

# COLUMNS

Vol., 2 No. 4

American Institute of Architects, Pittsburgh Chapter

APR 1988  
RECEIVED

## A GREAT PERFORMANCE!



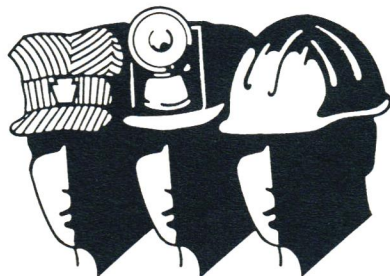
His Royal Highness, The Prince of Wales, with conference organizer David Lewis, FAIA.

### Heinz and Murtha Sponsor Heritage Project

Senator John Heinz and Congressman John P. Murtha (12th District) have recently introduced legislation to preserve the industrial heritage of a nine county region in Western Pennsylvania. Senate Bill 1902 would provide funds to implement full scale preservation and adaptive re-use of historic industrial buildings and sites in Westmoreland, Cambria, Blair, Somerset, Bedford, Fulton, Huntingdon, Indiana and Fayette counties.

Launching **America's Industrial Heritage Project**, as the program is called, was a 1985 National Park Service study of the region entitled *Reconnaissance Survey of Western Pennsylvania*. The study identified the significant cultural resources at Johnstown and Altoona as focal points for new tourism initiatives. The study proposed that some reasonable combination of local, regional, state and national interests could "make a collective effort to provide for the development of visitor-oriented programs, interpretive exhibits and waysides, and access to certain sites of interest and significance."

The goals of the project are ambitious. First, efforts will concentrate on how to develop,



### AMERICA'S INDUSTRIAL HERITAGE PROJECT

enhance and interpret iron/steelmaking, coal, and transportation themes within the nine county region. Fifty projects are proposed: main street revitalization of small town industrial centers (including Altoona, Connellsville, Blairsville and Gallitzen); building restoration and re-use (Johnstown Pennsylvania Railroad Station, Altoona Railroad Shops); landmark

(Continued on page 15)

## REMAKING CITIES

HRH: "If we help to recreate places where people can walk in comfort and security and can look about and be entertained by buildings that are tuned to the eye; if we encourage a renaissance of craftsmanship and the art of embellishing buildings for man's pleasure and for the sheer joy in beauty itself, as opposed to mere functionalism; then we shall have made our cities centres of civilisation once again . . .

When talking about re-making cities or bringing new economic life to certain parts of them, we must never forget that at the heart of the question is the human individual: a person who is more than just a cog in a gigantic utilitarian machine; someone who responds, often subconsciously, to things of the spirit as well as of the material."

(Photo by Bill Metzger; more on REMAKING CITIES pages 8-9)

### Welcome to the Archives

by Martin Aurand,  
CMU Architecture Archives

Architects generate endless documents—drawings, specifications, job files, photographs. These documents are keys to the understanding of buildings and architectural practice. Indeed, buildings themselves tell only part of the story. The history of their design, financing, and construction is contained in the documents by which ideas are communicated between architects, clients, and contractors. In a time of extensive demolition and remodeling of existing buildings, architectural records become increasingly useful, both as documentation of an irretrievable past and as data that facilitate the contemporary preservation and reuse of buildings.

Despite these attributes, architectural records have long been ignored. Architects themselves often neglect and eventually discard records, despite the financial and professional investment that they represent, and archival repositories have been slow to value

(Continued on page 4)



## BREAKING GROUND

### Members on the Move

Congratulations to **Jon P. Andrews, FAIA** and **Stephen A. George, FAIA**, both newly elected to the **AIA College of Fellows**. Fellowship is a lifetime honor bestowed for notable contributions to the profession of architecture. Sixty-four new Fellows, including Andrews and George, will be invested at the 1988 AIA National Convention in May.

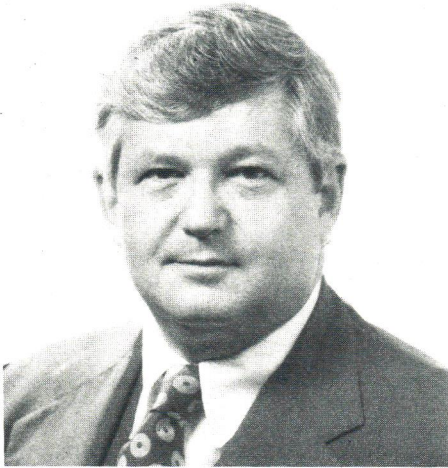
Andrews, Director of Technology for Human Resources at Westinghouse Electric,

was in charge of corporate design from 1973-1980. As supervisor for 30 architects, graphic and interior designers, he was responsible for the visual quality of all *corporate hardware*: buildings, products and graphic materials.

An active member of the AIA since 1967, Andrews served as Chapter President in 1982. Last year, he received a Certificate of Appreciation from the National AIA for his involvement in the National Committee for Architects in Industry.

Steve George, Director for Airport Area Development, is currently President of the Pennsylvania Society of Architects. George has been active in the Pittsburgh Chapter AIA since 1977, serving as Chapter President in 1984.

A member of the National Committee of Architecture in Government, George has had a distinguished career in government service and public service, both in the architectural profession and in local cultural affairs. Formerly President of the Board of Pittsburgh Center for the Arts, George is presently serving on the Boards of the Pittsburgh Ballet, Three Rivers Arts Festival, Bedford Springs Festival and the Three Rivers Shakespeare Festival.



*Jon Philip Andrews, FAIA*



*Stephen A. George, FAIA*

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## Call for Entries

The Pittsburgh Chapter AIA requests submissions for **The American Institute of Architects Citation for Excellence in Urban Design, 1988**. Eligible entries include urban design projects, planning programs, civic improvements, environmental programs, and redevelopment projects. Incomplete projects or continuing programs may be recognized if a significant portion has been completed or implemented and evidence of excellence is demonstrated.

Submissions are to be made to the Pittsburgh Chapter AIA, The Bank Tower, 307 Fourth Avenue, Pgh, Pa. 15222. **Deadline is April 20, 1988**. The Design Awards Committee will select one or more projects to submit to the AIA Regional and Urban Design Committee for final judging. Procedures for Submission and Review are available at the Chapter office. Call 471-9548.

Architects, artists, designers and developers are invited to enter the First National Juried Competition of Site Specific Architectural Landscape and Lobby Art. **"Art in Public Spaces"** will examine the different ways site specific art can revive or enhance the project environment for which it was designed. Winning entries will be exhibited at the National AIA Convention in May as well as on national tours. **Entry deadline is April 20**. Further information: DFA Ltd., 4111 Lincoln Boulevard, Suite 358, Marina Del Ray, CA., 90292.

## Request for Proposals

**East Liberty Development, Inc.** has recently purchased a block of commercial properties at the corner of Penn and Highland Avenues and plans to develop the vacant, 700 seat Regent Theater into a community-based performing arts center for the East End of Pittsburgh. Architectural firms are requested to submit RFPs for conceptual design and feasibility studies to: Karen LaFrance, Executive Director, ELDI, 5907 Penn Avenue, Pittsburgh, Pa., 15206; 412/361-8061.

## Here and There

Do we have any *Bowling Architects*? Duquesne Light Company has extended a Corporate Invitational Challenge to the Pittsburgh Chapter AIA for the **Fourth Annual Duquesne Light Charity Bowl**. The date is May 1, at 10 AM. Tax-deductible entry fee (\$50 per team or \$10 per bowler) benefits the Good Neighbor Emergency Food Fund administered by the Salvation Army. Winners even receive a trophy for the year! Call Walter Hunt, 393-6152, for more details.

**The Society of Architectural Administrators**, an affiliate of the AIA, offers professional training and support for administrative staff in the architectural industry:

Financial Management    Systems Analysis  
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Business Development    Record Keeping

Membership is open to office administrators, business managers, marketers, receptionists, secretaries and other non-technical staff.

If you are interested in starting a Pittsburgh Chapter or if you wish to join the national organization, call: Lana Andrews 471-9548, or write: The Society of Architectural Administrators, c/o American Institute of Architects, 1735 New York Avenue, NW, Washington, D.C. 20006.

## News From National

The American Institute of Architects Press, with assistance from the U.S. Department of Health and Human Services, has published **Guidelines for Construction and Equipment of Hospital and Medical Facilities**.

The new edition, written in cooperation with the AIA Committee on Architecture for Health, features official guidelines on building, improving, or adapting long-term health care facilities as well as all current guidelines pre-

viously published by the U.S. Public Health Service.

Copies of the 1987 edition are available for \$11.95 (\$10.75 for AIA members) plus \$3 shipping. To order contact: AIA Bookstore, 1735 New York Ave., N.W., Washington, DC 20006, (202) 626-7474.

## Empty Space

Please look at the empty space in the column above. Your firm's name should be filling that space! COLUMNS needs your news of proposals accepted, ground breakings, finished projects. We wish to report on the activities of Chapter Members from large **and** small firms. If you don't have a marketing or public relations staff, a simple phone call or note will bring you and your accomplishments to these pages. Photos, elevations, renderings, site plans all make wonderful additions to our publication. Call or write **COLUMNS, c/o The Cantor Group, 1225 Farragut Street, Pgh., Pa. 15206, 661-3734**.

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*Archives (Continued from page 1)*

and collect these products of a little-understood professional context.

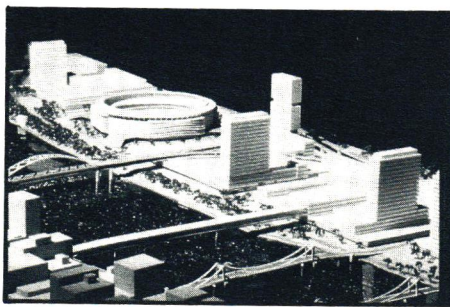
For these reasons, the Carnegie Mellon University Architecture Archives was created in 1984 to collect, conserve, and promote interest in the records that document the architecture of Western Pennsylvania. The Archives has grown rapidly in recent years. They currently house over 3800 drawings and other oversize items; approximately 35 linear feet of photographs, specifications, and correspondence; and a number of models. The collections are used by architects, preservationists, property owners, and scholars, and serve as an instructional resource for Carnegie Mellon professors and students.

The core of the Archives' holdings includes collections relating to eight architects active in Pittsburgh: Peter Berndtson, Henry Hornbostel, Charles Z. Klauder, Edward B. Lee, Dahlen K. Ritchey, Frederick G. Scheibler, Jr., Paul Schweikher and William Arthur Thomas. These collections represent a cross-section of the region's most significant designers and buildings. Also held are rare copies of Frank Lloyd Wright's working drawings for "Fallingwater" and his fantastic designs for Pittsburgh's Point Park area, brochures and copies of drawings for a number of major Pittsburgh buildings, and a sampling of the student work of graduates of the Carnegie Tech Department of Architecture. Campus buildings, including Janssen & Cocken's Mellon Institute, and the University's 1904 and 1987 architectural com-

petitions are represented by extensive record sets.

### ***Ritchey Materials Donated***

Deeter Ritchey Sippel Associates recently donated a collection of records representing major projects of Dahlen K. Ritchey at Mr. Ritchey's request. Ritchey, one of Pittsburgh's dominant figures in Modern architectural design, is a graduate of Carnegie Mellon and Harvard Universities. Ritchey was a founding partner of the local firm that began in 1938 as Mitchell & Ritchey and continues under the name of Deeter Ritchey Sippel Associates. The firm has designed many of Pittsburgh's most significant projects of the Modern era including Mellon Square, the Civic Arena, Allegheny Center, and Three Rivers Stadium. Its work



*A preliminary design for the Three Rivers Stadium by Dahl Ritchey.*

has included schools, housing projects, corporate office buildings, and numerous buildings for the University of Pittsburgh and Carnegie Mellon University.

The Pittsburgh Chapter has endorsed the efforts of the Architecture Archives to "preserve the records of important buildings [and] to document architectural practice." Chapter Members are among the Archives' advisors and donors. You are encouraged to:

- *donate original or duplicate architectural records to the Archives. Records such as drawings, specifications, contracts, correspondence, photographs, and publicity materials are welcome. Of particular interest are those records that document preliminary stages of the design process or unbuilt projects.*
- *contribute information about your firm history and a job list of projects.*
- *share information about architectural records in your office, or about the nature and location of any known records in Western Pennsylvania.*
- *contact the Archives about endangered architectural records.*
- *provide financial support for the Archives and its activities.*
- *utilize the Archives' services.*

*(Continued on page 5)*

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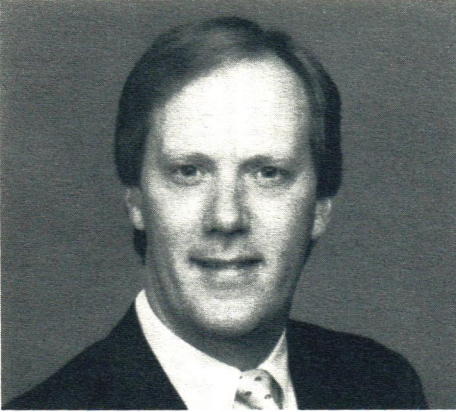
**50 South 7th Street**

**Pittsburgh, PA 15203**



# POINT OF VIEW THE ROAD TO RENAISSANCE III

*Park Rankin, AIA Chapter President*



REMAKING CITIES focused national and international attention on Pittsburgh as diverse professionals convened here to debate the future of industrial cities. We must maintain this awareness and study the conference conclusions in order to implement the recommendations, thus strengthening our city.

In particular, the Monongahela Valley R/UDAT requires continuing activity from our members. We must challenge ourselves to get involved, to offer our services to Homestead, Duquesne and McKeesport, so that these communities can develop plans for their futures.

The R/UDAT is not a one-shot, take-it-or-leave-it recommendation. It is the stimulus for continuing study which responds to community concerns while pointing to the future.

The benefits of REMAKING CITIES are not limited to a fresh awareness of our city, but also include a renewed public awareness of architecture. The momentum begun by the conference offers us an opportunity to initiate continuing educational programs at all levels and to discuss and debate architectural issues in a public forum.

Finally, we must commend the outstanding participation of the Pittsburgh Chapter. In the early planning stages, twelve months ago, I was concerned. Would our members participate? Or would they respond with apathy? We have amazed ourselves and also the AIA National with the exceptional level of response and support from all segments of our membership. My congratulations and sincere thanks to you all. Please stay active in your Chapter and stay involved in the issues this conference has presented to us.

REMAKING CITIES provided our profession with a forum for discussing the problems of the urban environment. We must keep the issues in the public eye and take a leadership position as our city maps its future. Architects must lay the foundations, draw the grids, design the strategies as Pittsburgh takes its first steps on the road to Renaissance III.

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*Archives (Continued from page 4)*

### Archives Services

The Archives provide numerous services in the effort to collect, conserve and promote interest in architectural records:

- proper storage in acid-free containers and controlled environments.
- conservation of imperiled documents including cleaning, humidification, flattening, repair, encapsulation, and preparation of back-up copies or microforms.
- photographic and duplication services; loan services for documents requested for public exhibition.
- information services, inventories and reference assistance.
- compilation of an ongoing inventory of architectural records in Western Pennsylvania held by firms and other repositories.
- consultation and referral on collection management and basic conservation practices.

For further information, call or visit Carnegie Mellon University Architecture Archives, Hunt Library, Frew Street, Carnegie Mellon University, Pittsburgh, PA 15213, (412) 268-2451.



## BRICKS AND MORTAR /Committee News

### Legislative

Chair: Bernard Liff, FAIA, 361-4742.

The PSA has drafted **PA House Bill 1418/Unauthorized Use of Architect's Construction Documents**. Our lobbyist in Harrisburg, Kathy Speaker MacNett, is requesting more examples of: (a) Changes made to construction documents after affixing the architect's seal; and (b) Cases where problems have arisen during or after the construction period and where the architect was not engaged to provide construction contract administration services. If you wish to submit such information, contact Bernie Liff, 361-4742.

James Varhola, Director of the Bureau of Occupational & Industrial Safety has agreed to monitor the effects of the letter regarding enforcement of the **Architect's Law**. The letter will be sent to 597 municipalities, and Varhola has made computer records available for the next year. PSA and the Philadelphia Chapter AIA have shown interest in this project and have requested permission to use the letter text themselves.

Paul Imhoff, City Building and Inspection Department, sent the committee a copy of the City of Pittsburgh's proposed **Responsibility and Final Report Certificates by Design Consultants**. The committee is concerned that these certificates may expose architects



*Legislative Committee meets with full agenda. AIA members from left: Alan Weiskopf, Bud Mracna, Dave Tegeler, Paul Rona, Bernie Liff and Bob Stevens Sr. Also present, Robert Dale Lynch, photographer.*

to undue liability and is requesting time to respond to city officials.

Six responses were received from firms regarding Pittsburgh's **architectural consultant selection process**. The sub-committee held its first meeting in late February. Concerned Pittsburgh Chapter Members wishing

to propose improvements should contact Alan Weiskopf, Chair, 391-2884.

The sub-committee on **Owner/Architect Agreement with the Diocese of Pittsburgh** has met and recommends that the Chapter propose to the Diocese the adoption of the new 1987 AIA Standard Form of Agreement. Tom Celli is the Chair, 281-9400.

The committee has requested, and the Board of Directors has agreed that The Pittsburgh Chapter AIA shall endorse the establishment of, and sponsor the **BOCA Professional Chapter of Pittsburgh**. Bernie Liff will draft a letter to Chapter Members regarding participation.

The committee welcomes David M. Pecharko, AIA as a new member. Committee member, Robert Stevens, AIA, has been elected 1988 Chairman of the BILC Building Industry Liaison Committee.

### AIA/CMU Liaison

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

The **Hornbostel Lecture/Student Awards Night** is scheduled for Tuesday, April 19th. Werner Kreis, visiting critic at CMU this semester, will speak on "The Pigeons of St. Marks and other Sites and Sights."

The **Student Chapter** is revising the structure of its newsletter and preparing bulletin boards for installation in the department. A T-shirt competition will be held with the winner being announced at a movie night sponsored by the Chapter. A portfolio/interview workshop and an IDP session are upcoming.

**Student Resume Books** are available from the CMU Architecture Department. Please call 268-2356 for more information.

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### Membership

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

#### **Two important reminders this month:**

First: **Chapter membership dues** were due in the Chapter office March 31. Please see that your payments are up to date. Questions about joining the AIA? Call Lana Andrews at 471-9548.

Second: We are preparing to print the new edition of the **Chapter Membership Directory**. All changes and/or additions must be submitted in typewritten form to the Chapter office by May 15. Information will not be accepted over the telephone. **Please check your listing!** If we do not hear from you by May 15, we will assume your listing is correct. When submitting changes, please include your full name, membership status, name of firm, complete address and telephone number. Mail to the Pittsburgh Chapter AIA, 307 Fourth Avenue, Pgh. 15222.

The Chapter extends a warm welcome to the following new members:

Paul C. Apostolou, AIA  
Apostolou Associates  
47 Bailey Avenue  
Pittsburgh, PA 15211

John L. Rizzi, AIA  
Integrated Architectural Services  
267 West Expo Mart, Suite 267  
Monroeville, PA 15146

Gerald H. Turk, AIA  
Coffey Construction Co., Inc.  
2806 Sebolt Road  
Liberty, PA 15129-0454

Gretchen L. Barlett, Associate  
The Design Alliance  
Three Gateway Center  
Pittsburgh, PA 15222

Mr. E. T. Cihil, Associate  
Apostolou Associates  
47 Bailey Avenue  
Pittsburgh, PA 15211

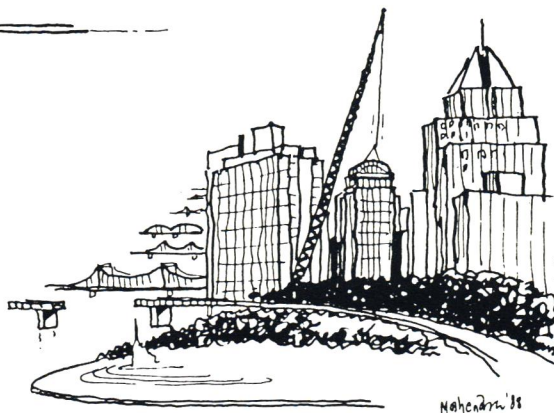
Thomas E. Ciminelli, Associate  
5326 Fifth Avenue, #21  
Pittsburgh, PA 15232

Laura Lee, Associate  
The Design Alliance  
Three Gateway Center  
Pittsburgh, PA 15222

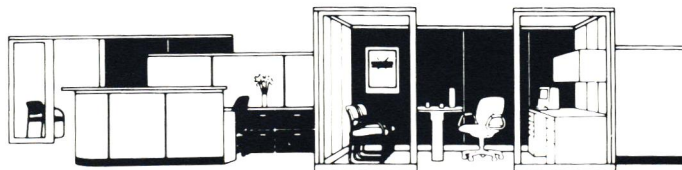
James W. Pashek, Prof. Affiliate  
Pashek Associates  
1214 Monterey Street  
Pittsburgh, PA 15212

Gilbert T. Mariano, Jr., Prof. Affiliate  
Pittsburgh Trane Sales Agency  
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HRH The Prince of Wales

#### • Conference Chairman

David Lewis, FAIA

#### • Coordinators

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##### **AIA Pittsburgh**

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Susan Warner, AIA, R/UDAT Chair  
Marsha Berger, AIA, Volunteer Coordinator  
Jan Reicher, Prof. Affiliate, Tours  
Lana Andrews, Executive Director

##### **The Phoenix Initiative**

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Marjorie Smuts, Promotions  
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#### • Conference Photographers:

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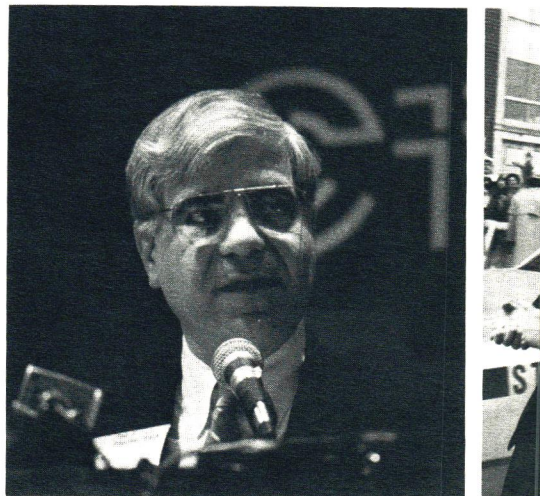
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A special thank you to our conference managers, **The Marketing Place**, a non-profit organization giving assistance in market planning, problem solving, media relations and special events.

# Remaking Cities



ABOVE: HRH, the Prince of Wales, chats with (l. to r.) Park Rankin, AIA, Pittsburgh Chapter President; Bill Bates, AIA, Pittsburgh Past President; Syl Damianos, AIA, National 2nd Vice President. MIDDLE: Stefani Ledewitz, AIA, (right), Quick Ledewitz Architects, confers with volunteer Mimi Doboy in Workshop B: THE EVOLVING METROPOLIS: CITY CENTERS VERSUS URBAN



ABOVE: Ted Pappas, AIA President: "Many hands are tugging at the pencil when an architect draws: contractors, developers, bankers. The public must get their hands on the pencil. Down with the master builder and up with the public/private professional. We must nurture the citizen-architect, committed to the enfranchisement of the entire community. Unless the hands of our

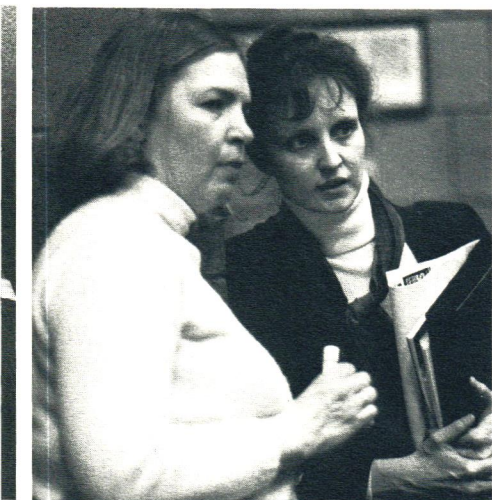


ABOVE: Paul Farmer, (left) Assistant Planning Director, City of Pittsburgh, reported on Workshop A: NEW ECONOMIC OPPORTUNITIES FOR CITIES: "Our delegates cannot begin to address reshaping our cities without addressing issues of race and class." MIDDLE: Senator John Heinz: "One cannot bottle

(All photographs this page by Ben Spiegel)



# ast of Characters



**EXPANSION.** "Cities are re-made every day, choices are made daily that affect their character. We are in a constant process of bringing our cities into being, but seldom do we stop and add it all up. We can let changes happen to our cities, or we can make them happen." (Ledewitz) **RIGHT:** Volker Hartkopf, Professor of Architecture, CMU, chaired Workshop E: DEVELOPING A VISION FOR THE CITY OF TOMORROW. "We believe that future cities must compassionately recognize and provide for all people. Cities frequently harbor separate and unequal populations; an urban underclass is growing. We [architects] are part of the problem and we need to become part of the solution."



**Neighbors are on our pencils, we will be at the periphery of community life."** **MIDDLE:** "As far as I'm concerned, the future starts today in the Mon Valley," declared George DeBolt, Mon Valley community leader, seen here leading Prince Charles to the Bishop Boyle Center in Homestead. **RIGHT:** Rod Hackney, RIBA president: "There is a slow catastrophe in housing in Europe. Labor is the source that regenerates cities from within. Architects play an enabling role, not just providing buildings, but providing ordinary people with the opportunity to participate."



**Pittsburgh's success like horseradish. If there is a secret recipe for success, it is recognizing and rewarding those who roll up their sleeves to get the job done."** **RIGHT:** The most radical suggestions and discussions belonged to the workshop on PRESERVATION AND DEVELOPMENT OF NEIGHBORHOODS AND HOUSING. Participants were highly critical of governments on both sides of the Atlantic whose housing priorities have been more concerned with tearing down than with either restoring or rebuilding. Key issues discussed were affordability and making neighborhoods work.

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## PROFILE

### Jim Brown, AIA

**FIRM:** James D. Brown Associates, Architects and Planners.

**TRAINING:** Dennison University, Economics; Carnegie Institute of Technology, Bachelor of Architecture.

**PERSONALS:** Married, one child.

**AWARDS, HONORS:** 87 AIA Outstanding Service and Contributions to Profession while serving Pittsburgh Chapter; 84-86 Chair, PSA Awards Task Force; 86 PSA President; 85 V.P. PSA; 84 Treasurer PSA; 81 President, Pittsburgh Chapter AIA.

**LEISURE TIME ACTIVITIES:** Tennis, golf, and I spend a lot of time with my son.

**SPECIALTY:** When I left my previous firm seven years ago, my objective was to build as diverse a firm as was practical. You cannot limit yourself to a size or type of construction when you're building a practice.

**WHEN AND WHY YOU CHOSE ARCHITECTURE AS A CAREER:** I was interested in being an architect in high school in Illinois. I don't know why at all. It was pointed out by my homeroom teacher that I misspelled "architecture" three years in a row and I think I misspelled it differently each year. So I think that made me eminently qualified to become an architect because most of us are atrocious spellers. I went into liberal arts at Dennison University, but continued to be interested in architecture, so I transferred to Carnegie Mellon.

**FAVORITE PROJECT OR BUILDING:** The most interesting project is a current one. It's a multi-use development for the North Shore of Pittsburgh in response to the URA's North Shore Place request for proposals. We've been working on it for a couple of years with a group of business people from Pittsburgh, a group from Northside Community Development Council and a group from Hong Kong. It includes retail, a hotel, office space and housing. It's been terribly exciting—the scale and complexity of the project plus the fact that we've been dealing with people from another nation who have come to the city for the first time and are excited about its prospects.

**FAVORITE PITTSBURGH BUILDING:** I've had the opportunity in the last three or four years (through AIA) to spend some cherished moments at Fallingwater. When you spend quality time in a building of such renown, have dinner, listen to music, walk around, you appreciate it more. It was always a favorite house of mine, but now it's become a more cherished piece of architecture.

**FAVORITE BUILDING IN THE WORLD:** I was most awed by Santa Maria del Fiore, the cathedral in Florence. The incredible innovations in structure were staggering. How could it have been built then? How could stone chains have been thought of and constructed? And how could they possibly hold up the cupola? Think of the detail, and the number of years and man-hours it took.



**BROWN:** "The people aspect is what it's all about, that's who uses and lives in these buildings. I like dealing with people and shaping their needs into a finished project."

**MOST ENJOYABLE ASPECT OF ARCHITECTURE:** It's working with people, helping them define needs and then watching them get excited at the very end—it's the start-to-finish process. The people aspect is what it's all about, that's who uses and lives in these buildings. I like dealing with people and shaping their needs into a finished project.

**LEAST ENJOYABLE:** Charades, the architect-contractor-owner games. There's a

very dirty part of the design/construction business and it's these back and forth games: Get more money for this, that wasn't specified, this should have been . . . When a project goes well you have a team working together to attain the end product. Unfortunately, that doesn't happen as often as it should.

**WORLD'S GREATEST ARCHITECT:** Alvar Aalto. The buildings he designed have spatial concepts that are exciting and refreshing, very enjoyable to use. The sense of detail, of materials is exquisite. The relationship of the building to its site and to its surroundings is marvelously done.

**MOST AESTHETICALLY PLEASING CITY:** If I consider Boston and Cambridge as one, I think it's an incredibly interesting city. Topographically, it has some of the same interest that Pittsburgh has. The architecture and the relationships between some of the buildings and the river makes it a very pleasing place to live and work.

**ADVICE TO A STUDENT OF ARCHITECTURE:** When you're in school, listen hard to the educators. Then, work in as many offices as possible and listen hard to the professionals. Afterward, make up your own mind because the truth lies somewhere in between. During those years, think about the type of project you're most interested in and try to position yourself to be there, at that place, that office, in the city you want to work in. Don't just send out a bunch of resumes and take the best offer or decide to work for a big prestige firm.

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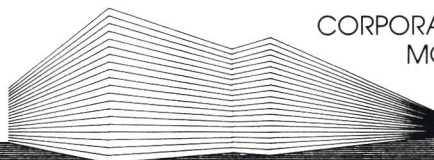
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## FORUM Country Cousins: Rural Practice

*This is the second in a series of occasional forums which tries to capture the flavor of the architectural profession as it is practiced in and around Pittsburgh.*

**The Question:** *Could you describe your work as a rural architect? What are the plus and minus sides? The challenges and the limitations? The size and complexity of your projects?*

**Thomas R. Harley, AIA, Architect, Brush Valley, Pa.:** The nicest thing about my practice is that we live in a very old house, built in 1858, by a merchant in the town who had 11 kids. I'm able to use the house for my office. My wife does the office management. Having the office in the house has been convenient. In Pittsburgh, that would be viewed with some chagrin by clients. It's a lot more casual here. A lot of my clients tend to have family businesses and I enjoy practicing that way myself. We enjoy living in the country, digging gardens.

Another advantage in the country is that my contractor pool is a lot smaller than it would be in Pittsburgh. It doesn't take me years to get to know contractors. I can see them do 2 or 3 jobs inside a year. I know what certain contractors are capable of and can tune the work to their skills. I also tend to meet higher echelons in banking and government circles because there are fewer employees. It seems simpler to develop an "old boy" network because there are fewer "old boys." But then if you irritate one of the old boys, you're done. That's it. You might as well just hang it up.

I do have trouble getting local help. That's probably one of the biggest disadvantages. I get almost no resumes from CMU students and certainly no resumes from people who have been working downtown for 10 years. I need to build a slow reputation. I'm only as good as the last job I do. I can't afford to double or triple my volume and have one job go south on me.

***"It seems simpler to develop an 'old boy' network because there are fewer 'old boys.' But then if you irritate one of the old boys, you're done. That's it. You might as well just hang it up." Tom Harley, AIA.***

There's another problem in the country, the lack of a broad client base. My practice is geographically oriented. Whatever building type I can get my hands on in the area, I do it. But the county is currently 7% unemployed and several mines are closing. The infrastructure isn't growing, so jobs are limited.

Seldom do I see another architect. Meetings are an hour and a half away. It's quite an effort to get in. I still see friends I went to school with, but that direct give and take is lacking. I teach two interior design courses at Indiana University. That's been enjoyable and has given me

a little stability. And it gives me professional contacts as well.

I work on small scale buildings for new construction, one or two story, no poured cement. A lot of remodeling comes in too. On larger jobs, I'm able to pull people from Pittsburgh. I've used a female architect with a new baby who didn't want to go back to work full time. We provided child care and she was able to work out in the country. We finished the job in 14 days.

I've been in Brush Valley for three years. I was working with Irwin and Acres and was able to bring a good-sized house into the office. They didn't have space to work on it and they recommended that I take it on. It was a real opportunity, so that's how I went on my own. I worked out of Pittsburgh for about a year but kept getting more and more jobs out in Indiana County.

I'm very territorial. I get pretty irritated when someone from Greensburg comes up and does a building that I should have done. But I keep trying to expand into other people's areas and they keep trying to pick up jobs in mine. I'm used to major work (Indiana University) going to other, bigger firms. It's going to be a long time till I get any state work. And that's probably true for anyone in a new practice. A firm that's been in business for a long time usually has its niche cut out. There's a firm in Indiana that's been in business for 35 years. They do practically all the school work in the three-county area. They do a lot of county work. There's no way I'm going to be competing with them as such. In fact, they've referred several jobs to me. I hope one day when I'm 75, I can have a niche knocked out, that I'm secure enough to help a struggling practice get on its feet.

**Lee Ligo, AIA, N. Lee Ligo and Associates, Architects and Interior Designers, Slippery Rock, Pa.:** I was raised in Slippery Rock. Perhaps in hindsight, it wasn't the best place to start a firm, but now it's wonderful. The first 10 years, which is bad for any firm, was doubly bad because there's no need for an architect in Slippery Rock. I work in a 100 mile range from Pittsburgh to Franklin and Oil City. I can get on the expressway and be any place that I work in 45 minutes. My colleagues down here in the city take that long to cross town on a job.

I have a stable staff. People are here (in the country) because they want to be. We like living in the country; we were able to raise children in a good place. I'm two minutes from my office, yet it's total country. I lost my license a while back and could ride horseback to the office, about two miles.

But you are isolated. I love to get to the Chapter meetings, but I don't make more than 2 or 3 a year. And of course, the busier you get, the more your practice grows, the less time you can spare for meetings. You don't have the freedom of interacting with colleagues, you

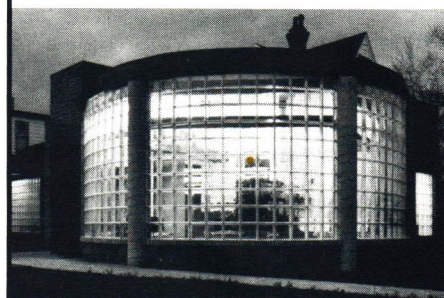
*(Continued on page 12)*

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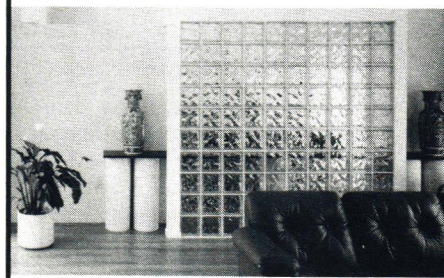
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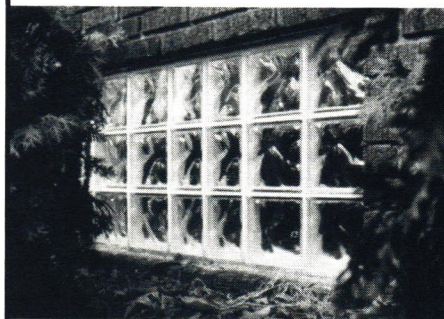
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*Country Cousins (Continued from page 11)*

can't meet somebody for a drink or lunch. I've been able to offset that since I went to Carnegie Tech. So many classmates are in town you can pick up the phone with a question, but you do miss having people nearby.

I left Burt Hill in 1968 and have been on my own for almost 20 years. I think I had to get out and try a lot of things on my own, fall down a couple of times. I've never regretted it, ever.

We're a design oriented firm. My work all comes from referrals or second-time-arounds at this point. I did renovations 20 years ago at Burt Hill. That was the bottom of the pile in those days. But I learned how to do it. We now do restorations as well, tax credit projects. I understand how to handle older buildings and I think it's a real plus.

We've done a lot of work in Franklin. They had all the oil money, but because they haven't been affluent for the last 50 years, most of their storefronts were intact. We were hired by the redevelopment authority to do all the storefronts, the street furniture, new lighting, something like 20 facades.

Even though everybody is excited about the old buildings, when it comes to their own place, a lot of people still think new is good, plastic's better. They think in an old building you have to have sloping floors, drafts and cracked plaster. The general public does not understand what you can do in an old building.

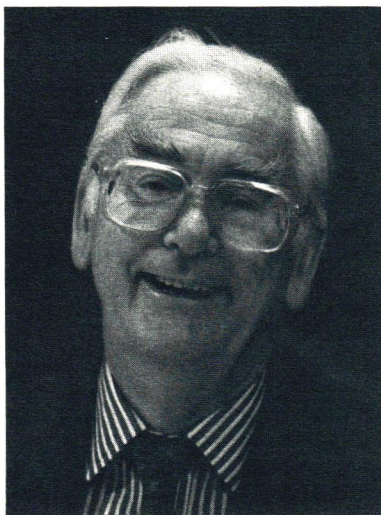
***"One of the problems of being in practice in a small town is that people remember you as a snotty-faced kid." Lee Ligo, AIA.***

When you're out in the country, your market area covers more ground, but there's not much happening, so you have to get a bigger percentage of what's available. We do the scope of work you don't really think of a 1 or 2 person firm doing, such as the expansion of the gymnasium at Grove City College, a \$6,000,000 project. We're now getting enough work of million dollar plus size that we have credibility; we do a couple of big projects each year. But we do a lot of houses too, custom new construction and renovation.

The firm is small. I've resisted growing because I want to maintain that personal relationship with the client. We get work from people who have been someplace else and have been referred all over the firm and didn't have consistent contact. People want that, and I enjoy the client contact.

There is territoriality in rural practice. And it's absolutely the reverse of what you'd think. One of the problems of being in practice in a small town is that people will not go to you. They remember you as a snotty-faced kid. "He can't know what he's doing." In small towns, everybody knows everybody. So you will often have a situation where you will not do work in your town, but do work in another architect's town, work that he ought to be doing. And he'll come and do work in your town.

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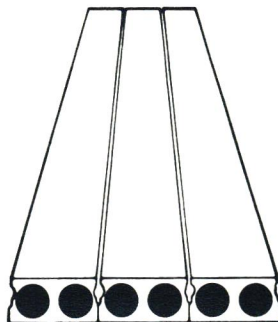


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# CALENDAR

**APRIL A.R.E. REFRESHER COURSES:** *Three Saturdays: April 9:* Building Design/Design Problem Critique, 9-12 noon; *April 16:* Div. D: Structures-General, Div. E: Structures-Lateral Forces, Div. F: Structures-Long Span, 9-12 noon and 1-3; *April 30:* Div. G: Mech., Plumb., Elec., and Life Safety Systems, 9-12 noon. All classes are held at CMU College of Fine Arts, Seminar Room 206. \$15 per session or \$95 for entire series. Call Chapter office for further details: 471-9548.

**THROUGH APRIL 17,** *Centennial Exhibition of Reid & Stuhldreher, Architects*, Frick Fine Arts Gallery, University of Pittsburgh.

**TUESDAY, APRIL 19,** *Chapter Dinner Meeting*, CMU Faculty Dining Room, 5:30 Cocktails, 6:30 Dinner. Guest Speaker: Professor Werner Kreis, Visiting Critic, CMU Architecture Department. Prepaid for members; Guests: \$15. RSVP with reservation form on page 15.

**APRIL 28-29,** *International Asbestos Management Seminar*, sponsored by BOMA International. Westin William Penn Hotel. Members: \$325, non-members: \$355, discounts for registration two weeks in advance. For brochure or further information, call BOMA International: 202/289-7000, or BOMA Pittsburgh: 261-2328.

## PLAN AHEAD:

**MAY 15-18,** *National AIA Convention, "Art in Architecture,"* Jacob K. Javits Convention Center, New York City. National Workshops, Professional Development Consultations, Tours, Special Events. Call the AIA Convention Hotline: 202/626-7395.



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.



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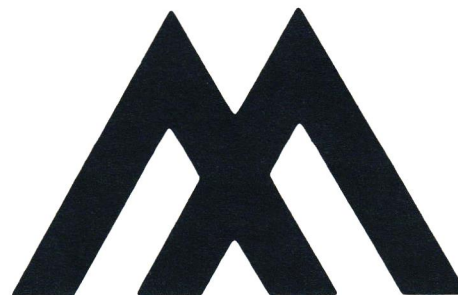
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*Heritage Project (Continued from page 1)*

renovation (Charles Schwab estate, Mt. Etna Furnace, Cambria Iron Company); information and visitor centers; highway beautification programs; and the creation of National Historic Sites.

A second major project component is to develop a tour circuit, or **Industrial Heritage Trail**, linking historic sites, scenic roads and recreation areas in a cooperative effort to promote regional tourism. Many of the cultural resources relate not only to the region's heritage, but to its present and future as well, and visitor tours of operating steel mills, coal mines, power plants and locomotive refurbishing shops are proposed.

The project is also about people—those who worked in the mines and mills, those who farmed the valleys, those who gave the region such a rich ethnic character and diversity.

According to Congressman Murtha, "this is a unique plan and one of the largest ever undertaken by the National Park Service." Congress has appropriated \$8.2 million in the present budget to get some of the projects underway. Murtha is optimistic about the future. "It will take us several years to put the full plan in effect and provide funding to upgrade and link many of the sites. The potential here, however, is great, and the support of the counties and communities involved has been excellent. I am looking forward to seeing this project continue to grow and develop."

For further information on America's Industrial Heritage Project, contact Richard Mayer, Chairman, Heritage Preservation Commission, P.O. Box 247, Cresson, Pa. 16630.



# AIA NYC88!

## Art in Architecture

As many as 10,000 architects, exhibitors and guests are expected to converge on New York City's Jacob K. Javits Convention Center for the 120th annual gathering of the American Institute of Architects.

New York has few rivals for "Art and Architecture" (this year's theme) and the New York Chapter has put together a dazzling array of "insider" tours to show you that art in detail. Performing, visual and literary artists will also tie into the theme.

The convention opens Sunday morning, May 18, with a keynote address by science fiction writer Isaac Asimov. The author of more than 370 books, Asimov will envision the future that architects have yet to create. He will contemplate how society might commune and commute, the shape of our shelters, the nature of workplaces and the role of the arts in shaping architecture.

On Wednesday morning, public opinion analyst Louis Harris will give further insight into the future of architecture when he delivers the results of a survey of 200 experts who influence the profession. The survey, a joint project with the AIA, asks government policy makers, educators, economists, developers and architects to project what the nation's communities will look like in the year 2000, and discuss how architects can help meet society's needs.

Other topics to be addressed at the convention will be "Affordable Housing" and "The Architects Role in the Nation's Housing Crisis;" "The Art of Design with CADD;" "Emerg-

ing Technologies for Cities of the 21st Century;" and "Architectural Education for the Year 2000."

For the first time, all the convention's one and two hour professional sessions will be open to all attendees at the single registration fee, giving participants a choice of four to ten different programs. Amplifying the extensive educational programs will be the largest exhibition of new products and services ever assembled for an AIA convention.

An adjunct exhibition celebrating a century of women's achievements in architecture will be on view throughout the convention before traveling to 14 major cities nationwide. This year marks the 100th anniversary of female membership in the AIA; Louise Blanchard Bethune (1856-1913) of Buffalo, NY was elected the first woman member in 1888. This pioneer architect built a variety of projects including schools, churches, factories and stables. [Editors note: Women are the fastest growing segment of AIA membership. Since 1974, the number of women members has grown significantly from 250 to more than 3700 out of a total membership of 53,000. In conjunction with the AIA's focus on women, COLUMNS will explore the achievements of women architects in and around Pittsburgh in a special issue upcoming in May.]

For further information and/or registration materials, contact Pete McCall, 202/626-7465, or call the Pittsburgh Chapter office at 471-9548.

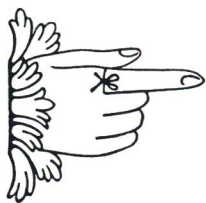
## APRIL DINNER MEETING

**DATE:** Tuesday, April 19  
**TIME:** 5:30 Cocktails, 6:30 Dinner  
**PLACE:** CMU Faculty Dining Room  
**COST:** Members: Prepaid, Guests: \$15  
**TOPIC:** "The Pigeons of St. Mark's and Other Sites and Sights."

### GUEST SPEAKER:

*Professor Werner Kreis, Visiting Critic, Department of Architecture, Carnegie Mellon University.*

*Mr. Kreis received his diploma from the Swiss Federal Institute of Technology and has practiced architecture and lectured extensively in Europe. He currently is an associate lecturer at Kingston Polytechnic in London where he has been teaching since leaving James Stirling's office in 1975. He is in partnership with Ulrich Schaad in London and Peter Schaad in Zurich.*



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## Late Breaking News...

As we go to press, Bill Bates and Park  
Rankin announce a proposal for a new  
Pittsburgh Chapter Committee: THE  
URBAN DESIGN COMMITTEE. Its pur-  
pose is to follow through on the recom-  
mendations of REMAKING CITIES, and  
in particular, to assist the community in  
furthering the ideas suggested by the  
R/UDAT. This voluntary committee will  
be organized as a vehicle to continue the  
momentum generated by the confer-  
ence. Watch for more information in  
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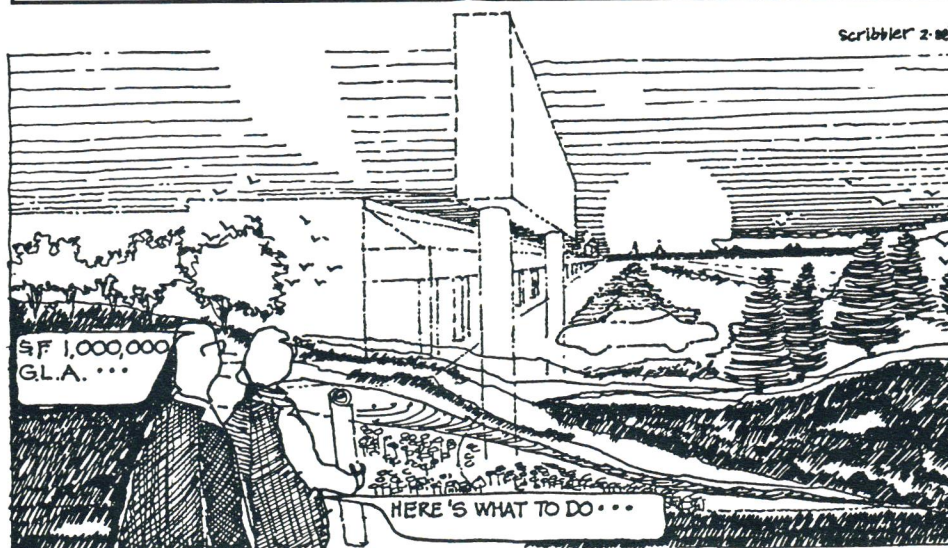
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