

NEW YORK CHAPTER

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AMERICAN INSTITUTE OF ARCHITECTS

O C U L U S

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87th ANNIVERSARY DINNER - New York Chapter, A.I.A.

Supper Dance & Brief Ceremonies

Date: April 12, 1956
Time: 9 - 12 P.M.
Place: Colony Club, 51 East 62nd Street, between Madison & Park Avenue
Music By: Lester Lanin
Price: \$6.50 per person
Black Tie

Further detailed information will follow - Put this date on your calendar.

TECHNICAL COMMITTEE LUNCHEON - Thursday, March 1st, 12:30 P.M.

A "revolutionary" new controlled high temperature flame method for carving, cutting and texturing granite and other stone surfaces will be the subject of an unusual Technical Committee Luncheon on Thursday, March 1, 1956. Mr. R. B. Aitchison, of the Linde Air Products Company, Union Carbide & Carbon Corp., will illustrate his talk with three dimensional color slides and exhibits gathered from all over the U.S.A. including some fascinating flame sculpture from Salt Lake City. Mr. Aitchison is introducing this development to architects as it is said to offer opportunities for technical progress on a number of architectural problems. Mark the date on your calendar and make your reservation now with the A.I.A. Office.

PUBLIC RELATIONS

March 8, Thursday, Gallery A - 5:15 to 6:15 PUBLIC RELATIONS FOR YOU

On January 11th, Mr. Harry A. Bruno conducted the third of the series of talks concerning 'Public Relations for You' sponsored by the Public Relations Committee of the New York Chapter.

Mr. Bruno is President of H. A. Bruno and Associates, Inc., public relations council in New York. His topic, 'Advertising for Architects' was of a highly controversial nature and prompted a lively question and answer period. Mr. Bruno emphasized that the architects' most important selling point is the work he has completed or is doing for present clients, and that he should convince his clients that they should give prominent mention and credit to the architects' work in their own press releases. It is through such client releases in business and trade publications and magazines of general circulation that additional clients will be attracted - and not through the architectural magazines which are basically for the profession. Mr. Bruno concluded by suggesting that the A.I.A. consider an additional public relations-advertising program.

Public Relations - con't.

In the discussion which followed, Douglas Haskell brought up the important point that the architect's voice although small in volume is qualitative in value when heard on a professional level; whereas when he begins to advertise he will be led step by step into all the procedures of the market place and his small volume voice, having lost its professional quality, will hardly be heard.

The architect's contribution has been clarified recently by at least two occurrences. The excellent Modernfold door ad in the January 18th Herald Tribune outlining the reasons for retaining an architect and the Ciba's "Medical Horizons" telecast on January 23rd conducting the public through the new Lankenau Hospital and crediting the architect, Vincent Kling for his great part in developing the form for their medical conception.

1956 ARNOLD W. BRUNNER SCHOLARSHIP AWARD

The New York Chapter's 1956 Arnold W. Brunner Scholarship in the amount of \$2400.00 has been awarded to Caleb Hornbostel, A.I.A., of New York City for a book to be entitled, "Materials in Architecture".

The purpose of the book is to acquaint the profession at large and students in particular with the characteristics and properties of oral basic materials connected with construction.

Founded in memory of the well-known architect, Arnold W. Brunner, by his widow, the Scholarship allows substantial grants annually for aid in advanced study, writing, or investigation in the field of architecture.

1956 LE BRUN TRAVELING SCHOLARSHIP

The LeBrun Scholarship Committee, Benjamin Lane Smith, Chairman, announces the Competition for the 1956 LeBrun Traveling Scholarship.

Prize: \$3,000 for at least six months' travel in Europe. Qualifications: U.S. citizenship and residence. Age 23 through 30 years - unmarried during term of scholarship. Architectural office experience of at least 1-1/2 years. Beneficiary of no other traveling scholarship. Nomination by a member of the A.I.A. Subject of Competition: A TOWN CENTER. Programs available March 15th - Rendu April 30, 1956. Requests for Nomination forms now being received by Chairman, LeBrun Committee, New York Chapter, A.I.A., 115 East 40th Street, New York 16, New York.

NEW CHAPTER BY-LAWS APPROVED

After much dotting of "I"s and crossing of "T"s the New York Chapter, at a special meeting on January 19th, voted to adopt the proposed new by-laws, as amended at that meeting. They will become effective immediately on receiving the approval of the Board of Directors of the Institute.

In the discussion prior to their adoption it was decided to retain the provisions for the establishment of the Committee on Fellows as in the existing Chapter by-laws, instead of those proposed in the new by-laws, but to provide in addition, that Chapter members be each year invited to suggest nominations for Fellowship to the Committee on Fellows.

New Chapter By-Laws Approved - con't.

In general this has been a work of recasting, restatement and clarification. One substantial change occurs in the provisions for the establishment of the Committee on Nominations and in the increasing of its size from three to five members.

This is a task well done. The present By-Laws Committee Chairman, Harry M. Prince and his committee members, Robert W. Cutler, Harmon H. Goldstone, and L. Bancel LaFarge, who completed the work, former By-Laws' committee members, Chapter officers and Chapter members who, over the past eight years have aided in the accomplishment of the new by-laws, are all to be congratulated.

ARCHITECTS COUNCIL OF NEW YORK CITY

There appears to be some confusion with respect to the individual Chapter member's relationship to the Architects Council. The Architects Council of New York City is an organization whose members are the A.I.A. Chapters and the Architects' Societies in the City. Individual members of the constituent Chapters and Societies are not members of the Architects Council. Members of the New York Chapter are therefore cautioned against using the name of the Council in any contact with the public or with public officials unless they are duly authorized to represent the Council.

Geoffrey Platt, the New York Chapter's representative on the Architects Council has been named its Vice President as the Council begins its sixth year. He is serving his second year as the Chapter's representative and since the Council's beginning has been on many of its committees. Kenneth W. Milnes of the Staten Island Chapter was re-elected President. Other officers elected are Secretary; Harry A. Yarish of the Brooklyn Society, Treasurer; Raymond Irrera of the Queens Chapter.

WHO KNOWS LOTS ABOUT LOTS?

A real estate Consultant - according to Mr. Paul O'Keefe who spoke at the Technical Committee's February 2nd Luncheon on "The Real Estate Consultant and the Architect".

Mr. O'Keefe's informative and interesting talk made clear to the Architect that when a client is confronted with serious problems of real estate, all concerned may benefit from the services of a real estate consultant. In recent years, several firms have been formed for the purpose of offering the service of experts on matters concerning real estate acquisition, investment, financing, development and management. Their staffs include men experienced in all real estate operations. The consultants are generally engaged for a lump sum fee and aspire to provide enough real estate brains and ingenuity to make investment money produce the most profitable results.

While working for and with an owner Mr. O'Keefe stated, the consultant's service can be of benefit to the architect in facilitating and perfecting the basis for the owner's decisions in buying and developing property. Specific phases of consultation services pertain to site selection, purchase, financing, building program formulation, economic analysis of neighborhoods, rental studies, budget advice, budgeting of expenses and income, size and type of rental spaces, tenant selection, maintenance and operation of buildings. Tax settlements, zoning variance actions, negotiations for buying or selling, selection of brokers and many other tasks are undertaken. He also expressed an appreciation for the essential role of the Architect, working in collaboration with the Real Estate Consultant during all phases of these studies.

VISITORS COMMITTEE

On January 17th the Visitors Committee, Hugh Ferriss, Chairman, had the pleasure of sponsoring a luncheon at the Architectural League for Sir Lancelot Keay, one of England's most distinguished architects, and his charming wife, Lady Keay.

Sir Lancelot, a past President of the R.I.B.A. and an authority on town planning spoke informally of his work in connection with the New Towns movement of which he is one of the originators. He is in the United States on a three weeks speaking tour.

NEW BOOKS

Doctors' Offices & Clinics Medical & Dental
By Paul Hayden Kirk and Eugene D. Sternberg 218 Pages
Rheinhold Publishing Corporation \$10.00

Reviewed by Addison Erdman

This is a well documented treatise on Doctors' and Dentists' offices, Clinics and Health Centers, collected and compiled from all parts of the United States, as well as from England.

It is the result of truly diligent study and investigation. The authors did not spare themselves in striving to collect the best examples available.

One of the outstanding features of the book is the grouping and showing of all illustrations and plans pertaining to an edifice in close proximity to its written description. One wishes, however, that this carefully developed treatise could have been reproduced with less small print and with less reduction in scale of the drawings and the lettering thereon. This smallness of scale tends to make interpretation of the book extremely difficult at times.

It is a book that should be in the libraries of all medical and architectural practitioners who have definite interests in the subjects shown.

Architectural Beauty in Japan
By Kokusai Bunka Shinkokai
(Society for International Cultural Relations) Tokyo, 1955 \$15.00

Reviewed by Harmon H. Goldstone

This handsome volume begins with a brief historical introduction that is later supplemented by informative notes on the plates. It also includes an essay on "Modern Art and Japanese Architecture" by Yuichiro Kojiro which in a few pages presents a quite brilliant survey of the subject. The rest of the book (and of more concern to the practicing architect) is made up of some hundred and thirty plates - well taken and well printed photographs, some in color - and a few plans and details.

The buildings considered are divided into two groups: those illustrating the development of what can be thought of as distinctively Japanese elements of architecture, and modern works which show the Japanese adaptation of contemporary Western building materials and methods. This grouping is appropriate because, if international cultural relations are to have vitality, they must be along a two-way street: from east to west as well as from west to east.

To an American reader the east-west traffic is naturally of greater interest. In the historical section it is fascinating to note how many questions of present concern have been solved in another idiom. Articulation of structure, expression of materials and textures, interpenetration of outdoors and indoors, counterplay of symmetry and asymmetry, modular planning, "pilotis", sliding walls, contrast of organic and geometric forms - Japanese solutions to these and to many more problems have had, and can have, a stimulating effect on the West. But they cannot be imitated slavishly any more than Western techniques can successfully be swallowed whole by the Japanese. There are profound, historic differences between the two cultures - one being characterized by discipline and self-effacement, the other by exuberance and individualism. It is only with an honest appreciation of these differences that a fruitful cultural exchange can be effected.

Editor's Note

Copies of "Architectural Beauty in Japan" are available at the following book stores: Paragon Book Gallery, Oriental Book Store of America, 857 Lexington Avenue, and East and West Shop, 132 East 61st Street.

ARCHITECTURAL COMPETITIONS

The Oculus calls your attention to the following competitions just, or about to be, underway.

Aluminum Curtain Wall Competition: The Aluminum Company of America and the National Association of Architectural Metal Manufacturers are sponsoring a \$25,000 open competition to stimulate original thinking in the design and construction of aluminum curtain walls. Programs will be mailed to all contestants January 15. Closing date for competition is March 26. To enter write the Professional Advisor, Paul Schell of Pittsburgh in care of The National Association of Architectural Metal Manufacturers, 228 N. LaSalle Street, Chicago.

Plastic Competition: The Society of the Plastics Industry, Inc., is conducting an open competition to show how plastics can be used in home construction with a top prize of \$1,000. Competition closes May 1st. For information write the Professional Advisor, James T. Lendrum, SPI Plastics Competition, Mumford House, University of Illinois, Urbana, Illinois.

Arboretum Homes Competition: A total of \$15,000 in prizes and fees will be awarded in an open competition sponsored by the Morton Arboretum at Lisle, Illinois, "to stimulate and demonstrate original thinking in the relationship between the interior and exterior of houses." Closing date of competition is May 7. Details may be procured from the Professional Advisor Howard T. Fisher, 322 West Washington Street, Chicago.

QUEENS CHAPTER ANNUAL DINNER

The Queens Chapter, A.I.A. writes that it will be most happy to welcome any members of the New York Chapter who wish to attend its Annual Dinner, March 15, 1956 at the Park Inn Hotel, Rockaway Park. Request for tickets, which are \$10.00 each, should be addressed to Stanley H. Klein, Chairman, Dinner Committee, 89-31 161st Street, Jamaica, New York.

NATIONAL CONFERENCE FOR AMERICAN PRINCIPLES IN COMMUNITY RESPONSIBILITY

There is to be held in Washington, D. C., March 27-29, 1956, a National Conference for American Principles in Community Responsibility. This organization has enlisted the full support of the General Federation of Women's Clubs and in each State the state president of that Federation is convening a preliminary conference for the purpose of discussing the subject and appointing representatives to the National Conference. The National Council for Community Improvement, of which Paul C. Stark is president, will finance the conference and the follow through in the communities in addition to helping set up the overall conference.

With reference to this conference, A.I.A. President, George Bain Cummings, states, "It seems to me that architects as a profession should evince their interest in community development and should be well represented in the State and National Conferences.

New York Chapter members who wish, as individuals, to participate should make direct contact through the State President of the General Federation of Women's Clubs.

ADDITIONAL COMMITTEE APPOINTMENTS

Technical Committee

William J. Modin
Bertram L. Bassuk

Architects Council of New York City

Legislative Committee - Ervin G. Palmer

CANDIDATES

Information regarding the qualifications of the following candidates for membership will be considered confidential by the Admissions Committee.

Corporate Membership

George Henry Bissell
John Conrad Breiby, Jr.
Dominic Edward Campanella
Abraham I. Goldberg
D'Anson Isely

Robert Hyde Jacobs
William Eli Kohn
John Hayter MacFadyen
Michael Marcus-Myers Harris
Arvin Benjamin Shaw, III

Associate Membership

Peter Jost Blake
Margaret McGill Carr
Daniel Koffler
William S. Luttrell

Sponsors:
Sponsors:
Sponsors:
Sponsors:

Douglas Haskell and Walter McQuade
Roger G. Spross and Benedetto Ferrara
John S. Fountain and Roger G. Spross
Jeffrey E. Aronin and Roger G. Spross