THE BIG STEEL BALL

"UNISPERE"
by E. O. Tanner

New Yorkers, at least those who have shown interest in their forthcoming 1964 World's Fair, had reactions ranging from mild derision to angry disappointment last month when Fair President Robert Moses unveiled its proposed "theme" structure. Christened "Unisphere" by U. S. Steel's Roger Blough, who had offered to build and give it to the Fair as a centerpiece (and as a permanent fixture afterwards in Flushing Meadow Park), the big steel ball, standing some 13 stories high, had an almost ludicrous familiar look. Had it been lifted from the shoulders of Rockefeller Center's Atlas—or from the KLM ticket office down the street? Or could it be the Perisphere of the 1939 Fair, brought back to the same old site with the lath and plaster taken off? No, said Fair officials, it was Unisphere, "symbolizing man's achievements in a shrinking globe in an expanding universe." Added Mr. Moses: "There is nothing complicated about it. Frankly, I never understood the Trylon and Perisphere."

Well frankly, Mr. Moses, we don't understand Unisphere either. With all the exciting things to be said about man's advances and aspirations in this explosive world, and with all the exciting language of modern architecture and engineering in which to say them, must we go back to a heavy literal version of the ancient armillary sphere, with decoration by Rand McNally and world capitals and satellites in winking lights? Surely, America, a world leader in design as well as ideologies, has a duty to welcome its visitors more eloquently and imaginatively than this. Surely it could be a structure which people could participate in, perhaps by viewing interior objects or ascending for various views of the exterior. Or it could simply be a stunning piece of architectural sculpture that speaks of the essential unity and grace and optimism of all mankind.

America has the ideas and the talent in abundance. Why cannot some of these be tapped?

PUBLIC AFFAIRS COUNSEL ANNOUNCED

The appointment of Jack Bernstein Associates Inc. as Public Affairs Counsel to the New York Chapter of The American Institute of Architects has been announced by Frederick J. Woodbridge, Chapter President.

Mr. Woodbridge said that the new counsel was chosen by the executive committee from a number of firms screened and recommended by the Chapter's Public Affairs Committee, headed by Max O. Urbahn and Edwin B. Morris, Jr.

Jack Bernstein Associates served as Public Relations Counsel to the Committee for Modern Zoning, led by Robert W. Dowling and Dr. Luther Gulick, and on which several Chapter members served. The Committee spearheaded the successful fight for an up-to-date zoning resolution for New York City.

"Mr. Bernstein's organization will work in close concert with our Public Affairs Committee and the Chapter's executive secretary to develop and carry out a program designed to enhance public awareness of the architect's role in our society," Mr. Woodbridge said. "It is our purpose to re-establish the architectural profession as the technical and administrative leader of the construction industry thereby furthering the interests of the profession and the objectives of the Association."

"We expect to help the Chapter achieve its objectives with a planned, yet flexible, program utilizing the wide scope of Chapter activities and through the effective exploitation of day-to-day opportunities as they arise," Mr. Bernstein said.

Among the clients served by Jack Bernstein Associates Inc. are Remington Rand, Dow Chemical, Hamilton Watch Company, Carl Zeiss Inc., and Dictograph Products, Inc.
IMPROVING NEW YORK

Chapter member Victor Gruen set forth his views on traffic problems in New York, at the 3rd Annual Conference “New York in Transition,” sponsored by the Lexington Democratic Club, Saturday, March 4, 1961, at the Hotel Demonico. As a member of the panel, “Automobiles, Mass Transit and Urban Immobility,” Mr. Gruen proposed that the key to urban rehabilitation is the return to the pedestrian. Panel Member John A. Bailey, Director, Urban Traffic—Philadelphia, proposed New York follow the example of the Quaker City in promoting a more efficient rapid transit thereby reducing the need for use of private vehicles in central business areas.

Public transit systems will, it is believed, improve in service and comfort. As this develops, additional parking space for feeder automobiles will increasingly become a part of the public transit service.

Other panel members were O. Roy Chalk, Charles J. Murphy, Charles L. Patterson and Professor Charles Stonier.

Douglas Haskell, Editor of the Architectural FORUM, and Walter Fried, Vice Chairman, Housing and Redevelopment Board, exchanged, in the panel “Rebuilding the City of People,” some words on the matter of the controversial Greenwich Village Redevelopment Survey, being proposed by the Board. Haskell suggested that the program would involve complete bulldozing of the area. Victor Gruen, whose firm has been mentioned for the survey, was speaking from the audience, defended the Board’s move, and stated that the survey was intended to determine what methods could be used to maintain the character of the community without bulldozer operations.

Panel member Charles Abrams proposed that a master plan be determined for the city, stating in general terms what overall shape and appearance is desired for New York, as was done for Paris and Washington, D. C. Only in this way, can we begin to rebuild with meaning and purpose.

Other members of the panel were: Lawrence Orton, Commissioner of the Planning Commission and James H. Scheuer, President, Citizens Housing and Planning Council.

The all day Conference included panel discussions on other topics as “What Lies Ahead for the Metropolitan Area,” with Mayor Wagner, and Governor Meyner participating, “The Educational Challenge for New York,” “Charter Reform,” “Majorities in the Metropolis,” and “Do Cities Breed Corruption?” Some 600 persons attended the meetings.

Philadelphia Plans Special Women’s Program

A week-long schedule of events is being planned especially for architects’ wives attending AIA’s 1961 national convention in Philadelphia April 24-28. On the program are a visit to the Henry Francis DuPont Winterthur Museum and 1,000-acre Longwood Gardens, a private performance at the Playhouse-In-The-Park, tea with famous artists at the Museum of Art, and tours of many fine old homes in Philadelphia and Fairmount Park.
PUBLIC AFFAIRS REPORT
Part II
An extensive program to be undertaken by the New York Chapter's Public Affairs Committee, with the assistance of Jack Bernstein Associates, Inc. recently appointed as public affairs counsel to the Chapter, will have as its primary purpose the presentation to the public of the role of the architectural profession in our society. The ambitious plans of the Public Affairs Committee include objectives which, as stated in the special sub-committee report, "must be pursued constantly and diligently through the resources of the public affairs counsel with full cooperation and assistance of the Committee and Chapter Membership." This program includes the following objectives:

A. Legislative and Industrial Intelligence:
1. To determine which legislation the Chapter will take a stand on, and to arrange for necessary appearances and testimony.
2. To initiate advisable changes in codes, zoning laws, and regulations affecting design and construction.
3. To place AIA members on Committees, Committees and Agencies, where such architectural advice is or should be essential.

B. Zoning:
The Chapter should continue to assume a leading role in regard to discussion of this issue, to further the public knowledge and Chapter's position, and pursue its implementation.

C. World's Fair:
The Chapter's position in regard to the Fair will be developed by a special World's Fair Committee working in close liaison with the public affairs counsel. It is the intent that the services of architects be used in planning and design, rather than ignored, and that the architectural phases of the Fair be properly handled and publicized.

D. Publication:
An attractive magazine or comprehensive newsletter to be published by the New York Chapter, covering all architectural subjects, national and local, to be paid for by advertising.

E. Workshops and Clinics:
To assist membership in developing greater professional skills, to keep alert to new techniques in design and construction, presentation methods, and public relations, professional practice and architect-in-training programs. (Continued on Page 5)

THE ROOSEVELT MEMORIAL COMPETITION
by Sibyl Moholy-Nagy, Pratt Institute
It is incomprehensible that New York's architects will not see the exhibition of prize winners in the Roosevelt Memorial Competition, just shown in the Corcoran Gallery in Washington. We could have learned from this display the elating fact that architecture as art has not yet been killed by technology; that creative imagination and the ability to communicate a spiritual content dwells today in the architect and not in the sculptor or painter; that the young and unknown teams did much better than their famous elders, indicating that young men still go into architecture because they look for creativity. On the negative side there is the conclusion that Landscape Architecture in this country is exceedingly poor when compared with Europe, confusing earth-moving operations with imagination and "grassy plains" with nature. None of the predominantly landscaped projects suggests more than public playgrounds; while, on the other hand, none of the bone-bare structural schemes suggest anything else but latter-day Villa Savoies.

The winner, William Pedersen, has grasped two significant contemporary points—that monumentality in our undeveloped but frantically restless times can only be experienced by setting the spectator in motion through participation spaces, and, secondly, that reverence for historical continuity imposes the obligations to express ourselves in materials and methods characteristic of our own and of no other times. Two peculiarities of the site have been brilliantly exploited. A plane a minute passes at approximately 600 feet over the Tidal Basin, providing the extraordinary spectacle of shafts reaching toward the sky. Intensive boating on the surrounding water pulls the eye from below ground level to a gothic climax. It is startling how many contestants paid no attention whatsoever to points set forth in great clarity in the excellent competition booklet.

The winner himself ignores two important specifications. The Tidal Basin area is unsuited for heavy foundations; 264 days of the year are cloudy in the Washington area, transforming the confined spaces between slabs, towering to a height of 165 feet, into the dark wet caverns. By the architect's own admission the lengthy texts on the high steles will be illegible to the human eye, which makes no sense even if F. D. R.'s pronouncements were not of such shattering banality. His greatness was not literary.

Some of these shortcomings will, of course, be corrected, but my personal choice would have been Abraham Geller's solution. His concept is closely related to Pedersen's design, sharing its grandeur, simplicity, and true contemporaneity. By bending the cantilevered slabs outward, he has created a delightful visual pattern from the air and a rhythm of enclosed and light-floored spaces that is closer to the human scale. His memorial reassures rather than intimates.

Both projects and at least half a dozen of the runners-up are remarkable achievements—which New York will never see. Against the artist who has drowned his message in the chaos of his sick ego, and against the engineer who claims to build when he assembles prefabricated cubicles, the architect has kept faith with a tradition that assigns to him alone the creation of a microcosmos revolving around man, the true hero of his times.

COMING EVENTS

MARCH 25, 1961, Saturday, 10:30 a.m.
Health Field Trip, visit to Montefiore Hospital's New Betatron and New Psychiatric Wing • • •

APRIL 12, 1961, Wednesday, 5:15 p.m., Gallery A Hospital and Health Discussion Group
Speaker: Paul Schweid of Victor Kramer Company Topic: Hospital Launderies and Linen Distribution Systems • • •

APRIL 15, 1961, Saturday, 10:00 a.m.
Hospital and Health Field Trip, visit to Lenox Hill Hospital • • •
NEW FELLOWS ANNOUNCED

Five members of the New York Chapter of the American Institute of Architects have been elected to the rank of Fellow—one of the highest honors in the architectural profession, it was announced today by Frederick J. Woodbridge, Chapter president.

The honor, bestowed for outstanding architectural service, was granted by the American Institute of Architects’ Jury of Fellows to Victor David Gruen, 2 West 13th Street; Olindo Grossi, 234 Manhasset Avenue, Manhasset; Sidney Leon Katz, 693 East 3rd Street, Brooklyn; Ladislav Leland Rado, The Crossing, Armonk; and William Benjamin Tabler, 44 Wolver Hollow Road, Glen Head, Long Island.

The newly elected Fellows will be officially invested at the national convention of the AIA in Philadelphia, April 24-28.

Mr. Woodbridge said that the five men had made a significant contribution to the advancement of the profession.

Mr. Gruen has earned distinction for the replanning of central city areas in our nation’s redevelopment program. The best example is Fort Worth, Texas. He also is well known for his individual buildings such as the City National Bank in Palm Springs, California, and the Merchants & Manufacturers Club in Chicago, as well as for the design of shopping centers, examples of which are Northland in Detroit and Southdale in Minneapolis. In addition to his achievements in architectural design, Mr. Gruen was cited for his public service efforts, through writing and speaking engagements, to dramatize the plight of our urban centers, the need for redevelopment, and for the basic solution he has advanced, requiring the separation of vehicular and pedestrian traffic to liberate the city from the motor car. He is a director of the Citizens Planning and Housing Council of New York and serves on the Administrator’s Advisory Committee on Housing and Community Development of the U. S. Housing and Home Finance Agency. Over the years Mr. Gruen has received numerous awards and commendations, not only from his fellow architects, but from the communities and organizations with which he has worked.

Olindo Grossi, who is a graduate of Columbia University's School of Architecture, has become a significant influence in the field of architectural education. As Chairman and Dean of Architecture at Pratt Institute, he saw the subject become an accredited study which has since gained autonomy as a School of the Institute. The success and national recognition the Pratt School of Architecture has achieved can be attributed in large part to the leadership of Mr. Grossi. Of recognized value to the profession and the public are the school publications prepared under his direction. These include: Radiant Heating, School Building Research Thesis, Investigation of the Small House, Reduction in the Cost of Low Income Housing. In addition, under his guidance Pratt Institute has initiated a growing series of research projects with the aid of federal grants. Among them are: Elementary School Building Research, Flexible Partitions in School Buildings, Methods of Reducing the Cost of Housing in New York City. His work in designing included the Wallach’s Store in White Plains, the Klump residence in Sands Point, L. I., and the Reid residence in Weston, Conn.

Sidney Leon Katz, a graduate of Erasmus High School and New York University, was elected a Fellow on the basis of his achievements in architectural design. Many of the buildings he is noted for are located in Brooklyn. Among them are: Coney Island Hospital, Bay View Houses, and William E. Grady Vocational High School. During the past 16 years he also has had an outstanding record as a teacher. Working with the National Institute for Architectural Education, he has done much to help students gain scholarship awards. Through his efforts the Institute’s scholarship assistance has grown to $15,000 annually. In 1954 he established a Fellowship at Pratt Institute to encourage talented students to continue their education to earn Master's Degrees. The Jury of Fellows of the AIA stated that his untiring efforts as an educator, locally and nationally, have been an inspiration to teachers and students everywhere.

Ladislav Leland Rado is recognized for his contributions to design. His concepts are best illustrated in the Reader’s Digest building in Tokyo. In addition he designed the U. S. headquarters for KLM Royal Dutch Airlines, New York City; the U. S. Embassy, Djakarta, Indonesia; staff housing for the U. S. Embassy, Tokyo. The jury felt that he has strived “to strengthen the elusive link between the science of construction and the art of architecture through the creative process of integrating the advances in engineering into the overall architectural concept.”

William Benjamin Tabler, a graduate of Harvard University, was recognized for the quality, variety, and imagination that he displayed in the field of hotel design. His solutions to the varied problems of climate and customs were considered notable. Among the hotels he has designed are: International Hotel at Idlewild Airport; Statler Hilton, Dallas, Texas; Brown Palace West, Denver, Colo.; Ponce International Hotel, Ponce, Puerto Rico; Hilton Hotel, Pittsburgh, Pa. On completion of the International Hotel, he was given first prize for excellence in design by the Queens’ Chamber of Commerce. He also was a recipient of the American Schools and Colleges “Horatio Alger Award” in 1958. Mr. Tabler is a member of the New York Building Congress, Building Research Institute, and the American Schools and Colleges Engineers. He also serves as national chairman of the AIA Building Codes Committee.

Mies Elected to Arts Institute

Mies van der Rohe, FAIA Architect, George Biddle, Painter, and Jacques Lipschitz, Sculptor, were among the nine distinguished artists, writers and composers elected this year to the National Institute of Arts and Letters.

The Institute, and its affiliated body, the American Academy of Arts and Letters, are the highest honor societies of creative artists in the United States. Among their members are such figures as Van Wyck Brooks, Pearl S. Buck, Robert Frost, William Faulkner, Carl Sandburg, Thornton Wilder, Edward Hopper, Eero Saarinen, Andrew Wyeth, Igor Stravinsky and Aaron Copland.

Membership in the Institute is limited to 250 native or naturalized citizens qualified by notable achievements in art, literature and music.
Architectural League Lectures

The Fourth in the FORUM and Architectural League’s Series on The New Forces in Architecture entitled The International Style—Death or Metamorphosis will be held on March 30 at the Metropolitan Museum of Art. The participants in this epic panel will be August Heckscher, Philip C. Johnson AIA, and the brilliant and controversial British Critic and Assistant Executive Editor of the Architectural Review, Reyner Banham. Mr. Banham is flying over from England especially for this event.

The Fifth and Final Forum in this series will be entitled Individual Expression versus Universal Order and will be held on April 20 at the Metropolitan Museum of Art. The participants in this panel will be August Heckscher (moderator and chairman), Aline B. Saarinen, Paul M. Rudolph, AIA, and Marcel Breuer, FAIA.

For both events reserved seats are now being sold at the Architectural League.

AIA-ACSA Seminar

A ten-day seminar for some 50 teachers of architecture from as many schools will be held at Cranbrook Academy near Detroit, June 6-16, sponsored by AIA and the Association of Collegiate Schools of Architecture (ACSA). Similar seminars have been held annually since 1956 to provide an informal exchange of views and experiences and to help improve architectural education. Arrangements are in the hands of James M. Hunter, FAIA, AIA’s Second Vice President; Buford L. Pickens, AIA, representing the Association of Collegiate Schools of Architecture; and Harold Bush-Brown, FAIA, Chairman. Theodore W. Domineck, AIA, has been appointed staff executive. To help defray expenses of those who otherwise could not attend, aid in the form of one-half expense scholarships will be awarded.

Last year’s seminar at Sagamore in the Adirondacks dealt with technology, and was attended by 51 teachers and 9 prospective teachers from 50 schools of architecture.

The Cranbrook seminar will discuss environment as well as professional responsibilities and teaching aims.

Public Affairs—Part 2

(Continued from Page 3)

F. National Liaison:
Establishment of closer liaison with national AIA, and Regional Chapters to exchange ideas and develop effective programs in accord with general policy.

G. Information Bureau:
The public affairs counsel will investigate the possibility of providing a service for the dissemination of architectural news in the New York area, and will arrange adequate coverage for press releases prepared in the interest of the Chapter. Methods for handling public enquiry on all architectural matters, at the Chapter office, will be developed and programmed by the Counsel. Lists of public affairs booklets, fact sheets and bibliography of architectural references will be made available to the membership and public.

H. Speakers Bureau:
To be expanded and its services made available to public and private organizations. Allied professionals are to be invited to exchange and combine programs and aid in the development of broader contacts for the Chapter.

I. Student Programs:
Programs will be arranged to interest architectural students in Chapter membership. Assistance will be given to ease the transition from academic to professional status.

J. Young Architects:
Architects serving their apprenticeship, and working toward registration and/or private practice, should be assisted through various programs which will serve their needs and likewise benefit the Chapter through participation in AIA activities.

Other items, it is to be noted, will be added as they develop. The program outlined above emphasizes those areas where it is desirable to accelerate action at this time. Much work has been done in the past in other areas by many Chapter Committees, which have helped the public image of the architect. Other programs will be considered, such as rotating public exhibits to be shown at various institutions, schools, library and museum buildings, and distributing a Pocket Guide to New York Architecture.

Members of the Chapter are invited to submit their comments and suggestions to the Public Affairs Committee, and may address their statements to Co-Chairmen Max O. Urbahn and Edwin B. Morris, care of the Chapter Office.

PROFESSIONAL STUDIES IN URBAN PLANNING FOR PRACTICING ARCHITECTS

The Community Planning and Urban Design Committees of the American Institute of Architects outlined in September 1960 the architect’s responsibility in Urban Planning. The Board’s resolution on this subject reads in part:

“Throughout history, the design of cities has been primarily a responsibility of the architect. Now, in the present era of technological progress, the solution of the complex problems of urban growth demands, more than ever, full utilization of design capabilities. It is the policy of the AIA to encourage and promote the activities of the architectural profession in discharging this enlarged responsibility, both in public service and professional practice, for the creation of a good urban environment.”

The last annual convention of the New York State Association of Architects selected Urban Planning as the theme for the 1961 Convention and resolved that a Training Institute in Urban Planning be held prior to that convention. Acting on this resolution, the Community Planning Committee of the Association requested Syracuse and Cornell Universities to undertake this Training Institute. In order that the facilities and faculty of the universities be available, it was determined that the Institute be held on Thursday, Friday, and Saturday morning, March 30 to April 1, during the spring vacations.

A program of study has been developed that will supplement the background of the practicing architect on the subject of Urban Planning. The program will be conducted by faculty members of the two universities and by experienced practitioners in Urban Planning in New York State.

Registration in the institute will be limited on a first-come, first-served basis to sixty participants. Registration will be by mail and will include a fee to be announced as soon as the details of the program can be finalized. Upon registration, the participants will receive a mailing of information pertinent to the program, including examples of Comprehensive Plans and other study material. Registrants will receive, as a part of their fee, a printed copy of the institute lectures and proceedings some time during the early summer.
Meetings Committee

Chairman E. Allen Dennison and all the members of his Committee are to be congratulated for the unqualified success of the just past annual A. I. A. Supper Dance. To quote from a letter from R. Jackson Smith, “The surroundings were superb, the food good, and the atmosphere rampant with elegance.”

Hospital and Health Committee

Continuing their active program of study of all aspects of hospital design, this Committee under the able leadership of James J. Souder has planned a dinner meeting at 6:00 p.m. on Thursday, April 6th, to be held for all interested members at the Brass Rail, 521 Fifth Avenue, New York City. The topic will be “Architectural Aspects of Treatment and Rehabilitation. A Committee on Supervision of Construction. This Committee will submit its findings and recommendations to the Executive Committee some time in April.


Employers (Architects) Liability Insurance. Initiated by the O. P. C., the NYSAA has been informed that lower rates for architects will be put into effect by March 1961. Check your insurance broker.

Liaison with Metropolitan Builders Assoc., and Construction Specifications Institute. Joint meetings being held and planned by subcommittees to iron out problems common to us and them.

Publication Committee

Have you been enjoying your Oculu this year? Have you found it more interesting, more readable? Your Publication Committee would appreciate your suggestions on this and other aspects of geriatric care we are most fortunate to have made arrangements to have as speakers:

Miss Ollie A. Randall, Consultant; Dr. John S. Bourke, Asst. Commissioner—New York City and Woman’s Auxiliary News. This Committee has tried to set the pace and report on as many activities and current events as possible each month.

Philip Chu is our busy Secretary and covers research and development. Vice Chairman James L. Grayson, this Committee has tried to keep up with the format and report on as many activities and current events as possible each month. Philip Chu is our busy Secretary and covers research and development. Vice Chairman James L. Grayson, this Committee has tried to keep up with the format and report on as many activities and current events as possible each month.

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