We celebrate the centennial anniversary of the Brooklyn Bridge, which opened to traffic on May 24, 1883.

Photo: Stan Ries/ESTO
Oculus

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Chapter Reports

by George Lewis

Headquarters Remodeling

At this writing the staff is leapfrogging the carpet layers, and furniture is being delivered. It is expected that everything will be in place sometime in May.

Broadway Theaters

Preservation of the Theater District, with its priceless collections of Broadway Theaters, so called because of their unique size (max. 90' feet to rear wall) and proximity of audience to stage, has been a very live issue since the controversy of demolition of the Morosco and Helen Hayes — and since the enactment of the Midtown Special Zoning District which, as presently written, forbids theater demolition. The theater owners object to the latter because they say it deprives them of making use of air rights to underwrite financing of productions. Actors Equity and other interests also have a stake.

A Theater Advisory Council, with the distinguished lawyer Orville Schell as chairman, and including representatives of all directly interested parties and professional groups — architects Lewis Davis and Paul Segal are members — has been holding many meetings. The issues reach into the almost intractable matter of air rights transfers: Should an owner be guaranteed the dollar value of air rights? Should there be an air rights bank? Within what geographic area should the potential receiving sites of air rights be confined? Everyone wants to save the theaters, but all kinds of economic issues have come to the surface, and — further — the large question of employing landmark designation of individual buildings or the district is a parallel consideration.

A special Chapter committee, Stuart Pertz, chairman, has been meeting to express opinions which should be useful to the Theater Advisory Council.

Wormley on Furniture

by Edward J. Wormley

At a recent DAC press meeting in the Dunbar Showroom of the Decorative Arts Center, designer Edward J. Wormley was interviewed by Olga Gueft. As a furniture designer he discusses the way many architects think of furniture:

“Some architects tend to loathe furniture. It clutters or at least competes with their spaces. Architects design pieces of furniture — if they get around to it — which they like to describe as ‘architectonic’.

Architects’ furniture designs, or furniture preferences, are objects so edifical that they tend to become ‘Primo Buffos’ of the interiors they occupy. Hence one or two such strong characters are all a room can stand; and, if more than these are called for, then only multiples of each are tolerable.

‘Architects feel about interior spaces as I feel about furniture: they say that people and art are the proper furnishings of a room; furniture, if any must be self effacing. I agree. But then they proceed to design or to choose chairs which blaze with such dynamic individuality that they are incompatible with other chairs, objets d’art, and, frequently, with people.

‘In the last few decades it has not uncommonly happened that many an architect-designed interior space has obviously needed a prima donna or two to bring it to life. My point, however, is that such an interior usually is suffering from some fundamental design lack in the first place.

“I am fond of an observation made by one architect friend of mine — an exception to the run of architects I have been describing — who defines a good interior as one which retains its personality and the coherence of its designs even when its furnishings are in disarray. He cites as examples the great French court periods, when rooms were frequently empty of furniture (it was often carried from room to room as needed, in accordance with the ancient conception of furniture: “muebles” meaning cont’d p. 10, col 3
CHAPTER AWARDS PROGRAM

The Distinguished Architecture Awards Program was initiated last year as a general, non-categorical awards program to celebrate New York City architects. The 1983 jurors were: Robert Campbell, architect and architecture critic for The Boston Globe; Joan Goody, of Goody, Clancy & Associates; and Stanley Tigerman, of Tigerman, Fugman & McCurry. They evaluated more than 100 entries. The final results—four Distinguished Architecture Awards—are presented on the following pages.

Statement of the Jury

The jury wishes to observe that the range of entries was heavily weighted toward private and precious programs, with few examples of a public character and few larger projects of any kind. The jury also notes a convergence on a single style, one derived jointly from the Art Deco/Moderne period and from certain well-known works of Post-Modernism. Coming after an era of stylistic confusion, this latter fact is not unwelcome and the style seems appropriate to New York recalling by its glitter and swank an earlier heyday of the city and offering designers a given visual language in which much can be expressed and understood. However, it is felt that the style is used too often with timidity and in mere imitation of current trend setters without being sufficiently transformed by its interaction with circumstances in the particular case to carry authority or freshness.

The four winning projects, in the opinion of the jury, are extremely successful in achieving a contemporary richness of decor and articulation of space while maintaining, as well, a commitment to the importance of planning and program.
Corporate Facility

Project: R. J. Reynolds Tobacco Company Building, Winston-Salem, North Carolina
Architect: Randolph R. Croxton, The Croxton Collaborative/Hamill-Walter Associated Architects
Owner: R. J. Reynolds Tobacco Co.
Contractor: Fowler Jones Construction Company

Program: To incorporate four commercial stores (4,500 sq. ft.) into an existing 1929 Art Deco building; elevator lobby to provide reception and waiting area for R. J. Reynolds Tobacco Company. To preserve and enhance the existing tower by Shreve and Lamb.

Solution: Nightlighting of tower and entrance grille was re-instituted; limestone cleaned; marble panels replaced; exterior glazing replaced at grade; nickel-silver trim stripped and refinished. Interior commercial spaces were organized on one level and merged to form the main hall at the north (consisting of six bays formed by 12 columns) and the exhibition hall to the south (three bays including the glass panels). Marble, nickel-silver, ornamental plaster, terrazzo, and carved glass are formed within these spaces to reinforce the visual history of tobacco and the company.

Jury comment: R. J. Reynolds revives but at the same time significantly transforms the marvelous Art Deco palette of the original building in a manner that is as respectful as it is inventive.

Photo credit: Otto Baitz
Project: Nightfalls Restaurant, Brooklyn, New York
Architect: Voorsanger & Mills Associates
Owner: Al Nahas and David Naman, Bayridge, Brooklyn
Contractor: David Naman

Program: The architects were given a semi-complete restaurant with a series of awkward spaces with arched openings to the exterior and a 20-ft.-high greenhouse-skylight; as the envelope was defined, the design had to relate to the existing opening and spaces.

Solution: The entrance sequence, along the street, turns and leads to the daytime dining room facing the garden. This sequence is vaulted to simulate a heavy base supporting a double-height piano noble. The central stair intersects this sequence and focuses it upward to the piano noble, which contains a nighttime dining room defined by a giant colonnade facing the greenhouse-skylight.

Jury comment: Nightfalls Restaurant is a very beautiful exercise in Art Deco Revival, less derivative from current models of that style than many other somewhat similar entries.

Photo credit: Peter Aaron-Esto Photographics
William Ellis, Percival Goodman, Peter Kastl, William Meyer, Nancy Maio, William Pedersen, Mildred Schmertz, and Cooper-Hewitt Museum director Lisa Taylor comprise the jury for NYC/AIA's 1983 Arnold W. Brunner Grant. The Eggers Group of New York and Benjamin Thompson & Associates of Boston are architects of the new Fulton Market building at the South Street Seaport scheduled for completion this summer. Three NYC/AIA members will be among the 11 recipients of the American Institute of Architects' 1983 Honor Awards: Richard Meier & Partners for the Hartford Seminary, Hartford, Connecticut; Hardy Holzman Pfeiffer Associates for Best Products Corporate Headquarters in Richmond, Virginia; and Skidmore, Owings & Merrill for the Haj Terminal and Support Complex in Jeddah, Saudi Arabia; Charles Gwathmey was chairman of the 8-member jury.

Stephen A. Kliment is coordinator for the workshop on Marketing Tools and Tactics for Design Offices (July 11-14) in the summer program of continuing education courses presented by Harvard's Graduate School of Design and MIT's School of Architecture and Planning. Michael Maas, senior managing partner of Haines Lundberg Waehler spoke on "Work Scheduling in the Office" at the architecture conference at the University of Kansas School of Architecture and Urban Design last month. Maas has also been elected to the board of directors of the Fifth Avenue Association. I.M. Pei & Partners are preparing the master plan for the conversion of the former American Chicle building and neighboring Bucilla building at the foot of the 59th Street Bridge in Long Island City into the International Design Center of New York; Gwathmey Siegel & Associates are the designers of Center 2 (the Bucilla building); Joseph D'Urso is designing all the interior public spaces of Center 1 (the Chicle building); Massimo Vignelli is responsible for the graphics and signage. Der Scutt, Ulrich Franzen, and John Beyer are jury members for the New Jersey Society of Architects' 1983 Architectural Awards. Scutt has also been retained to design an international health club and restaurant facility in Tel Aviv. The Architectural Film Library (475-1730) is interested in knowing about good films on architecture that should be included in its catalog, which aims to list tapes available in such categories as Great Architecture and Cities of the World; Great Design of the World; Great Architects, Planners, and Designers. Edward Larrabee Barnes Associates are architects for Equitable Tower West, the new Equitable Life Assurance Society headquarters to be just west of the present Equitable building on Seventh Avenue. James Wines has been named chairman of the Department of Environmental Design at Parsons School of Design to assume his position in September. Members of the steering committee for the International Design Conference in Aspen (June 12-17) are architectural planner/writer Jane Thompson, graphic designer Milton Glaser, and communication design consultant cont'd. p. 10, col. 1
CONTINUING EVENTS

REM KOOLHAAS AND OFFICE OF METROPOLITAN ARCHITECTS

ARCHITECTURE ON PAPER

ORNAMENTALISM

IMAGES OF BROOKLYN BRIDGE

BATTERY PARK CITY


TM PRENTICE SCULPTURES

TUESDAY 3

YOUNG ARCHITECTS FORUM
"Site." 6:30 pm. The Architecture League at the Urban Center, 457 Madison Ave. 753-1722.

ARCHITECTS AND DESIGNERS DISCUSS INTERIORS
James Wines in five-Tuesday series. 7 pm. Cooper-Hewitt Museum, 2 E. 91 St. 860-8668.

WEDNESDAY 4

FORUMS ON FORM

LIGHTING AND THE IMAGE OF NYC
Manhattan viewed from the observation deck of the RCA Building. Cooper-Hewitt tour. 7-8:30 pm. 860-8668.

BUILDING THE BRIDGE
Lecture, Municipal Art Soc. 6-7:30.

THURSDAY 5

SPRING LECTURE SERIES
The Architecture of the Printed Page. A panel on the design of design magazines with the editors and art directors of several well-known publications sponsored by NYC/AIA and Metropolis Magazine. 6 pm. The Urban Center, 457 Mad. Ave. 888-9670.

COMPUTER TECHNOLOGY

FRIDAY 6

NATIONAL TRUST
Annual meeting. National Academy of Sciences, Washington, D.C.

TWO WALKING TOURS ON SUNDAY MAY 8

FRIDAY 13

WALKING TOUR SATURDAY MAY 14
Lower Manhattan led by Kevin Lichten, Fox & Fowle; Lois Mazzietti, Dept. of City Planning. 1:30-3:30 pm. Cooper Hewitt. 860-8688.

WALKING TOURS SUNDAY MAY 15
Re: White Paper
Dear Editor:
In the April issue, otherwise one of the best, you permitted yourself a sophomoric wisecrack in response to John Durante Cooke’s letter concerning the February Lever House articles. I don’t know how you intended it, but it was in bad taste and I read it (as must have Cooke) as a racial slur.

Regardless of the merits of Cooke’s letter I feel that you owe an apology.

Isaiah Ehrlich, AIA

Re: Local Law 10
Dear Editor:
Concerning the Commissioner’s letter on Local Law 10 (Oculus March 1983), he failed to mention that his Department of General Services was first concerned itself with compliance with the Law approximately sixteen months after it was enacted. In the last week of June, 1981, they retained this architect to perform the critical examinations of twenty-eight major public buildings whose reports were due in late February, 1982.

Perry Green, AIA

Re: Religious Landmarks
Dear Editor:
On the issue of the landmarking of religious properties, I took quite a drubbing in your last issue (Oculus March 1983), being accused in two letters of making “false arguments”, having “doubtful . . . motives”, being “dishonest and deceitful” etc., etc. A detailed response would bore even me. I make only one point. A bad law, even if correctly interpreted by a court, should be changed. That’s what Legislatures are for! We have a City landmarks law that may, with absolute impunity, obstruct educational, scientific, religious, social, medical, and other charitable programs. Thus the only question, which every citizen must answer for him/herself, is whether this law should not be slightly modified so that a distinctive building need not in every case be preserved if the preservation would seriously interfere with the more basic hopes and needs of the disadvantaged and down trodden for whom these programs exist.

George J. McCormack

Names and News cont’d from p. 7
Ralph Caplan . . . Prentice & Chan, Ohlhausen Architects announce that Andrew Goldman and Marjorie Hoog have been named Associates . . . Schofield/Colgan Architects have joined in a partnership with Florida architects Lindley Hoffman and Craig Livingston in the firm Hoffman, Schofield, Colgan, Livingston Architects with offices in West Palm Beach . . . Steven P. Papadatos’s architectural designs were on display last month at the Belanthi Gallery in Brooklyn . . . Bill Lacy and M. Paul Friedberg are members of the jury for the New York City Vietnam Veterans Memorial . . . The National Trust for Historic Preservation is offering a series of workshops to help investors use tax incentives for historic rehabilitation in Baltimore (May 12-19), in Pittsburgh (June 9-12), and in St. Louis (June 23-28) . . . The Graduate Partnership in master planning and programming a Rockland County jail in New City, New York . . . Swanke Hayden Connell have been commissioned to design a $250 million development at Hempstead Village, Long Island, in a plan to rebuild a major portion of the village . . . At a presentation ceremony at The Cooper Union on March 30, Ronay Menschel was the recipient of the first Doris C. Freedman Award for outstanding efforts to improve the city’s public environment . . . Great Drawings from the Collection of the Royal Institute of British Architects by John Harris, curator of the Royal Institute’s Drawing Collection, was published by Rizzoli last month as the catalog for the exhibition of the same name at New York’s Drawing Center through July 30 . . . Charles M. Smith, director of NYC’s Office of Construction, was presented the “Silver Shovel Award” at the Subcontractors Trade Association’s Annual Awards Night last month . . . Julian K. Jastremsky is the architect for the St. Barbara Greek Orthodox Church planned for Orange, Connecticut . . . Eric DeVaris, who tailored the office environment for the needs of information systems personnel in the Network Software Center in Lisle, Illinois, designed by Holabird & Root, was one of the winners of Western Electric’s 1983 Technical Excellence Recognition Award for his “Pioneering work in the design and planning of ‘The Office of Tomorrow.’ It focused on the impact of new electronic technology on the office work and covered not only the physical environment but the psychological needs of workers surrounded by computers and other electronic business equipment.” . . . Among the professional training programs being offered by Polytechnic Institute of New York Transportation Training and Research Center is a course on “Analysis and Design of Pedestrian Systems,” June 27-29 . . . We regret the death of Josep Lluís Sert, the Spanish-born architect who served for 16 years as the dean of the Graduate School of Design at Harvard and won the AIA Gold Medal in 1980.

Wormley on Furniture cont’d from p. 2
movables) or when the rooms were totally unarranged according to the standards of a modern interior designer. I like to think of furniture that way too, only with a better supply of it—at least enough for every room. But most of all, I like to think of rooms, or spaces if you prefer, which do not require a set arrangement of furniture to seem complete as ordered entities, for such rooms maintain their style, as hundreds of rooms of past eras attest.

“Furniture is needed for practical reasons, and because it must be there it may as well be as pleasant to look at as possible, and also, in a less definable way psychologically, comforting to the spirit. But it definitely should not take over.”
Private Residences

Oculus page

Project: The North Company Houses, Sagaponack, New York
Architect: Paul Segal Associates; James Biber, project architect
Owner: The North Company, New York, New York
Contractor: The North Company

Program: To design and build three houses on a flat wooded site in Eastern Long Island.

Solution: The houses are variations on the relationship between a prototypical element (the large enclosed "conservatory") and the normal programmatic elements of houses. The conservatory is a wood-and-steel framed space entirely sheathed in translucent fiberglass. It is unheated, paved with bluestone laid in sand, and structured for the addition of future mezzanine space. It provides a "room" for the functions not included in speculative houses—e.g. studio, indoor/outdoor living room, gymnasium, greenhouse entertainment space, etc.—at no expense in energy.

Jury comment: The North Company Houses is the most original of all designs submitted and is admired for its inventive, untrammeled quality, fresh detail, softly daylit interiors, and glowing presence at night.

Photo credit: Norman McGrath
Private Residences (cont'd.)
Project: Auditorium Conference Facility  
Architect: Davis, Brody & Associates  
Owner: Time, Inc., New York City  
Contractor: Rockefeller Center Construction Corp.  

Program: To take an existing auditorium located on the eighth floor setback of the Time/Life Building, plus some newly added connecting areas, and center.

Solution: Folding walls and multiple doors allow the spaces to be used separately or together for film screenings, seminars, banquets, cocktail parties, receptions. Outside terraces have been repaved and planted to provide exterior extensions for activities. Kitchen, pantry, and sophisticated audio-visual support spaces have been included.

Jury comment: The Time/Life Conference Center is a re-imagining of a somewhat similar Art Deco original, using asymmetries and other devices to refresh this style while reviving sometimes neglected virtues of the original such as the roof terrace.

Photo credit: Nick Wheeler
Corporate Conference Facilities (cont'd.)
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