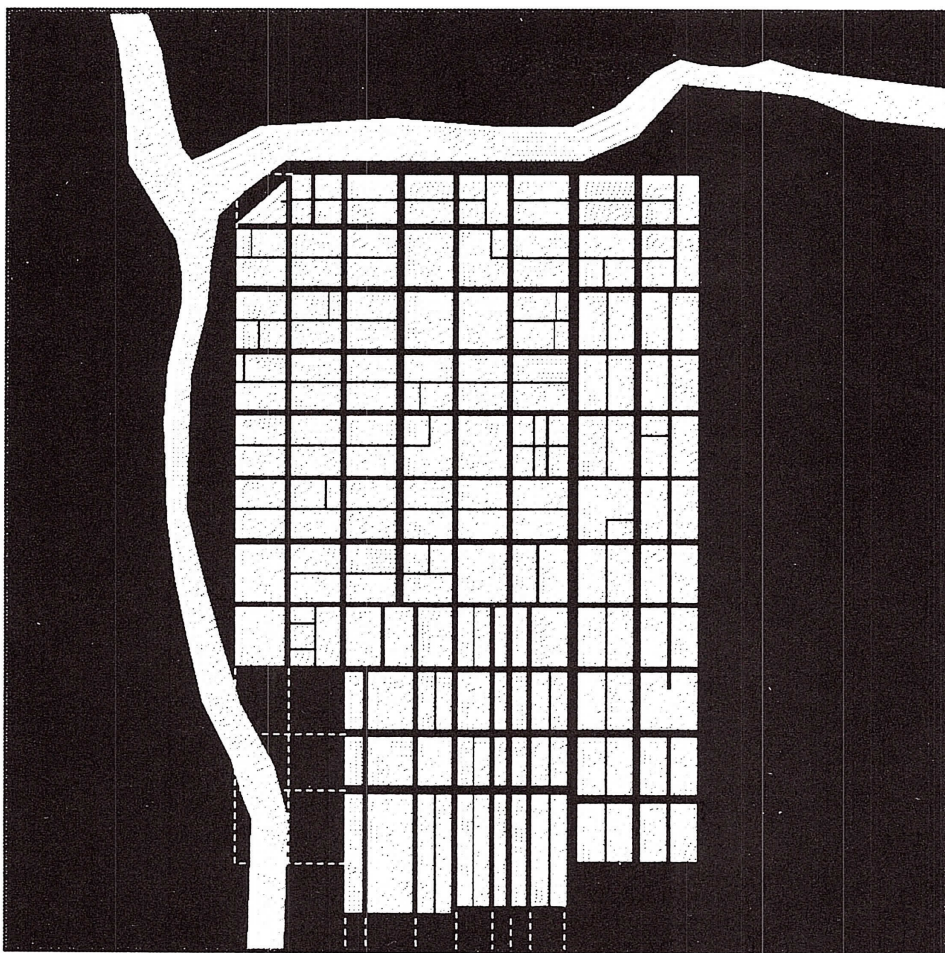


# OCULUS

an eye on new york architecture

The New York Chapter of the American Institute of Architects

Volume 54, Number 4, December 1991



*An Opinionated Guide to Christmas Books*

**It's Only Baseball (Or Is It?)**

*Women Look at the Community*

**Cover:** *At the center of architecture: Streets and alleys in the Loop, Chicago, Ill.: from The Urban Text, by Mario Gandelsonas (p. 9).*  
**Rear Cover:** *Statue by the late Chaim Gross, with red granite base by Karahan/Schwartzing Architecture Company at Bleecker Street Park, 11th Street, N.Y.*

## AROUND THE CHAPTER

### Volume 54, Number 4, December 1991

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**The views expressed in this publication are not necessarily those of the Executive Committee or staff of the NYC/AIA.**

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## Fellows Nominations

Advancement to the **AIA College of Fellows** is granted for significant achievement in various aspects of the profession, including design, preservation, education, literature, and service, among others. In order to be considered for Fellowship, an architect must have been a member of the AIA for a minimum of ten years and have made significant achievements within the profession. The Chapter's Fellows Committee, now accepting recommendations for Fellowship, considers candidates and forwards its nominations to the Board. Those nominated by the Chapter submit complete portfolios to the AIA Fellows Jury. The Fellows Committee recognizes that there are many worthy candidates whose work they may not be familiar with and therefore encourages all members to bring these candidates to the committee's attention. Letters of recommendation outlining a member's qualifications should be sent to the Chair, Fellows Committee, c/o NYC/AIA.

## NYC/AIA Historic Buildings Committee to Offer Pro-Bono Landmarks Advice

A pro-bono consulting service for nonprofit owners of landmark or landmark-quality buildings is being established by the **NYC/AIA Historic Buildings Committee**. The committee's Landmarks Volunteer Action Team (LVAT) will be composed of qualified Chapter architects as well as Associates with structural, mechanical, electrical engineering, or construction cost expertise.

The clients/owners will be referred to LVAT by the Landmarks Preservation Commission, by the New York Landmarks Conservancy, and by a NYC/AIA outreach program. Rules are now being established to limit services where liability might be an issue, and to avoid infringing on paid services of professional colleagues. According to committee chairman John Ellis, these and other matters will be addressed in a meeting scheduled for Wednesday, December 11, at 6 p.m. in the Members' Gallery. R.S.V.P. Judith Rowe, 838-9670.

## What's ahead at the AIA

### Associates Activated

by Alicia May Lafferty

At long last the NYC/AIA has decided to reactivate the group of Associate Members to function as a committee in the Chapter. Anyone interested in speaking for the 300 Associates in the New York Chapter, or in getting more interns involved, should attend the open meeting scheduled for January 15, 1992, at 6:30 p.m. in the Members Gallery.

The agenda will include:

- ARE: facts and fictions about getting the ball rolling.
- Information on taking the exam: books, seminars, dry runs, and ideas about how the AIA can gather and update this information as a resource for all Associates.
- Study groups on various exam topics: creation of smaller discussion groups focusing on these needs.
- Potential lectures of interest to the group: topics may include a presentation by a panel of design graders, insight on the exam pending, career development, etc.

I hope that this group will be informative, supportive, and enjoyable for all who have had experience with the exam as well as first-timers. So bring your thoughts, ideas, and energy to what will someday become a dynamic committee of *Members*.

Good luck to all those taking the design and site exams on December 10 and 11!

### Building Code Publication

Architects involved with the New York City Building Department realize the importance of a comprehensive and current version of the Building Code and other building laws. The New York Society of Architects has published this code since 1906, and, unlike other codes, it cross-references pertinent Directives and Memos, some dating back to 1970.

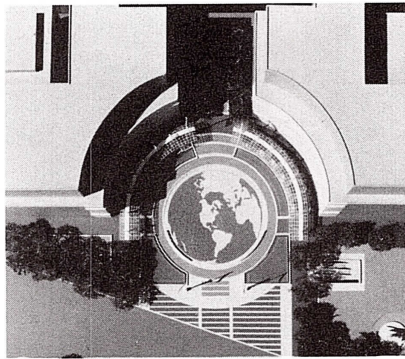
Until December 31, the NYSA is offering a \$25 discount to the NYC/AIA and other professional organizations within the industry. This brings the price down to \$130.44, including sales tax and shipping charges, for non-NYSA members. Contact NYSA, 275 Seventh Ave., NYC 10001, 675-6646.

## NEWS NOTES

*What the usual suspects are up to*

### Beyond the City

**Conklin Rossant's** Navy Memorial, a circular plaza that is part of **Market Square**, at Eighth Street and Pennsylvania Avenue in Washington, D.C., was completed last month. The plaza, which has a two-toned granite floor laid in the pattern of a global map, is marked by white steel flagpoles, fountains, and seating areas around the edges. . . . **Kevin Hom + Andrew Goldman Architects** recently won the commission to design the **Student Activities Center** at the **State University of New York at Stony Brook**. Hom and Goldman, who began their practice only two and a half years ago, competed with four other major league firms in the final round: **James Stewart Polshek and Partners**, **Edward Larrabee Barnes/John M. Y. Lee**, **The Perkins & Will Partnership/Russo + Sonder**, and **Gruzen Samton Steinglass**. The \$21 million project includes renovating an existing 58,000-square-foot Central Hall to house a Commuter Commons, and building a 60,000-square-foot addition for a ballroom, multipurpose room, and dining hall expansion. Hom, who has an M.Arch. from Columbia, worked for a number of the major firms in New York, including I. M. Pei, and Ulrich Franzen, plus Arthur Erickson in L.A. (1984-87). Goldman, who received an M.Arch. from Harvard in 1972, was with Perkins & Will, Ulrich Franzen, and more recently with Prentice & Chan, Ohlhausen (1978-1987). Currently the firm is also renovating the **McBurney YMCA** in Manhattan and the new **Police Athletic League Lynch Community Center** in the Bronx. . . . **R. M. Kliment & Frances Halsband** is currently designing a 15,000-square-foot building for the **School of Engineering** at the **State University College at New Paltz**. The firm is also reconstructing the main administration building at **Case Western Reserve University** in Cleveland, which was severely damaged by fire last June. The 60,000-square-foot landmark sandstone building, dating to 1882, was originally designed by Joseph Ireland in a Richardsonian style. . . . **James Stewart Polshek and Partners** is renovating the **Fine Arts Facility** at **Ohio Wesleyan University** in Delaware, Ohio, plus adding a new 2,000-square-foot gallery and a new 12,000-square-foot studio to the existing 24,000-square-foot brick building. Polshek plans to reclad this



Navy Memorial, D.C., model, Conklin Rossant

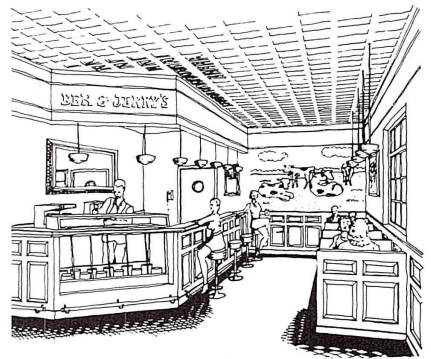


Buffalo shop, Santa Monica, Margaret Helfand Architects

building in brick or metal panels, to use metal panels on the gallery, and to combine the two materials on the studio. . . . Meanwhile, **Polshek** and his French partner **Alain Salomon** just won a competition to design a government office building for public works for **Chambéry-le-Haut** in the Savoie region of France. The building, 108,750 square feet in size, will have administrative offices for public works agencies, plus an auditorium/conference center and gallery. . . . In Santa Monica, California, New York architect **Margaret Helfand** has just completed a boutique called **Buffalo**, which is located in the Frank Gehry-designed Edgemar complex on Main Street. The 2,500-square-foot store, featuring men's and women's clothes, is executed with crisp detailing not unlike the designs of the clothing. Walls are paneled in cherry wood, dressing rooms are divided by painted, oriented strandboard with cherry wood pivoting panels as doors, and clothes are displayed on braided bronze-wire rope anchored to the walls with bent steel-plate brackets. The ceiling is folded gypsum board, to conceal structural and mechanical elements, while the concrete floor is stained with a special bronze-and-steel-dust transparent coating devised by Helfand. . . . Helfand will also be designing a house in **Oakland Hills**, near San Francisco, on the same site as her first house project in 1973. The house was destroyed in the October brush fire, and while the original clients no longer live there, the present owners wanted her back.

### In the City

**Michael Avramides** is designing a **Ben & Jerry's** ice cream store at 2 East



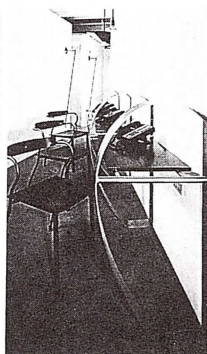
Ben & Jerry's, Michael Avramides



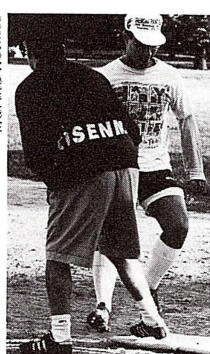
125th Street for Harlem entrepreneur Joseph Holland. Holland, the founder of **HARKhomes**, a nonprofit organization that provides work and housing for the homeless, hopes to open the 890-square-foot store in the spring. The ice cream company has donated the franchise and sold the equipment to Holland at cost while Avramides donated his services. "Since the area is being revitalized," Avramides says, "we decided the design should evoke an ice cream parlor typical of one in the area's heyday in the 1940s." Avramides is installing a pressed-tin ceiling, mahogany counter, and ceramic tile on the floor. . . . **Raul de Armas** and **Leon Moed**, until recently partners with Skidmore, Owings & Merrill in New York, are forming a firm, **Moed de Armas**. "We have worked together so well and so long," says de Armas. "This partnership is an extension of what we have always done. There is a strong bond between us." . . . **Perkins Geddis Eastman** is now **Perkins Eastman & Partners**. Founding principal **Barbara Geddis** has opened an office in Stamford, Connecticut, while the two other founding principals, Brad Perkins and Mary-Jean Eastman, have expanded the New York office to include three other principals, J. David Hoglund, Jonathan Stark, and Aaron Schwarz. . . . Architect **William Green** recently completed the New York showroom for the **Newmark Rug Company** on lower Fifth Avenue. He subdivided the 5,000-square-foot space of an old office building into separate viewing and sales areas with freestanding, sloping ash partitions placed on an angle to the orthogonal plan. The partitions are stained in an array of translucent pastel colors. Lighting fixtures are black, bent tubular metal, which Green worked on with Jerry Style, the furnishings shop. Green, who



Photos: John Nasta



Martha Holmes



Newmark Rug Co. showroom, and telephone stand, N.Y., William Green

"Radiant City" puppets

Baseball's endgame

received his M.Arch. from the University of Colorado in 1980, has had his own practice in New York since 1986. ...

**Davis Brody** won the contract to design the **Center for Disease Prevention** laboratory for the Health Science Division of **Columbia University**. ...

## Casa Famiglia

The selection of the architectural team for the Casa Italiana generated a certain amount of speculation in the last few months. The building, at 117th Street and Amsterdam on the Columbia University campus, will be renovated for the new **Italian Academy for Advanced Studies in America**, being formed by Columbia and the Italian government.

Columbia invited a number of architects to submit particulars about their services in competing for the adaptation and renovation. The short list included **Pasanella + Klein**, **Aldo Rossi** in association with **Wank Adams Slavin**, **Italo Rota** in association with **Buttrick White & Burtis**, and **Davis Brody**.

The shoo-in entrant, so it was thought, was the team of Rossi and WASA. After all, Rossi is world famous, yet hasn't designed a building in the area; and WASA has had a lot of experience working on Columbia University buildings. However, the selection committee — composed of Maristella Lorch, director of the Academy; Pietro Sebastiani, the Italian Deputy Consul; Jonathan Cole, the Columbia provost; Lawrence Kilduff, Columbia's vice president of facilities; and Bernard Tschumi, dean of GSAPP — selected Rota and Buttrick White & Burtis. While Rota is not well known here, he has practiced in Paris for some time and worked for Gae Aulenti on the Musée D'Orsay. Buttrick White & Burtis has a strong reputation for renovating New York buildings. And Sam White is the great-grandson of **Stanford White**, whose firm designed Casa Italiana. Even though the Casa was built in 1927, long after White's death, it might have made an impression that BWB and Rota had actually consulted original drawings of the building at the New-York Historical Society before making a design proposal.

Evidently not many of the architects went this far. Indeed, some point out that it wasn't meant to be a "design"

competition, but a selection by qualifications. Nevertheless, it is perfectly legal, and, as White has said, "Sometimes you have to go beyond what is required to get the job." Winning isn't easy. ...

## America's Favorite Pastime

Eisenman Architects added luster to more than its softball record in this year's Softball League Après Moderne (S.L.A.M.) championship, in which Eisenman defeated Hardy Holzman Pfeiffer Associates with 6-3 and 11-10 wins on October 8 and 9. The firm also added to its "killer" reputation of doing anything necessary to win.

The controversy started in the two-game "A" division finals, which pitted Eisenman, with a 9-4 record, against Gwathmey Siegel & Associates Architects, whose record was 12-1. Gwathmey Siegel beat Eisenman 18-5 in regular season play; Eisenman won both finals games, 7-1 and 7-4. However, one of Eisenman's players was not on the team's mid-season roster. According to Eisenman's office, the player, reportedly a former varsity athlete at Ohio State, had just been hired by the Columbus, Ohio-based joint venture Eisenman/Trott, although a representative from Richard Trott & Partners said in a recent phone call that the player had not been employed there in the last year.

Gwathmey Siegel protested because the player was not an employee of Eisenman Architects in New York, and thus, they argued, should be considered in the "others" category; Eisenman had already used its allowance of four "others." The Rules Committee decided to disqualify Eisenman and award the victory to Gwathmey Siegel. The committee wrote that although no rules exist for this type of situation, a violation of "certain 'unwritten' rules ... could exemplify poor sportsmanship."

Eisenman protested, however, and a vote by uninvolved teams decided that the Eisenman-Gwathmey Siegel games should be replayed. At this point, however, Gwathmey Siegel refused. An October 4 letter noted, "We take exception to the final decision being made outside the limits of the Rules Committee. ... Any solution that would allow a team to violate rules and

continue play is contrary to the spirit of the League." But what would Machiavelli have said?—**A.E.M.**

## Great Manipulations

by Andrea Monfried

Master manipulator Robert Moses was the subject of a multimedia spectacle at the American Place Theatre, *The Radiant City*, written, designed, and directed by Theodora Skipitares. Powerful music, on-target lyrics, creative staging, and especially the "cast"—consisting entirely of puppets in a variety of sizes—were all characters in the presentation. Skipitares presented lot of material in a fairly comprehensible form, starting with New York's early history — Ice Age and Indians — and a quick digression on the Depression ("The city of our dreams taught us what true misery means."), thus tracing Moses's career as it peaked and declined.

Some of the tableaux were truly stunning: a map of highways and bridges planned by Moses is gradually illuminated with small red lights; once the map is rotated, the lights become pulsing red arteries within Moses's brain. In another, tiny road builders lift a shining street as a platform for a huge Moses, towering above all. The manipulated puppets themselves work especially well as an analogue to Moses's machinations. Occasionally the scenes didn't quite come off; even so, the saturation of images encapsulated Moses's overwhelming power in the 1940s and '50s.

Social and political commentary underlay the vivid presentation. Jones Beach is criticized because it attempts to keep blacks away. The destruction of neighborhood parks and the subsequent loss of bourgeois support are suggested as reasons for Moses's downfall. And toward the end, the Rockefeller brothers are Moses's twin nemeses: "We'll name a park for you, hell, we'll even name a view, and find you something harmless to do."

*The Radiant City* at first seemed a misreading of Le Corbusier's Ville Radieuse — instead of towers in the park, we get whirling Chrysler, Empire State, Pan Am, and Citicorp buildings. Nevertheless, the title was apt in the end because with or without Moses "radiant" is what New York City became.

## Ventures and nisadventures



Diana Agrest

Dorothy Alexander

## URBAN STORIES

*Dealing with reality:  
Shall it be yesterday,  
today, or tomorrow*

### In Case You Missed the Fall. . .

by Katherine Chia

**Raimund Abraham**, a professor of architecture at Cooper Union and Pratt, warned students about "the danger of promotion and hype in architecture," in a lecture held at Columbia on September 30. "This autonomous superstar mentality, often supported by historians and institutions, results in architects without architecture." . . .

On October 3, Harvard's **Jorge Silvetti** spoke at the Architectural League about the work of Machado and Silvetti and the current state of architecture: "There is a certain retreat to . . . positions that undermine architecture. Whereas in the 1960s we had to fight against architecture becoming a case study of sociology, operations research, behavioral sciences, and the like, it's the time now to take up yet another fight: architecture has become a case study for the illustration of philosophy, of literature, and a poor sister of the visual arts." . . .

On October 10, the Architectural League sponsored a panel discussion to review **Diana Agrest's** book *Architecture From Without* (MIT Press). Panelist Mark Wigley announced, "This evening has all the potential vulgarity of a celebrity roast — a colleague being slowly turned on a spit over hot coals." However, Wigley, Anthony Vidler, Beatriz Colomina, and moderator Lynne Breslin applauded the book with such aplomb that it swept Agrest off the coals and up onto a pedestal. Agrest, sitting in the audience, responded: "The book has no recipes [for architecture]. You have to start by forming questions. The moment you make any attempt to give any kind of prescription, you are totally betraying the work of theory as a critical practice." . . .

**Santiago Calatrava**, the winner of St. John the Divine's **Bioshelter** competition, spoke to an audience of about 600 people in an event organized by the Architectural League on October 17. In talking about his work, Calatrava said, "I would like to show how the same number of elements, combined in different ways, can generate different forces and forms which perform the same thing."

### City Planning Moves

For those of us who have been waiting to hear what Richard Schaffer and his City Planning Commission are going to do about addressing the range of planning and zoning issues facing this city (*Oculus*, February 1991, pp. 8–11), there is somewhat heartening news. The **City Planning Commission** is organizing a **symposium**, "Planning and Zoning New York City: Yesterday, Today, and Tomorrow," to be held on January 30, 1992. The symposium, cosponsored by the Metro Chapter of the American Planning Association, will examine the landmark 1916 ordinance — its influence and the problems that it created — and explore the background for the 1961 reforms. Current strategies and trends in land use, as well as socioeconomic factors, will also be analyzed, with various scenarios for the future examined. Sigurd Grava and Jonathan Barnett will moderate sessions.

This is all part of a process that is meant to result in a "zoning and planning report," which is due at the end of 1992. According to the current City Charter, the City Planning Commission must file such a report every four years. The document is to include a statement of policy, significant plans or studies undertaken during the previous four years, an analysis of the zoning resolution, and proposals for implementing plans.

In anticipation of the symposium — and the report — City Planning is organizing a review session on December 9, 1991, during which various invited guests will discuss their planning ideas for the city. Then, in the spring, panel discussions are scheduled to take place to continue investigating planning and zoning topics. The City Planning Commission and its department will thus be able to draw up a draft of the zoning and planning report by June, which will then be the subject of hearings in the fall.

The discussions sound interesting, but the time frame seems problematic. If the major event is in January and the discussions follow in the spring, is it possible to have a draft written by June that will be more than a list of problem areas to look into? To be sure, a lot will depend on who is talking at those panels and just what is being said. Because of

New York's critical economic situation, its dependence on certain businesses staying here, and its constantly changing demographics, one hopes the discussions will include people outside planning and urban design, such as economists, bankers (e.g., Felix Rohatyn), real estate developers (e.g., Olympia & York), heads of the communications industry (e.g., the Sulzbergers, Steve Ross), and so on. —S.S.

*The December 9 review session will be held at noon in the former Board of Estimate Chamber, City Hall.*

### Dinkins Gives Demerits

The following architects and engineers were charged with misconduct and noncompliance with the city's building code in the most recent crackdown by Mayor Dinkins and Buildings Commissioner Rudolph Rinaldi:

**Steve Bass** of Manhattan for misrepresenting himself as a New York City-certified asbestos inspector.

**Joseph Feingold** of Manhattan for misstating that a job conformed to plans approved by the Department of Buildings.

**Jami Stutz** of Manhattan for submitting an estimation of the cost of a project which greatly undervalued the true cost.

**Ralph Wuest** of Queens for stating on a report that a job conformed to plans approved by the Department of Buildings.

**John Strange** of Brooklyn for misrepresenting existing conditions of a structure on an application to alter it.

The charges against these architects are being heard by the Office of Administrative Trials and Hearings.

A group charged last December received fines and were denied "fast track" privileges in filing with the Buildings Department. As Rinaldi put it, this "should send a clear signal that architects or engineers who do not live up to their professional responsibilities will be pursued and punished."

## OTHER MATTERS

**"No type of dispute resolution guarantees 'winning.'"**

### Getting Paid

by C. Jaye Berger, Esq.

Often arbitration seems a better method for solving a dispute than litigation. However, it too can be frustrating. One architect who invoked the arbitration provision in his contract found that his client took him to court to challenge his right to use it. The case went to arbitration anyway and the architect won. But then the client refused to pay the award. The architect was forced to have the amount confirmed in a judgment (a court proceeding necessary if the arbitration award is not paid). The client still didn't pay and sought an appeal based on "gross error." The architect eventually settled and got most of the amount he had been awarded. But the whole process took fifteen months.

It's clear that no type of dispute resolution guarantees "winning." If the parties had decided to sue instead, the case would have taken several years in court, with more expenses for discovery, motions, and a trial. The outcome would not have been more likely to favor the architect. While some cases are hotly contested, *most* adversaries do not get the court involved and do pay their awards if they have the funds.

However, I find arbitration works best in small- to medium-sized disputes in which there are no more than two to five hearing days. When disputes involve more than \$100,000, the arbitration panels increase to three members. Scheduling so many professionals is difficult and can cause the hearings to stretch out over many months. There also tend to be many witnesses, and

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their testimonies may occur with long intervals between hearings.

As always, consult an attorney knowledgeable in this area to decide which method of dispute resolution will work best for you. Arbitration can only be used if both parties agree to it in a signed contract, or agree to use it voluntarily after a dispute has arisen. This is rare.

*C. Jaye Berger, Esq., is an attorney in New York City who specializes in representing architects.*

### Obituary

Architect **Frederick G. Frost, Jr.**, died on October 26 at the age of 84. He was the second of three generations in architectural practice. Frost, after studies at Princeton and Yale and a short stint with the Historic Buildings Survey of the Works Progress Administration, started working in his father's firm in 1933. A project from that time is the Queensbridge Houses, then the country's largest public housing project, completed in 1939. Housing was of lifelong interest to Frost.

After his father retired in 1955, the firm (formerly Frederick G. Frost) became Frederick G. Frost Jr. & Associates. Among the firm's New York projects were the Stanley Isaacs Houses, on First Avenue between 93rd and 95th streets, completed in 1966, and the award-winning PS 36 at 123 Morningside Drive, completed in 1967. Other projects included several more schools for the New York City Board of Education; the Houdry Laboratory in Marcus Hook, Pennsylvania; Anaco Village in Venezuela; the Socony-Vacuum Laboratory in Paulsboro, New Jersey; the General Electric Management Institute in Crotonville, New York; and the Coast Guard Administration Building in New York City. Frost was also president of the NYC/AIA from 1971 to 1972.

His son, Arthur Corwin Frost, started working in the family firm in 1960 and became a partner in 1968, when the firm was renamed Frost Associates. Frederick Frost, Jr., retired fully in 1972. Said his son, "My grandfather and my father both had a strong sense of apprenticeship — of teaching and learning as you went along."—**A.E.M.**



Frederick G. Frost, Jr.,  
1967

Courtesy New York Times

### Clarification

In the November issue of *Oculus*, we should have made it clear in a caption to the article "African-American Architects Documented" (pp. 8–10) that **Lou Switzer** is an interior designer, not an architect. Switzer is identified as an interior designer in Jack Travis's excerpted introduction to his book, *African American Architects in Current Practice* (p. 7). However, Switzer's photo was published without that identification, which has caused some confusion.

### Views

It seems that names have become more important than news in *Oculus*. Reading *Oculus* — especially your latest issue [October 1991] — is like reading *People* magazine. One suspects that architects like seeing their names in print.

I would be very happy if you would satisfy some of my curiosity regarding issues that as an architect I find myself wondering about:

What are the client responses to the deconstructivist projects we see so beautifully presented in model form? (I am sure they must ask about leaks, but perhaps they don't.)

Does the new world order, driven by unabashed free-market economics, care about public space?

What are the ethics of hiring full-time (or nearly full-time), unpaid interns in a notoriously underpaid profession?

What do architects really think of Biosphere II?

What has been the effect of the media on the practice of architecture?

**James Hadley**

*[We do like to print news of who gets what project, and our readership survey indicates a high interest in this area. We could omit the names of those who get the jobs, but we suspect this would only add to architecture's mysteries. Nevertheless, your suggestions for future issues are very welcome and topical.—S.S.]*

LOUIS I. KAHN

Writings, Lectures, Interviews

introduced and edited by Alessandra Latour

DIANA I. AGREST

THE PAINTINGS AND SKETCHES OF  
LOUIS I. KAHNexquisite  
corpse

MICHAEL SORKIN

# Kahn Christmas Books

## Reviewed by Suzanne Stephens

### Exquisite Corpse: Writing on Buildings

By Michael Sorkin, Verso, \$34.95

Any book whose jacket carries Paul Goldberger's enthusiastic nonendorsement "Michael Sorkin's brand of writing... is bound to be spicy. This collection of essays does not disappoint. Sorkin has burned bridges and bitten hands with an abandon and gusto called reckless and mean-spirited by victims, well-targeted and morally based by others. Sorkin shows he can be all heart if the direction is right (as shown by Rudolph, Ranalli, Ambasz, Hadid). Yet in his corpus there is more than one corpse with slash and burn marks showing. A few essays are just riddled with typos. But who can fail to be amused by the truly funny satire "A Bunch of White Guys (and Three Japanese) Sitting Around Talking"?

### Architecture From Without: Theoretical Framings for a Critical Practice

By Diana I. Agrest, MIT Press, \$30

Agrest analyzes architecture's diminished role in cities dominated by mirrored-glass buildings, never-ending skyscrapers, and urban-plans-as-activity-systems. The essays, collected over a twenty-year period, reflect the author's investigation of history and theory (particularly semiotics) in relation to the city and architecture. It helps if readers have a solid grounding in theory and are willing and agile enough to take leaps — with the author — over certain crevices that appear in moving between physical, philosophical, and historical worlds.

### Frank Furness: The Complete Works

By George E. Thomas, Jeffrey A. Cohen, and Michael J. Lewis, introduction by Robert Venturi, Princeton Architectural Press, \$64.95 cloth, \$39.95 paper

Since the publication of James F. O'Gorman's catalogue to the Furness exhibit in 1973, the number of buildings attributed to Furness — owing to efforts by Thomas and team — has risen from 366 to 649. Small wonder Furness was able to transform the quiet "Quaker Style" image of Philadelphia in the late nineteenth century. The book's essays offer further information and insight into his practice as well as that of his peers and followers, all of whom became a target for "Architectural Aberration" columns in the early years of *The Architectural Record*.

### Louis I. Kahn: In the Realm of Architecture

By David B. Brownlee and David G. De Long, introduction by Vincent Scully, Rizzoli, \$60 cloth, \$40 paper

The catalogue to the exhibition initiated by the Museum of Contemporary Art in Los Angeles is a prodigious tome exploring Kahn's oeuvre. Brownlee's and De Long's essays examine Kahn's thought and design, while a number of shorter essays by other scholars focus on selected buildings and projects. There is a certain overlap, but it doesn't seem possible that they missed anything.

### Louis I. Kahn: Writings, Lectures, Interviews

Introduced and edited by Alessandra Latour, Rizzoli, \$50 cloth, \$35 paper

Latour has collected the written and spoken words of Kahn, from his most straightforwardly pragmatic utterances to his most ethereally poetic ones. The texts, dating from 1931 to his death in

1974, show the importance of the verbal articulation of architectural ideas in the creative process.

### Karl Friedrich Schinkel: A Universal Man

Edited by Michael Snodin, Yale University Press and the Victoria and Albert Museum, \$40

The architecture, paintings, watercolors, interiors, furniture, and even fabrics of Schinkel are well illustrated in this handsome and extensively captioned catalogue for the recent show at London's Victoria and Albert Museum. The curator of the exhibit, Michael Snodin, has put together the first major work in English on the architect, which includes both lively and not-so-lively essays by German and English scholars.

### The Architecture of Mott B. Schmidt

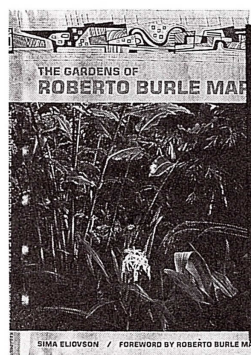
By Mark Alan Hewitt, introduction by Robert A. M. Stern, Rizzoli, \$50

The early-twentieth-century architect who helped bring American Georgian classicism to its apogee is well represented by a book whose format, type, and even new color photos by Peter Mauss and Cervin Robinson exude "the way we lived" look. Mark Hewitt's text nicely places Schmidt within his time by tracing the architect's development from his days at Pratt to his success as "the master of the urbane Upper East Side townhouse." The elegantly proportioned houses indeed show why Schmidt's client list ran from A to V — the Astors to the Vanderbilts.

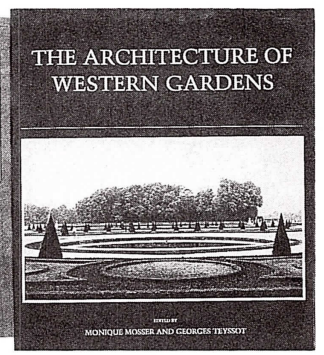
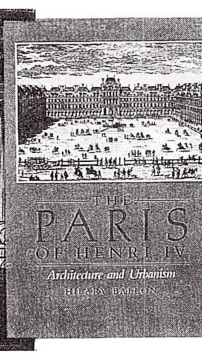
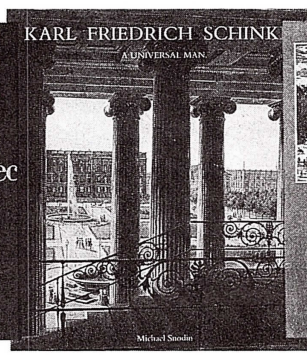
### Richard Meier, Architect, Volume 2

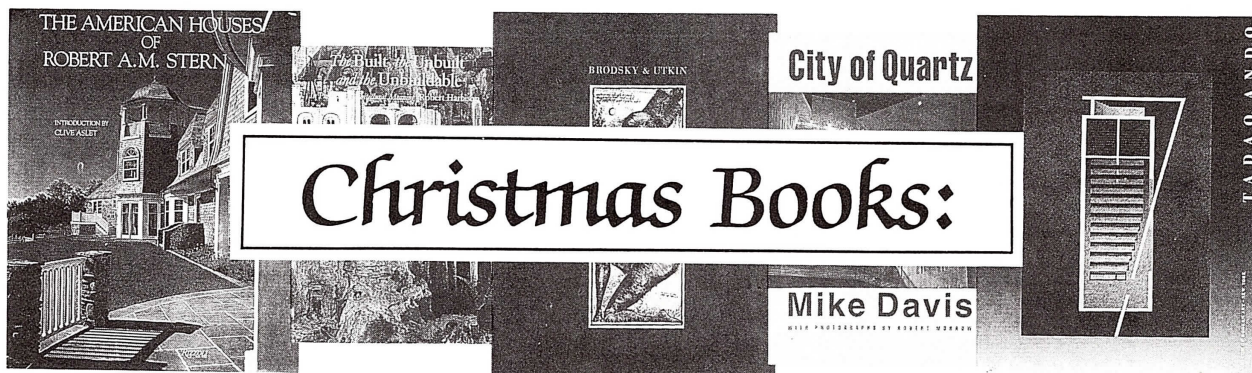
Preface by Richard Meier, essays by Kenneth Frampton and Joseph Rykwert, Rizzoli, \$60 cloth, \$40 paper

The sequel to the best-selling 1984 volume. The book is lavish and pristine, packed with projects presented in a



Richard Meier Architect





## Christmas Books:

calm, smooth manner. Some of the projects themselves are breathtaking, others need some air. An essay by Kenneth Frampton astutely examines successes and failures of certain of Meier's formal motifs, themes, and directions. Another essay by Joseph Rykwert thoughtfully places the work in the context of Meier's overall evolution.

### Deconstructing the Kimbell: An Essay on Meaning and Architecture

By Michael Benedikt, Sites Books, \$15.95

It is publishing wisdom that the public doesn't respond to books devoted entirely to one building. This book could be an exception. In spite of the fashionable title, the author holds true to the title's promise and moves the reader on a tour through the principles of deconstruction and then through the decidedly non-deconstructivist Kimbell Art Museum. Benedikt's argument that deconstruction is a critical tool enabling one to analyze buildings that are not necessarily visual analogues to the literary theory is successfully advanced by his clear, readable style.

### The Paris of Henri IV: Architecture and Urbanism

By Hilary Ballon, The Architectural History Foundation and MIT Press, \$35

Henri IV, as Ballon maintains, was not interested in humanist thought. Nevertheless, he added on to the Louvre and created the Place Royale (now Place des Vosges), among other urban efforts. Ballon's detailed account points out how Paris became a handsomely scaled city through the king's *grand dessein*. Mitterrand's *grands projets* just aren't the same thing.

### Towns and Town-Making Principles

By Andres Duany and Elizabeth Plater-Zyberk, with essays by Leon Krier, Alex Krieger, et al., Rizzoli, \$25  
The recent towns, cities, and villages that the firm of Duany and Plater-Zyberk has been creating in its fight against suburbia are enlarging in critical mass. The firm attacks suburban sprawl from several angles, including the creation of regulatory building and planning codes as well as the use of seductive "hometown" imagery to convey the possible types of architecture and landscape. The work doesn't address the problem of urban slums, but at least it tries to redress the equally pervasive

destruction of the landscape by the middle classes.

### The Architecture of Western Gardens: A Design History from the Renaissance to the Present Day

Edited by Monique Mosser and Georges Teyssot, MIT Press, \$95 through December 31; \$125 thereafter

A compendium of over 70 essays on historic gardens of Europe and America which share similar humanist roots. General chronological essays from the sixteenth to the twentieth centuries and short articles on specific themes should provide a good bit of reading until the spring thaws. About 50 plans, which have been redrawn, meticulously complement the photos and drawings. Worth the price.

### An English Arcadia 1600–1990

Compiled and with an introduction by Gervase Jackson-Stops, AIA Press, in association with the British National Trust, \$32.50

Handsome catalogue with exquisite drawings of towers, banquet houses, topiary, and of course traditional gardens in England. In case you're wondering, the twentieth-century material is sparse — but does include Edwin Lutyens, Charles Paget Wade, Rex Whistler, and Quinlan Terry.

### Wars of Classification: Architecture and Modernity

Edited by Taisto H. Makela and Wallis Miller, with essays by Stanford Anderson, Beatriz Colomina, Jean-Louis Cohen, responses by Alan Colquhoun, K. Michael Hays, Robert Maxwell, Anthony Vidler, Princeton Architectural Press, \$14.95

These clear, lucid essays, presented at a symposium organized by Princeton University, examine certain historical (and current) issues and findings relating to Loos, Le Corbusier, and French and German architecture in World War II.

## Reviewed by Andrea Monfried

### The Built, the Unbuilt, and the Unbuildable: In Pursuit of Architectural Meaning

By Robert Harbison, MIT Press, \$25  
What gives architecture meaning? In this fascinating exploration of architectural extremes — monuments, ruins, and unbuildable works — as well as marginal

areas, such as gardens and architecture in paintings, Harbison discusses inherent versus allusive signification. Clearly written, crisply presented.

### The Walls Around Us: The Thinking Person's Guide to How a House Works

By David Owen, Villard Books, \$21  
Architects may gasp at this amateur renovator's work on his own house, but the very funny, well-researched text demonstrates the difference between those who design houses and those who live in them.

### The American Houses of Robert A. M. Stern

Introduction by Clive Aslet, Rizzoli, \$75

Impeccably produced, with sumptuously saturated photographs and fine line drawings (though the plans could use additional annotation). Aslet's essay nicely comments on typical Stern themes.

### Tadao Ando

By Kenneth Frampton, Museum of Modern Art, \$17.50

Frampton's essay presents this unique Japanese architect. Unfortunately, the austere black-and-white reproductions belie the true richness of the colored originals, and only the simple projects benefit from the sparse documentation and surprising scarcity of interior drawings or photos.

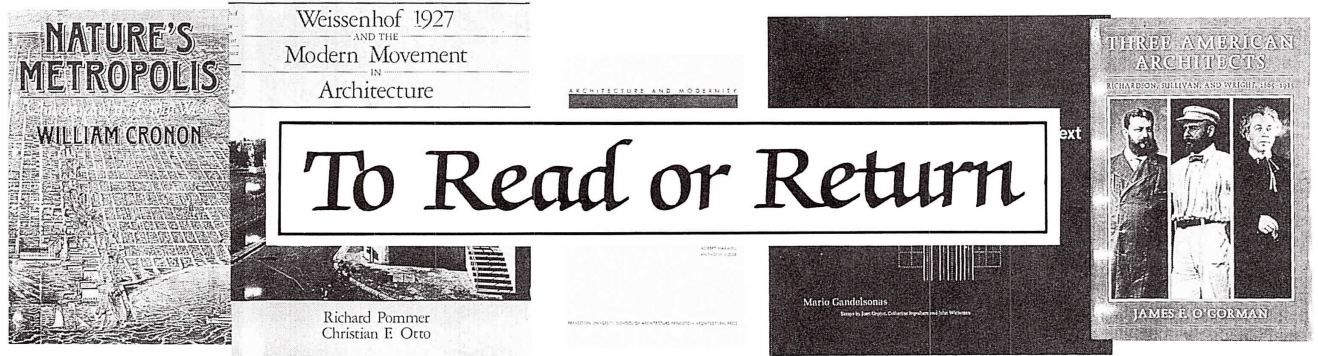
### Brodsky & Utkin

By Lois E. Nesbitt, Princeton Architectural Press and Ronald Feldman Fine Arts, \$21.95

Nesbitt not only discusses the backgrounds and careers of Alexander Brodsky and Ilya Utkin, but traces the development of the so-called Paper Architects — those who for the most part design for theoretical competitions — within the architectural history of the Soviet Union. The pair's etchings are works of a stunning, Piranesian complexity.

### Weissenhof 1927 and the Modern Movement in Architecture

By Richard Pommer and Christian F. Otto, University of Chicago Press, \$65  
This definitive history omits nothing: the historical backdrop, personalities and negotiations, project discussions complete with intention and realization, and significance — both architectural



# To Read or Return

and social — all with complete bibliographic and photographic documentation. Exactly what this Modern enclave in Stuttgart has long deserved.

## Three American Architects: Richardson, Sullivan, and Wright, 1865–1915

By James O'Gorman, University of Chicago Press, \$24.95

O'Gorman's goal is to present the three favorite sons both individually and collectively; while he does succeed in tracing individual careers, the book is too short to discuss their interrelationships extensively. In addition, the concentration solely on built projects leaves some gaps. Still, the many illustrations and historical grounding contribute to a valuable, if not complete, overview of the subject.

## The Urban Text

By Mario Gandelsonas, Chicago Institute for Architecture and Urbanism, MIT Press, \$14.95

Twenty-nine computer-generated 'layers' constitute a visually compelling analysis of Chicago's urban elements. The drawings are formally evocative and offer essayists Joan Copjec, Catherine Ingraham, and John Whiteman plenty of material for theoretical philosophizing on mapping and reading. However, for those unfamiliar with Chicago, the plates themselves might be difficult to "read," particularly concerning the implication of the exercises.

## The Gardens of Roberto Burle Marx

By Sima Eliovson, Sagapress/Abrams, \$45

## Roberto Burle Marx: The Unnatural Art of the Garden

By William Howard Adams, Museum of Modern Art, \$22.50

These two books on the Brazilian Burle Marx and his gardens, which use mostly indigenous plants and other elements in organic, often amoeba-like designs, complement each other surprisingly well. Eliovson's extensive essay provides a wealth of concrete information, whereas Adams's, after a personable 'lifestyle' introduction, places Burle Marx historically. While there is some overlap among projects, the more complete documentation in Eliovson's book is balanced by the inclusion of unrealized projects in the Adams catalogue.

## Beauty and the Beast

Illustrated by Charles Moore, Rizzoli, \$17.95

## Dorothy in Dreamland

Illustrated by Stanley Tigerman, Story by Tracy Tigerman and Margaret McCurry, Rizzoli, \$17.95

## The House that Bob Built

By Robert A.M. Stern, Illustrated by Andrew Zega, Rizzoli, \$17.95

## Aesop's Fables

Illustrated by John Hejduk, Rizzoli, \$17.95

Teach your children well. Teach them architectural drawing: Moore's castles for his benign beast are drawn in perspective and section. Teach them teamwork: The Tigerman family collaboration is reflected in the fairytale accumulation in *Dorothy*, including the three little pigs and their well-constructed houses. Teach them the art of fine living: "Bob's House," designed with elements from his *American Houses*, features a "room where eight can dine." Teach them life's lessons: In the best of the bunch, Hejduk's bold temperas illustrate some Aesop favorites.

## Reviewed by Edward Eigen

## Out of Site: A Social Criticism of Architecture

Edited by Diane Ghirardo, Bay Press, \$16.95

Conspicuously absent from current architectural discourse, social ideals and practices are the focus of this collection of engaging essays by authors such as Rosalyn Deutsche and Michael Davis. The entries are slightly uneven in accomplishment and purpose, as is the bold helvetica on brown, faux-recycled paper. A welcome and needed rejoinder to the ceaseless palaver of self-styled, left-bank theorists.

## Perfect Cities: Chicago's Utopias of 1893

By James Gilbert, University of Chicago Press, \$27.50

A competent, if not compellingly written, analysis of the resonances and discrepancies between the visionary, instrumental, and evangelical utopias of Chicago in the year of the Columbian Exposition. The juncture of the White City and Midway frames a thesis about a nascent popular culture conceived for an emerging Protestant middle class.

Handsomely laid out, the book would benefit from more illustrations.

## Nature's Metropolis: Chicago and the Great West

By William Cronon, W. W. Norton & Co., \$27.50

"Second nature," culture, and commerce are conspirators in this chronicle of nineteenth-century Chicago and its hinterlands. Cronon analyzes booster ideology and the rationalization of transportation for the purpose of narrating the conceptual and actual flow of meat, lumber, and grain through time and space. Richly illustrated: pay special attention to Cronon's maps of the geography of the capital. A true work of scholarship, Cronon's unique methodology makes this book a challenging and highly rewarding read for all urbanists.

## City of Quartz: Excavating the Future in Los Angeles

By Mike Davis, Verso, \$24.95

By the end of this apocalyptic thriller describing the dark political and social cynicism that has shaped L.A., the book's cryptic title and the city's quasi-mythical socialist past become clear, commenting on a troubled present. Davis, a veteran activist turned teacher, dismisses postmodern prosody in favor of describing urban realities. Except for the eerie cover photo, Robert Morrow's photos miss the mark.

## Electrifying America: Social Meaning of a New Technology

By David E. Nye, MIT Press, \$29.95

Muncie, Indiana, "Middletown," is mirror and lamp for this widely ambitious study of the instrumentalization and eventual domestication of electrical service in America. Nye doggedly pursues myriad commercial stratagems and cultural responses to a phenomenon that exerted an irrevocable force on twentieth-century life and urbanism. Well illustrated, a book to broaden the possibilities of architectural studies.

## Edge City: Life on the New Frontier

By Joel Garreau, Doubleday, \$22.50

*A Let Us Now Praise Famous Men* with the soul of *USA Today* — though the graphics aren't nearly as good — about and for those in temporarily interrupted high-speed transit left with a moment to think. Not easily confused with Steven Holl's *Edge of a City*, this boosterish account of quasi-urban spread — the

## Christmas Books



### Beauty and the Beast

Illustrated by  
CHARLES MOORE



### Dorothy in Dreamland

Illustrated by  
STANLEY TIGERMAN  
Story by Tracy Tigerman  
and Margaret McCurry



### The House that Bob Built

ROBERT A.M. STERN



### Aesop's Fables

Illustrated by  
JOHN HEJDUK

"frontier" of the title is a misnomer — comes complete with a glossary and only lacks a spread sheet. Worth the read, maybe, for it is certain to become a topic of conversation.

## Reviewed by Anne Rieselbach

### Old Houses

*Photographed by Steve Gross and Susan Daley, text by Henry Wienczek, Stewart, Tabori & Chang, A National Trust for Historic Preservation Book, \$50*

Like the tattered elegance of Miss Havisham's wedding dress and boudoir, many of the houses illustrated bear the ravages of time on their patrician bones. Eighteen historic houses nationwide are featured in their preserved but not restored state.

### Russian Houses

*By Elizabeth Gaynor and Kari Haavisto, with essays by Darra Goldstein, Stewart, Tabori & Chang, \$65*

Ever wonder where Lenin slept, Stanislavsky ate, or Tolstoy washed? Their residences, along with those of laborers, fishermen, and czars, are illustrated and described here. From the gilt-edged walls framing the enfiladed rooms of Russian imperial palaces to today's more modest dwellings, the book presents a colorful cross section of Russian design. The emphasis is on tradition: while Melnikov's spare, linear house is included, the rest of modern architecture doesn't get a footnote.

## Diaries

### A4 architects and designers diary 1992

*Published by Mark Time, Distributed by Para/Graf, 877-6239, \$19.95*  
The featured essay on Bernard Huet's renovation of Ledoux's Place Stalingrad — except for the photographs and drawings — doesn't do the project justice. The diary also includes tidbits like Corb's modular.

### Architecture Desk Diary 1992

*Rizzoli, \$19.95*

Ignore the garish cover: photographs and drawings of buildings and projects from architects worldwide will serve as inspiration or enervation.

## Architecture 1992

*AIA Press, \$11.95*

The title is a little off, considering the illustrations (all from the AIA Photo Contest) are of subjects such as bus stops and Greek island streets.

## Journals

### Composición Arquitectónica Art & Architecture

*Vol. 6, June 1990, and Vol. 7, October 1990, Rizzoli, \$30*

These two lavish periodicals from the Institute of Arts and the Humanities of the Fundación Faustino Orbeagoza Eizaguirre, in Bilbao, Spain, show an orientation toward architecture and art that reflects classical, vernacular, and modernist predilections: Volume 6 includes articles on the recent work of classically oriented Demetri Porphyrios, on Aalto's debt to Alberti, on Piranesi, and an interview with E. H. Gombrich. Volume 7 concentrates on the recent works of Jorge Silvetti and Rodolfo Machado and others. The Spanish/English articles are intelligent, the photographs and drawings sumptuous.

## Not here at press time

### The Paintings and Sketches of Louis I. Kahn

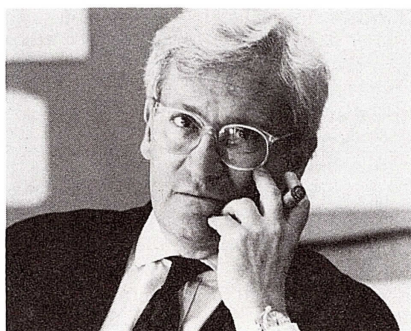
*By Jan Hochstim, introduction by Vincent Scully, Rizzoli, \$85*

### Arquitectonica

*By Beth Dunlop, AIA Press, \$40*

### Rem Koolhaas/OMA

*Jacques Lucan, Princeton Architectural Press, \$42.50*



Number 10 at Rizzoli: Oriol Bohigas spoke at IDCNY October 18, courtesy Formica plus The Architectural League.

## URBAN CENTER BOOKS' TOP 10

*As of October 30, 1991*

1. **Transmission Towers on the Long Island Expressway: A Study of the Language of Form**, Michele Bertomen (Princeton Architectural Press, paper, \$9.95).
2. **Exquisite Corpse: Writing on Buildings**, Michael Sorkin (Verso, cloth, \$34.95).
3. **The Paris of Henry IV: Architecture and Urbanism**, Hilary Ballon (MIT Press, cloth, \$35.00).
4. **Karl Friedrich Schinkel: A Universal Man**, Michael Snodin (V&A/Yale, cloth, \$40.00).
5. **Philosophical Streets: New Approaches to Urbanism**, ed. Dennis Crow (Maissoneuve Press, paper, \$12.50).
6. **Frank Furness: The Complete Works**, George Thomas, Michael Lewis, Jeffrey Cohen (Princeton Architectural Press, paper, \$39.95).
7. **Santiago Calatrava: Engineering Architecture**, Werner Blaser (Birkhauser, cloth, \$64.00).
8. **A + U 91:08: Lebbeus Woods** (Japan Architect, paper, \$65.00).
9. **The Experience of Place**, Tony Hiss (Vintage, paper, \$11.00).
10. **Deconstructing the Kimbell: An Essay on Meaning and Architecture**, Michael Benedikt (SITES Books, paper, \$15.95).

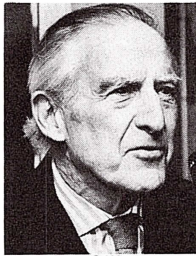
## RIZZOLI BOOKSTORES' TOP 10

*As of October 29, 1991*

1. **The Elements of Style: A Practical Encyclopedia of Interior Architectural Details — from 1485 to the Present**, eds. Stephen Calloway, Elizabeth Cromley (Simon & Schuster, cloth, \$65.00).
2. **Karl Friedrich Schinkel: A Universal Man**, Michael Snodin (V&A/Yale, cloth, \$40.00).
3. **Russian Houses**, Elizabeth Gaynor and Kari Haavisto (Stuart, Tabori & Chang, \$65.00).
4. **Deconstruction: A Student Guide**, Geoffrey Broadbent (Academy Editions/St. Martin's Press, paper, \$25.00).
5. **Cesar Pelli: Buildings and Projects 1965-1990** (Rizzoli, paper, \$35.00).
6. **Tadao Ando** (Academy Editions/St. Martin's Press, paper, \$24.95).
7. **Berlin Tomorrow**, Vittorio Lampugnani (Academy Editions/St. Martin's Press, paper, \$19.95).
8. **AD: Deconstruction**, ed. Andreas Papadakis (Academy Editions/St. Martin's Press, paper, \$19.95).
9. **Splendor of France: Chateaux, Mansions and Country Houses**, Laure Murat (Rizzoli, cloth, \$110.00).
10. **Barcelona — City and Architecture 1980-1992**, Oriol Bohigas (Rizzoli, paper, \$40.00).

## AROUND THE CHAPTER

Dorothy Alexander



Brendan Gill

Dorothy Alexander



Steven Holl



John Belle

## Architects Update

by Lenore M. Lucey, FAIA

The NYC/AIA Scholarship Committee announced the selection of **Cervin Robinson**, an architectural photographer represented by the Witkin Gallery, as the recipient of the 1991 **Arnold W. Brunner Grant**. The \$15,000 award will enable Robinson to photograph examples of classical orders for a planned book on American monumental architecture from 1880 through 1930.

The NYC/AIA has been notified that Chapter nominees **Brendan Gill** and **The Aga Khan** will be given **Honorary AIA membership**. Both will be accorded the honor at the 1992 Convention in Boston.

The Chapter Board appointed **Raymond Plumey**, AIA, and **Adrienne Green Bresnan**, FAIA, as representatives to the AIA/New York State Board of Directors. Plumey and Bresnan replace **James Garretson**, AIA, and **Margot Woolley**, AIA, whose terms expire in December. **Ethelind Coblin**, AIA, whose term continues through 1992, is the Chapter's third director. **Douglas F. Korves**, AIA, will continue to represent us in the position of Immediate Past-President on the State's Executive Committee.

In October, at two events held simultaneously, Chapter members received awards from the Fine Arts Commission and the Landmarks Conservancy. Recipients of the **NYC Fine Arts Commission Awards for Design Excellence** were: **James Stewart Polshek and Partners**, master plan for the Newtown Creek Water Pollution Control Plant; **Steven Holl Architects**, renovation of the Strand Theater; **Koenen Associates**, reconstruction of Fishing Piers 1-9; **Davis Brody & Associates**, reconstruction of the Old Bird House, Bronx Zoo; **Carl Puchall Associates**, reconstruction of Carroll Park; **Weintraub & di Domenico**, reconstruction of the Coffey Street Pier; and **Stephen D. Weinstein/John Ellis & Associates**, joint venture, site improvements and handicapped access for the Tottenville Branch Library.

On the same evening, in another part of town, the first **Lucy G. Moses**

**Preservation Awards** were presented by the **New York Landmarks Conservancy**. The conservancy's current president is John Belle, FAIA. Architects recognized that evening were: **Hutchins, Evans and Lefferts**, the Asser Levy Recreation Center (Arnold W. Brunner & William Martin Aiken, 1906); **Prentice & Chan, Ohlhausen**, the Tribeca Film Center (Joseph Wolf, 1906); **The Liebman Melting Partnership**, 55 White Street (Kellum & Son, 1860); and **Li-Saltzman Architects**, St. Albans Church (R.M. Upjohn, 1865).

**Beyer Blinder Belle/Notter Finegold + Alexander** received a 1991 Historic Preservation Award from the District of Columbia/AIA for the Ellis Island National Monument and Museum of Immigration.

In the 1990 NYC Marathon, 155 runners out of 25,845 were architects. Of the 155, there were 132 men and 23 women. Architects represented .06 percent of total runners, as compared to .03 percent of architects in the general population.

A reminder: The Chapter's **Resume File** and **Job File** are available for reference daily from 9:00 a.m. until 4:00 p.m. The Job File contains announcements of available positions culled from many sources around the country. The Resume File contains profiles of qualified candidates seeking positions. We also keep copies of the daily and Sunday *New York Times* (classified sections only), *Progressive Architecture*, *Architectural Record*, *Architecture*, *Interiors*, *Interior Design*, and *ENR*, all of which include "positions available" listings. Whether you are seeking a position or looking to fill one, the Chapter may be your source.

Plus: *Oculus* sponsor **National Reprographics** announced the renewal of their contract to sell **Xerox Versatec Plotters**. The plotters can produce prints from computer files in large and small sizes, in color and in monochrome. For more information contact Lenny Tannenbaum at 366-7072. . . . The **Department of Buildings** has announced that all permits (except sidewalk sheds) will now be renewed only by mail. For particulars contact your local DOB office. . . . **City Planning** has announced the availability of Census Tract maps: call 720-3667.

## Awards, appointments, and advice

### Fernandez to Clarify Memo

by Douglas Korves, AIA

The special Task Force established by the AIA/New York State (AIA/NYS) and headed by Douglas Korves met with Deputy Commissioner for the Professions **Henry A. Fernandez** to clarify the much-discussed "**Unlawful Delegation of Design Responsibility**" memo. The Task Force also included **John Sorrenti**, AIA, **David Klein**, AIA, **Gene Miele**, AIA, **Barbara Rodriguez**, Hon. AIA, **Johnstone Reid**, AIA, **Norman Coplan**, Esq., and **Richard Leckerling**. Attending with Commissioner Fernandez was **William Martin**, R.A., executive secretary of the State Board for Architecture.

The Task Force highlighted the problems experienced by our members in interpreting the commissioner's memo, particularly those aspects dealing with contractors and subcontractors, and with the areas of conflict created between current licensing laws and accepted practice.

The architects took issue with the following areas of the memo:

- In the current law, there is no restriction on the team approach to designing projects and the delegation of responsibility to other licensed professionals.
- Currently, architects have freedom from responsibility for the means and methods of construction.
- There is no statute or law anywhere that refers to or requires any architect to be the principal designer having sole responsibility. Indeed, any requirement that makes an architect responsible for a shop assembly drawing creates an area of liability currently excluded by statute and accepted practice. The existing law already exempts any unlicensed persons and entities, enabling them to prepare details and shop drawings. Furthermore, existing engineering law exempts any design use of prefabricated systems and assemblies, such as elevators and Butler-type structures.
- Before Fernandez's memo, it has always been in the realm of the architect to make the professional judgments necessary to evaluate what is proper

## In case you missed the fall at the Chapter

performance specification and what is design versus a means and method of fabrication. In essence, the professional has the benefit of the doubt.

Commissioner Fernandez stated that he would issue a clarification memo and asked the AIA/NYS to address the points above. The commissioner indicated that it was not the intention of the memo to reorient the role of the licensed professional in the design process, nor to change accepted standards in the construction industry.

The Task Force will have submitted the draft language to the commissioner by mid-November, and the commissioner should issue a clarification about one month later. Meanwhile, architects can tell clients and contractors that the memo was not intended to change the status quo of our profession and that the clarification memo will be forthcoming.

*Douglas Korves is president of AIA/ New York State and served on the NYC/AIA Executive Committee for five years.*

## Ford is Guest of AIA Presidents

by John H. Winkler, FAIA

It was my distinct pleasure to introduce **Wallace Ford II**, commissioner of the Department of Business Services (DBS) at the October **Presidents Advisory Committee** Breakfast Conversation. Commissioner Ford brings a variety of top-level experience to his current position, including appointments by Governor Cuomo as well as Mayor Dinkins. He fielded several very tough questions from our group and provided us with challenging commentary as well as an invitation to pursue an "Architect's Agenda" with him.

The Department of Business Services oversees 70 local development organizations, 18 Business Improvement Districts (with 20 more in the planning stages), 4 economic development zones, and the Business Interagency Task Force (BITF). Created by the mayor, the BITF is of singular importance to architects; its mandate, as presented by Ford, who will be the Chair, is to assist agencies in working together with the city's business policy. This means that city agencies whose procedures are stifling or detrimental to sound business and

development policy will be encouraged to change.

The DBS is also the place to get assistance if you are having a problem with a city, state, or federal agency. Through its Business Service Unit (212-NY-MAGIC), the DBS can work with you to obtain direct action. Ford believes that it is always necessary to practice the "art of the possible" and use a creative approach to problem solving.

Among the other points touched upon:

- The city is concerned about its image as reports of businesses leaving New York abound. Over time, there is probably not a net loss of jobs. However, the press consistently covers the big moves out of the city while refusing to cover major move-ins and retentions.
- New York is still the banking center of the world and will continue to be in the foreseeable future. Over 400 foreign banks representing 60 countries have offices or U.S. headquarters here.
- Kicking New York City while it is "down" is not in anyone's best interest and may actually create a self-fulfilling prophecy.

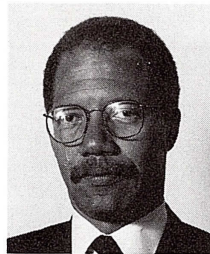
Commissioner Ford had one comment especially applicable to our profession. He noted that there are two ways for business to attract customers: being better or being cheaper. Ultimately, being cheaper is a losing strategy because there will always be someone else who can be even cheaper. Being better is more successful and is ultimately the winning strategy.

*John H. Winkler, FAIA, is Chair of the NYC/AIA Presidents Advisory Committee, the Chapter's forum for Past Presidents.*

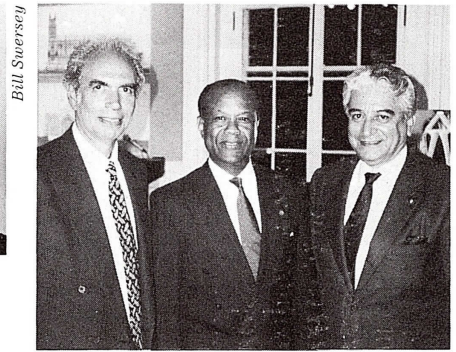
## SCA Head Addresses NYC/AIA

by Fiona Fisher

**Maj. General (Ret.) Charles E. Williams** was the guest speaker at the **NYC/AIA Architecture for Education Committee** meeting in October. Williams, the first president and chief executive officer of the NYC School Construction Authority, was introduced by Committee Chair **Carl Puchall**, AIA. This was Williams's final public presentation following the announcement of his resignation, effective October 15. He will become



Wallace Ford II



Puchall, Williams with David Castro-Blanco

chief operating officer of the Toll Road Corporation of Virginia.

Discussing the SCA's direction since his appointment in August 1989, Williams covered a number of issues, including the pros and cons of the Authority's modular-design approach. Responding to audience questions, he explained the SCA's architect selection process, said that he hoped there would be many more five-year plans in the future, and stated a belief that the SCA required at least \$15 billion to meet the city's current and future needs. He expressed the need for continued vigilance over the SCA's MBE/WBE program, and he encouraged architects to try to become more involved in the construction process. Williams also agreed in principle to a design awards program, saying that there were now enough completed projects for it to be effective.

Follow-up: In late October, **Arthur Bates** was appointed interim president and CEO of SCA, and a national search committee for a permanent replacement was established.

*Fiona Fisher is a freelance writer living in Brooklyn.*

## Architects Are Citizens Too

by Denise Hall, AIA

In October, the **NYC/AIA Women in Architecture Leadership Network** (WALN) held their kickoff event — to launch **Project Punchlist** — in front of a standing-room-only crowd in the Urban Center Galleries.

Project Punchlist, a planned block-by-block assessment of the physical conditions found in the built environment, will be used as a tool for community empowerment. Its objective is to assess current conditions, list the physical problems, and find the individuals, public agencies, or local community groups who will share the responsibility for correction. Initially three sites were chosen as representative of the urban fabric, and these were presented along with the sample framework for documentation.

A panel of distinguished women leaders, moderated by **Frances Halsband**, FAIA, was asked to comment on the proposal and to address issues such as the quality



Valerie Baker



Elizabeth Goldstein



Megan McLaughlin



Denise Hall



Mildred Schmertz

Photos: Dorothy Alexander

of urban life and the role that architects might play as initiators.

• **Dr. Megan McLaughlin**, executive director of the Federation of Protestant Welfare Agencies, advocated direct community involvement in all decision making and gave the reminder "Architects are citizens too..."

• **Mildred Schmertz**, FAIA, former commissioner of the New York City Landmarks Commission and former editor of *Architectural Record*, stressed the need for both short- and long-term planning efforts, and for more pressure from the architectural community.

• **Elizabeth Goldstein**, regional director of Parks, Recreation, and Historic Preservation, spoke on the importance of small gestures for urban improvement. These can have measurable effects as long as they are followed by additional planned efforts.

• **Valerie Baker**, AIA, borough commissioner of Brooklyn, expressed the hope that this kind of proposal could be applied in all boroughs.

A question-and-answer session followed the panel discussion, and lively conversations continued throughout the subsequent reception. The enthusiasm for Project Punchlist was evidenced not only by the large turnout, but also by the number of participants who signed up for a November workshop.

WALN is chaired by **Adrienne G. Bresnan**, FAIA, who closed the meeting by thanking panelists, the Project Punchlist subcommittee, and attendees. Special thanks also went to **Richard Eyen**, president of the Sutton Area Community, who discussed his neighborhood-improvement program and shared his insights with WALN as Project Punchlist was planned. For more information on Project Punchlist and the workshop, contact Denise Hall at 675-1859.

## ADA Compliance

by Hershel Post, AIA

The **NYC/AIA Corporate Architects Committee** discussed the **Americans with Disabilities Act** at its October meeting. The requirements of the law were introduced by architect **John R.**

**Sorrenti** and **Robert O. Magaw**. The legislation, which has been called "the Emancipation Proclamation for those with disabilities," prohibits discrimination against the disabled in places of employment, public services, and public accommodations. Enforcement will commence January 26, 1992.

As Sorrenti pointed out, "The architect is part of the compliance solution," in which legal, financial, and human resources departments of corporations must also be involved. Those who have an action plan for compliance in effect by the enforcement date will probably be seen as meeting the intent of the law for "readily achievable" barrier removal.

New York Regional Director **Thom Penn** outlined the role of the AIA in educating architects about ADA issues affecting their clients. Future Corporate Architects Committee programs will give members another opportunity to exchange information and experience on ADA compliance.

## Bright Marketing Ideas: Marketing and Pricing

by Joan Capelin

Management and marketing consultant **Peter Pivin**, FAIA, president of the Coxe Group, spoke at the **Marketing and Public Relations Committee's** October breakfast meeting. The following excerpts are from his talk:

"Some segments of the market have shrunk, dried up, or become more competitive. Many of our approaches and messages to the marketplace may [now] be indistinguishable. What are we selling as design professionals?..."

"The more people there are who provide a service, the less valuable the service becomes. Find a way to differentiate yourself from your competition. It is important to be clear on the value that you, and not others, bring to the project, so your compensation will reflect the value added...."

"Owners understand tasks, rates, and multiples. If an architect understands these things, it is easy to establish a price floor below which s/he ought not to go...."

"If you want to be broadly focused,

which is not a bad choice, it is important that you understand the consequences. It's hard to differentiate yourself from all the others...."

"This is not a time to develop new markets. Concentrate on working with existing clients and on getting the type of work you do best. It costs 5 to 10 percent of a company's net income to keep a marketing effort going: 5 percent is holding in there, 10 percent is expansionary. This figure can even go to 12 percent, especially if there are to be new offices, additional time of the professionals, and support to get the office started...."

"How many markets a firm should be in is a financial question: What is affordable? Three or four is a maximum. [With more] you are likely to be too diverse. All the marketing materials and methods must change. How will you allocate the resources?..."

"If a project dropped into your lap, today the marketers would say yes. Concerned about lack of knowledge and about liability, the techies would say no. The financial people — this proves we are in 1991 — would probably take it...."

"Live to fight another battle."

"*Bright Marketing Ideas*" is a service of the **Marketing and Public Relations Committee**.

## Color and the Environment

by Dennis Belfiore, AIA

The **NYC/AIA Interiors Committee** sponsored an afternoon seminar called "Color and the Environment" in October. Moderators were **Dennis Belfiore** and **Talbot Love**. The seminar focused on color and its impact on the interior environment, emphasizing technical considerations and limitations. **Ken Charbonneau** presented color trends and values in the industry, and discussed their impact on pigmentation in paint products. **Donald Kaufman**, who has been developing new methods to make paint colors with standard products, noted the importance of complementary pigments in creating richer and deeper colors. **Fran Wilson** reviewed carpet-dyeing methods that produce these vivid colors.

## THE CALENDAR DECEMBER 1991

### What's in store for the holidays

Send Oculus calendar information to New York Chapter/AIA, 457 Madison Avenue, New York, N.Y. 10022.

Oculus welcomes information for the calendar pertaining to public events about architecture and the other design professions. Information is due in writing by the first of the month for the following issue.

Because of the time lag between when the information is received and printed, final details of events are likely to change. We recommend that you check events with sponsoring institutions before attending.

### CONTINUING EXHIBITIONS

**The Graphic Designs of Herbert Matter.** Museum of Modern Art, 11 W. 53rd St. 708-9400. Closes December 3.

**The New Ghetto.** By Camilo Vergara. Slides at Municipal Art Society, The Urban Center, 457 Madison Ave. 935-3960. Closes December 3. Photographs at the Storefront for Art and Architecture, 97 Kenmare St. 431-5795.

**Architecture in Perspective VI.** Winners of the American Society of Architectural Perspectivists Competition. The Urban Center, 457 Madison Ave. Closes December 4.

**The Sainsbury Wing of the National Gallery, London,** by Venturi Scott Brown and Associates. Sponsored by the Architectural League. The Urban Center, 457 Madison Ave. 753-1722. Closes December 4.

**Hines V: Tadao Ando.** Museum of Modern Art, 11 W. 53rd St. 708-9400. Closes December 31.

**The Pleasures and Terrors of Domestic Comfort.** Museum of Modern Art, 11 W. 53rd St. 708-9400. Closes December 31.

**Art Deco and Modernism.** Metropolitan Museum of Art, 82nd St. and Fifth Ave. 879-5500. Closes December.

**The Hudson Studio: Boulevard/Manhattan** — Roy Strickland and Linda Gatter: **Current Projects.** South Gallery, Buell Hall,

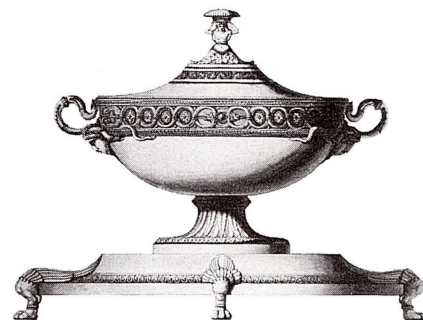
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Sainsbury Wing, closes Dec. 4



French 18th-Century Drawings, opens Dec. 10

Columbia University. 854-3414. Closes January 3, 1992.

**Contemporary Architecture in Slovenia.** Photographs by Damjan Gale. National Institute for Architectural Education, 30 W. 22nd St. 924-7000. Closes January 3, 1992.

**The Artistic New York of Lewis Comfort Tiffany.** Interiors. Museum of the City of New York, Fifth Ave. at 103rd St. 534-1672. Closes February 16, 1992.

**Paris in the Belle Epoque.** Historical photographs from the archives of Roger-Viollet. New York School of Interior Design, 155 E. 56th St., 3rd floor. 753-5365. Closes February 27, 1992.

**The Cooper-Hewitt Collections: A Design Resource.** Rotating works. Cooper-Hewitt Museum, 2 E. 91st St. 860-6868. Closes August 30, 1992.

### MONDAY 2

**NYC/AIA MEETING**  
**Art and Architecture Committee. 6:00 pm.** The Urban Center, 457 Madison Ave. 838-9670.

### TUESDAY 3

**NYC/AIA EVENT**  
**Leadership Alliance. Open Committee meeting to continue planning for the implementation of the Alliance.**  
**Sponsored by the NYC/AIA Professional Practice Committee. 6:00 pm.** The Urban Center, 457 Madison Ave. 838-9670.

#### LECTURE

**Robert Siegel: Frames & Objects.** 6:00 pm. Higgins Hall, Pratt Institute, St. James Place and Lafayette Ave., Brooklyn. 718-636-3405.

### WEDNESDAY 4

**NYC/AIA MEETING**  
**Public Architects Committee. 6:00 pm.** The Urban Center, 457 Madison Ave. 838-9670.

### THURSDAY 5—SATURDAY 7

#### EVENT

**City Spirit Holiday Bazaar.** Sponsored by the Municipal Art Society. 10:00 am. The Urban Center, 457 Madison Ave. 935-3960.

### THURSDAY 5

#### LECTURE

**The City Transformed: New York City Art Deco, 1925–1940.** Given by Barry Lewis. Sponsored by the 92nd St. Y. 6:30 pm. Park East Synagogue, 164 E. 68th St. 996-1100. \$15 fee.

### SATURDAY 7

#### PROGRAM

**National Portfolio Day.** 12 noon. Pratt Institute, ARC Building, 200 Willoughby Avenue, Brooklyn. Contact Terry Rafferty, 718-636-3669.

### MONDAY 9

#### NYC/AIA MEETING

**Housing Committee. 6:00 pm.** The Urban Center, 457 Madison Ave. 838-9670.

### TUESDAY 10

#### NYC/AIA PROGRAM

**Medical Facilities for the Military. With Richard Franklin, director of the Medical Facilities Design Office, Naval Facilities Engineering Command.**  
**Sponsored by the NYC/AIA Health Facilities Committee. 6:00 pm.** The Urban Center, 457 Madison Ave. Information and reservations, 838-9670. \$15, \$10 in advance (NYC/AIA members); \$20, \$15 in advance (nonmembers).

#### NYC/AIA MEETINGS

**Health Facilities Committee. 4:30 pm.** The Urban Center, 457 Madison Ave. 838-9670.

**Interiors Committee. 6:00 pm.** The Urban Center, 457 Madison Ave. 838-9670.

#### EXHIBITION

**French Architectural and Ornament Drawings of the Eighteenth Century.** Metropolitan Museum of Art, 82nd St. and Fifth Ave. 879-5500. Closes March 15, 1992.

#### SYMPOSIUM

**Re: NEW YORK.** Moderated by Frances Halsband. 6:00 pm. Higgins Hall, Pratt Institute, St. James Place and Lafayette Ave., Brooklyn. 718-636-3405.

### WEDNESDAY 11

#### NYC/AIA MEETING

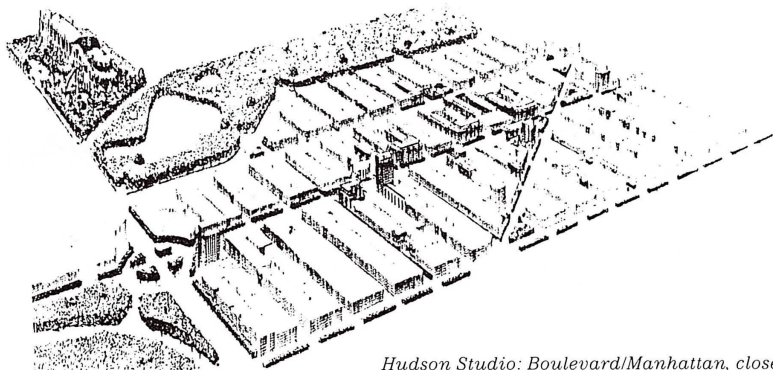
**Housing Subcommittee. 6:00 pm.** The Urban Center, 457 Madison Ave. 838-9670.

#### EXHIBITION

**Biomorphism and Organic Abstraction in Twentieth-Century Decorative Arts.** The Brooklyn Museum, 200 Eastern Parkway. 718-638-5000. Closes December 13, 1992.

#### PROGRAM

**Business Improvement Districts.** Sponsored by the Municipal Art Society and Architects, Designers, and Planners for Social Responsibility. 6:00 pm. The Urban Center, 457 Madison Ave. Reservations (required) 935-3960. \$5 fee (\$3 MAS members).



*Hudson Studio: Boulevard/Manhattan, closes Jan. 3*

#### SEMINAR

**Getting More out of Your Computer: Binary Recipes.** With **Hans-Christian Lischewski**, of Perkins & Will and Pratt Institute. Sponsored by the New York Society of Architects. 6:30 pm. Perkins & Will, One Park Ave., 19th floor. Contact NYSA, 675-6646 for fees and information.

#### THURSDAY 12

##### NYC/AIA MEETING

**Minority Resources Committee. 6:00 pm. The Urban Center, 457 Madison Ave. 838-9670. See November Oculus, p. 13, for information.**

##### LECTURES

**The City Transformed: Roots of Modernism, 1910-1930.** Given by **Barry Lewis**. Sponsored by the 92nd St. Y. 6:30 pm. Park East Synagogue, 164 E. 68th St. 996-1100. \$15 fee.

**Street Life/Found Objects: Cubism and Surrealism in Paris.** Given by **Jill Snyder**, MoMA. 6:00 pm. New York School of Interior Design, 155 E. 56th St. 753-5365. \$5 fee.

#### MONDAY 16

##### NYC/AIA MEETING

**Learning by Design: New York. 6:00 pm. The Urban Center, 457 Madison Ave. 838-9670.**

#### TUESDAY 17

##### NYC/AIA PANEL DISCUSSION

**Maintaining the Profit Edge. Sponsored by the Professional Practice Committee. 6:00 pm. The Urban Center, 457 Madison Ave. Information 941-0747. \$5 fee.**

##### NYC/AIA MEETINGS

**Public Sector Contracts Committee. 12:30 pm. (brown bag lunch). The Urban Center, 457 Madison Ave. 838-9670.**

**Health Facilities Committee. 5:00 pm. The Urban Center, 457 Madison Ave. 838-9670.**

##### MEETING

**Lesbian & Gay Architects & Designers Group. 8:00 pm. The Lesbian and Gay Community Services Center, 208 W. 13th St. 477-5177.**

#### WEDNESDAY 18

##### NYC/AIA MEETING

**Corporate Architects Committee. 6:00 pm. The Urban Center, 457 Madison Ave. 838-9670.**

#### THURSDAY 19

##### NYC/AIA MEETING

**Building Codes Committee. 6:00 pm. The Urban Center, 457 Madison Ave. 838-9670.**

##### LECTURES

**The City Transformed: New York's Skyline and Modernism, 1945-1965.** Given by **Barry Lewis**. Sponsored by the 92nd St. Y. 6:30 pm. Park East Synagogue, 164 E. 68th St. 996-1100. \$15 fee.

**The Boulevards of Paris: Promenades of Pleasure.** Given by **David Garrard Lowe**, NYSID. 6:00 pm. New York School of Interior Design, 155 E. 56th St. 753-5365. \$5 fee.

#### DEADLINES

##### DECEMBER 6

Registration deadline for the Steedman Traveling Fellowship for architects who have completed their degree within the last eight years and have at least one year of experience in an office. Contact Steedman Governing Committee, Washington University School of Architecture, Campus Box 1079, One Brookings Drive, St. Louis, Mo. 63130-4899.

##### DECEMBER 15

Application deadline for *Casabella's* "The Most Beautiful House in the World" competition for a two-family dwelling. Final submission deadline is January 30, 1992. Sponsored by The Chicago Athenaeum (in North and South America). Contact Glen Ryniewski, 312-829-9650.

##### DECEMBER 31

Application deadline for the two-year Buell Doctoral Fellowship for graduate students in disciplines concerned with the history of American architecture, cities, and design. For application forms and information contact 854-8165.

##### JANUARY 2, 1992

Deadline for application requests for the Gabriel Prize, sponsored by the Western European Architectural Foundation. The purpose is to encourage personal investigative and critical studies of French architectural compositions between the years 1630 and 1830. Contact the Foundation at Lee Park Center, Suite 437, 3141 Hood Street, Dallas, Texas 75219.

##### JANUARY 10

Nomination deadline for the 1992 Intern Development Program Outstanding Firm Award, sponsored by the AIA and the National Council of Architectural Registration Boards. Contact Karol Kaiser or Irene Dumas Taylor, 202-626-7356.

##### JANUARY 17

Registration deadline for the Olympia Fields Park District's Design Competition to generate proposals for a New American Green. Contact Olympia Fields Design Competition, Olympia Fields Park District, P.O. Box 297, Olympia Fields, Ill. 60461.

#### Grant

**MacDowell Colony** grants for architects and related professionals offer two- to eight-week residencies at the New Hampshire retreat. Deadline for summer 1992 is January 15, 1992; and for fall/winter 1992 the deadline is April 15. A recent recipient was Mark Robbins, whose project "Framing American Cities" was recently installed at the Clocktower Gallery. Application information: Rose Ryan (603) 924-3886.

#### FEBRUARY 8

Competition deadline for the Architectural League of New York's eleventh annual Young Architects Competition, "On Hold." Projects of all types, theoretical or real, built or unbuilt, may be submitted. Participants must be ten years or less out of school; students are not eligible. Contact the League at 457 Madison Ave, New York, N.Y. 10022, 753-1722.

#### MARCH 1

Application deadline for the Charles E. Peterson Research Fellowships 1992-93: early American architecture and building technology to 1860, senior fellowships and summer internships, sponsored by the Athenaeum of Philadelphia. Contact Peterson Fellowship Committee, The Athenaeum of Philadelphia, East Washington Square, Philadelphia, Penn. 19106-3794.

#### NYC/AIA PUBLICATIONS DEPARTMENT

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We are happy to announce that Members of the New York Chapter/AIA are now able to take advantage of the new low price on our popular and handy reference set, *The Architects Handbook of Professional Practice*. No Architect should be without this useful publication. At your finger tips are copies of all the well known AIA contract documents. You can easily reference the documents which will best fit your contractual needs. This four volume set is available to New York Chapter/AIA members for \$120.00 (plus tax). This is a limited time offer, so pick up your set at the Chapter's Publications Department today. If you have any questions concerning this or any other contract document please feel free to call the Publications Department between 1pm & 4pm Monday thru Friday at (212) 759-5485.



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Happy Hanukkah. Merry Christmas.

And to all,

an especially Happy, Healthy, and Prosperous New Year!

**TEAR OFF AND PICK UP**

• • • • ATTENTION ALL NYC/AIA ARCHITECTS • • • •

Aware that architects like to wait for the last minute, this announcement will serve as a reminder that time has come to prepare the photographs and presentation drawings for your **1992 NYC/AIA Design Awards** submissions. Stay tuned for further announcements concerning jury selections, rules, regulations, submission requirements, and deadlines.

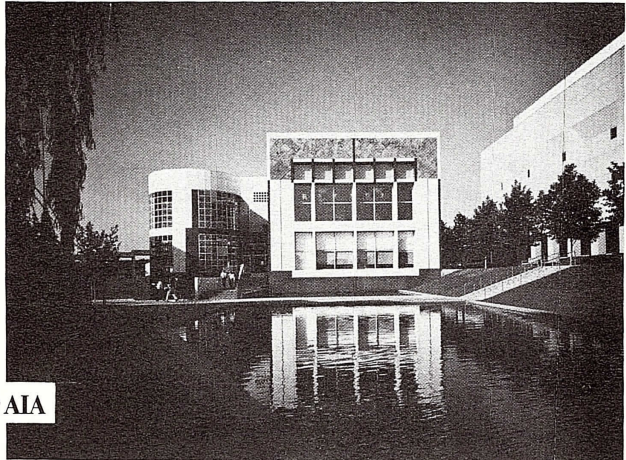
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# VOLUME 4

1991  
Design Awards  
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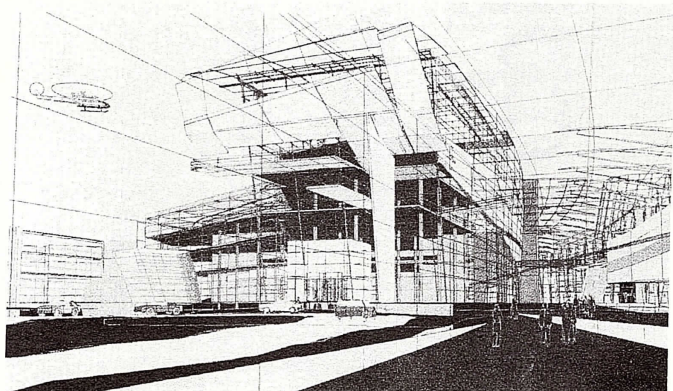
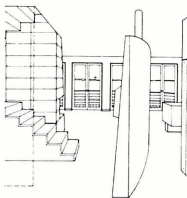
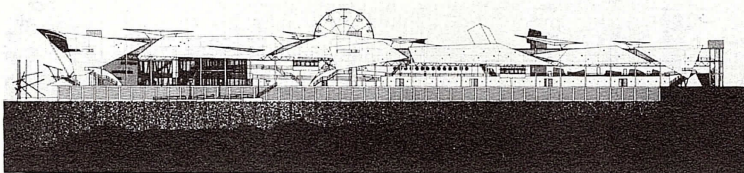


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Rossi

*I think that architecture is not very important. I think what is very important is the culture that produces architects.*



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