

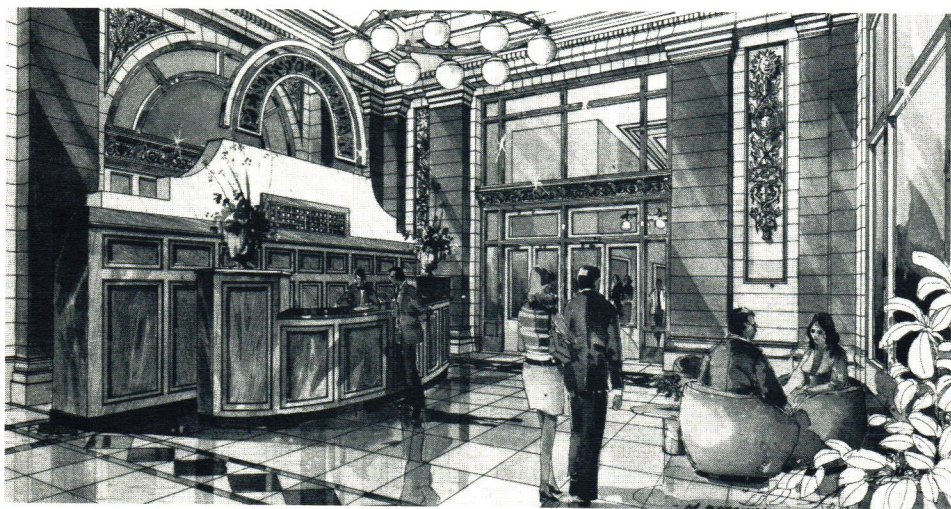
COLUMNS

Vol., 2 No. 6

American Institute of Architects, Pittsburgh Chapter

June, 1988

The Pennsylvanian: A New Station In Life



The Pennsylvanian, a certified historic structure, is included on the National Register of Historic Places. The 170,605 sq.-ft. tower is being rehabilitated into 242 luxury apartments.

As the grand old Pennsylvania Railroad Station reopens as *The Pennsylvanian*, it reverts to part of its original use. In addition to its functions of moving people to and from trains and providing office space for the rich and powerful Pennsylvania Railroad, the 10-story building offered sleeping quarters for off-duty railroad workers. Pennsylvania Station dormitories were spartan temporary accommodations for workers who would return home on the next run. In contrast, *The Pennsylvanian* is designed for luxury living.

According to the developer, Historic Landmarks for Living, the *Pennsylvanian* is unique in its adaptive reuse of a station. Here and elsewhere, railroad stations have been transformed into shopping malls, hotels, restaurants and museums. Smaller stations have become corporate headquarters and commuter stations have taken on new life as community centers. However, the *Pennsylvanian* is the first abandoned transportation center to be reborn as a luxury apartment complex.

HISTORICAL BACKGROUND

The great railroad stations or depots were the gateways to every large city from shortly before the Civil War to the post-

World War II years. They were a symbol of the power and wealth of the railroads. The Pennsylvania Railroad was the richest and most powerful of all American rail lines. It controlled the Pennsylvania legislature and many city halls, with lines stretched from the Hudson River west to Chicago and St. Louis.

To reflect its grandeur and prestige, in 1898, the railroad began to plan a new gateway to the city that had become the steelmaking capital of the nation. For it's architect, the Pennsy chose Daniel H. Burnham, the Beaux Arts classicist well known for the planning of the Chicago World's Fair of 1893. The Pennsylvania Station was Burnham's first important commission in Pittsburgh and led to many other projects including the Frick, Oliver and Highland buildings.

The distinguishing feature of the twelve story building was the Rotunda, a domed arched entrance on the west end. It's purpose was utilitarian, serving as a portico where arriving and departing passengers could enter and leave carriages, cabs and later, automobiles. Every major railroad station had some kind of covered porte co-

(Continued on page 4)

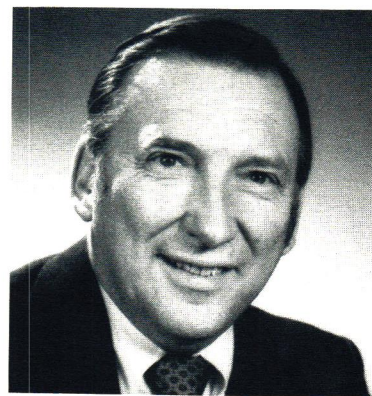
More Affiliates Join Pittsburgh Chapter

"Seven years ago, we had five," says Lana Andrews, Executive Director of the Pittsburgh Chapter AIA. "In the past two or three years, we have seen a dramatic increase in Professional Affiliate members. They give the chapter another dimension. We've had seminars and programs given by Affiliates. They're an excellent resource for our members. You can call and get information from a colleague--it's not a cold call."

Professional Affiliates now number 29. Two years ago, as this type of membership began to grow, the Membership Committee took steps to define Affiliate Membership. Some chapters have no criteria; they simply accept all who apply. Other chapters enroll no Professional Affiliates whatsoever. The Pittsburgh Chapter determined that Profes-

(Continued on page 12)

The Kaiser Commandments



"How are we to communicate the need for great and useful architecture in America?" That was the question posed by Lloyd Kaiser (above), President of Metropolitan Pittsburgh Public Broadcasting, Inc. in January 1988 when he addressed the AIA Grassroots Conference in Washington D.C. Kaiser, appointed the public member of AIA National in 1987, spoke to an audience made up of local chapter presidents and presidents-elect from across the country.

(Continued on page 16)

BREAKING GROUND

Kudos

This year's **Steward L. Brown Scholarship** winner is **Andrew D. Moss**. Moss, a resident of Pittsburgh, is a fourth year student at CMU. The scholarship funds a travel/study program, which will take Moss to Egypt and Turkey. He also intends to contact several of the British architects who participated in the R/UDAT. A special thank you to AIA jury members, Syl Damianos, Jim Brown and Bill Kerr.

Congratulations to fifth year architecture student, **Douglas Sipp**, winner of the **1988 Lathers Local 33-L Architectural Scholarship**. The \$3000 prize is awarded annually by the Bureau of Lathing and plastering of Greater Pittsburgh and the Carnegie Mellon Department of Architecture. Sipp, a Pittsburgh native, was honored for his innovative design for the rebuilding of the Lyn Theater in St. Louis, Missouri.

Transitions

Jon M. Grant, a director of the Pittsburgh Chapter and Chair of the Ways and Means Committee is moving to Washington D.C. Jon has been elected partner of Williams Trebilcock Whitehead and will head

their new branch office in the nation's capital.

The Washington office will serve strong markets in Virginia, Maryland and the District. It will specialize in commercial and office interiors, and personal care for the elderly. Grant will act as liaison with existing WTW clients including Pittsburgh developers to gain entree into the area.

January 1988 marks the completion of a plan of reorganization culminating in the creation of the **Architecture and Engineering firm of Larsen & Ludwig, Inc.** Larsen & Ludwig is the fourth successor firm to the Hunting-Davis company, founded in 1910. Best of luck in this newly structured firm.

News from **Dave Davis**, Professional Affiliate, General Manager at Mosites. While he will continue to represent the building division of Mosites as an independent consultant, he has started a new business, **David A. Davis Productions**. The company will develop promotional materials for architects and other design professionals. Davis, who has a background in technical writing and visual production, will specialize in developing video productions for proposal presentations. New address and phone: David A. Davis Productions, RD #3, Box 3642, .

Grove City, PA 16127; 814-786-7270.

Member firm **Williams Trebilcock Whitehead** has named **John R. Bonassi** vice-president of marketing and public affairs. Bonassi, who also serves as mayor of Greentree, was executive director for U.S. Senator John Heinz' Pittsburgh office for the past 3 1/2 years. At WTW, Bonassi will supervise all marketing and public affairs activities and also will be involved in client development and new business presentations.

Business Briefs

Pella Window & Door has hired a *giant* in the industry. **John Skorupan**, an All American Linebacker from Penn State, continued a successful football career with the Buffalo Bills and the New York Giants. Skorupan, formerly in contractor sales with Westinghouse Electric Supply, has joined Pella as Commercial Sales Engineer for Western Pennsylvania. Skorupan will provide assistance to builders and architects in developing project specifications, preliminary engineering and budget development for window configurations in new construction and renovation. [Ed. note: You may want to have him *tackle* some of your window problems.]

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INSITES

Letters to the Editor

The **Rack Manufacturers Institute, Inc. (RMI)** is a new, full-service trade association offering information on industrial steel storage racks and rack systems. RMI, a single source of information and expertise on all rack storage technology, provides an extensive literature publication program for users and specifiers. For more information, contact: Rack Manufacturers Institute, 8720 Red Oak Blvd., Suite 201, Charlotte, NC 28217. Phone: 704-522-8644.

Here and There

Williams Trebilcock Whitehead is designing the new Orchard Hill Episcopal Church in Franklin Park, PA. According to Paul A. Whitehead, project architect, the 12,000 square foot facility will have a rustic look, matching the country environment of the community. WTW plans a contemporary interior for another client, the law offices of Rothman Gordon in the Grant Building. The renovation will include an expanded reception area, more office space and new conference and computer rooms.

The new **Visitors' Information Center on Mount Washington** opened its temporary facility on the lower floor of the Carnegie Library. This new facility has undergone the first phase of a remodeling program designed by the PA West Chapter ASID. This project is part of the ASID Community Services projects. It includes a face-lifting transformation of under utilized space into a bright, cheery area and re-use of existing library furniture. Phase Two, a complete redesign of the space is scheduled for Spring 89 completion. The final phase will return the space to the design of the 1900 era when the building was built.

News From National

Did you know that the 7.3 billion spent annually on architectural services is leveraged to nearly \$400 billion in the value of new construction-- almost 10% of the gross national product? This and many more interesting facts can be found in a new reference book published in April by the AIA. **Architecture Fact Book: Industry Statistics (1988 Edition)** is the most comprehensive and up-to-date profile of the rapidly changing architectural profession and construction industry. It is part of the AIA's longstanding effort to engender public and industrywide understanding of architecture.

The book is divided into three sections: architecture as an industry; the nature of architectural firms; and a look at Americas's architects as individuals. It is available from the AIA Bookstore (202-626-7474) at \$19.95 (\$14.95 for members) plus \$3.00 shipping.

To the Editors:

I was delighted to read Robert Pfaffman's Letter to the Editor in the May issue in which he suggests refreshing new directions for the Public Awareness Committee. After launching COLUMNS and publishing the Chapter's first Directory of Architectural Firms, the Committee is looking for new projects and for new blood. We are ready to welcome colleague Pfaffman and his ideas into our committee.

Cordially,

Ivan Santa-Cruz, AIA
Chairman, Public Awareness Committee

To the AIA:

I want to express my appreciation to you in awarding me the Steward L. Brown Scholarship. I must admit that I was pleasantly surprised at the selection and consider it an honor. I currently plan to contact several of the British architects who participated in the R/UDAT, such as Alan Simpson in Newcastle and John Thompson in London. The first stages of planning are taking

form and travel schedules will soon develop. I plan to leave early July.

Once again, I thank you for the award and I hope that I can make successful use of it. I am looking forward to sharing my experiences with everyone in a year.

Sincerely,

Andrew D. Moss

To the Editors:

I would like to thank you for your generous coverage of the Community Design Center and the Palladian. The articles you wrote were excellent and have been a tremendous asset in our efforts to create a new presence in the architectural community.

The Palladian attracted 300 supporters, raising more than \$10,000 for our design fund.

I would also like to take this opportunity to tell you how much I enjoy reading COLUMNS. It is a great way to keep up on what's happening. I look forward to each new issue.

Sincerely,

Lynn L. Manion, Director
Community Design Center of Pittsburgh.

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Pennsylvanian (Continued from page 1)

chere. Few offered a gateway as graceful and dramatic as Pittsburgh's Rotunda.

As rail travel fell victim to the post-World War II growth of airlines and the interstate highway system, railroad service was abandoned or drastically curtailed. Gradually, the great stations were closed; a few were torn down.

In 1978, the tax code changes spurred preservation by giving tax credit for renovation of historically certified buildings. Abandoned railroad terminals that had long been held by local redevelopment authorities suddenly became viable development projects.

Several cities saw new life come to their stations while the western headquarters of the Pennsylvania Railroad sat idle. One preservationist, without hope of saving the entire structure, suggested saving the Rotunda. "If more apartment houses are built in the downtown area, making it once again a place of residence, the Rotunda as a promenade or eating place, or even as the center of a little park...could be a note of grace in a renewed residential area," wrote James D. VanTrump in 1968.

THE RESTORATION

Just 20 years later, not only has the Rotunda been repaired and restored, but the entire building has become a place of residence, bringing people back to a gracious and convenient downtown lifestyle.

Architects Bower, Lewis, Thrower of Philadelphia worked closely with the developer, Historic Landmarks for Living, and with contractors, Tom Mistick and Sons, Inc. of Pittsburgh.

Just as the Rotunda was the showpiece of Burnham's original design, it was also the greatest challenge of the renovation. According to project manager, Jim Friel (Mistick): "It was the most unique phase of the job. The existing structural steel was all corroded and decayed. Piece by piece, we had to repair the original steel. We took micrometer readings on each piece, reported our findings to the structural engineer, and he told us how to reinforce or repair each one as we went. The main structural element is terra cotta tile. Each tile is tied to the steel, so after each section of steel had been repaired, each terra cotta arch had to be reinforced before

going on to the next. The arches were fragile when we were repairing them, so the job was difficult."

In addition to the Rotunda, the two story concourse and the tenth floor former offices are being restored. The concourse features elaborate plaster mouldings and cornices. A glass skylight, hidden under layers of tar during World War II, has been cleaned. It lights the concourse during the day through a translucent lay-light. The tenth or "historic" floor will have all original woodwork and decorative ceilings repaired and cleaned. The rest of the residential space has been gutted and rebuilt.

Friel, new to Mistick and new to renovation, finds such work more challenging than new construction: "The interesting part is when you first walked in and saw the condition of the place. Walls were falling down and furniture was piled everywhere. The concourse is beautiful now, with all the plasterwork. It's very dramatic, especially if you see the before and after."



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08

AIA

Articles on
Park Rankin

POINT OF VIEW

School Days

Park Rankin, AIA, Chapter President

As we enter the summer months, our attention turns to vacations and enjoyable outdoor activities. We also remember earlier years when June meant the release from the bondage of school for three months...a time of casual work and enjoyment without demands of term papers, exams and project submissions.

Although graduation from college marked our official entry into professional life, we all remember those stimulating college

years. It was a period of intense thinking, questioning and problem solving.

As time passes, we mature and adjust our attitudes. Looking back, our first approaches to the profession of architecture seem simplistic. We concentrated our energy on pure theory, on ideals without budgets, excessive paperwork, balky contractors.

During those essential, formative years, faculty members and friendly architects supported our quest for knowledge. They attended our juries, presented seminars and participated in student activities. They alone understood our goals, to be the best, to build the best. They alone brought worldly experience into our idealized understanding of architecture.

As the school year ends for yet another generation of students, it is time for us, the professionals, to turn to the future. We build that future by becoming the mentors and friends of those just entering our chosen field.

Spend a part of your summer thinking of ways you can contribute to the fine work of the AIA/CMU Liaison Committee. Offer criticism and commentary to help students sharpen their own critical faculties. Share the essential lessons you have learned from your own experiences at the drawing board or on the construction site. Only you can provide that most necessary link between theory and professional practice that marks the truly gifted in our field. As you teach these burgeoning architects, your own understanding will grow and we all benefit, the student, the mentor, and the community of architects.



THANK YOU...

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BRICKS AND MORTAR/Committee News

Legislative

Chair: Bernard Liff, FAIA 361-4742

The subcommittee on **Pittsburgh's Architect Selection Process** is meeting regularly with representatives from the Department of Engineering and Construction. Alternative processes are being discussed.

Tom Celli and Bernie Liff met with the Diocese Attorney to discuss the **Diocese accepting the 1987 AIA Owner/Architect Agreement**. Discussions continue; the subcommittee and the Diocese have found some grounds for agreement and some common concerns.

The committee welcomes Chuck Parker as a new member.

Urban Design

The newest Pittsburgh Chapter Committee, Urban Design, has been so active it has divided into two units. An **organizational group** which includes Chapter Members Len Perfido, Steve Quick and Bill Bates, is hard at work devising by-laws, determining the scope and purpose of the committee and selecting a chair.

Meanwhile, first steps are being taken in the Mon Valley by the **educational unit**, including members, Park Rankin, Marsha Berger and Stefanie Ledewitz. This group is working with Janet Carr of New Heritage, Inc., Homestead, and with the Steel Valley school system to devise a curriculum for high school students. The curriculum will incorporate social, economic and political issues in a study of the R/UDAT. The goals of such an ambitious project include informing and empowering students and their families, and encouraging the students to stay in the valley when they finish school.

Membership/IDP

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

"We have started to "brand" new members," says Kent Edwards, committee chair. **Look for a colorful star or dot on name tags at monthly meetings and welcome our new members!**

Soon, You'll be seeing these new faces at Chapter meetings:

David S. Fuller, AIA
1334 6th Avenue
Ford City, PA 16226

Paul Kossman, AIA
Kossman Development Company
Seven Parkway Center
Pittsburgh, PA 15220

John A. Martine, AIA
Integrated Architectural Services
267 W. Pittsburgh Expo Mart
Pittsburgh, PA 15146

Mr. E. J. Mracna, AIA
164 Squirrel Hollow Road
Gibsonia, PA 15044

Roger Oberdacker, AIA
Valentour English Bodnar
470 Washington Road
Pittsburgh, PA 15228

P. Kevin Silson, AIA
5641 Woodmont Avenue
Pittsburgh, PA 15217

Charles L. Desmone, Associate
Charles L. Desmone & Associates
415/3 Gettysburg Street
Pittsburgh, PA 15206

Brock T. Onque, Associate
Burt Hill Kosar Rittelmann
400 Morgan Center
Butler, PA 16001

David J. Roth, Associate
Gateway Tower #16 A
Pittsburgh, PA 15222

Gina Martucci, Prof. Affiliate
Dillon Business Furniture Co.
922 Penn Avenue
Pittsburgh, PA 15222

Craig Wisotzki, Prof. Affiliate
McDonough Caperton-Pittsburgh, Inc.
650 Smithfield Street, Suite 620
Pittsburgh, PA 15222

The Chapter extends its deepest sympathy to the families of **Francis A. Berner, AIA Emeritus** and **Maxwell G. Mayo, AIA**.

Mr. Berner worked in private practice until his retirement twenty years ago. He was a graduate of Carnegie Tech and a member of AIA, PSA and the Construction Industry Hall of Fame.

Mr. Mayo taught at Carnegie Mellon University where he was an Associate Professor of Architecture from the 1950's until his death.

In keeping with Chapter policy, \$50 contributions will be made to the **Steward L. Brown Scholarship Fund** in the names of both Mr. Berner and Mr. Mayo.

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PROFILE

Stephen A. George, FAIA

Firm: Director of Airport Area Development, Allegheny County.

Training: B. Arch. Carnegie Tech., graduate work in Urban Design.

Personals: Married, one child.

Awards, Honors: 1988 College of Fellows, AIA; 1987 Governors Award of Achievement, Pa. Aviation Association; 1988 President of PSA; 1984 President, Pittsburgh Chapter AIA.

Leisure Time Interests: I've had fun fixing up old houses for my own personal use. We have a place in the country and we enjoy getting away and just walking in the country. We love to travel; it's an opportunity to see what other nations are doing with environmental issues.

Specialty: As a practicing architect, I have strengths in design. I put together the master plan and the design scheme for Heinz Hall. As a public servant, planning and development have become important.

When and Why You Chose Architecture as a Career: That was easy-- it happened in the third grade. We each had to do a drawing on a section of the blackboard. Mine was a city outline, a cityscape, and I was rather intrigued with that experience. It was from that point on that I began to think about buildings and enjoy what a city was all about. I decided to go to college for architecture. My interest in cities, buildings and environments went beyond just working in an architect's office. That's how I ultimately got involved in government.

Favorite Building or Project: The most important is the mid-field terminal. Strategies were needed to prove to a variety of people, notably USAir, that the terminal was needed and in their best interest. Then there was the challenge of making it happen, working with the architects on certain refinements, and finally having the groundbreaking. It was something I'll never forget.

Favorite Pittsburgh Building: I think the greatest building in the area is Fallingwater. That's in a class by itself. In Pittsburgh, the courthouse and the Union Trust Building are impressive, both for what they are and for the way they sit across the street on the diagonal.

Favorite Building in the World: The Sydney Opera House is quite imposing. It has brought enormous notoriety to the city; it has become a landmark. There's a beautiful form to the building--the way it juts out into the bay and takes on the appearance of a sailing vessel.

Most Enjoyable Aspect of Architecture: I



George: "Being an architect who is only involved in the design of buildings is not enough. Learn a great deal about life. You never know where you may end up!"

most like the creative process involved in bringing a building to life. Today it's no longer a question of placing a building on a given site. You consider the design, the environment, the economics--so many other factors. You fit that building into its site, into its neighbor-

hood, into downtown or a suburb. The real challenge is to make that all come together. **Least Enjoyable:** I don't know that there is any. Each part in the sequence of building has its own unique challenge.

World's Greatest Architect: I have to respect another public person, Thomas Jefferson. It's nice to know that he was in government and did a very good job; he was one of our finest presidents. There's a certain thrill to know that he was an architect; the man was a genius on all fronts.

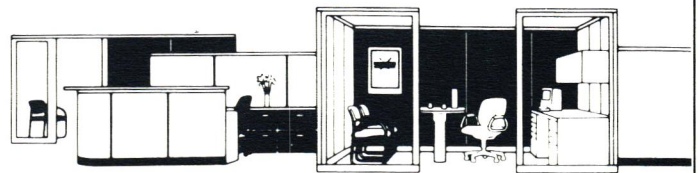
Most Aesthetically Pleasing City: Sydney, Australia; Vancouver, B.C. and San Francisco. They all involve a body of water and combine an interesting topography and setting. Each city has its own character, charm and distinguishing features.

Advice to a Student of Architecture: Try to learn as much about the profession as possible, but also learn as much about life as possible. You must recognize that architecture goes beyond just the design of buildings. Architecture touches the whole realm of human existence--the places we live, work, enjoy and are entertained. The more we know about each of these aspects of life, the better we can apply our creativity.



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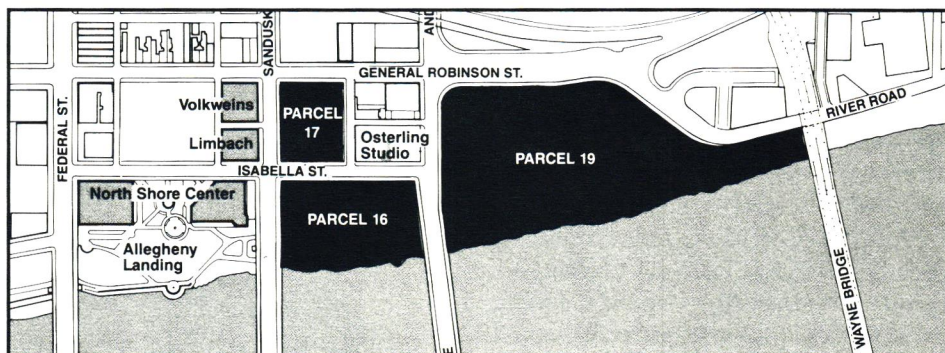
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•Three Visions of North Shore Place •



In an unusual, formal competition, The Urban Redevelopment Authority of Pittsburgh will select the plans of one of three Pittsburgh architectural firms for the North Shore Place project. Three development teams were asked to submit designs for this exciting residential project which fronts on the Allegheny River. (See above.)

The North Shore Project area is the gateway to downtown. It includes a quarter mile of continuous riverfront, three matching bridges and a superb view of the Golden Triangle. Begun in 1981, the development includes Mellon Stuart's North Shore Center complex, the nationally recognized Allegheny Landing Riverfront Park and several renovated office buildings, notably the Limbach Building and Osterling Studio.

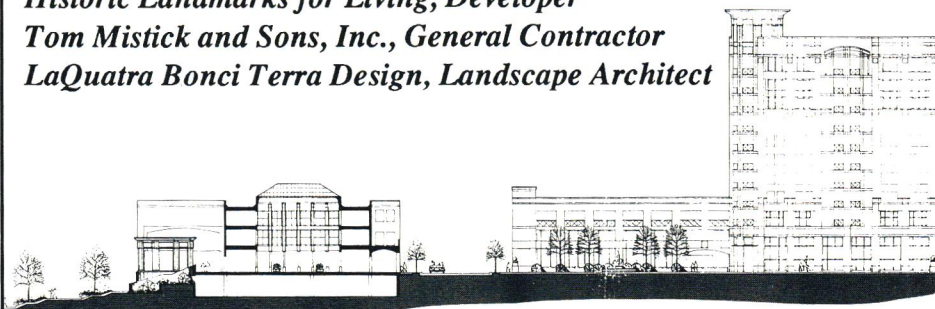
Currently, downtown Pittsburgh offers only 2,500 residential units. Projects now underway will add 275 new units to the supply by 1989.

According to the URA, the primary objective of North Shore Place is the immediate development of a high quality residential sector within the North Shore Project area. A minimum development program of 300 residential units and covered parking was specified by the URA for the project which must begin construction in 1989.

In accordance with the design of the project, the URA will upgrade streets and improve infrastructure, will construct the public portion of the riverfront park adjacent to the development site, will provide financial assistance to lower the cost of owning or renting a home, and will offer tax abatements to spur construction and development.

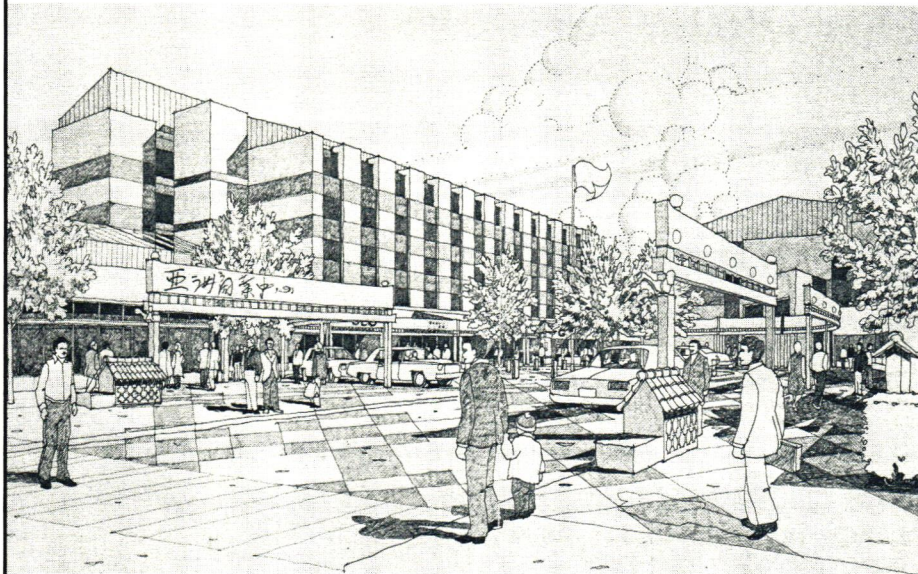
Judging the competition are: John P. Robin, Chairman, Board of Directors, URA; David L. Donahoe, Executive Director, URA; Robert H. Lurcott, Director, City Planning; and George Jacoby, Executive Secretary, Office of the Mayor. Watch for the winning design, mid-June.

Kingsland Scott Bauer Havekotte Architects
Historic Landmarks for Living, Developer
Tom Mistick and Sons, Inc., General Contractor
LaQuatra Bonci Terra Design, Landscape Architect



"The development is seen as a collection of unified parts rather than a whole. A system of pedestrian and vehicular paths, courtyards, plazas and vistas are used to join the parts. Isabella Street stresses the importance of its use as an urban thoroughfare. The users are intended to receive glimpses of the river/city beyond, contained by buildings and bridgescapes until the end, where it finally exposes the full grandeur of the river and city at the circle." (KSBH proposal)

James D. Brown Associates, Architects and Planners
Oliver Tyrone Pulver Corporation
New Chinatown Associates
National Corporation for Housing Partnerships
Hotel Development Systems, Inc.
John F. Nugent Associates, Inc., Consultant



"The major premise of our proposal is that a mixed-use development, driven by strong retail operations with a unique theme, can make the North Shore complex a 24 hour destination that will significantly enhance the marketability of the rental housing units. We are proposing that the housing be complemented by an Asian Trade Center with a strong core of 4 or 5 major cafes and restaurants representing a variety of East Asian cuisines. It will also include a mix of smaller retailers, a modest amount of office space and a limited service hotel." (Brown proposal)

UDA Architects
The Bernstein Group, Inc., Columbus, Ohio



"Many different neighborhood enclaves are proposed for North Shore Place. River Crescent is based on an 18th century townhouse. River Court reflects French squares. River Lane is reminiscent of an English village street and Anderson Place reflects the style of Northside homes which once lined Allegheny Commons. As the traditional streets of Pittsburgh reflect their ethnic builders, so will North Shore Place celebrate the city's colorful ancestral heritage." (UDA proposal)

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FORUM

Chickens and Eggs

The Question: Is downtown housing in Pittsburgh's future? If so, where is the best location to begin?

Donald Liss, AIA, WellBe Design: It's a chicken and egg sort of question. I'm a New Yorker and New York is one of the cities where people live everywhere. It works because resources are available everywhere. There are ways to get food, places to be entertained and places to work within walking distance so that your whole life can be lived within your neighborhood. Otherwise, you need the kind of transportation that can take you anywhere and everywhere easily.

There have been attempts in the past to get downtown residential projects to work in Pittsburgh but it just hasn't happened yet. Whether you have to get the entertainment and other opportunities first and then the housing, that's the chicken and the egg.

"New York is one of those cities where people live everywhere. It works because resources are available everywhere."

Donald Liss, AIA.

It would be very difficult to develop successful downtown housing by building little pieces. Instead, we need a working, multi-use facility that provides it all. Size isn't important. If the development were balanced, it would spur its own expansion. We need a working model, an attractive place to live. Opportunities for new residential development exist on this side of the river, close to Station Square. That might be the place to start.

Park Rankin, AIA, Damianos and Associates: The prime location for downtown housing is the new Penn-Liberty corridor. However, I think the areas just surrounding the city on the North and South Sides really offer great housing options. They combine proximity to cultural and business activity downtown with access to the green areas along the river fronts. Allegheny Center on the north and Station Square on the south, provide the necessary shopping services to support urban housing. Options for low and

middle income-housing need to be a part of the fabric for new developments downtown.

Syl Damianos, FAIA, Damianos and Associates: It's typical of Pittsburgh that we'll need somebody who's gutsy and willing to stick his neck out. It will take a while to get downtown housing going. I know a lot of people who live in different areas of the city whose children have grown up, they're empty nesters now. They wouldn't mind being close to town.

The areas I think are best right now are Firstside and Station Square. We had a design studio at CMU for the last several years and one of the projects we proposed to our students was housing in Firstside. It's a very good area, easy to get in and out. It has more of a residential scale than the other river. It's simply going to take some doing.

Tony Poli, AIA, Poli & Madigan: Pittsburgh is a very young city with respect to downtown housing. Think of the evolution of the city as a place to work and live. In the 50s, you had to take a new shirt in to change at lunch time. Nobody wanted to live downtown then. A lot of the houses on Mt. Washington have changed into view houses; there was nothing to look at when they were built. On the north, when you get up into the hills, the view is absolutely incredible and the houses make no effort to face the view. It wasn't there.

"The answer is infill. It's going to take some brave souls."

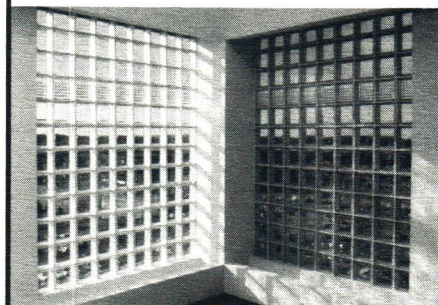
Tony Poli, AIA.

Now Pittsburgh is a great place to live. It strikes me as very interesting and fun to live in town. This neighborhood, Firstside, is a perfect place to have mixed use. A lot of smaller, older buildings offer wonderful residential use above the first floor retail. The answer is infill. It's going to take some brave souls. If there's one person in Firstside or in the cultural district, if one building went loft housing, it would trigger other similar developments. It would be wonderful to have people on the street at night because they live here.

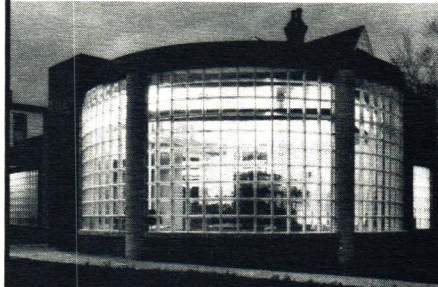


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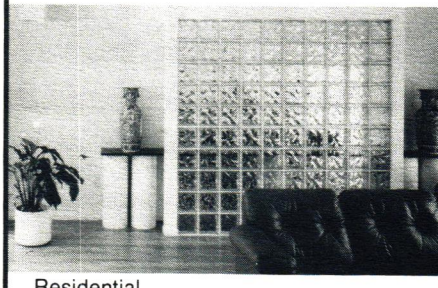
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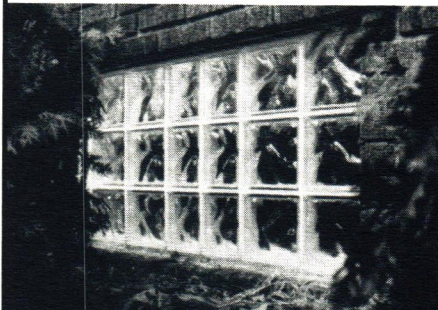
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Affiliates (Continued from page 1)

sional Affiliates are, indeed, welcome additions to local AIA activities. The chapter defined eligibility as limited to professionals employed in fields related to design and construction. In addition, an upper limit was placed on this category of membership. Affiliates may number up to 10% of the total architect members, both regular and associate. As we go to press, the chapter has 410 architect members, thus providing space for 41 affiliates.

Andrews has seen a shift in the types of professions represented by Affiliates in the past couple of years. Contractors, manufacturer's representatives and suppliers have joined an already diverse assortment which includes graphics designers, acoustical consultants, landscape architects, interior designers, engineers and even an attorney who specializes in professional liability in construction trades.

What are the benefits for the Affiliate who joins AIA? Long-time member, Bill Swain, landscape architect at GWSM, enjoys the monthly meetings and the ongoing relationship with colleagues. "I trained as an architect, went to school with many AIA members and enjoy the contact. Our firm has had a lengthy association with Pittsburgh architectural firms so my AIA relationship has a professional benefit as well. The Chapter Members have learned to respect allied professions such as landscape architecture through Affiliate membership."

"Architects are fine professionals--they're well organized and easy to work with. I wish all my work were in architectural acoustics."
Bill Thornton, Consultant.

Jan Reicher, of the Rubinoff Company (formerly of Repal Construction) has been active in the AIA as Secretary of the Public Awareness Committee. She chaired the tours at *Remaking Cities* and recently joined the board of the Community Design Center of Pittsburgh. "AIA membership has a value to me professionally and personally. I studied art and architecture in college and have a commitment to preservation. In the business I'm in, it's nice to be able to participate in the AIA for more than purely business reasons."

Bill Thornton is the owner of an acoustical consulting firm. His business deals with community noise, industrial noise and architectural acoustics. "I work with a lot of architects in this area on a regular basis. I have a high opinion of the AIA. The meetings allow people to get together and share

ideas. That helps us all get the job done right. The architects are fine professionals—they're well organized and easy to work with. I wish all my work were in architectural acoustics."

Communications Distributions President, Horace Britton, an Affiliate for about three years, presented a program at a monthly meeting. "As a result of membership, I understand the role of the architect. I enjoy getting to know the people, and networking with them. The architect is the primary contact for any building project and he has to be kept up to date in a world of advanced technology. There should be more Professional Affiliate participation in the AIA. It benefits the organization, the affiliates and ultimately the community."

Miriam Lee is a new member who works as a marketing representative for Franklin Interiors. "I call on the architectural and design community all the time to make them aware of our company's services. I need to know all the architects in town. The meetings allow me to learn more about architecture as well. I enjoy the speakers and the chance to mix with the crowd."

David Davis, another new member, comes from the construction industry. General manager for Mosites, Davis has recently expanded his business to include marketing

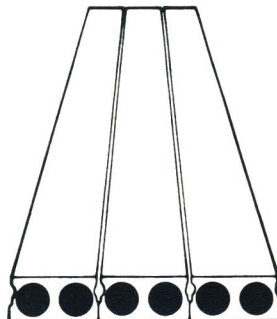
for firms in the design community. "From a business standpoint of course, it's good to maintain relationships with the architects in town. But I'm interested in the link-up between art and architecture, so the AIA membership has been good for me personally as well. I like the informal contact with architects and often the dinner meeting speakers expose me to ideas and topics I wouldn't normally run into."

"When you get to know each other on a personal level, it can help you prevent problems on the job."
Kent Edwards, AIA

Kent Edwards, AIA, has recently taken over the Membership Committee. He and several other members have encouraged new Affiliates to join. "It seems important to me to increase the number of Professional Affiliates to our full 10%. It produces excellent communication between architects and contractors or consultants. And it makes a better mix--chapter meetings are more interesting because you get other viewpoints. I'm delighted that several Affiliates are active committee members." *For more information about Affiliate Membership, call Edwards at 381-1400 or call the Chapter Office, 471-9548.*

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CALENDAR

FRIDAY, JUNE 17, Lunchtime Seminar sponsored by the Education and Professional Development Committee of the Pittsburgh Chapter AIA. Mr. Louis Filippo of Adam, Filippo and Moran will discuss Interior and Exterior Signage as part of the Corporate Identity Program. YWCA Downtown, 12 noon to 1:30 PM. AIA Members: \$20; Guests: \$25. RSVP with insert in this issue or call 471-9548.

TUESDAY, JUNE 21, Chapter Dinner Meeting. The Engineers Club, 337 Fourth Avenue, Downtown. 5:30 Cocktails; 6:30 Dinner. Guest speaker Maynard Dalton, NASA Senior Project Engineer, will give a slide presentation on the Architect's role in Space Station Design. Members: **PRE-PAID**; Guests: \$15. RSVP with insert in this issue or call 471-9548.

THURSDAY, JUNE 23, Monthly meeting of the International Facility Management Association, Greater Pittsburgh Chapter. CNG Tower, top floor; 5:30 PM Reception; 6 PM buffet dinner, followed by program dealing with planning and executing the corporate moves of Consolidated Natural Gas and Peoples Natural Gas Companies. Small group guided tours of their recently occupied offices concludes with a "Social under the Stars" on the 32nd floor, ending at 9 PM. AIA members are cordially invited to attend. Guests: \$25; IFMA Members: \$20. Call Diane Brennan or Tracy Messenger: 412-553-6661.

JUNE 28-30, Promoting Downtown: New Opportunities on Main Street—A National Training Conference. Westin William Penn Hotel. Co-sponsored by the National Main Street Center, South Side Local Development Company (Main Street on East Carson) and the Pennsylvania Department of Community Affairs. Registrants will choose from three major tracks: Retail Promotion, Image-Building Promotion and Special Events. Registration: \$ 275 before June 10; \$295 thereafter. For more information call Tim Henningsen, Main Street on East Carson: 481-0660.

Around Town:

SUNDAY, JUNE 5, Walking Tour of Schenley Park with emphasis on "man-made" features. Led by Christina Schmidlapp of Pgh. History and Landmarks. 1:45-5 PM. Meet at Schenley Oval..

MONDAY, JUNE 6, Film: The Trial of the Tilted Arc, a thought provoking documentary of the General Services Administration's public hearing regarding the proposed removal of Richard Serra's Sculpture from its site in New York City. **MONDAY, JUNE 13, Film: Art at the Artery,** a documentary on the 1987 collaboration of architects, landscape architects and artists at the Artery Plaza in Bethesda, Maryland. Both films are part of the Spring Arts in the Park Film Series, "A Portrait of Public Art" held at the King Estate in Highland Park. Admission is free. For complete schedule or more information call 622-6912.

SUNDAY, June 26, Walking Tour of Allegheny Cemetery focusing on monuments and Tiffany windows. Led by Jennie O'Donnell of PHLF. 1:45-5PM. Meet at Butler Street gatehouse.

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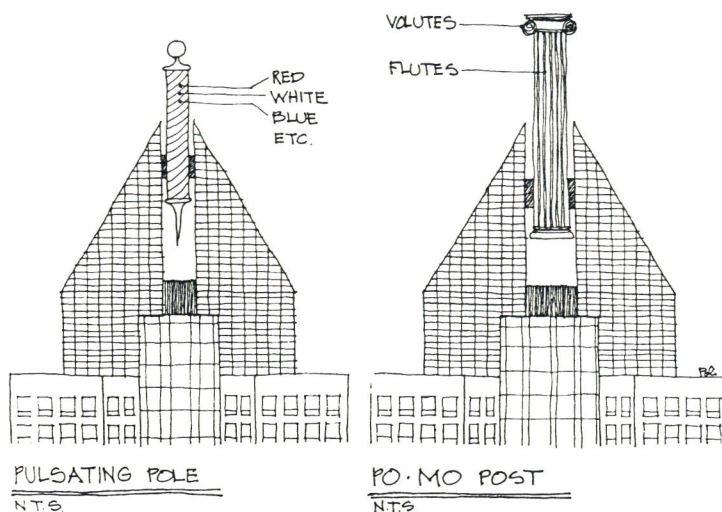
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Architects Employment Clearinghouse is a new nationally circulated newspaper published by the Louisiana Architects Association of the AIA. They will list free classified employmnet ads for AIA members seeking employment. Submit ad of 40 words or less by 15th of month to: Architects Employment Clearinghouse, 521 America Street, Baton Rouge, La. 70802. AIA Firms may list job openings for a fee. Call 1-800-521-4517.

This issue of COLUMNS is a special advertising supplement issue. Next supplement issue will be October 1988. For more information, please call 661-3734.

REMINDER: The July/August issue of COLUMNS will be a combined issue published on July 1st. Send in Marketplace and Calendar listings by June 10.

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Kaiser (Continued from page 1)

His assignment? To discuss architecture and communication today.

Kaiser, whose skills as a communications expert have won national reknown, developed the **Six Kaiser Architectural Commandments for Effective Communication**. He describes them as "highly personal, certainly arbitrary, and perhaps rather obvious..." We excerpt them below.

Generate the Impulse to Build. AIA can help develop a national climate, but the impulse to build must occur where you are.. One of the best ideas is to have imaginative sketches of your city as it would look *after* a creative building program. Then get your leading newspaper to reproduce them. The first rule of seduction is still "give 'em a glimpse of paradise." Motivate that essential impulse...to erect well-designed architecture.

Great Architecture Needs Great Clients. You are an architect. You also must be an educator and and advocate... How do you develop great clients? Perhaps you give them a subscription to an architectural magazine, or cohost a reception for the debut of a television series on architecture, or arrange house tours in your town or to another city. You must plant stories on great houses in your local newspapers, particularly photo stories on that which is exemplary.

Lead With Strength; Consult the Fine Arts. In music, architecture, literature, painting or sculpture, art opens our eyes and ears and feelings to something beyond ourselves. The artist's vision and skill can reveal the nobility that is part of each of us or part of your next building. Be an architect; be an artist. In your community, are you identified with the hardware store or the art museum? News stories should constantly report that you are a guest speaker, fundraiser and VP of the art association. Be sure they think of you not as a tradesman, but as a designer.

Good Architecture is Designed in Historical Perspective. Yours is the most public of the arts. At its best, it is living, visible evidence of the character of an age. Do you capture the character of yours? Simultaneously, do you intrinsically reflect an

ageless perspective as well? If you don't, remember that the sins of architects are usually rather permanent sins...Architecture that denies its historical, social and intellectual context will not last.

Great Architecture Demands Informed Criticism. Americans need to act. And you need to ignite them. We need a critical dialogue. Every successful campaign commissions writers, speakers and illustrators. The building awards of some AIA local chapters bring attention to your cause. Your chapter can also stimulate a lecture series or adult education course for those who are contemplating the construction of a home. Urge your newspaper to include a weekly architecture section. Utilize radio call-in shows and the powerful medium of television.



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The Preservation of Great Architecture Requires Protest. Architects need to participate in government activities. Building and rebuilding a city is a major task of government. The profession should position itself in such a way that the public would seek the advice of architects in all matters concerning the built environment. Identify with preserving the beauty of your historic structures. You should be seen fighting for it; picket if needed.

As your new public member of the AIA board, I root for you. I dream for you. Let it be said of you that you saw a vision and didn't deny it, that you cared...and would admit it."

The full text of Kaiser's speech can be obtained by calling WQED TV, 622-1310.

COLUMNS is published ten times a year by the Pittsburgh Chapter of the American Institute of Architects in association with the Cantor Group.

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