

NEW YORK CHAPTER

MARGOT A. HENKEL *Executive Secretary*

115 EAST 40TH STREET  
NEW YORK 16 NEW YORK

GEOFFRY N. LAWFORD *Editor*



AMERICAN INSTITUTE OF ARCHITECTS

O C U L U S

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COMING EVENTS

May 22, Tuesday	Gallery A - 12:30 P.M.	Technical Luncheon "What Do You Know About Acoustics?" Speaker: Robert B. Newman
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 Election of Officers

DIAMOND JUBILEE

This year the Architectural League is celebrating its Seventy-fifth Anniversary and we extend it our heartiest congratulations on the passing of this important milestone.

The League has been all things to all of us in Architecture and in the other arts. The New York Chapter's headquarters are at the League and Chapter members enjoy its hospitality whether they belong to it or not. It is a clearing house of professional good fellowship and its convenience and facilities play a large part in the success of our Chapter activities and Committee work. It is not wholly without our own best interests in mind that we look forward to its continued good health in the many years to come.

WESTWARD HO TO LOS ANGELES

As the Oculus goes to press a large delegation of New York Chapter members, headed by the Chapter's current Vice President and Presidential nominee, Robert W. Cutler, is trekking westward to Los Angeles for the 88th Annual A.I.A. Convention. Well armored with Chapter support it will propose the three resolutions concerning Graduated Dues, Membership Poll on Election Methods and Competitions which were passed at the Chapter's Pre-Convention Meeting on April 17th.

This year the New York Chapter can look with pride at the honors being bestowed on its members by the Institute. For the sixth time in the history of the Gold Medal Awards, it basks in the reflected glory of one of its members, as Clarence A. Stein, F.A.I.A. receives the Gold Medal of Honor. He becomes the twenty-second person to be singled out for the Institute's highest accolade since the inception of the award in 1907. In thus honoring the man, who more than any other can be called the father of American regional planning, the Institute affirms a vision that has "embraced the wider aim of designing for mankind's environment rather than for mere shelter - for a way of life rather than for walls and a roof."



## Westward Ho - Continued

The Institute is also honoring Thomas S. Holden, Vice Chairman of the F. W. Dodge Corporation, in electing him to Honorary Membership in the Institute. Mr. Holden who is also Vice President of the New York Regional Plan Association, was recently made an Honorary Associate of the New York Chapter.

On exhibition at the Convention will be the premiated designs for First Honor Awards and Awards of Merit in the Institute's 8th Annual Competition for outstanding American Architecture.

Among the five buildings selected for First Honor Awards are:

Manufacturers Trust Company Fifth Avenue Branch, New York, N.Y.  
Skidmore, Owings and Merrill, New York

The Hodgson House, New Canaan, Connecticut  
Philip C. Johnson, New York, N.Y.

Among the fourteen selected for Awards of Merit are:

Interfaith Center, Brandeis University, Waltham, Mass.  
Harrison and Abramovitz, New York

Hilton Istanbul Hotel, Istanbul, Turkey  
Skidmore, Owings and Merrill (U.S.), Sedad H. Eldem (Turkey)

Schlumberger Administration Building, Ridgefield, Conn.  
Philip C. Johnson, New York

## 1956 LEBRUN TRAVELING FELLOWSHIP

The President of the New York Chapter, The American Institute of Architects, announces the award of its 1956 LeBrun Traveling Fellowship to John Pawlikowski, 2650 N. Mason Avenue, Chicago 39, Illinois.

The award in the amount of \$3,000. for six months' travel and study in Europe was made on the basis of a national competition for the design of "A Town Center".

The winner of the first alternate award is Bruce W. Beebe of New York City and the second alternate is Miss Linn Ericson of New York City.

A selection of the best designs submitted, including Mr. Pawlikowski's, will be on exhibit at the Architectural League, 115 East 40th Street, New York City, May 21st through May 25th.

## PUBLIC RELATIONS

On Wednesday evening, May 9, the Public Relations Committee held its seventh and final Public Relations forum of this season. Walter Megronigle, Vice President of Ketchum Inc., who also started off the series, concluded it by offering the following four basic attitudes as being essential in effectively promoting the individual's public relations program:

- a positive attitude towards job opportunities
- an emotional approach by playing on one's senses
- an understanding vocabulary with emphasis on those elements within the self-interest of the other party
- a sensitivity for opportunity



## Public Relations - Continued

These informal discussions have attempted to show how members of the chapter may put public relations to work for their own benefit and at the same time benefit the profession as a whole. The Institute's Public Relations program sells Architecture as a profession to the general public. It is up to the individual practitioner to develop his own personal public relations, and it was with this in mind that these meetings were held. Through such concentrated effort by the individual practitioner, the general public will learn that the policies, procedures, and accomplishments of the Architect are consistent with the public's best interest. If they succeeded in clarifying this point and in establishing the need for concerted effort on the individual's part, they have accomplished their purpose.

## TWO DISTINGUISHED VISITORS

Two distinguished architects visited our city during the past month. One of them was the eminent Californian, Richard J. Neutra, F.A.I.A. who, under the sponsorship of the Activities Committee of the Beaux Arts Institute of Design, addressed a throng of over 600 architects and students in the Great Hall of Cooper Union on April 18th. The students came from architectural schools in the metropolitan area and as far away as Yale and Princeton. Mr. Neutra discussed the influence of architecture on the biological, psychological and physical make-up of a human being and how architecture can stimulate one's each and every action. He stressed particularly the necessity to stick by one's ideas; he said that good architectural details just as good ideas should not be discarded but should be retained with time.

In France, Pier Luigi Nervi is known as the engineer-poet. A large lecture hall full of student and practicing architects and engineers learned why, when he spoke at Columbia last month as, from time to time, they responded to his beautiful slides with spontaneous applause.

While all the solutions are personal to Mr. Nervi, certain processes emerge to give logic to the beautiful forms achieved. First, all were constructed as well as designed by Mr. Nervi and at costs low enough to be commissioned in competition with other solutions. Second, the method of erection in most cases the prefabrication of certain major components, is a major determinant of the appearance of his works. Third, when existing methods and materials were inadequate, new ones were devised.

Although his structures' economy was the thing that permitted them to be built, Mr. Nervi's sensitiveness to form, to space, to texture is apparent in every piece of his work. Even delivering his talk in Italian, and depending on Columbia's Professor Mario Salvadori's sympathetic interpretation, Mr. Nervi impressed his audience with his great simplicity and modesty. It was a delightful experience for all to hear this distinguished Italian architect.

## TECHNICAL COMMITTEE LUNCHEON

Anton Refregier, noted painter and muralist gave a lively illustrated talk at the Technical Committee Luncheon on April 24th. Mr. Refregier, whose works are well known to the art world, presented an impassioned plea for greater education of art with architecture. His talk was most stimulating.

The next talk will be on May 22nd when the noted Acoustics Consultant, Robert B. Newman, will come from Cambridge, Massachusetts especially to address a Technical Committee Luncheon. Mr. Newman is extremely entertaining besides being able to present technical matter with authority. It should be an event you will not want to miss.



## THE BIRCH BURDETT LONG MEMORIAL PRIZE

This award, established in 1926 by the Architectural League for excellence in Architectural rendering, has been given this year to George Cooper Rudolf, Jr. of the New York Chapter for his distinguished renderings of the proposed Chase-Manhattan Bank Building to be built in downtown Manhattan. Honorable mention was given to A. Jimenez for his rendering of the Canada House, to Robert E. Schwartz for his rendering of a proposed school and Pierre Lutz for his rendering of the public school 175 Manhattan.

## INTERNATIONAL HOME BUILDING EXPOSITION

The Home Show which opened at the New Coliseum on May 12 is the largest and perhaps the most successful of its type ever produced in the city. Over 300,000 square feet of space on the Hall's four exhibition floors are delegated to exhibits of interest to both trade and consumer viewers.

Aside from four completely decorated, furnished and landscaped homes, thousands of products relating to home building and furnishing are displayed. Representative work of the architectural schools of Cooper Union and Pratt Institute, and community development and planning are uniquely displayed alongside the Chapter's fine exhibit on the fourth floor.

Much interest is evidenced at the showings of "Architecture USA", "GE House of Magic" and other related films in the exhibition theater. Displays from India, Japan, The Netherlands, Israel, Belgium, Western Germany and other countries give the show an international coverage, and help to make the entire effort a rewarding one.

## SPRING DRIVE

The New York Chapter herewith inaugurates its Annual Spring Appeal to the 71 Corporate members, 28 Associate members and 6 Student members whose current dues, payable in January and representing some \$3,005.75 are as yet unpaid.

Your officers and committee cannot function in your interest without the financial means to carry on the many Chapter activities. If your delinquency is due to oversight, this notice and the most recent bill should serve as reminders. If there is temporary financial embarrassment, a call or visit to the Chapter Office will receive friendly consideration.

## CANDIDATES

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

### Corporate Membership

Murray S. Cohen  
John Graham  
Vladimir Borisov Morosov

### Associate Membership

Herbert W. Riemer  
Allen C. Roth  
Willem Theodore Gerard de Moor

Sponsors: Daniel Schwartzman and Abraham Sperling  
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Sponsors: Daniel Perry and Gordon J. Wiedenkiller