been civil rights laws and federal regulations designed to direct and control our activities in the area of human rights.

Slavery had another effect upon our region. The use of slave labor and the ideal climate of the South led to the development of large plantations and farms grouped around small service type villages and towns. Thus, while the northeastern part of the country was being swept up by the industrial revolution, we developed an agrarian economy. Although this has produced low per capita incomes for our people which in turn has spawned social problems related to poverty, it now offers us a tremendously challenging opportunity. We have the open spaces, we still have forests and running brooks, our air is relatively clean

and our urban problems are still surmountable. We must step in and meet this challenge before it slips away. With good planning now we can make the South a model location to all the world for living the good life. If we fail to meet the challenge of good local and regional planning, we must not be surprised if plans, prepared by outsiders unfamiliar with our unique heritage and culture, are forced on us by federal law and regulations in the decades ahead.

Although we may consider ourselves ill-fitted for the job, there is no one better qualified. We must accept responsibility for promoting these concepts and for pushing and prodding our elected officials into taking steps that will result in regional planning designed to develop the maximum potential of our states. The time is ripe and the need is urgent. Anyone riding through the Piedmont Crescent today can see the trend toward strip development along our major highways, a trend that can eventually tie all towns of this region together in one large urban mass. Fortunately, we have not reached this point. Careful planning by regional authorities not limited by state and local boundaries can control our growth and development in a way that can make ours the most desirable area of the country in which to work and live. This is a selling job and to get this message across, we as architects must become salesmen. The current interest in the environment will assure sympathetic treatment from our news and communications media. We must be prepared to speak to local civic groups and other interested bodies on the unique planning opportunities of the Carolinas and Georgia; serve on boards and commissions; testify before municipal and county governing bodies and, where appropriate, to run for public office. We must keep in mind that where urban problems are the least critical, opportunities for good planning are the best, while at the same time apathy of the local citizenship will be the highest.

As we enter the area of influencing public policy, there are things that we must keep in mind if our efforts are to be effective and we are to present a united front. We must limit our statements and activities to those areas in which we have expertise. Although we must expect architects as individuals to be active in political affairs, when we speak for the profession of architecture on subjects such as foreign policy, the public immediately recognizes that our opinions are no better than their own. We quickly lose credibility and find that when we do attempt to speak on subjects of which we have professional knowledge, the public is already bored with our pronouncements.

There are four areas in which we do have special knowledge and in which I believe we should actively attempt to influence public policy.

The first of these is the need for good planning to preserve our unique environment. I have already discussed this at length.

Second is in the area of revisions to Codes and Regulations governing the construction industry. Antiquated policies hamper the use of new materials, systems and techniques that may aid in reducing construction cost, especially in the field of low income housing. Similarly, outdated zoning ordinances are often designed to protect single family dwelling owners and frequently serve to block good planned unit development.

Third is housing policies. The architect's abdication of the responsibility for design of single family housing has almost led to the profession dropping the ball in this important area. The increasingly large number of multi-family housing units and the public concern with low and middle income housing demands that we become active in this field. All Americans have the right to decent living accommodations and our influence can have a marked impact on the quality and design of these facilities and their surrounding environment.

Fourth is visual pollution. Pollution, of course, is the $64 subject of today. In my opinion, the correction of existing problems of air, water and noise pollution is basically the responsibility of chemical and mechanical engineers and is of concern to us primarily as interested citizens. The visual pollution that greets our eyes as we enter our cities and towns is another mat-

ter. Our design failures have contributed to some of this, but most is a result of commerce oriented owners and advertising agencies who insist on overwhelming us with garish signs that are too large to read, sloppy landlords who fail to maintain and keep up rental property, and utility companies who continue to string service wire and impedimenta overhead. We must actively support measures that will bring these practices under control.

Influencing public policy is only part of the job, however. We, as a profession, must prepare ourselves to practice architecture in a manner that will fulfill the needs of society in the rapidly changing years ahead. Although there will continue to be a need for the small office to design individual buildings, the demand for firms capable of accepting large commissions involving multi-structured sites that require careful attention to planning and environmental control will increase rapidly.

To qualify ourselves for this type of practice will require that we infuse our offices with new ideas, new methods and innovative procedures. We need to fully embrace the team approach to providing design services and to work toward development of harmoniously functioning interdisciplinary design teams. The sophisticated client of tomorrow will want all phases of his work carefully integrated and will look for the organization that can provide this service. Small firms can compete with large ones by developing closely related and well knit consulting teams. Their personal attention to detail may well offset the broader base of services offered by their larger competitors.

I would also suggest that we become management oriented. In *Creating the Human Environment* the Midwest Research Institute Report states "that the major new developments in the next 15 years will not be new construction technology but new management science." In other words, we must develop procedures that will permit us, while continuing with our present knowledge, methods and technologies, to manage the construction process in a way that will sharply reduce the time required from conception to delivery of a project. To this end we must give careful consideration to the concept of construction management wherein the architect, as the owner's agent, can divide the construction project into a number of prime contracts and award each as that phase of the drawings is completed.

Next, it is imperative that we expand our knowledge and use of systems in design and construction. Off-site manufacture of major building components and systems offers the most foreseeable relief to the problems of high on-site labor costs and construction delays resulting from the variables of weather and labor availability.

I also believe that it is essential that the architect accept responsibility for cost control. Although we cannot depart from our traditional position of not guaranteeing costs, we must provide owners with realistic cost estimates at each phase of our work and must accept responsibility for redesign when the cost of projects exceed clearly defined budget limitations. Our biggest weakness is a tendency to avoid irritating owners by not emphasizing that their requested changes and expansion of programs push costs upward. Owners, on the other hand, appreciate an authoritative voice that tells them what proposed changes cost and are most pleased when final costs are consistent with the architect's budget estimates.

A major factor in improved practice is a speed up of the production process within the architect's office. Use of standard details, photo-reproduction techniques and the rapidly expanding science of cybernetics must receive top priority in office development. In this regard, Production Systems for Architects and Engineers, a Chicago based corporation wholly owned by AIA, is now marketing a high quality master specification and computerized processing service. If you have not already availed yourself of this, you should look into it immediately. It gives small and medium sized offices an accurate, complete, up-to-date and highly sophisticated master specification, with the option of computer processing. PSAE's services will eventually be expanded to cover other areas of day to day production such as preparing

schedules normally placed on drawings and cost estimating.

An area that should not be overlooked is the architect's need to concentrate on improved in-house management of his office. Without reasonable profits and remuneration for his time and effort, his firm cannot grow and provide the expanded services that I have discussed. Budgeting of design and production time and resulting job cost control systems are essential to modern architectural practice. There are many of these available and computer service bureaus throughout the country are now offering these services at nominal fees. It is also essential that we develop historical data whereby we can quickly determine compensation methods and amounts for all types of projects. Percentage fees which have been less than satisfactory for building design have no relation whatsoever to land planning, economic feasibility studies and similar types of comprehensive services.

Although all of the above is critical, it is important that we not become so involved in improving the business and production aspects of practice that we lose our ability to relate to the needs of people. Throughout it all we must remain socially sensitive. Increasing demand by the public for the right of participation in projects that affect them will mean that the architect must involve himself with people at all social levels, not just the entrepreneur, government official, or institution head who has been his client in the past.

There is one other caution that I would like to give to the practicing professional. Emphasis on improving our business procedures and expanding our traditional services must not deprive us of our professional posture. If we are to continue to hold the public's confidence, our integrity and methods of operation must be above reproach.

If we accept the premise that our role is expanding and changing, what are the responsibilities of our schools of architecture? It is obvious that new graduates into the profession must have a broad educational background designed to give them an overview of the architect's involvement with the environment, his move toward expanded and more comprehensive practice, and his need for more sophisticated approaches to production. Again, I would like to quote from *Creating the Human Environment.* The Report of the Task Force states:

"Most schools lag behind the practicing profession, both in quality of personnel, development of new theory and methods, and as a training ground for professional practice. There is an indication that this condition is beginning to change, but a significant leap must be accomplished before the schools can provide the profession with new skills and abilities beyond that of present experienced professionals."

Our schools must set as their goal the furnishing of high quality, broadly trained professionals who can assist our established offices in widening the scope of their practices. At the same time, they must have enough basic architectural training to understand and work in the day to day routine of office practice. Experienced professionals must be willing to contribute time and effort to assist the schools in accomplishing these aims, when their help is requested.

An equally important area in which our schools can help us is in developing a continuing education program to assist practicing professionals in expanding their knowledge in the fields of physical planning and comprehensive practice. Our chapters are conducting seminars and programs for this purpose, and the Institute is making a beginning in this area, but these efforts are not sufficient to fulfill our needs. I hope we will see the day in the near future when one of our architectural schools can set up a planned and coordinated program in continuing education for the architect.

In the next two days, we will hear some outstanding speakers and, hopefully, will be challenged with some exciting new ideas and demands for improved environment and better architectural practice. I hope this challenge will send each of us home determined to become a crusader for far sighted planning and good architecture in the South Atlantic Region.

SOUTH ATLANTIC REGIONAL CONFERENCE HONOR AWARDS PROGRAM

The response to SARC 70 Honor Awards Program was excellent — 130 entries, of which 14 received awards. Six of these were Honor Awards, eight Awards of Merit.

The Jury was composed of Messrs. Max O. Urbahn, F.A.I.A., Chairman; Morris Ketchum, F.A.I.A.; and Giorgio Cavaglieri, F.A.I.A., all of New York City. The Jury was held in the offices of Max O. Urbahn and Associates on 5th Avenue, September 21 and 22, 1970.

HONOR AWARD

HAMPTON ROADS COLISEUM

Architect: A. G. Odell, Jr. and Associates, Charlotte, North Carolina

Owner: City of Hampton, Virginia

Jury Comments:
This is a most dramatic and handsome structure set in the park-like setting of a 75 acre site adjacent to an artificial lake which acts as a reflecting pool for the coliseum. The architectural form of precast concrete panels is dramatic and appropriate. These sail-like shapes support the circular cable suspended roof. The interior of the coliseum is simple and direct. Night lighting of the coliseum reflected in the artificial light emphasizes the beauty of the structural elements. The architect has created both the building and its pleasant environment including the greenery, the fountains, and the water of the lake all of which make an appropriate setting for the powerful circular form of the coliseum.

OFFICES OF THE FREEMAN-WHITE INTERIORS — GRAPHICS DIVISION

Charlotte, North Carolina

Architect: The Freeman-White Associates, Inc., Charlotte, North Carolina

Owner: The Freeman-White Associates, Inc., Charlotte, North Carolina

Jury Comments:
Here is a small interior space handled with dignity and imagination. Reception, see-through screen, and minimal display area with its climax in the architecturally framed display of furniture and accessories combine to create a most pleasant interior. A small space, a small budget and a minimum of design elements are used with great sophistication. The carefully detailed show window respects the existing architecture.

HONOR AWARD

HONOR AWARD

MOUNTAIN RESIDENCE

Western North Carolina

Architect: Wolf Johnson Associates, Charlotte, North Carolina

Jury Comments:
This charming sophisticated house in a wooded mountain setting blends expertly with its environment. Every element of the program is excellently dovetailed in a coherent interior space which varies in height from one to two stories in dramatic fashion. Each element has individual character and distinction. The second floor level of this over-all space is visually penetrated by the exterior environment thus dividing it into two functional and separate units connected by a bridge. Here is wood architecture at its best.

MERIT AWARD

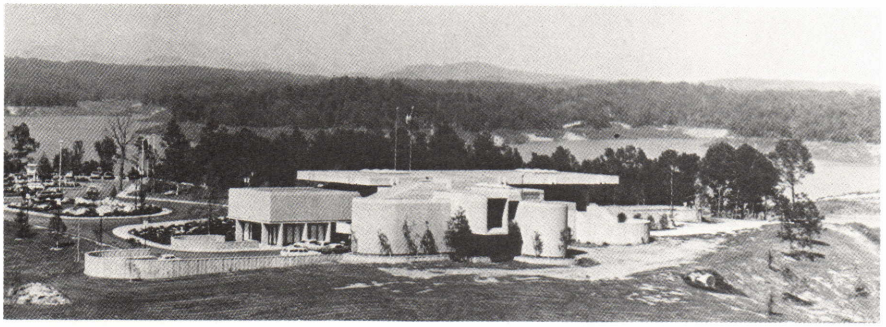
MILLER F. WHITTAKER LIBRARY
Orangeburg, South Carolina

Architect: Lyles, Bissett, Carlisle & Wolff, Columbia, S. C.

Owner: South Carolina State College

Jury Comments:
This unusual design, the focal point of the campus, was executed in an effective manner by the architects, with a dramatic use of contrasting materials. The interior reading and stack areas are well lit through the use of artificial lighting. The outside lighting is appropriately held to a minimum. A light well penetrates the two levels of book stack areas at the main crossing of the book circulation area. Detailing is simple and effective. The well designed clock tower forms a strong focal point at the main axis of the campus.

HONOR AWARD



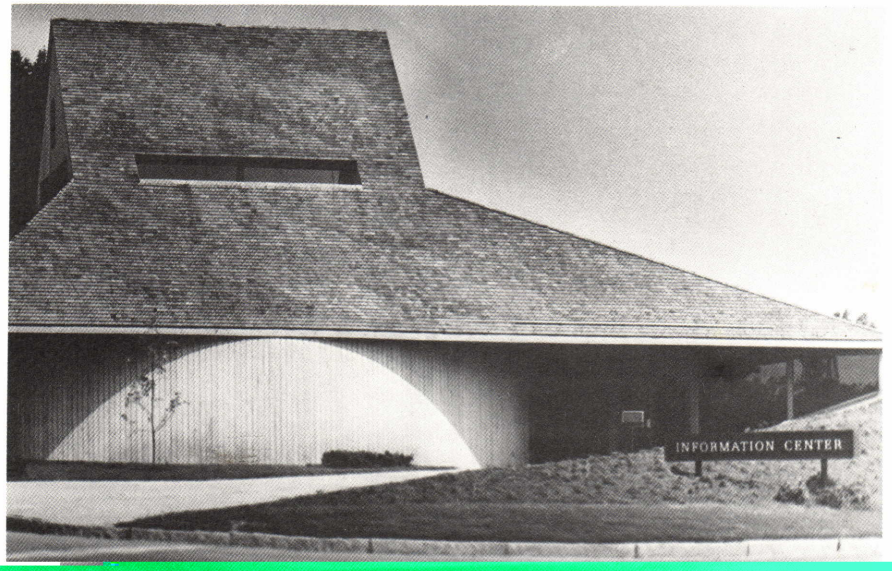
VISITOR'S INFORMATION CENTER
Duke Power Company, Keowee-Toxaway Nuclear Power Plant, Oconee County, South Carolina

Architect: Freeman, Wells and Major, Greenville, South Carolina

Owner: Duke Power Company, Charlotte, North Carolina

Jury Comments:
This is a very strong architectural statement in concrete. The building is compatible with the magnificent natural site. The public space is contained within an airy pavilion which affords a panoramic view of the environment. The interior exhibition areas are handled with charm. Changing levels in the main space and architectural concrete contrasted to glass and carpet add considerable sophistication. The interior finish displays, colors and equipment complement the exterior environment in character and choice.

HONOR AWARD



FAIRINGTON INFORMATION CENTER AND GOLF AND TENNIS CLUB
Decatur, Georgia

Architect: Bainbridge & Associates, Atlanta, Georgia

Owner: Crow, Pope & Carter Enterprises and David Rockefeller

Jury Comments:
There are two buildings in this project—an information center and a golf and tennis club serving a 6,000 unit residential community. The jury was particularly impressed by the sophisticated yet direct handling of materials and the respect for the environment in which these buildings were so admirably placed. The architecture forms a strong identifying element for the community. Outdoor recreation areas adjacent to the club house are well placed and well handled. This is suburbia at its best.

THE BANK OF ASHEVILLE
Asheville, North Carolina

Architect: J. Bertram King, FAIA, Asheville, North Carolina

Owner: The Bank of Asheville, Asheville, North Carolina

MERIT AWARD

Jury Comments:
This branch bank located at the intersection of a major highway and a residential street was executed in a dignified manner. It avoids the slick commercial look of most of the bank buildings that were submitted for consideration by the jury and appears to fit well into the design of the neighborhood environment. The architect undoubtedly used a great deal of sensitivity to preserve the landscaping and setting. The use of wood and stone was handled in an easy, forthright manner.

MERIT AWARD

BRANCH BANKING AND TRUST COMPANY
Fayetteville, North Carolina

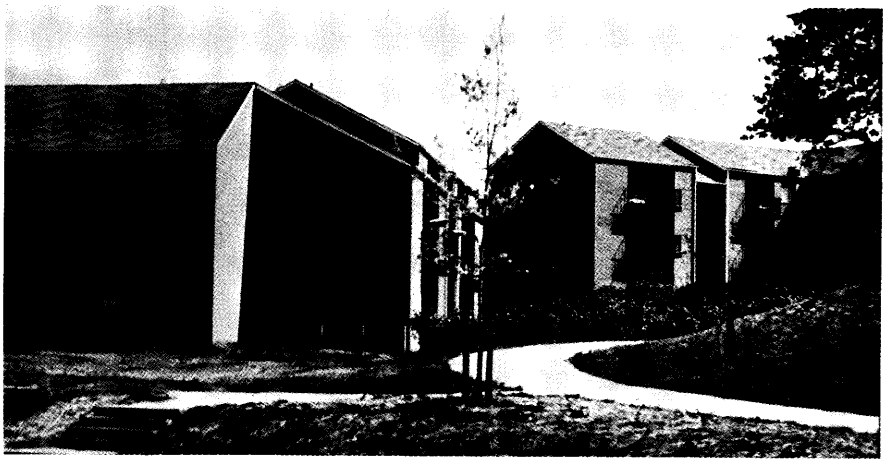
Architect: G. Milton Small & Associates, Raleigh, North Carolina

Owner: Branch Banking and Trust Company, Wilson, North Carolina

Jury Comments:
This very simple and dignified solution to a difficult and extraordinary problem —a narrow, bowling alley type space which connects two streets—was exceedingly well handled by the architects. By means of an attractive arcade interrupted by gardens and lighted from skylights over the garden area and loan department, with particular attention given to excellent architectural details, they created an attractive, unusual visual effect. The changes in height in the different areas of the arcade create an added excitement and attraction as you move through it.

MERIT AWARD

MERIT AWARD



MERIT AWARD

MACON YOUTH DEVELOPMENT CENTER FOR GIRLS

Macon, Georgia

Architect: Cooper, Carry & Associates, Inc., Atlanta, Georgia

Owner: State of Georgia, State Department of Family and Children Services

Jury Comments:
The creation of a cottage-like campus environment results in a sensitive informal atmosphere avoiding the usual institutional look common to many of these installations. The handling of the administrative and vocational buildings form the heart of the campus plan and the residential units are grouped informally in a forested setting. The materials are simple and well chosen. The landscaping is preserved in a dignified manner. The architect is to be commended for the sensitivity and restraint with which he solved this problem.

FRIENDSHIP CENTER, INC.

Atlanta, Georgia

Architect: Smith and Polychrome, A & E, Atlanta, Georgia

Owner: Friendship Baptist Church, Atlanta, Georgia

Jury Comments:
This low rent housing project in the northeast area of Atlanta, Georgia, was in the opinion of the jury the best of the housing projects submitted. The circulation pattern of a difficult site was well handled creating pedestrian recreation areas in the heart of the development and confining the vehicular traffic to its perimeter. Materials were handled in a restrained and effective manner. This visual separation of the units gives the characteristic of individual housing and successfully avoids monotony. Landscaping is well done and the introduction of balconies adds charm. The architect paid particular attention to the terrain by using to best advantage the variation in ground levels.

RACK N' CHALK

Atlanta, Georgia

Architect: Jova/Daniels/Busby, Atlanta, Georgia

Owner: Country Club Lanes, Inc., Atlanta, Georgia

Jury Comments:
This bowling center, located in a ghetto neighborhood, is a successful solution to a difficult economic and planning problem. The family aspect of this recreation building has particular social significance in its urban environment. The structure faces a large parking area and is constructed out of masonry bearing walls supporting a roof of long span steel joints. Although the exterior design was good, the jury was particularly impressed by the design of the interior spaces—the colors, the lighting, and the placement of the graphics in the game area was particularly meritorious. The jury commends the architects for their successful solution of a difficult problem with a limited budget.

THE HARBIN CLINIC
Rome, Georgia

Architect: Toombs, Amisano and Wells, Inc., Atlanta, Georgia

Owners: The Group Investment Corporation, Rome, Georgia

Jury Comments:
The approach to the well organized building is through an effectively land-

scaped area; parking is mainly on the side and rear periphery of the building.

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NCAIA ELECTS 1971 OFFICERS & DIRECTORS

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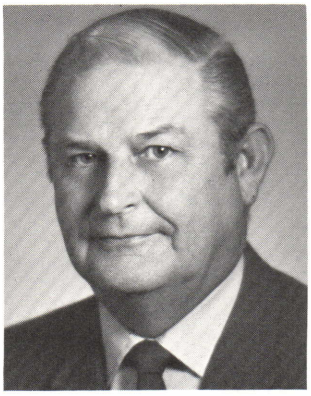


Freeman

Fred W. Butner, Jr., AIA, Architect of Winston-Salem, has been elected 1971 President of the North Carolina Chapter, The American Institute of Architects. The annual fall meeting of the Chapter was held on 7 November at the Hilton Inn in Raleigh.

Other architects elected were: Beverly L. Freeman, AIA, Charlotte, first-vice president and President-elect; J. Bertram King, FAIA, Asheville, Jesse M. Page, AIA, Raleigh, and Ryland P. Edwards, AIA, Rocky Mount, vice presidents; William L. Laslett, AIA, Fayetteville, secretary; and Charles H. Boney, AIA, Wilmington, treasurer.

Named as directors were: Richard L. Rice, AIA, Raleigh, retiring president; Thomas P. Turner, Jr., AIA, Charlotte; Robert P. Burns, Jr., AIA, Raleigh; John F. Wicker, AIA, Greensboro; and Robert E. Bush, AIA, Hickory.

Also serving as directors will be Robert A. Botsford, AIA, president, Charlotte Section NCAIA; S. Aaron Allred, AIA, High Point, president, Piedmont Section NCAIA; and Charles Woodall, AIA, Greenville, president, East Carolina Section NCAIA.

Approximately 140 architects from across North Carolina attended the Saturday meeting and heard an interesting program on "Designing for the State of North Carolina" presented by Carroll L. Mann, Jr., Director, Property Control and Construction Division, North Carolina Department of Administration, and five members of his staff.

NCAIA 1971 WINTER CONVENTION
The Convention Center
Winston-Salem, N. C.
February 4, 5 and 6

Resolution Presented to AGC

Richard L. Rice Paul N. Howard, Jr.

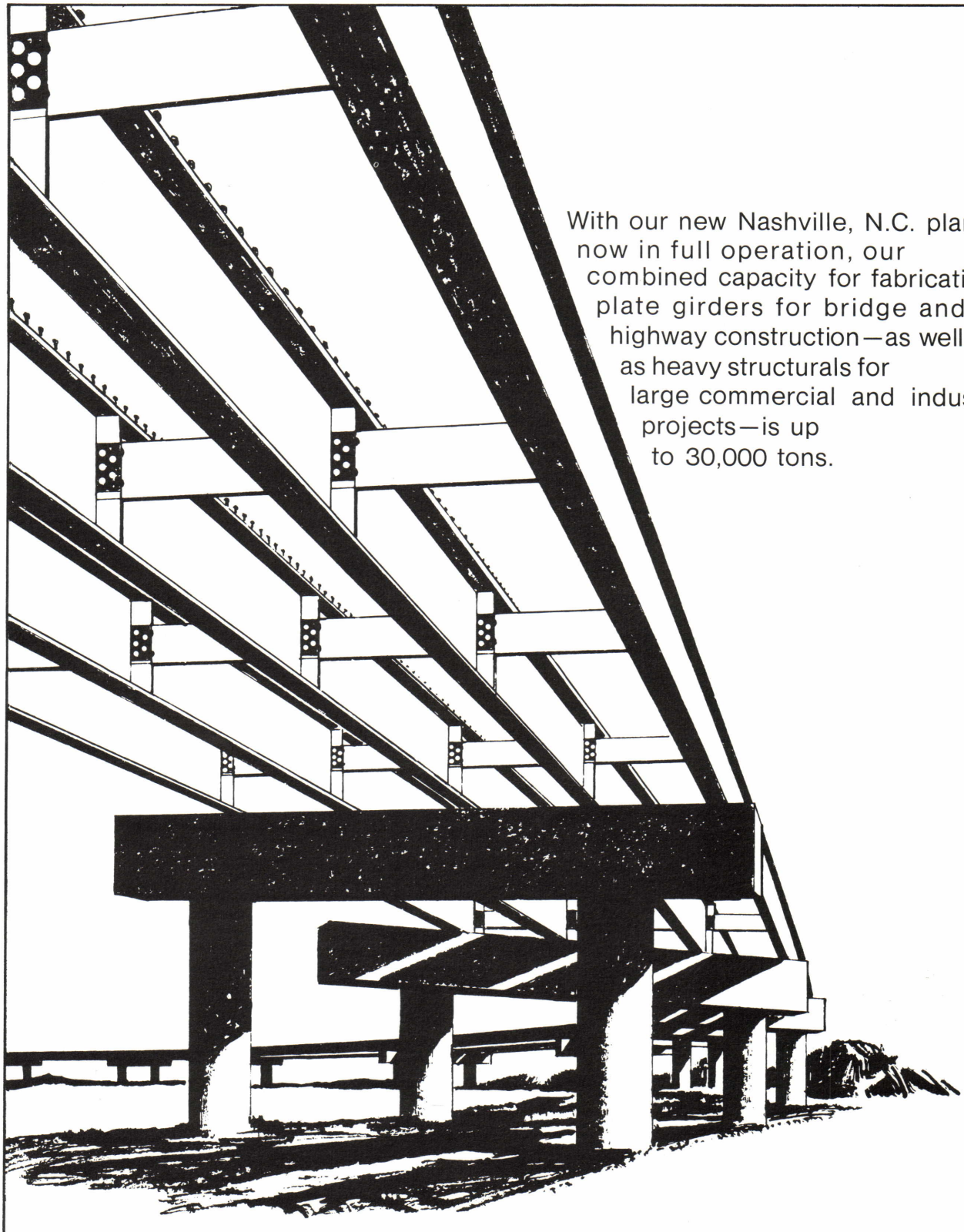
Recognizing the 50th anniversary of the organizing of The Carolinas Branch, Associated General Contractors, The North Carolina Chapter AIA adopted a congratulatory Resolution. Richard L. Rice, President of the North Carolina Chapter AIA, presented the handsomely printed Resolution to Paul N. Howard, Jr., President of Carolinas Branch, AGC, at the November AGC meeting at Boca Raton, Florida. The Resolution stated:

WHEREAS, the Associated General Contractors of the Carolinas are this year observing the fiftieth anniversary of their organization, and

WHEREAS, the general contractor, as the mainstay of the construction industry, has been essential to the implemention of the plans of the architect,

THEREFORE, BE IT RESOLVED that the North Carolina Chapter of The American Institute of Architects recognizes this milestone in the history of the Associated General Contractors of the Carolinas, and

BE IT FURTHER RESOLVED that the North Carolina Chapter of The American Institute of Architects commends the members of the Associated General Contractors of the Carolinas for their accomplishments and anticipates continued cooperation between our organizations and our members in providing a better environment.



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GUILFORD'S TECHNOLOGY

AN ONGOING PROGRAM

By Nancy Duckett

The name of the game is flexibility in Mr. Coswell E. Gerrald's architectural technology program at Guilford Technical Institute. And you had better believe he aims to keep it that way.

Mr. Gerrald, who heads the program, has found that flexibility allows him to do more for his students while they're in school, and at the same time, if they can cut the mustard, insures them of a brighter future.

Among the flexible aspects — students don't have to enter the architectural technology program at the beginning of the fall quarter, because the program has been set up in three sequences. They may find it more convenient to begin in the winter, or in the spring, or even to enter in the summer.

A student going through the regular architectural technology program at Guilford Tech, at the usual pace, has three times from which to select when he will do his summer's work. These choices fall at the beginning, in the middle and at the end of his two-year course.

To go a step further, a student may elect to take part of his summer quarter (it's actually divided into two parts) one year and the other the next. As Mr. Gerrald puts it, "Some students like to have time off in the summer."

This is the third year architectural technology has been offered at Guilford Tech. Mr. Gerrald explained, "There will be changes in the curriculum as time goes on. Not just for the sake of change but because change is demanded. If the curriculum doesn't stay in a state of flux, we aren't doing our job. The curriculum will be under constant scrutiny, subject to change."

Before a change is made, the need for it is thoroughly investigated, not just by Mr. Gerrald and architectural technology instructor, Lawrence H. Mallard, AIA, but by the technical institute's Curriculum Committee and an Advisory Committee that keeps in close touch with industry to determine its needs for future employees.

As an example of change, Mr. Gerrald explained they found the students didn't need surveying, "so we took it out of the program."

Looking into the future, it was found that about half of the graduates will be going to work in

(Continued to page 24)

GUILFORD'S TECHNOLOGY

(Continued from page 23)

architects' offices while the other half will be going to work in the building trades and construction. "For this reason, they can't be trained strictly for the architect's office. We are obligated to train them for available jobs," said Mr. Gerrald. "And," he added, "we try to give them the things they will need to earn a living. You have to take a realistic approach."

Mr. Gerrald reports, "We don't try to prepare every student for the same level of work. We realize they have different backgrounds and needs."

Mr. Gerrald is anxious to save a student from failure. To illustrate, he is considering setting up a less demanding course for those who can't measure up to the requirements of the two-year associate in applied science degree program. He plans, in the future, to offer a three-quarter course in which a student may earn a certificate in construction drafting, or he may add the summer sessions to this and receive a diploma in building trades drafting.

Architectural technology seems to be an excellent field for women. Mr. Gerrald states that he is most excited about the employment possibilities for women who go into the field. He pointed out, "In so many conventional fields, women can go just so far and no further. But this not true of this one. The sky is the limit!" And he added, "Give me a girl and I can find her a job." Later, if a woman prefers to work at home, she may receive jobs on a "farm-out" basis.

There are many concerns where architectural technicians may find jobs. Some may secure employment with architects, some with contractors, some with landscape architects. Some may become representatives or salesmen for building material manufacturers and distributors or draftsmen for engineers.

Even though the primary objective of the architectural technology program is to prepare men and women for immediate employment, there are now other roads to travel. Popping up across the country are four-year technology programs, which these associate in applied science degree graduates may enter.

N. C. ARCHITECT CITED BY AIA

North Carolina Architect has received an Award of Merit from the American Institute of Architects in its 1970 Component Editors Publications Competition. The program is open to all editors of magazines and newsletters which are published by chapters, sections, state organizations, or regions of the national professional society of architects.

In the magazine category, an Honor Award went to: "Connecticut Architect," official magazine of the Connecticut Society of Architects, AIA; Awards of Merit were presented to "The Kentucky Architect," published by the Kentucky Society of Architects, and "North Carolina Architect," published by the North Carolina Chapter, AIA, and Special Commendations went to "The Louisiana Architect," published by the Louisiana Architects Association, "New Mexico Architecture" of the New Mexico Society of Architects, and "Potomac Valley Architect" of the Potomac Valley (Maryland) Chapter, AIA.

In the newsletter category, "Bulletin," published by the Southern California Chapter, AIA, received an Honor Award, and Awards of Merit were presented to "Bulletin" of the Washington (D.C.)—Metropolitan Chapter and "Oculus" of the New York Chapter.

The awards were presented on Nov. 16 at the annual Components' Conference at AIA headquarters in Washington, D. C. Members of the jury, who also participated in the meeting were: William M. Dikis, AIA, Chairman, Des Moines, Iowa; Miss Jeanne Davern, architectural writer, New York City; Paul Grotz, AIA, Managing Editor of "Architectural Forum," New York City, and Preston Stevens, Jr., AIA, Atlanta, Ga.

Nearly 30 editors, representing every section of the country, were at the meeting.

INCIDENTALLY...

The Raleigh Council of Architects voted in December to become a Section of the North Carolina Chapter AIA. This brings to four the number of Sections under the jurisdiction of NCAIA. Gene Jones, AIA, President of the new Raleigh Section now

sign study dealing with a systems approach to public educational facilities in North Carolina. Fifth year and graduate students are working with Professor Robert P. Burns, Jr., Department Head, on the project.

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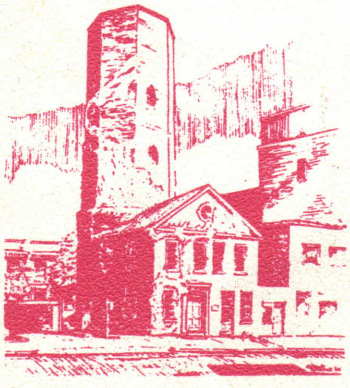

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