

COLUMNS

Vol. 2, No. 3

American Institute of Architects, Pittsburgh Chapter

March, 1988

A NEW FACADE FOR AN OLD FRIEND

Masked Ball to Benefit Community Design Center of Pittsburgh

We've hosted a prince—now it's time for the Ball. On Saturday night, March 26, Pittsburgh's design community will step out in style. *Palladian style*, to be exact, at the first annual Palladian Ball, an evening of whimsy and merriment to benefit the Community Design Center of Pittsburgh's newly established Design Fund. (See accompanying story.)

Continuing a long-standing tradition, guests are asked to don architectural headpieces or masks of their own design and dress in theme-colored costume: black and white with a touch of red. For those less adventurous, black tie is fine, but don't forget the red accent.

The festivities begin at 9 PM with cocktails and hors d'oeuvres in The Carnegie Hall of Architecture. At 10, music, mimes and magicians accompany a late supper in the marbled magnificence of the Music Hall Foyer, with dancing into the early morning. And what would a masked

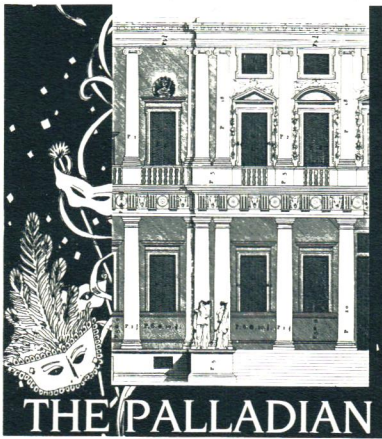
ball be without judges? Prizes for the best masks and costumes will be awarded with all appropriate fanfare to top a truly splendid evening.

Honorary Chairperson is Pittsburgh Magazine Publisher, Faith Gallo. Co-chairpersons

Caroline Boyce and Arch Pelley III head a star-studded cast of committee chairs: James Roddey and J. Mark White, corporate support; Peggy Mulvihill, costume judging; James Miller, decorations; Helen Hanna Carson, entertainment; Arthur Lubetz, Marlene Parrish, food; Sande Deitch, graphics; Dolores Bold, invitations; Carroll Ferguson, prizes; James Brown, William Joyce Jr., program; and Jim Rich-

ardson, publicity.

Tickets to the affair of the season are \$75. On the heels of Remaking Cities, it's the hottest ticket in town. For more information, call Lynn Manion, Director, CDCP, at 391-4144.



The Architects Workshop closed its doors for the last time Friday, November 27, 1987. On the following Monday morning, it reopened as the Community Design Center of Pittsburgh. Pittsburgh Architects Workshop has been providing low-cost architectural services to community organizations and lower income individuals in Pittsburgh for almost twenty years. Organized in the late 1960's, the Workshop was supervised by registered architects on a pro bono basis. The Workshop provided design services directly to neighborhood organizations, non-profit agencies and needy individuals. In addition, an educational function included such diverse activities as design-build programs in local schools and models of handicapped-access playgrounds. After such a long history of service to the city and its neighborhoods, the Workshop recently decided to re-evaluate the quality of that service with an eye toward making improvements. From its year of introspection came a rebirth of the organization.

The goal of the Pittsburgh Architects Workshop has been to provide technical assistance in design to Pittsburghers and Pittsburgh communities, thus enabling them to participate in the shaping of the built environment in the

(Continued on page 4)

Bridging the Gap: Pittsburgh Design Marketing Professionals

"It was late August, 1984," began Lisa Wintner, Director of Development, Hayes Large Suckling Fruth Wedge. "I attended the national convention of the Society for Marketing Professional Services (SMPS) and met 7 or 8 people who market for Pittsburgh firms. We don't really get together in Pittsburgh, and here we were on an estate in the countryside of Virginia at twilight, sipping drinks and having a very nice conversation. Someone said why don't we do this at home. . ."

From this casual beginning, the Pittsburgh Design Marketing Professionals has grown into an organization which represents both technical and non-technical marketers in the local design industry. Earlier attempts to start such an organization in Pittsburgh have not been successful, so the core group, which has been meeting since the fall of 1984, has moved

(Continued on page 12)

Local Firm Celebrates Centennial

The Pittsburgh based architectural firm of Reid & Stuhldreher will celebrate 100 years of continuous practice with a retrospective exhibit at the Henry Clay Frick Fine Arts Gallery, University of Pittsburgh. The retrospective opens March 20 with a wine and cheese reception from 5 to 7 PM.

Founded in 1888 by Carlton Strong in Buffalo N.Y., Reid & Stuhldreher is the oldest architectural firm in Western Pennsylvania and one of the 20 oldest in the country. The firm has been headquartered on Fourth Avenue in downtown Pittsburgh since 1913, moving to its present location in the Investment Building in 1963.

(Continued on page 6)



Rittenhouse Hotel, East Liberty, 1905 (demolished 1955) designed by firm founder Carlton Strong.

BREAKING GROUND

Members on the Move

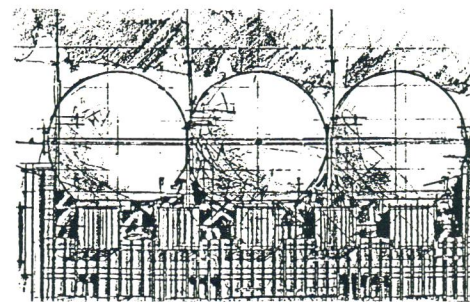


Chapter President, Park Rankin, AIA (left) accepts ceremonial T-square from his predecessor, William Bates, AIA, at January monthly meeting.

The students faced a choice of problems: either re-design Hunt Library à la Henry Hornbostel, or design a new and unique building on the site clothed in a Hornbostelian vocabulary.

Seven local architects juried the award: Ross Bianco, AIA, Chair; Park Rankin, AIA, Chapter President; Douglas Berryman, AIA; Mark Dinunno, Assoc.; John Krusienski, AIA; Paul Tellers, AIA, University Architect; and James Yucas, AIA.

According to Bianco, "the jury's idea was to select a project that stood by itself. In addition, we were looking for a scheme that was risky, that took chances. Finally, it had to be presented well graphically—a complete design, an exciting design and a well represented design. The jury determined that Bers' work fulfilled all our requirements. While not in the style of Hornbostel, Bers' drawing represented Hornbostel's spirit and vision."



Hunt Library, North Elevation, redesigned in the spirit of Henry Hornbostel by CMU architecture student, David Bers.

Kudos

Congratulations to **David Bers**, winner of a recent school-wide Sketch Problem at the Department of Architecture, CMU. Bers, a fifth year student from Salisbury, Md., received his award at the February chapter meeting. He also won three additional awards for his drawing skills in January.

Transitions

Ruprecht/Schroeder/Hoffman, a Mt. Lebanon architecture, planning and interior design firm, has elected Theodore C. Schroeder President/Treasurer; Arthur R. Ruprecht, Vice President; and Richard H. Hoffman, Vice President/Secretary.

Business Briefs

Opening this week in the newly restored Motor Square Garden is the 15,000 sq. ft. furniture and lighting showroom, **Department of the Interior**. The latest venture of Ways and Means owner Ralph Colaizzi will showcase furnishings by Europe's leading edge artists, architects and industrial engineers. Vendors include Artemide, Brayton International, Brueton Industries, George Kovacs, ICF and Ligne Roset, USA, among others. Motor Square Garden is located at 5900 Baum Blvd., in the East Liberty Quarter (see pgs. 8-9). During opening month, refreshments will be served.

ARRIS HAS ARRIVED

ARRIS™, from Sigma Design, is the extraordinary PC-based CAD system with full mainframe capability designed for the way architects and building designers really work.

ARRIS is truly relational CAD — a single database that incorporates 3D design data with accurate and realistic 3D modeling and rendering.

ARRIS has arrived. To see it, contact Larry J. Diurba, AIA, ASID, your architectural design professional at Computer Research.

CP **COMPUTER**
RESEARCH inc

The CAD Center
One Cherrington Corporate Center
1700 Beaver Grade Road Coraopolis, PA 15108-3104
412/262-4430

Call for Entries

Entries for the first **Space Architecture Design Competition** will be considered for an exhibition at the 1988 International Space Development Conference held in Denver, Colorado May 27-30. Registration fee is \$10 (due Feb. 28—must be sent immediately to Design Science Corp., 7033 Sunset Blvd., Los Angeles, Calif. 90028). Submission deadline is May 12.

Co-sponsoring the competition is the International Association of Space Architects, a non-profit organization coordinating research and educational activities associated with the space frontier. A newsletter is planned for early spring. For more information, contact John Spencer, IASA, 213/468-9064.

Architectural Record has announced an annual awards program, *In the Public Interest*, to recognize excellence in the design and planning of public architecture. Each year, the magazine will solicit entries of a selected building type and feature winning projects in the November issue. This year's category is *Housing*, which includes, but is not limited to, the following: low and mixed income housing, shelters for the homeless and victims of abuse, housing for the physically or mentally disabled, the elderly or blind, and residential drug/alcohol treatment centers. Entry deadline is May 1. For further details, call Paul Sachner at 212/512-3088 or the Chapter office.

Here and There

If your idea of a great way to spend a Saturday is to interact with youngsters about architecture, then you'll want to give Dave Davis a call right away. As Public Awareness Committee liaison, Dave is looking for volunteers to judge building contests for the **1988 Hands on History Education Fair** sponsored by Pittsburgh History and Landmarks Foundation.

The fair, which attracts over 1200 school children countywide, will be held on Saturday, March 26 from 10-4 at the Frick International Studies Academy in Oakland. Judging the **Straw Tower Building Competition** and the **Great Pittsburgh Bridge Building Contest** is a great way to encourage young builders and perhaps steer a few good kids towards architecture. Grab hold of a colleague and give Dave a call at Mosites Construction, 923-2255.

THE SOUTHWESTERN
PENNSYLVANIA DIRECTORY
OF ARCHITECTURAL FIRMS

now available for sale

Call Chapter Office: 471-9548 Cost: \$10

PERSPECTIVE

Translating Your CADD to Their CADD
*By Donald Van Ollefen, AIA,
Van Ollefen Associates*

So . . . you bought that CADD system after the salesman assured you that your drawings would be compatible with your consultant's or client's CADD system. Now you want to "translate" your drawings. What do you do?

The good news is that for the most part, CADD drawings can be translated from one CADD system to another. The bad news is that translating is not a simple, routine task and drawings are not always translated 100%. Typically, simple graphics, text, dimensions, symbols, and often crosshatching can be translated nearly all the time. Unfortunately non-graphic attribute data, such as furniture manufacturer and color, can not usually be translated.

Let us begin by looking at the basics of translations. There are two primary steps involved to convert a drawing from one CADD system to another: transfer and translation.

Transfer is physically transporting your data from one computer to another. If you are fortunate enough to be transferring data between two DOS based IBM personal computers, transfer is very easy. Simply copy your data from your system onto a floppy disk and back to the other system. However, transferring data from a Digital Equipment Corp. VAX based Intergraph to an IBM personal computer based CADVANCE system is another trick. Telephone modems combined with communication software work very well and are becoming more common. Direct hardware and a communication protocol is faster but requires that you have both computers in the same location. The place to

look for transfer help is the hardware vendor. DEC and IBM have been communicating much longer than they care to admit.

Translation converts the graphic data from one form to another. For example, each CADD system describes how to draw a dashed line differently. The description includes beginning and ending coordinates, color, line type, line weight, layer and sometimes more. Text, crosshatching, and complex curves have even more characteristics which each system may treat differently. Not all graphic element types are supported by all systems: Intergraph has 63 layers while Computervision has 256.

Translators are software packages that come in two types. *Direct translators* translate drawings and sometimes non-graphic attributes between two specific CADD systems. Direct translators generally achieve better results but cost more to develop or purchase. *Standard interfaces* have been developed (such as IGES and DXF) which allow any vendor to translate to and from that standard. Unfortunately, now there is a third format involved and sometimes information can be lost in the multiple translations. Standard interfaces are less expensive but, being generic, are not always successful and require more experimentation.

The most important question to be answered before beginning a translation is what are you trying to accomplish? Translating a base plan for a consultant is very different than translating as-built drawings for your client's Facility Manager. Your consultant's primary interest is in basic accurate graphics while your client is interested in as-built records and non-graphic data such as area calculations.

(Continued on page 16)

NAVARRO

GENERAL CONTRACTORS
CONSTRUCTION MANAGERS

412-281-8300

New Facade (Continued from page 1)
 city. While the goal remains the same, everything else is new. The name has been changed to Community Design Center of Pittsburgh, which better expresses the organization's commitment to improving the quality of design in city neighborhoods. A further commitment has been made to compensate registered architects for their work. Offices have been moved to a new location, The Landmarks Building at Station Square. Finally, a new Director, Lynn Manion, has been hired as the only permanent staff member.

Manion, who was appointed in October 1987, has experience in both public and private sectors. She has worked as a city planner for the City of Pittsburgh, as Development Consultant for Goodwill Industries and as Housing and Community Development Consultant for Ralph A. Falbo, Inc. Ms. Manion holds a master's degree in City and Regional Planning from the University of Texas and has done doctoral research in Psychology and Literature at the University of Dallas. Her undergraduate degree is from Duquesne University.

Manion identifies three major functions in her new job. The first of these is fundraising. While the Community Design Center's operating budget is funded by the city through HUD block grants, the organization plans to raise a \$50,000 Design Fund to subsidize architectural services for community development projects. Manion is approaching local corporations and foundations for grants and



Lynn Manion (right) selects commercial properties to participate in facade treatment program with John Rahaim, City Planning, and Marva Williams, East Liberty Development, Inc.

a fundraising ball is planned for this month. (See accompanying article.)

The new director's second task is to re-interest the architectural community in her organization. She has sent requests for qualifications to architects and will use these to develop a library of architects interested in neighborhood projects. Individuals and firms will be catalogued by specialties or preferred types of projects and will be paid their usual fees for all work.

Finally, the director will work with neighborhood organizations from all parts of the city to develop proposals for renovation. Manion will then act as liaison between the neighborhoods and the architectural community in the design and renovation process. For a given project, four or five architects may be selected by Manion and presented to the neighborhood group who will make the final selection and hire the architect who best suits their needs. The CDCP will fund projects from the Design Fund, assigning money directly to the neighborhood organization. Participating architects will be paid their standard fees by the client. The Design Fund will be repaid by the neighborhood organization after funding has been received.

The first CDCP project is an ambitious one. The city has awarded a \$35,000 grant for design work in seven business districts. In each business district, a pilot block will be chosen for redesign. Initial sketches will show merchants what their buildings could look like, in an attempt to bring these neighborhoods into the city street-face program. One or two Pittsburgh architects will be hired to provide designs and sketches.

The Community Design Center of Pittsburgh wishes to reestablish its roots in the architectural community. Architects who wish to participate in projects may send qualifications to the center, 470 The Landmarks Building, One Station Square, Pittsburgh 15219. Further inquiry is welcome. Call Lynn Manion, 391-4144.

K. AMMONIA SUPPLY COMPANY

LIQUID & GAS AMMONIA • PRINTS TO THE TRADE • DIAZO SUPPLIES

Responsive Turnaround • Pick-up & Delivery Service

CALL 412 • 381-8700

Hours: 8:30-5:00 Monday-Friday

50 South 7th Street

Pittsburgh, PA 15203

POINT OF VIEW

Kent Edwards, AIA,
Chapter Vice-President

Grassroots: A Firsthand Look at our Dues

The name alone hints at an identity, a sense of purpose. But like most AIA members, I had no clear conception of the event's true nature. That changed the week of January 25th, as the officers and executive director of the Pittsburgh Chapter attended *Grassroots '88*, an annual gathering at AIA headquarters in Washington D.C. I came away with a solid respect for the Institute, some insight into the future of the architectural profession, and considerable pride in the accomplishments of the Pittsburgh Chapter. Some background is required.



When Franklin Hospitality Corporation of Columbus, Ohio considered property in Pittsburgh, they looked for quality and prestige and chose Fox Chapel. With those same considerations, they chose their General Contractor

JEFFCO CONSTRUCTION



B. J. Beri's Restaurant and Bar
(Franklin Hospitality Corporation)

9000 sq., 320 seat restaurant and bar located in Waterworks Mall, Fox Chapel.

Interior features solid mahogany finishes throughout.



TIME • QUALITY • MONEY

At Jeffco we continue to demonstrate our ability to control each of these elements,—both inside and out.

Give us a call today (412) 731-5900



JEFFCO
Construction Company
General Contractors/Construction Managers
JEFFCO BUILDING
1133 S. Braddock Avenue
Pittsburgh, PA 15218



Grassroots has been held since 1966 for chapter presidents, presidents-elect, and executive directors. Its purpose is to inform chapter leaders about the resources of the Institute to help them create/maintain a successful chapter. Further, it seeks to bring architects together in an atmosphere conducive to a free exchange of ideas. *Grassroots* accomplishes these goals admirably.

The AIA is concerned with all matters of interest to architects, with an eye toward future issues affecting the profession. Sessions were held on QBS (Qualifications Based Selection) licensing enforcement, professional service taxes, architects in government, media relations, the Intern-Architect Development Program, the Search for Shelter, Vision 2000 and many other subjects of common interest to all practitioners. Information gathered on these subjects will be turned over to the appropriate committees of the Pittsburgh Chapter, and will hopefully become topics for future programs.

I particularly enjoyed the opportunity to compare notes with other architects and the status of their chapters. There were nearly 650 attendees at *Grassroots '88* and after meeting a great many of them, the Pittsburgh contingent came away with a feeling of pride bordering on arrogance. Sister chapters felt successful attracting 10% of the membership to meetings; we routinely get 20%. Many comparably sized chapters have newsletters with a distribution of 400-500; ours is 1600. Many have no chapter directory, no long range plan, irregular awards programs, and no IDP initiatives. While they worry about stabilized or decreasing membership, ours has increased over 10% this year. The *Remaking Cities* conference was a subject second only to the national convention in New York City. *In short, the Pittsburgh Chapter is one of the premier chapters in the country and we can all take considerable pride in that accomplishment.*

The net effect of *Grassroots '88* was for me one of unabashed respect for the AIA. Although certainly not a perfect institution, (name one that is) it continues to represent the best source of information on issues relevant to the practice of architecture, and the best vehicle for resolving our problems and consolidating our strengths. I've had a firsthand look at where our dues money goes, and it's worth it.

The leader
across the board.™



DRICON®
Fire Retardant Treated Wood

Sylvania Wood Preserving Co.
1 Chicago Avenue
Elizabeth, Pennsylvania 15037
Pittsburgh (412) 384-3900

BRICKS AND MORTAR /Committee News

Education & Professional Development

Chair: Ana Guzman, AIA, Univ. of Pgh., 624-9535

The Architect Registration Exam (A.R.E.) Refresher Courses will begin Saturday, March 5 and continue for 9 Saturdays through May 21. All classes will be held at CMU's College of Fine Arts, Seminar Room 206, from 9 AM to 12 noon (extra afternoon classes April 16—see schedule). Registration fee is \$95, applicable to Associate AIA Membership, Pittsburgh Chapter Dues. Individual courses are \$15 per session. Call the Chapter Office (471-9548) or Ana Guzman for registration details.

1988 A.R.E. Refresher Course Schedule

March 5	<i>General Test-taking Strategies</i> , Instructor: Tom Harley.
March 12	<i>Div. A: Pre-design</i> , Instructor: Karen Brean, City Planning.
March 19	<i>Div. B: Site-Design</i> , Instructor: Dan Willis, Penn State.
March 26	<i>Div. C: Building Design, Simulated Design Problem Hand-out</i> , Instructor: Dennis Astorino, L.D. Astorino & Assoc.
April 2	No class: Easter and Passover
April 9	<i>Div. C: Building Design, Design Problem Critique</i> , Instructor: Dennis Astorino, Syl Damianos, Damianos and Assoc.
April 16	9AM-12 noon: <i>Div. D: Structures—General</i> ; 1-3:30 PM: <i>Div. E: Structures—Lateral Forces</i> , <i>Div. F: Structures—Long Span</i> . Instructor: Dennis Roth, Structural Engineering Corp.
April 23	No class: ALS Structures Seminar, Washington, D.C.
April 30	<i>Div. G: Mech., Plumb., Elec., & Life Safety Systems</i> , Instructor: Gary Mattern, Mattern & Assoc.
May 7	<i>Div. H: Materials and Methods</i> , Instructor: Roger Mallory, WTW.
May 14	No class: ALS Design Seminar, Washington, D.C.
May 21	<i>Div. I: Construction Documents and Services</i> , Instructor: Peter Greer, DRS, Al Cuteri, Pgh. Board of Public Education.



Archi-Dec Floor Covering Continues To Be Awarded Commercial Carpet Contracts Because

To our end users, our carpets say "style, value and performance." Commercial and residential carpets by Archi-Dec Floor-covering are engineered with the finest quality fibers. Density, resilience, soil and static resistance are built-in features.

REFERENCES:

Carmalt Elementary School, Brentwood High School, St. Anthony's School, Carlow Campus School, Holy Rosary School, Carlow College, FAA Office of Allegheny County Airport, The Schenley House, Burlington Coat Factory (Southland, Monroeville, Cleveland and Niles, Ohio), The Whales Tale, Norwin Administration, Gama Associates, The Wine Restaurant, Our Lady of Fatima Church in Aliquippa, Merle Norman Cosmetics, PPG2.



archi·dec
FLOORCOVERING, INC.

2508 Brownsville Rd., Pgh., Pa. 15210 (Carrick)

26 Years of Experience in Retail and Commercial Carpet Sales

Open Mon. thru Thurs. 9 to 9

Fri. 9 to 8; Sat. 9 to 5:30

(412) 881-2620

Public Awareness

Chair: Ivan Santa-Cruz, AIA, Gzesh Santa-Cruz Schointuch, 281-1414.

The Public Awareness Committee welcomes Lynn Manion, Director of the Community Design Center of Pittsburgh, as its newest member. The committee has offered its assistance to the CDCP as they prepare for the Palladian Ball coming this month.

Local architects who wish to attend the architectural tours of Pittsburgh which follow *Remaking Cities* should call Jan Reicher, 829-2942. While space on the bus tour may be limited, Jan anticipates openings for the boat tour, Industrial Pittsburgh. Your call will place you on a wait list for either tour.

A new sub-committee has been formed to provide workshops for local municipalities. This committee, comprised of Luke Desmone, AIA, (chair), Leonard Perfido, AIA and Tony Poli, AIA, will teach municipal governments the role and function of architects and will help them to understand the stages needed to take an idea and turn it into a building.

New business includes several ideas for increasing the media coverage for architects in Pittsburgh. The committee members will explore such options as Talk Shows, Architectural Critic Features, Building Reviews (for the news stations) and a slide show capsule of America by Design. If you have ideas to share, please call Ivan Santa-Cruz, 281-1414.

AIA/CMU Liaison

Chair: Steve Quick, AIA, Quick Ledewitz Architects, 687-7070

The Student Chapter is working on defining responsibilities for officers, establishing standing committees and installing AIAS Bulletin Boards throughout the Department. Watch for details on Student/Practitioner night.

Local Firm (Continued from page 1)

Reid & Stuhldreher and its predecessors have executed more than 1500 separate projects for over 450 clients. Its archives consist of tens of thousands of renderings, working drawings and memorabilia from which curator David Wilkins has chosen 78 key examples for display.

Early in his career, founder Carlton Strong designed Buffalo's Alabama Apartments, the first reinforced concrete building in the Eastern United States. Strong's Pittsburgh connection began with the Bellefield Dwellings (1902) still standing in Oakland, and East Liberty's lavish Rittenhouse Hotel built in 1905, the year Strong relocated to Pittsburgh.

Between 1910-1931, Strong's attention turned to ecclesiastic architecture for the

Legislative

Chair: Bernard Liff, FAIA, 361-4742.

Pennsylvania is one of the few states still lacking a true, state-wide building code. The Pittsburgh Chapter Legislative Committee has pushed for the development of such a code and is pleased to announce that Steve George, AIA, newly installed president of PSA, has set up an exploratory task force. George has appointed Robert Dale Lynch, AIA, to head this very important committee, the *PSA Building Code Task Force*. Once again, the Pittsburgh Chapter shows its initiative and leadership capacity. More news on this project in the months to come.

Membership

Chair: Kent Edwards, AIA, Apostolou Architects, 381-1400

Congratulations to David Pecharka, AIA and Thomas J. Mrozinski, AIA on their advancement from Associate to AIA Member. Please welcome the following new members to the Pittsburgh Chapter, AIA:

Richard F. Bamburak, AIA
331 South Graham Street
Pittsburgh, PA 15232

George A. Bedo, AIA
5701 Solway Street
Pittsburgh, PA 15217

Jeffrey T. Davis, AIA
5719 Elmer St. No. 2
Pittsburgh, PA 15232

Ms. Jill Flannery, AIA
22 48th Street
Pittsburgh, PA 15201

Theodore L. Geibel, AIA
178 Westwood Manor
Butler, PA 16001

Mark McCormick, AIA
5850 Centre Avenue
Pittsburgh, PA 15206

Catholic Church. In addition to Sacred Heart Cathedral (1924-54) the firm (now known as Kaiser Neal and Reid) designed 38 churches, convents, schools and rectories. A 1937 master plan for Mercy Hospital in Pittsburgh launched the firm into health care facility design, which occupies it to this day. Current hospital clients include Children's, Magee Women's, Presbyterian-University, and the University of Maryland Hospital Shock Trauma Center scheduled for completion this year.

The exhibition, accompanied by an illustrated catalogue, will run through April 17. Frick Fine Arts gallery hours are Tuesday through Saturday, 10 AM-4 PM; Sunday, 2-5 PM.

Ms. Adrienne L. Spallone, AIA
2812 McCully Road
Allison Park, PA 15101

Ms. Arden M. Bardol, Associate
Oliver Design Group
2800 Two Oliver Plaza
Pittsburgh, PA 15222

Felix G. Fukui, Associate
155 Fairfax Road
Pittsburgh, PA 15221

Stephen J. Paley, Associate
Celli-Flynn Associates
931 Penn Avenue
Pittsburgh, PA 15222

Hercules C. Pappas, Jr., Associate
Oliver Design Group
2800 Two Oliver Plaza
Pittsburgh, PA 15222

Mark A. Trimbur, Associate
2534 Underwood Street
Pittsburgh, PA 15227

Mr. James C. Platts, Prof. Affiliate
Landau Building Company
4068 Mt. Royal Blvd.
Allison Park, PA 15101

Mr. Lynn C. Ziesche, Prof. Affiliate
Columbia Architectural Metals Company
1830 Forbes Avenue
Pittsburgh, PA 15219

INSITES

Letters to the Editor:

The "Mauling" of Shadyside

To the Editor:

What is happening on Walnut Street? Have architects lost their highly cultivated sense of scale? Of proportion? Of space? With a couple of exceptions, recent Shadyside construction is a disgrace to the profession.

What is the role of a conscientious architect when confronted with a developer who prefers faceless facades which can be identified solely by the interchangeable logos of national franchises?

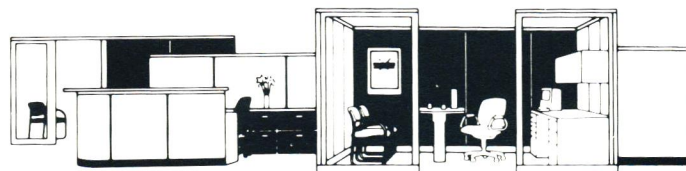
While not opposed to development, I prefer planned, thoughtful development. If you agree, plan to attend The City Council hearing, March 1.

Marsha Berger, AIA

COLUMNS welcomes your opinions. Please address letters to: COLUMNS, Pgh. Chapter AIA, 307 Fourth Ave., Pgh., PA 15222



Franklin Interiors
Creative Office Environments



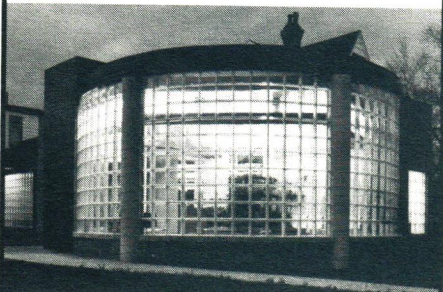
100 Ross St. Pittsburgh, PA 15219 391-9050

PITTSBURGH'S PC GLASSBLOCK™ SPECIALISTS

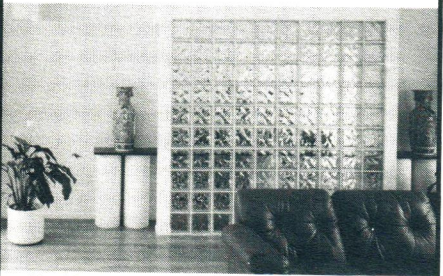
We provide design information, samples, and professional installation of American-made PC GlassBlock® products. Over 20-years of glass block experience. You can design with confidence.



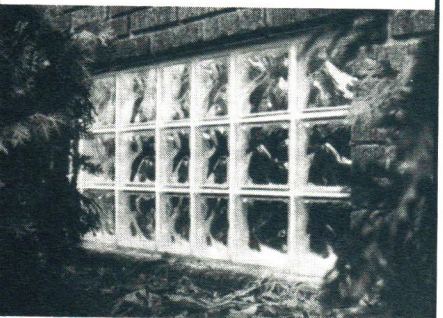
Architectural



Commercial



Residential



Prefabricated Windows

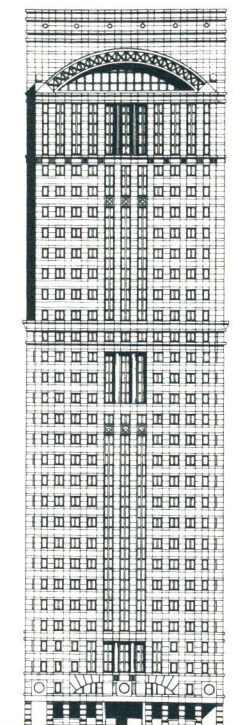
Call for literature and project estimates.

PITTSBURGH
Glass Block Company

2100 Babcock Boulevard • Pittsburgh, PA 15209

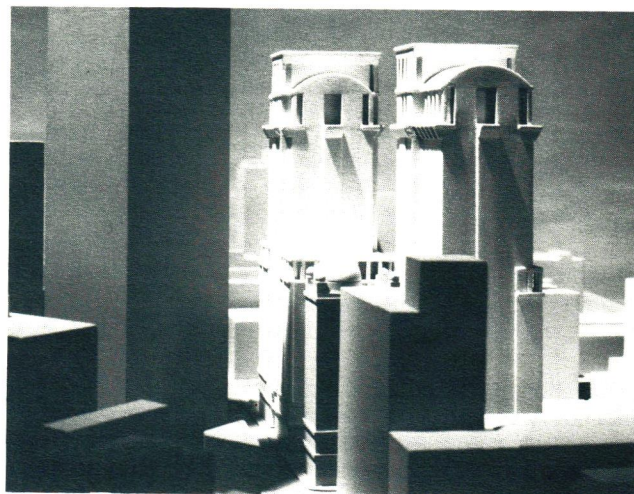
(412) 821-4940

An Authorized PC GlassBlock® Distributor



Three buildings, two new and one renovated, open in Pittsburgh. Downtown, Fifth Avenue Place dominates the skyline while the arched roofline of the CNG Tower marks the border between Shadyside and East Liberty.

An Arch...



CNG Tower, originally designed as the new home of Allegheny International, is the first of a pair of towers. Completed in the fall of 1987, the building was designed by Robert Evans, Kohn Pedersen Fox Associates PC, New York.

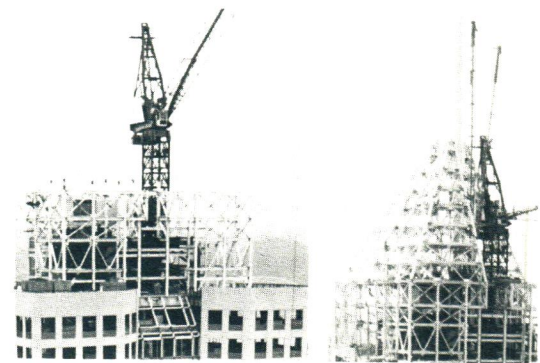
The 32 story tower changed hands after construction was started, but only after the architects/engineers were able to change the building's mechanical system from all electric to gas fired boilers. This change, during construction, enabled the developer to obtain Consolidated Natural Gas and Peoples Natural Gas as major building tenants.

This photo of early massing studies (above) shows how the future tower (Penn & 7th) will relate to the new CNG Tower on Liberty. The site includes Heinz Hall and its plaza, the Benedum Center, the CNG Tower and a vacant lot. The proposed second tower will use all of the remaining bulk allotted to this huge zoning lot.

Robert Evans, Kohn Pederson Fox Associates PC: "This building, while demanding modern technology, was designed to be consciously different from modern buildings such as the U.S. Steel Building or PPG Place. We went back to using granite and the metalwork around the windows is unique in Pittsburgh. We varied depths at different points in the building, such as the two-story set back windows, to emphasize detail. You get a play of light and shadow you normally don't find in a skeleton tower. CNG was intended to fit in with the beautiful older buildings that fill Pittsburgh's skyline."

A Mast...

Fifth Avenue Place rises on the site of the old Jenkins Arcade and welcomes you to Pittsburgh. The 31 story office retail complex was designed by The Stubbins Associates and developed by Hillman Properties and First Federal of Pittsburgh. The building contains 225,000 square feet of granite on the exterior with a curtain wall of 62,739 square feet of insulated PPG glass. An exciting mix of retail and cafe shops will open in April, while Blue Cross/Blue Shield and First Federal of Pittsburgh, major tenants, prepare to move. Williams Trebilcock Whitehead coordinated the construction and designed the interiors for First Federal, while Burt Hill Kosar Rittelmann designed the new Blue Cross headquarters.



"The cap is the most exciting part of the building," says Hank Colker, AIA, WTW. As project architect, Colker worked closely with The Stubbins Associates. "How the building meets the sky was a very important part of the design. That's a Stubbins trademark. Hugh Stubbins personally had a hand in the design. The cap is a technically sophisticated structure; building it 400 feet in the air is not exactly like building a house."

The pyramidal cap, 124 feet tall, is comprised

A joint mark n year re "The a sens Massar been k are res gourm hair sa niture s of the

Origi four Ma city. M den wo the Bo body & ing to accou Market boon to the Eas its tena improv roundi light .. enable of wint

The e shown n ing at t the bu den, c Schmic restores and fill food p

...ing adding visual interest to the skies around Pitts-
 ...y to the retail district with its 178 foot high mast
 ...nning of the cultural district. Motor Square Garden
 ...stic mix of retail shops and restaurants blurs the

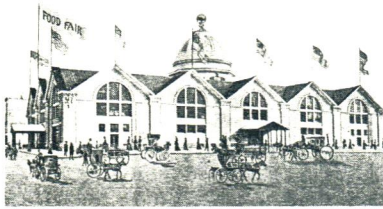
ne...

...y by Landmark Design Associates and Massaro Corporation has given an East Liberty Land-
 ...Motor Square Garden, a 3 story restaurant/retail complex, opens this month, following a two
 ...on.

Opening of Motor Square Garden fills us all with
 ...icipation and excitement," says Joseph A.
 ...ver 33,000 square feet of retail space has
 ...o date. Included in the tenant mix
 ...s, high fashion boutiques,
 ...ream and candy shops, a
 ...d a 15,000 square foot fur-
 ...om called the Department
 ... (See page 2)

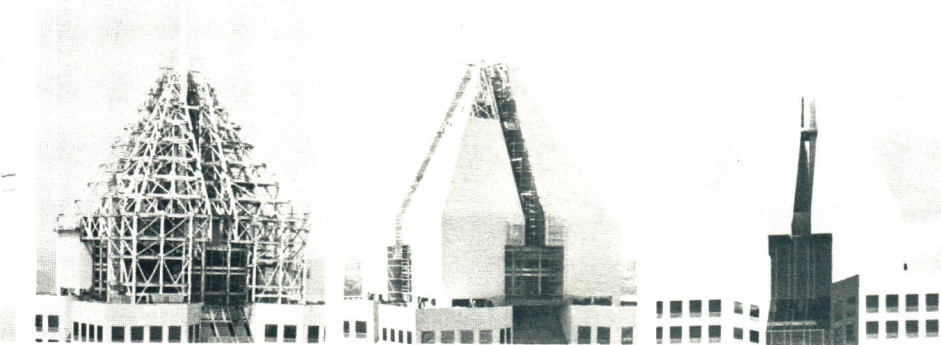


...e largest of
 ...ouses in the
 ...square Gar-
 ...in 1898 by
 ...m of Pea-
 ...s. Accord-
 ...temporary
 ...e "Liberty
 ...d a great
 ...esidents of
 ...affording
 ...ne modern



...s in the way of refrigerators, perfect hygienic sur-
 ...rty of space with a free circulation of pure air and
 ...e, under one roof, the housewife or housemaid is
 ...er in the heat of the summer or the cold and wet
 ...nd everything the season affords for the table."

...ate steel trusswork and fenestrated dome (here
 ...restored) display state-of-the-art building engineer-
 ...of the century. When the Market closed in 1915,
 ...ntinued to function as a sports arena, beer gar-
 ...lership and exhibition hall. LDA president Ellis
 ...s pleased that "the latest reuse of the structure
 ...and envelope conceived by Peabody and Stearns,
 ...uilding once again with merchants, retailers and
 ...s."



...prisms enclosed in granite. It houses a
 ...nical penthouse including the elevator
 ...room, cooling towers and pumps for the
 ...g. The mast stands 178 feet or 13 stories.
 ...appears to be cylindrical, it is actually a
 ...sided hollow steel shaft. Its four foot
 ...er allows interior access for changing the
 ...warning light. In high winds, the mast has
 ...ction or maximum sway of a few inches
 ...base and three feet at the top.

The other interesting aspect of construction,
 ...according to Colker, was the structural support
 ...built in the foundation. "While it's now invisible,
 ...the support work was very unusual because the
 ...building had to deal with a high water table. We
 ...put in large (13 foot diameter) caissons to sup-
 ...port the tower, because of the water and the soil
 ...conditions. It's more like a bridge piling than a
 ...foundation."

Distributors Of:
 Hardwood Flooring

B

- **BRUCE**
Solid Oak Plank
Solid Oak Parquet
Laminate Plank
Laminate Parquet
- **HARRIS**
Solid Oak Plank
Solid Oak Parquet
- **KENTUCKY WOOD**
Custom Classics
Prefinished Parquets
- **PERMAGRAIN**
Acrylic/Wood Parquet
Acrylic/Wood Plank
Permabrick
Genuwood
- **TARKETT**
Laminated Plank
Oak & Ash Parquets
- **UNFINISHED**
Strip and Plank
Red and White Oak
Maple

BENNETT SUPPLY CO

412/782-4500

PROFILE

Sylvester Damianos, FAIA,
National AIA Vice President

Firm: Damianos and Associates.

Training: Carnegie Institute of Technology, Bachelor of Architecture; Technological Institute of Delft, Graduate Study.

Personals: Married, three children.

Awards, Honors: Vice President, National AIA, 1987; Director, AIA 1985-87; Who's Who in America; Honor Award, Pgh. Chapter AIA for Engineers Club, 1983; Fellow AIA 1982; President's Award, Pgh. Chapter AIA 1981. [Ed.Note: These are only a few of his more recent awards. He has also received awards and prizes for his artwork and has held numerous one- or two-man shows. Most significant early awards include Fulbright Scholar, 1956 and the Stewart L. Brown Scholarship Award, 1955.]

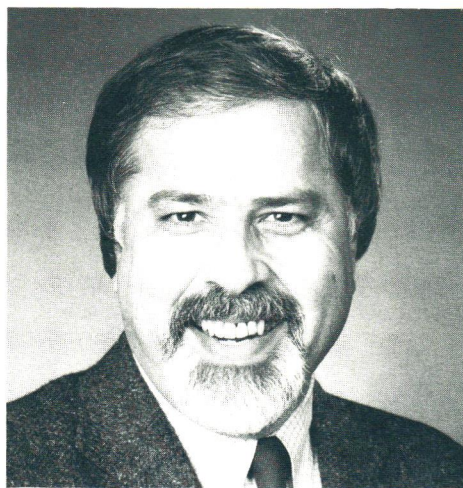
Leisure Time Activities: I still involve myself with art and I'm starting to re-acquaint myself with good music. There are times I get the urge to cook Chinese with my wife. I like to garden, play tennis, travel.

Specialty: I get involved with projects on a plane that takes me away from the details but allows me to see the big picture. I can get involved with the conceptual aspect of any project, whether or not I follow it in detail. I join in and become the firm critic. The national work and especially the juries have helped. My ability to respond quickly is getting better. I can look at something and say, "It's on course," or help change the course. That's my main value to the firm right now.

When and Why You Chose Architecture as a Career: I never had a lifelong ambition to be an architect because I really didn't know what an architect was. That points to the failure of our profession to inform and educate those who aren't exposed to it by other means. I was being pushed by my principal to go into engineering, but I didn't know what engineering was either. Finally, I ended up in a Vocational High School, taking drafting. It wasn't until I finished high school and my Dad said, "You've got to go to college," that I tried to enroll at Pitt in aeronautical engineering. They wouldn't take me because of the vocational background. I decided to take a drafting job, but my Dad said, "Try Carnegie Tech." I figured that if Pitt wouldn't take me I'd never get into engineering at Tech. But I'd always liked construction, so I applied to the School of Architecture. It was two weeks before the opening of school so they waived the requirements. It was that chancy.

Favorite Project or Building: In terms of renovations or recycled buildings, I like the North Side Library and Public Theater and the gallery for the Pittsburgh Plan for Art. Of the new buildings, the Grandview Towers on Mount Washington is very satisfying. None of these are perfect. It's like any piece of artwork—if you're totally satisfied, you're finished.

Favorite Pittsburgh Building: I like Paul Schweikher's Student Union Building at



"It's an absolute thrill to take something that's presented in words, convert that into a program and then into a set of documents and have a building follow. The whole process is a thrill."

Duquesne. Although I didn't have him as Head of Department, his philosophy of architecture, his approach to design is something I've always related to. He could take basic materials [cement] and refine the use of them to a very successful extent. It's a personal satisfaction because that's what I employ in my art. It's what you do with your materials that matters. **Favorite Building in the World:** The chapel at Ronchamp, by Le Corbusier. It was being built when I was in school. When I first saw it in a magazine, I didn't think much of it. But

when I went to Europe on a Fulbright I went to see it and I've never forgotten it.

Most Enjoyable Aspect of Architecture: I enjoy taking a problem, resolving it, creating a design that satisfies the needs of a client. It's an absolute thrill to take something that's presented in words, convert that into a program and then into a set of documents and have a building follow. The whole process is a thrill.

Least Enjoyable: The paperwork is the least enjoyable—the administrative process: contracts, the necessity to document each day, the insurance coverage you have to have, and invoicing of services done. The entire paperwork process is just unbelievable.

World's Greatest Architect: Le Corbusier. His architecture did not rely on materials. He was creating designs and buildings in areas without skilled craftsmen yet he pulled off these magnificent concepts.

Most Aesthetically Pleasing City: In historical terms, I'd select the city of Thera in San Turini, Greece. It's a lovely garden on top of a very high mountain. In today's terms, I think Pittsburgh is shaping up as one of the best.

Advice to a Student of Architecture: Be patient and broaden your base by knowing as much as you can about business, marketing and banking. These will enhance your skills and abilities in architecture. To be an architect in the old sense may not be enough. The more diversified an architect can be, the better his practice will be.

Wind-2™ ONE

Plus

**Integrated Financial
Management Software
for Architects and
Engineers**

WIND-2 ONE PLUS

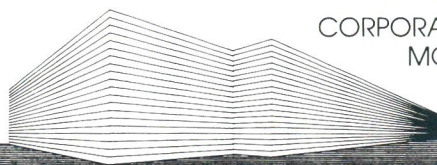
will provide immediate benefits to your company. Use it to:

- Quickly generate invoices.
- Eliminate much of the tedious and time-consuming paperwork associated with manual invoicing and management systems.
- Obtain direct and easy access to information necessary to effectively manage your projects and employees.
- Track project efforts and evaluate project performance.
- Determine exact project and company profit (or loss).
- Maintain project budget control.
- Evaluate employee job performance and contributions to company profits.
- Track accounts receivable, evaluate client payment histories, and facilitate client payments.
- Produce timely and accurate financial statements and journal reports.
- Write payroll and payables checks.



**Van Ollefen
Associates**

CORPORATE ONE OFFICE PARK
MONROEVILLE, PA 15146
(412) 372-9000



FORUM *An Architect's Nightmare*

The Question: *As an architect, what is the first thing that goes through your mind when you hear of a building collapse, such as the one in Connecticut last spring?*

Bill Bates, AIA, Westinghouse Electric Corporation: The first thing that goes through my mind is panic. What about all those things I've been involved in? Then comes sympathy for the designers. I'm sure they worked with good intentions and weren't shortcutting.

That sort of disaster casts a shadow on the whole profession and it's one of the driving forces behind IDP and the revamping of the Architectural Registration Exam. The exam was computerized some years ago, a true-false, multiple choice kind of test, which worked well for grading but allowed people to guess at too many answers. For that reason the exam was made much more difficult. It was expanded to four days and includes lots more structural design.

Liability is another thing you think about. There go the insurance rates. And that's a major concern for the profession.

Finally, I think about the credibility of the architect. A disaster forces you to recognize the power we hold as architects. We hold lives in our hands. There are a lot of people who just take us for granted. They live in our buildings and expect them to stand up, that's a minimum. But a collapse tells us that sometimes, architects aren't perfect.

Richard Rittelmann, FAIA, Burt Hill Kosar Rittelmann Associates: My first reaction was why. We all design buildings and have them built. As soon as you hear of a major problem, you want to find out why, because it's the only way you can prevent it.

Remember when all the windows were popping out of the John Hancock Building in Boston? The architectural press reported the glazing details. I looked at those glazing details and said "There but for the grace of God go I!" I didn't see anything wrong with those details. Any architect in the country could have specified the same glazing details, but his windows are popping out. Why?

That problem was resolved in an out of court settlement which specified no blame and no

disclosure. So I still don't know why the windows came out of that building and it worries me.

I feel the same way about that building in Connecticut. Why did it fail? If I don't learn why it failed, I'm always going to have that unnerved feeling that I could do the same thing.

Louis Astorino, FAIA, L.D. Astorino & Associates: My first response is "Oh my God, I hope no one was hurt!" That's one of the constant fears an architect lives with, that something catastrophic will happen to one of his buildings. I have a great deal of empathy for anyone who has had that happen.

Then you think about the bridge collapse at the Hyatt, and you look back and say it was caused by this detail being wrong. There may be a million decisions an architect makes, if there's one he missed, to cause that heartache, well, it shouldn't happen. There should be checks and balances.

My second reaction is "What happened and why?" I want to know why it happened to make sure we're not doing anything similar.

Bernard Liff, FAIA, Retired: I wonder why it happened and how it could have been prevented. It's quite possible that the architect could not have prevented it. But he might have been in a position to know what was done incorrectly and maybe even pass on a suggestion before the accident happened.

It all depends on the contractual agreement between the architect and the owner of the building. If somebody had been on site representing the architect or the engineer, that individual might have caught the mistake and saved the building.

Quite often, the client doesn't pay the architect to do field inspection. That's an issue the BOCA codes are trying to resolve. A new section of the model code was passed called Special Inspection. It would require the owner to hire inspectors through the architect in order to help prevent such collapses.

I'm recommending to the city of Pittsburgh that we adopt that provision right away. We've always had special inspection but the new code would require more time on site.

Ask about our NEW LEASING PLAN

Prints • Posters • Originals

CALL 412 / 281-2240

SINCE 1891
JACOBSON
FRAME & GALLERY, INC.

821 Penn Ave.,
Pgh., PA 15222

WRT

**WILLIAM R.
THORNTON**
Ph.D., P.E.

Consultant
in
Acoustics
and
Noise

250 Shagbark Drive
R D #1 Cheswick, PA 15024
(412) 265-2000
FAX: (412) 2651533



BEECHVIEW MANTEL & TILE COMPANY

**Pittsburgh's Exclusive
Distributor for:**

- Buchtal Porcelains
- Midland Tile Works
- Summitville Tiles
- U.S. Ceramic Tile Co.
- Westchester Marbles

**Setting Materials,
Grouts Always
In Stock:**

- Latitec
- Upco
- Summitville

Personal Service and
Technical Assistance
with Specifications,
Samples and
Installation

Ray Brooks, Architectural Sales

1347 WEST LIBERTY AVENUE • PITTSBURGH, PA 15226 • (412) 531-0342

Bridging the Gap (Continued from page 1)

in small careful steps. At the start, 16 women from different firms met regularly for lunch to discuss common issues and professional concerns.

Janet McCarthy, Vice President, Marketing, IKM: "There was some concern from men who owned their own businesses and wanted to be included in the group, but we felt that our problems in going out to market were different than a male's might be. We have found that it's less important and that's great. We don't really do things differently from the men. Now we want to include the whole scope, principals and marketers, men and women, anyone interested. We're modeling our membership qualifications on the SMPS by-laws."

In 1986 the Pittsburgh group held its first Annual Meeting. It was a rousing success, with 85 people attending: principals, marketers, business development people and public relations directors. The second Annual Meeting in the fall of 1987 was similarly well attended. As a result, the focus of the group is changing: the early stages of growth and planning are now giving way to a more serious emphasis on programs. People can meet and expand their networks of professional contacts but also hear speakers on selected topics of common interest. As the organization grows, it will expand its calendar to include two such meetings each year and then three. It will also develop a more formal organizational structure with by-laws and officers.

Will the Pittsburgh Design Marketing Professionals join the National Organization? McCarthy: "We have to walk before we can run. It could be that our future does hold an SMPS Chapter, but for now, that's not our goal. Our goal is to get a Pittsburgh organization up and running."

"You can have all the skills in the world, build the most beautiful buildings, but you're not going to get the job unless you can market yourself effectively."

What are the purposes of the organization as it now exists? And what about the issue of confidentiality and competition? McCarthy: "Our purpose is networking, finding out what's going on in the city without sharing leads. There's a very fine line; we all know what we can talk about and what we can't. We need to know about our competition not from a purely sales point of view. Often there are joint ventures formed. Rather than it becoming an adversarial situation, marketing often becomes a support process."

Are Pittsburgh firms supportive of the new organization? Wintner: "Very supportive, but you will see extremes. We've had people who came to one or two meetings and then went back and discussed it with their principals and haven't shown up since. They feel if you have learned how to do something well, you don't want to share it with other people. But there are other organizations all over the city doing that. AIA members are in competition with one



Janet McCarthy (left) and Lisa Wintner have been active leaders in the early development of Pittsburgh Design Marketing Professionals.

another, yet they have a very healthy, supportive organization. Why can't marketing people?"

The goals of the National Society for Marketing Professional Services include: increasing professionalism, defining ethics, providing scholarships and promoting a high level of professional support and training. Support seems to be the key factor for the local organization, because Design Marketing Professionals are not marketing a product, but rather a service, with nothing tangible to present to a client.

The job can be lonely. "Most of us are like islands," says McCarthy. "We don't have a co-worker who is doing the same thing and so it makes the job difficult. You have to be constantly pumped up to sell."

Design Marketers come from a variety of backgrounds. Some are registered architects, principals who spend part of their time marketing their services. Others, like McCarthy, a spec writer, have a technical background, while training in journalism and communications is also frequent, such as Wintner's.

Past practices suggest that firms with 20 or more design professionals benefit from a full-time marketing person. Firms of 20 or less often use a part-time marketer, or assign the marketing job as one part of a technical employee's full-time responsibility.

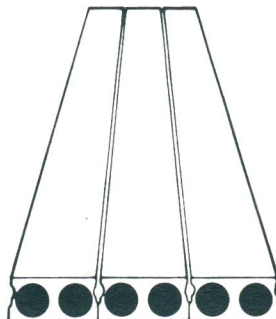
The daily work includes proposal writing, people contact (on the phone, attending meetings, entertaining potential clients), and assisting architects with presentation skills. McCarthy: "The client wants to see the team that will be doing the work, not just a marketing person. One of our responsibilities is to make them [the design team] as strong as they can be through support materials or rehearsals. They're your front line and you want to make sure they're well prepared."

Wintner agrees: "Architects are trained as architects. They aren't trained to refine their writing ability; they don't take public speaking courses. It was never an important part of the job to go out and market yourself. Today it's a really competitive business, so marketing has become important. You can have all the skills in the world, build the most beautiful buildings, but you're not going to get the job unless you can market yourself effectively."

(Continued on page 16)

THE PITTSBURGH
flexicore® CO., INC.
Est. 1955

Structural & Architectural
PRECAST CONCRETE
COLUMNS, BEAMS AND PANELS

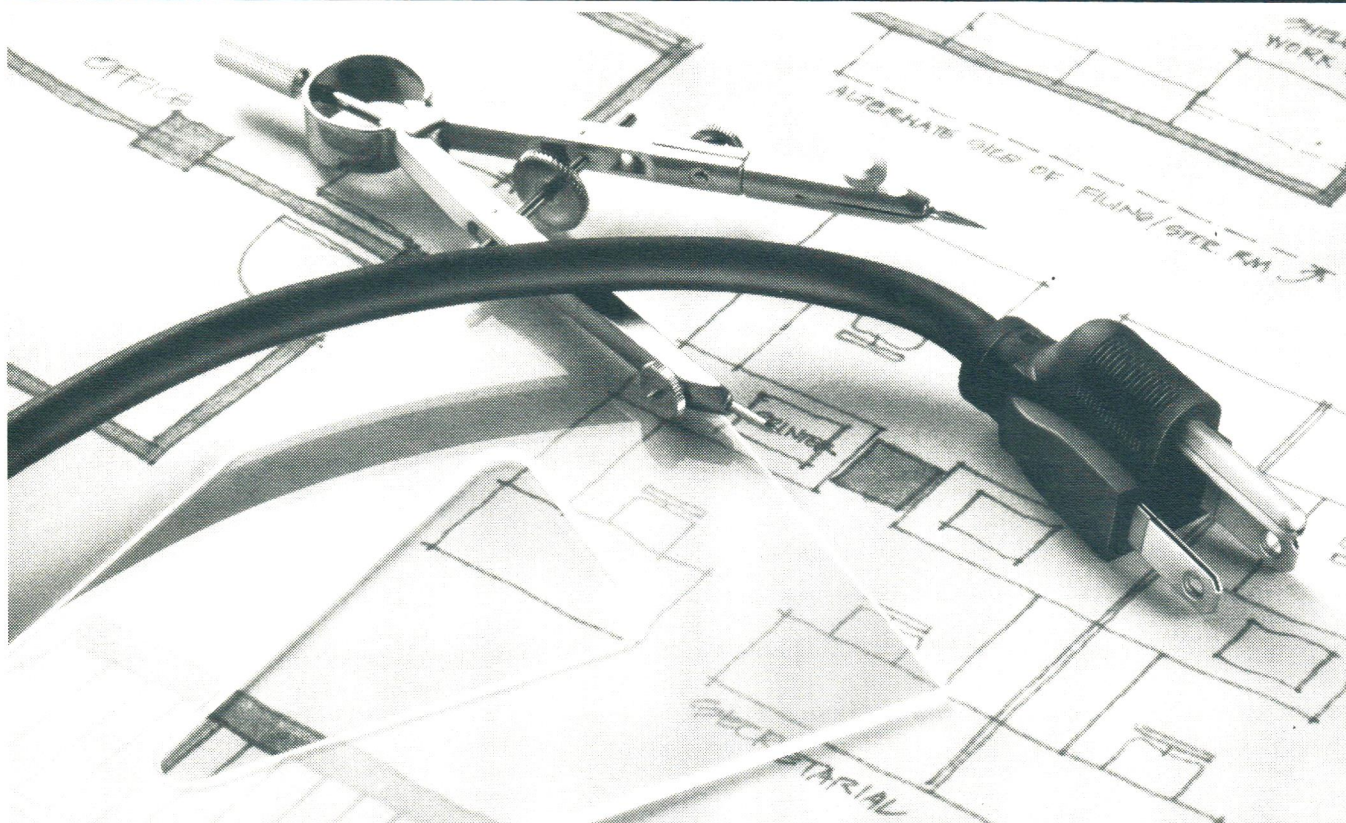


PRESTRESSED
LONG SPAN FLOOR
AND ROOF SLABS

Fourth and Railroad Sts.
Monongahela, PA. 15063
Phone (412) 258-4450 Monongahela
(412) 462-7117 Pittsburgh

Power Perspectives #2

ANOTHER IN A SERIES OF COST COMPARISON ANALYSES FOR BUILDING ARCHITECTS, ENGINEERS, CONTRACTORS AND OWNERS.



TO LOWER FIRST COST AND OPERATING COSTS, JUST CHANGE YOUR MIND.

Design all-electric, and you'll enjoy special savings on your building's total energy costs.

Operating costs—When your building is all-electric, all of its energy needs are billed at a special, season-related rate. The savings can be sizable. The chart below shows comparative cost estimates for four buildings. These costs are for identical buildings with the same levels of insulation. The all-electric option includes a heat pump

and electric water heating. The other option includes gas space and water heating and electric air conditioning.

First cost—Duquesne Light has cash rebates for you if you install electric heat pump, resistant space heating and water heating equipment in your next building. These rebates will help pay for the equipment.

How much can you save?

Let us help you find out. Duquesne Light has a sophisticated computer-based modeling program which can

accurately estimate your next building's savings by going all-electric. Let us review your plans. We will show why it makes sense for you to go all-electric. For details and qualifications information about our rebate plans, call John Lekse, your Duquesne Light representative, at 393-6503.

Building Size in square ft.	Maximum Heat Pump, Cash Rebates
25,000	\$14,250
50,000	28,500
75,000	42,750
98,000	55,860

Total Annual Energy Cost				
Building Size in square ft.	All-Electric	Gas Heat and Electric Air Conditioning		
	Duquesne Light	Equitable Gas	Columbia Gas	People's Gas
25,000	\$ 33,430	\$ 35,940	\$ 35,470	\$ 35,170
50,000	67,030	71,250	70,210	69,390
75,000	97,400	104,400	103,010	101,850
98,000	125,660	132,190	130,390	128,810

Based on rates in effect on March 10, 1987.



Duquesne Light

CALENDAR

MARCH 2-5, Pittsburgh Chapter AIA welcomes Prince Charles as Guest of Honor at the International Conference, "Remaking Cities," Vista Hotel. For last minute registration and schedule information, contact conference headquarters, 11th floor, Gateway Three, 642-2626. For volunteer information, contact Marsha Berger, 441-4282. For post-conference architectural tours, contact Jan Reicher, 829-2942.

THURSDAY, MARCH 3, "The Medieval Roots of Modern Architecture," illustrated lecture by Professor Fil Hearn, Director of Architectural Studies, University of Pittsburgh. Frick Fine Arts Building, Room 202, 4 PM. Sponsored by Friends of the Frick Fine Arts. Reception follows.

SATURDAY, MARCH 5, First A.R.E. Refresher Course, "General Test Taking Strategies," Tom Harley, AIA, Instructor. CMU Fine Arts Building Room 206, 9 AM to 12 noon. Courses continue for nine Saturdays through May 21. (See schedule on page 6.) To register, call Lana Andrews at the Chapter office: 471-9548.

TUESDAY, MARCH 8, "Priority Time Management," lecture presentation at the Construction Specifications Institute Dinner Meeting, Plaza Suite, Foster Plaza #5, Greentree. Cocktails at 6 PM; dinner and speaker follow. Reservations: call Ray Brooks, Beechview Mantel & Tile, 531-0342.

TUESDAY, MARCH 8, Computer Research CAD Seminar Series, "ARRIS." Introduction to CAD software from Sigma Design for architects and interior designers. 9:30 AM and 1:30 PM. For details and reservations, contact Larry Diurba, AIA, ASID, 262-4430.

THURSDAY, MARCH 10, Le Corbusier lecture by Christian F. Otto, Head, Architectural History & Urban Development Program, Cornell University. Sponsored by CMU Department of Architecture. Multi-purpose Room, Hunt Library, 8 PM. Free to the public.

TUESDAY, MARCH 15, Chapter Dinner Meeting. Guest speakers: Conan McManus and Ross Helfer, Prudential Bache, will discuss Financial Planning, Tax Strategies and Investing. Papillon Restaurant, 1910 Cochran Rd., Mt. Lebanon. Cocktails at 6, followed by dinner and lecture. Reservation form on page 15.

FRIDAY, MARCH 18, Lunchtime Seminar: "Project Management in the Architectural Office," sponsored by the Pittsburgh Chapter AIA Professional Development Committee. Speakers: Patrice Derrington, PhD, Ass't. Prof. in Project Management, CMU, and Donald Carter, AIA, President, UDA. Downtown YWCA, Fourth and Wood Sts., 12-1:30 PM. AIA Members: \$20; non-members: \$25; students: \$15. Reservation form on page 15.

SUNDAY, MARCH 20, Opening Reception, Centennial Exhibition of Reid & Stuhldreher, Architects, Frick Fine Arts Gallery, University of Pittsburgh. 5-7 PM. Exhibition continues through April 17. (See cover story.)

SATURDAY, MARCH 26, "The Palladian: A Masked Ball," to benefit the Community Design Center of Pittsburgh. The Carnegie Hall of Architecture and Music Hall Foyer, 9 PM-2 AM. Building costume and/or black tie; music, mimes, magicians, dancing and prizes! (See cover story.) Charitable contribution: \$75. Call Lynn Manion, CDCP, 391-4144.

SATURDAY, MARCH 26, Volunteers needed to judge two building contests for school children at the **Hands-on-History Education Fair**, 10 AM - 4 PM, sponsored by Pittsburgh History and Landmarks. Call Dave Davis, 923-2255.



COLUMNS will announce upcoming events/activities relevant to its readers. Send **typewritten** copy to: CALENDAR, AIA Pittsburgh Chapter, 307 Fourth Avenue, Pgh., Pa. 15222. Deadline is 10th of month prior to month of publication.



YOUR "FULL SERVICE" DISTRIBUTOR



**2220 PALMER STREET
PITTSBURGH, PA 15218
412-351-3515**

Let us be your
**Support
Group.**

Our policy is to share our knowledge, facilities and marketing skills. From our 15,000 square feet of designer showrooms, to our 250 lines of quality furnishings, to our special aids for customer presentations, we are here to help you.

Phone Tony Breslin

288-2300

There is no obligation.

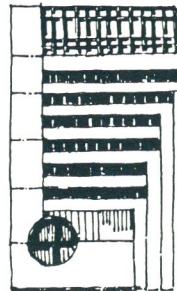


DILLON BUSINESS FURNITURE CO

922 Penn Avenue Pittsburgh, PA 15222



**Mosites
Construction**



WE BUILT ONE OF
THE MOST TALKED
ABOUT BUILDINGS IN
PITTSBURGH!!

WINNER OF THE
1986 BOMA "BUILDING
OF THE YEAR" AWARD!

Mosites Construction Company

Building Division

Contact Dave Davis

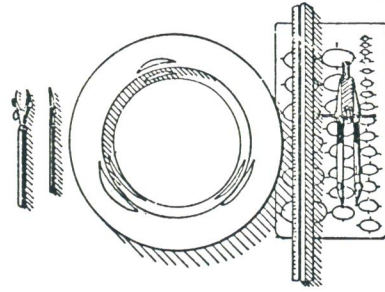
General Manager

Prof. Affiliate AIA

(412) 923-2255

MARCH DINNER MEETING

- TOPIC:** *"Individual Financial Planning"*
- Tax strategies under the new tax laws
 - Investing in a Volatile Market minimizing downside risks capital preservation reducing exposure to negative market swings
- SPEAKERS:** *Conan McManus and Ross Helfer, Prudential Bache*
- DATE:** *Tuesday, March 15*
- TIME:** *6 P.M. Cocktails followed by dinner and guest speakers*
- PLACE:** *Papillon Restaurant
1910 Cochran Rd., Mt. Lebanon
(Call 343-1000 for directions)*
- COST:** *AIA Members: \$18
Non-members: \$20*
- RSVP:** *By March 10*



LUNCHTIME SEMINAR

Organized by the Professional Development Committee

- TOPIC:** *"Project Management in the Architectural Office."*
This seminar will focus on establishing and maintaining a high level of professional performance in architectural practice through project management.
- SPEAKERS:** *Patrice Derrington, Assoc, AIA, PhD, Architect, Assistant Professor at CMU, instructing in Project Management.*
Donald K. Carter, AIA, President of UDA, Principal in charge of "Liberty Center". (This project will be presented as a case study).
- DATE:** *Friday, March 18*
- TIME:** *12 noon to 1:30 PM*
- PLACE:** *YWCA Downtown - 4th Ave. and Wood Street*
- COST:** *AIA Members: \$20
Non-members: \$25
Students w/ID: \$15*

RESERVATION FORM March 15 Dinner Meeting

Name(s): _____

Firm: _____ Phone: _____

Please mail this form to:

Pittsburgh Chapter, AIA
307 Fourth Avenue
Pittsburgh, PA 15222

RESERVATION FORM March 18 Project Management Seminar

Name(s): _____

Address: _____

Phone: _____ Amount
Enclosed \$ _____

Please mail your check and this form to:

Pittsburgh Chapter, AIA
307 Fourth Avenue
Pittsburgh, PA 15222

MARKET PLACE

Classic Development Consultants Inc.—
TRAFFIC STUDIES, SIGNAL DESIGN/PLANS
using traffic software and AutoCAD System.
Jack Trant 621-2220.

FOR SALE: Pre-owned HI DMP-56, single pen,
multi-sheet plotter. Bargain for firm getting
started with CADD. Call 373-2220 for info.

Medium-sized downtown area A/E firm with a
growing client base and expanding workload is
seeking a registered Architect with a minimum
of 5 years experience and an architectural
intern with a minimum 1 year experience.
Interiors and/or CAD experience is preferred
but not required. Salary commensurate with
qualifications. Reply in confidence with resume
to Apostolou Associates, 47 Bailey Avenue,
Pittsburgh, PA 15211. Phone calls or office
visits not accepted.

Enhance your home/office! Just returned from
England/France with selection of 19th century
architectural and landscape drawings, both
decorative and authentic. Reasonably priced
quality framing available. Call for appointment
or to have selection sent on approval.
412/225-5479, E. Parker.

FOR SALE: Stained glass windows from West
End United Methodist Church. Call: 921-1432.

Have a position to fill? Space to sublet? Equip-
ment to sell? Now you can find the perfect buyer,
seller, tenant, associate, etc., through MARKET-
PLACE, COLUMNS' exclusive classified listings
targeted directly to the architectural and design
profession.

CLASSIFIED RATES:

AIA Members: \$.75/word
Non Members: \$1.00/word

SEND TYPEWRITTEN COPY TO:

COLUMNS c/o The Cantor Group, 1225 Farragut
St., Pittsburgh, PA 15206. Checks payable to **The
Cantor Group/AIA** must accompany insertion.



CADD (Continued from page 3)

After you have established what information you
want to translate, the next step is to identify the two
software packages involved and the related hard-
ware. Get your CADD guru together with their
CADD guru and look for help. Has anyone else
translated drawings between these two systems? If
you find help of this type you will save a great deal
of time and aggravation.

With your goals in mind you must identify and
standardize as many details as possible: layering
schemes, line types, text fonts and sizes, line weights
and colors, drawing naming schemes, symbol nam-
ing schemes, drawing scales, etc. Getting together
before beginning the drawings is the best time to
start your translation procedures. If you can not find
help, allow yourself plenty of time for experimen-
tation. Don't wait until the drawings are done and
your deadline is upon you! Translations can take
quite a few trial and error attempts before you get
it right. Finally, don't give up. With planning and
thought, we can always make our computers work
for us.



ARCHITECTURAL WOODWORK INSTITUTE

Western Pennsylvania Chapter, Inc.

FABRICATORS:

Allegheny Millwork, Inc.
Cabinet & Millwork Co.
Fort Pitt Fixture
Harmon Lumber & Supply
Pittsburgh Cabinet Co., Inc.

Quaker Ridge Custom
Woodworking
Somerset Door & Column Co.
Thomas-Kinzey Lumber Co.
Valley Kitchens
Wyatt, Inc.

"Companies
of
Integrity
Committed
to
Perfection"

SUPPLIERS:

Babcock Lumber
Bennett Supply Co.
Carpenters Machinery Co.
Chemetal Corp.
Distributor Service, Inc.
Eggers Industries
Mann & Parker Lumber Co.
Alan McIlvain Co.
T. Baird McIlvain

James M. Nestor & Assoc.
Pittsburgh Plywood
Saw Sales & Machinery
Sequoia Supply
Sherwin Williams
Triax Sales
Weyerhaeuser Co.
Wilsonart Laminates
Wood & Plastics Industries

Bridging the Gap (Continued from page 12)

McCarthy: "Architects take for granted that
people understand what programming is, or
what design development means. But if you
have a client who doesn't understand that ter-
minology, you have to explain what each step
involves. I sometimes act as a translator, bridg-
ing that gap between the architect and client."

The Design Marketing Ladder A Sample of the Jobs and Responsibilities

Marketing Coordinator:

- Functions exclusively in-house.
- Coordinates the proposal process
- Creates and maintains the marketing support sys-
tem (slides, brochures, mailing list, public rela-
tions materials, etc.).
- Has some market research and lead-finding
responsibility.
- Reports to a higher level marketing person.

Director of Marketing/Manager of Business Development:

(The terms Director and Manager are synonymous;
so are Business Development and Marketing.)

- Translates goals of management into marketing
strategies and tasks.
- Develops and implements the marketing plan.
- Develops public relations program.
- Writes proposals.
- Makes direct contact with leads and prospects.
- Reports to a Principal.

Marketing Principal:

- Sets marketing goals.
- Establishes marketing budget.
- Manages marketing staff.
- Makes direct contact with leads and prospects.
- Has primary responsibility for making pre-
sentations.

COLUMNS

AIA PITTSBURGH
Bank Tower, Suite 1207
307 Fourth Avenue
Pittsburgh, PA 15222
Phone: 471-9548

Bulk Rate
U.S. Postage
PAID
Pittsburgh, PA
Permit No. 159