

NEW YORK CHAPTER

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AMERICAN INSTITUTE OF ARCHITECTS

OCULUS

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COMING EVENTS

May 9, Wednesday	Gallery A - 5:15 - 6:15	Public Relations For You
May 22, Tuesday	Gallery A - 12:30 P.M.	Technical Luncheon
May 21 through 25	Architectural League Dining Room	Exhibition of LeBrun Fellowship Competition
May 23, Wednesday	Gallery A - 5:15 - 6:15	Hospital Study Group
June 6, Wednesday	Gallery A - 12:30 P.M.	Annual Luncheon

CHAPTER EXHIBIT AT HOME SHOW

The final design for the Chapter's exhibit at the 1956 International Home Building Exposition to be held at the Coliseum May 12-20 has been approved and is being executed. Vladimir B. Morosov and his cohorts - Giorgio Cavaglieri, Theodore Hood and Sidney M. Shelov - are to be highly commended for their design which will give the Chapter a pair of 8' x 24' six-panel, folding screens that can be used on many occasions. Plans are also underway to have the Chapter's film, "Architecture U.S.A." shown in the Exposition's theatre.

This is a major publicity effort on the part of the Chapter and requires the support of every member. If you have not already done so, volunteer to answer questions on home building problems at the Chapter's booth, #4008 & #4010, for a two-hour period between 11 A.M. and 11 P.M. (2 P.M. to 11 P.M. Sundays) any day from May 12 to May 20 inclusive, by telephoning the Chapter Office. We particularly need at least two members every evening and all day Saturdays and Sundays - so you can plan to serve with a congenial friend.

We also need several well executed house models and model stands - please!

AMERICAN SOCIETY OF CIVIL ENGINEERS

On May 9, Ralph Walker of Voorhees, Walker, Smith and Smith will address The Junior Branch, Metropolitan Section of the American Society of Civil Engineers on the subject of Architect-Engineer relationship - a subject which is becoming progressively more important to us all.

The Junior Branch extends an invitation to all New York Chapter members who may be interested and would especially like to see some of the younger members of the Chapter who like themselves are still in the stage of absorbing good practices of the profession.

The meeting will be held in Room 502, Engineering Societies Building, 33 West 39th Street at 7 P.M.

DELEGATES' EXPENSES

At the regular Chapter Meeting on March 29th the question of reimbursing Chapter Delegates for their expenses in connection with attendance at National Conventions of the Institute was introduced by Alonzo Clark. He reported on the policy of other chapters, as shown by replies to a poll taken in June 1955, as well as on subsequent discussion by the Executive Committee with the result that after extensive discussion from the floor the following resolution was passed.

"WHEREAS

The New York Chapter, A.I.A. is desirous of promoting the full attendance of qualified delegates at National Conventions and whereas the Executive Committee recognized that failure to obtain full attendance is often due to the expenses of travel,

BE IT RESOLVED THAT:

Within thirty days after adjournment of a National Convention, any registered New York Chapter Delegate may, upon application, be reimbursed in the amount of \$50. for fixed Convention expenses and up to the cost of the lowest rate First Class fare by common carrier to and from New York City to the National Convention city, provided that such delegate has previously indicated that he will apply for such reimbursement and provided that he has actively participated in the Convention through adjournment and that all delegates making such application be equally reimbursed to the extent that funds for the purpose have been made available by the Chapter."

At the meeting, Lorimer Rich made an eloquent plea, well documented and with slides, for the preservation of the old central portico of the U. S. Capitol Building at Washington. The Chapter then passed a resolution to the effect that it opposes any changes which would alter in material or design this central portion of the building, recommending that if additional space be necessary, it be taken care of by other means.

PUBLIC RELATIONS

The fifth meeting of the Public Relations forum was held Wednesday evening, April 4th. Mr. Anderson F. Hewitt, Vice President and Director of the advertising firm of Kenyon and Eckhardt, Inc. lead a most rewarding discussion concerning the means by which Architects and their profession could promote better public relations.

Mr. Hewitt pointed out that any building designed by an Architect reflects the character of the individual, corporation, or institution housed therein and so becomes an instrument of public relations for the client by the Architect. Conversely, to help the Architect obtain due credit for his work, he suggested a letter of agreement between the Owner and Architect stating that this credit be given the Architect whenever the project was to be publicized. Such a statement might well be incorporated in the Architect-Owner Standard Agreement form as one of the "duties" of the owner.

Mr. Hewitt concluded by stating that Editors and Advertisers are afraid of suits for libel, and proposed, therefore, that Architects use the threat of copyright to assure that credit is obtained for their work in published articles and photographs.

The next and final meeting of this series will be held on May 9th from 5:15 to 6:15 in Gallery A of the Architectural League.

THE SUPPER DANCE

On April the twelfth the New York Chapter held its annual party - this year a Supper Dance at the Colony Club. The Chapter's officers, the Committee for the dance, Mrs. Henkel and Mrs. Richert of the Chapter Office and all those others who aided them are to be congratulated for it was a most enchanting evening. Even those of us who just came to the party are to be congratulated for the sheer enjoyment spread over all our faces.

The flowers were lovely - the handsome silver bowl, designed originally for King Gustav of Sweden - was loaned for the occasion by Georg Jensen, Inc. through its Mr. Michaelsen and the flower arrangements were by Mrs. Catherine Chaplin. The orchestra was a masterpiece of architectural coordination, meeting simultaneously the demands of both the younger architects and (excuse us) the older ones. There can be but one regret - that the limited capacity of the Colony Club excluded many, who applied at the last moment, from this gala evening.

President Robert S. Hutchins presided over the bestowing of Chapter honors. Antonin Raymond received the Medal of Honor of the New York Chapter, A.I.A. and Thomas S. Holden was made Honorary Associate of the New York Chapter, A.I.A.

In addition, the first award winners in two of the six categories of the A.I.A. Journalism Competition were announced. Pietro Belluschi, Massachusetts Institute of Technology, for the best article in a professional architectural magazine and Rene Burri, Zurich, Switzerland, for the best photograph of an architectural subject published in a magazine.

ARCHITECTURAL LEAGUE'S GOLD MEDAL OF HONOR

At its annual Gold Medal Dinner on March 15th the Architectural League announced its 1956 Gold Medal Awards. Leo Lionni and Giorgio Cavaglieri received the Architectural Gold Medal of Honor for their design for the Olivetti Store and Showroom, San Francisco, California.

BIRCH BURDETT LONG MEMORIAL PRIZE

In the interest of excellence in architectural rendering and the continued appreciation of the highest standards of technique in that art, The Architectural League of New York established in 1926 the Birch Burdette Long Memorial Prize, honoring the achievements of that master of architectural illustration.

Architectural illustrators and renderers are again invited by The Architectural League of New York to submit their work for an Architectural Rendering Exhibition to be held May 7 through May 11, 1956, at 115 East 40th Street, New York 16, New York, when a Professional Jury will judge the work exhibited for award of the Birch Burdette Long Memorial Prize of \$200. The Jury -- William F. Ballard, Allyn Cox, Joseph S. Shanley, Eldridge Snyder, and Francis Keally, Chairman.

Entry slips should be received at The Architectural League two weeks prior to the opening of exhibit.

BY-LAWS

The Chapter's new By-Laws, which have been finally adopted as of February 20, 1956, will be mailed to each member in a 6 x 9 envelope. Be sure that it doesn't inadvertently get into that stack of mail you are forced to dispose of without opening.

COMMITTEE ON HOSPITALS AND HEALTH

The Executive Committee has recently authorized a Committee on Hospitals and Health, paralleling the committee structure at regional and national levels. Its Chairman is Isaiah Ehrlich and, Alonzo Clark, its liaison member from the Executive Committee. Other committee members are J. Bruno Basil, Daniel C. Jensen, Harold J. Olson, Isadore Rosenfield, Helge Westermann, and Mary T. Worthen.

The new committee will carry on the work started by The Hospital Study Unit, a sub-group of the Technical Committee. Its activities include:

A series of discussions on the planning of hospital service, with persons active in the hospital administration, medical and nursing fields participating and outlining the pertinent problems. These meetings occur once a month at 5:15 P.M. and are open to all interested, being particularly aimed at the younger men in offices doing hospital work.

Field trips to new and unusual hospitals and to related structures in the metropolitan area. These trips are conveniently arranged for Saturdays.

Occasional dinner meetings to consider some special phase of Hospital and Health activities such as one held recently when twenty-five gathered to consider the implications of an article "Cost-Cut Hospital", which appeared in The Wall Street Journal.

The Committee is also exploring the possibility of sponsoring a suitable project which may be eligible for a grant from the monies recently appropriated to the United States Public Health Service for research.

ADDITIONAL COMMITTEE APPOINTMENTS

Technical Committee

Jules Kabat
Vladimir Morosov

VISITORS COMMITTEE

The Committee for Visitors, Hugh Ferriss, Chairman, presided at an informal luncheon March 23rd, for three distinguished Swedish Architects from Stockholm: Carl Frederick Ahlberg, Director of the Regional Planning Department; Goren Sidenbladh, Director of City Planning and Building, and Torsten Westman, Chief Planning Officer. After being welcomed by President Hutchins, Clarence Stein introduced them and described their work. Each of them spoke and graciously participated in the general discussion of Swedish planning problems which followed.

BRITISH ARCHITECTS' CONFERENCE

The British Architects' Conference in 1956 will take place from the 30th May to 2nd June, and will be held at Norwich. Mr. C. D. Spragg, Secretary, R.I.B.A. writes that visitors from the United States have always been very welcome at these Conferences and if any of our members contemplate being in England during the period in question, he would be glad if they would let him know so that he can send them copies of the Conference program.

STUDENT ARCHITECTS - SUMMER JOBS

The Students' Activities Committee of the School of Architecture of Columbia University have organized a Summer placement bureau for the students of the School. If you have room for one or one hundred student architects for Summer positions, please write to: Students' Activities Committee, Room 403-Avery Hall, Columbia University, New York 27, New York, or call UNiversity 5-4000, Ext. 444.

ART IN ARCHITECTURE

Seeing the recent Gold Medal Show at the League suggests that we are not now at a point where art work is being fully incorporated into the fabric of our architecture. It is pretty well agreed that integration of the arts with architecture is desirable. There is a sufficient quantity of work being produced now to uncover problems relating to the quality of the work and the mechanics of its accomplishment.

Art that can be either included or eliminated can never be as important or well integrated into a building as art whose elimination would necessitate the redesign of the space of which it is a part. This implies several things -- that the artist is either involved at an early design stage in developing the form with the architect or that the artist and architect have worked together so closely in the past that previous experience can be applied to succeeding works, anticipating the collaboration that will follow. Designing to incorporate works of art in this way is based on the confidence that the project can be completed as originally conceived.

A review of the various obstacles suggests that this confidence may not always be well founded.

First, the necessary funds for the integrated art must be assumed at an early design point. This should not be based on an eventual low bid for the completed job. Nor must it be based on an economic analysis of the artwork produced compared with other finishes. In our public buildings and in certain of our private buildings we must be ready to pay the increased cost for this creative addition. Its economic justification is in the cultural enrichment of our lives. The mandatory inclusion of a sum in construction budgets for art in public buildings could be a first step.

Second, as a building concept develops we can assume that the general concept of the art work begins to emerge. At this point the team of artists working with the architects must be approved. The process of producing creative work is not something that can be turned on and off. It is the result of long serious study and involves many rejections of unsuitable solutions by the architect-artist group. Knowing the method of work and the previous accomplishment of the artist, the reviewing body ought to make the approval of the artist as a participant its one major act of official consent. After this, the artist working within the budget and in close collaboration with the architect should be free to produce the best work of which he is capable. We must learn to respect the single answer that represents the most affirmative statement of the participating artist.

The artist must work in an atmosphere of experimentalism. He must be encouraged to find the new solutions for our new problems. This means there must not be a timidity about making mistakes in our reviewing bodies. When we consider how few really great artists have been produced up to now, we can feel fortunate if we can accomplish one masterpiece in a dozen efforts, even though it means we must be ready to tolerate the eleven that are of lesser value.

ART IN ARCHITECTURE - Cont'd.

Third, for many years there has been comparatively little art as part of our building process. We will only produce great art in connection with our buildings when there is such a wide use of art and familiarity with the problems of scale, color, vocabulary and material that countless artists are working creatively within this framework. A whole environment of participation is a prerequisite for a high level of accomplishment.

Finally to have a flourishing art in conjunction with architecture, there must be an atmosphere of encouragement. Only an art that expresses a general purposefulness and exuberance will last. An art that is included only by subterfuge and against the desire of the authorizing source will not grow any more than an orchid on an icefloe.

ARCHITECTURAL SCULPTURE

The National Sculpture Society has come out with a useful little chart for budgeting the cost of architectural sculpture. Architects with the good fortune to be able to consider sculpture in any of their projects may, by properly following instructions, arrive at a "general idea of average costs", of designing and executing low or high reliefs or figures in the round - in stone or bronze - all on that square foot basis so familiar to him in his own preliminary budgeting.

MEMBERSHIP - 1000

With the election of Michael Marcus-Myers Harris to membership in The American Institute of Architects on April 16th of this year and his assignment to the New York Chapter, a new milestone was reached in the Chapter's annals. For the first time in its history the Chapter can boast of a roster of one thousand active members.

Architecture is a growing profession. The A.I.A. is growing - both in its numbers and in its capacity to serve the public. Let us look forward to the next milestone - to the inner strength that will grow with it and to the greater capacity for serving the public it will make possible.

CANDIDATES

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

Corporate Membership

John Daniel Caproni
Robert Hugh Chapman
Cyril S. Loftus

Ralph Mignone
Julian Neski
Joseph Batka

Associate Membership

Robert William Citron
Frederic William Neuwirth
Sue Burton Tenner

Sponsors: John B. Corser, Jr. and Donald V. Whelan
Sponsors: William Lescaze and Linda Ericson
Sponsors: Richard Roth and Daniel Schwartzman

COMMITTEE CHAIRMEN

PLEASE DO NOT FORGET YOUR ANNUAL COMMITTEE REPORTS.