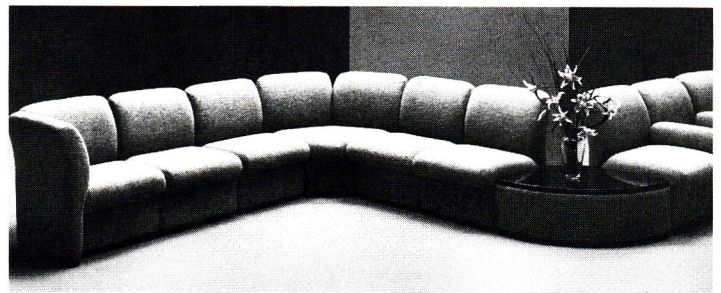


# COLUMNS

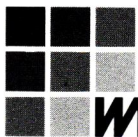






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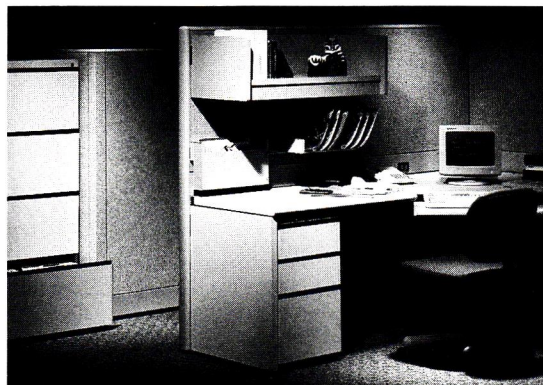
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The Pittsburgh Chapter AIA serves 12 Western Pennsylvania counties as the local component of the American Institute of Architects and the Pennsylvania Society of Architects. The objective of the Chapter is to improve, for society, the quality of the built environment by further raising the standards of architectural education, training and practice; fostering design excellence; and promoting the value of architectural services to the public. AIA membership is open to all registered architects, architectural interns, and a limited number of professionals in supporting fields. Chapter Headquarters: CNG Tower, 625 Liberty Ave., Pittsburgh, PA 15222 Telephone: 412/471-9548; FAX: 412/471-9501.

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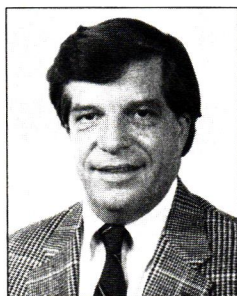
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## View Point: Random Thoughts

Douglas C. Berryman, AIA, President



When was the last time you received a courtesy phone call from a fellow architect to inform you they were in contact with one of your clients?

When was the last time you made such a call?

If Barry Bonds were an architect, would we be jealous of the fees he was getting, or happy knowing his outcries meant our fees were going to be dealt with next?

We need to spotlight more of the "pro-bono" work done by our members in service to the community at large, whether as contributing board members, consultants to non-profit organizations, or members doing work in the trenches. Members' work

on the Fourth Avenue district is a case in point. There are many more.

Are physicians and attorneys viewed as "more professional" because they are loath to criticize colleagues? How often would (or should) they say things like "I would have installed that kidney a little more to the left," or "what a lousy fit on that lawsuit"?

Critiques of architectural projects, especially among colleagues, is healthy insofar as it can lead to raising design standards; criticism for the sake of supplanting a colleague is not so constructive.

Remaking Cities, Redux: We need to reconvene a bunch of the folks who were involved in 1988 to evaluate how that conference has impacted on this area. This was too important an event to not capitalize on all the positive work accomplished; we invited people to come see the progress after five years — the planning should continue.

It's hard to believe the AIA has had a presence here in Pittsburgh for 100 years (It's even harder to believe presidents used to serve two successive terms). We should blow our horns on this one — watch for various events being planned (including a gala celebration in May).

Is anyone else concerned that synthetic stucco is going to be the T-111 of the 90's?

Years ago there was a travelling exhibition called "Architecture without Architects" on display at the Hilton. The idea was to show off successful buildings and habitats that were generated, through history, without the involvement of architects. There are many recent examples of this activity that are infinitely less successful.

The National AIA Convention hasn't been this close to home for some time; we should try to have as large a contingent in Washington, DC as possible. It's informative, challenging, entertaining, and loaded with peripheral activities for families. ■■■

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## On the Cover

Architecture as grand as its inhabitants, IAS renovated a turn-of-the-century grocery store into Dargate Galleries' elegant new home. *Portfolio*, page 10.





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A message from the  
Construction Industry  
Labor-Management  
Committee



## Happy Birthday, AIA Pittsburgh


Anne Swager, Executive Director

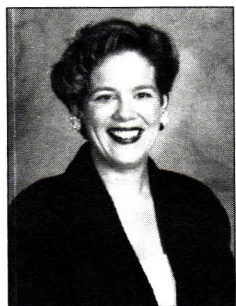
B

efore I came to the AIA, I ran an organization that was charged with revitalizing Mt. Lebanon's central business district. The business district grew up and around the last stop of the trolley and the first homes were built within easy walking distance of the stop and the shops. Mt. Lebanon celebrated its 75th anniversary a few years ago, and the trolley has been replaced by the T. Instead of running through the business district, the T runs underground to avoid traffic on busy Route 19. The T now stops right behind the business district, roughly 4 stories below grade. Long before the trolley became the T, the town began planning to replace their aging parking garage located in the center of the business district. One ambitious plan close to being realized was a multiuse complex that would more than fulfill anticipated parking needs, provide a much-needed central massing of retail space, add office space and high rise housing. Most importantly, the complex would encompass the T station, enabling a resident who worked in USX Tower to go to work in the dead of winter in just a suit jacket. Much as the trolley was an integral part of Mt. Lebanon's formation, this new complex would have helped to insure future growth of the community. Unfortunately, lack of funding was the ultimate demise of this project. The community is now wrangling over an alternative project, a much scaled down structure aimed at providing parking and some retail space. Since the project is still on the drawing board, it is unclear whether the new garage will succeed in capitalizing on the unique opportunities the T brings to the community. This type of challenge is certainly not new to all of you. Fortunately for Mt. Lebanon, a number of visionary architects and planners are in-

volved. Hopefully, their communal voices will be heard and the garage will integrate well with the community and make the most of the opportunities offered.

On March 28, our Chapter will be 100 years old. I've tried recently to contemplate what that means and should mean to us. I don't have an answer. Instead, I find myself focusing more on the future and the certainty of change. I wasn't around when Pittsburgh was a smoky, dirty city and probably a pretty abysmal place to live. I have little connection to the steel industry and lived only on the periphery of its demise. My first view of the Pittsburgh skyline was coming through the Fort Pitt Tunnel one clear sparkling spring evening; consequently, this city has always been beautiful to me. However, I am old enough to realize that change can be wrenching and painful and that positive change only results from seizing and capitalizing on unique opportunities. When I think about the inevitable challenges and uncertainty facing our community and city, I often feel overwhelmed. But when I look around me and see the buildings, parks and neighborhoods that help determine the way we live and our way of thinking, I am comforted. If in the past 100 years the Chapter has provided opportunities for the exchange of ideas, camaraderie for the profession, and public awareness of the value of good design, we have done our job. I suspect that because we are our members, this is the case. Bravo to us! Having been even a small part of the energy that has shaped so many positive replies to the inevitable changes we have undergone is reason to celebrate.

Happy Birthday, AIA Pittsburgh, and many, many more. 



*On March 28, the Pittsburgh Chapter AIA will turn 100 years old. The Chapter will officially celebrate this momentous occasion in May as co-sponsor of the Community Design Center of Pittsburgh's annual Palladian Ball. In addition, the May issue of COLUMNS will commemorate our first century with a look back to the early days of the AIA. See page 22 for details!*

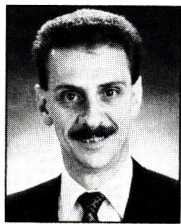


## Point/Counterpoint: Training Tomorrow's Architects

**E**

*ditor's Note: Your responses to our surveys have consistently indicated a strong interest in reading articles of opinion on pertinent issues facing those in the discipline. With this issue of COLUMNS, we institute a feature called Point/Counterpoint which will serve as a recurring forum for such opinions. All members are encouraged both to submit topic ideas and to respond to the views put forth in this space.*

*This month, we examine the highly-charged issue of architectural education. Are the present curricula at schools of architecture preparing architects adequately for the demands of the profession? Opposing opinions are expressed by Kent Edwards, AIA, presently serving part-time on the faculty of Carnegie Mellon University's School of Architecture and Anthony G. Poli, AIA, founder and principal of Poli & Cuteri Architects.*



*"There is so much emphasis on design and very little else in school that people come out equipped to do design and nothing else."*

Kent Edwards, AIA



*"Doctors learn to be doctors, surgeons learn how to operate, architects need to learn how to design because that's what we do. That's the essence of what we sell."*

Anthony G. Poli, AIA

percent of what engineers are [paid] — in fact, maybe 60 percent of what architectural engineers are [paid]. Somebody might say "Why should employers care? They get these people whom they don't have to pay very much." Well, they don't have to pay them very much because they don't know very much. So it costs [practitioners] a great deal of money to teach them the things that they don't know and that they need to know.

**Q. But shouldn't that type of education be the role of internship programs?**

A. The IDP [Intern Development Program] developed because schools were not teaching what they should have been teaching, not because an internship is required to supplement five years of school. Of course, everybody in every profession comes out of school not totally equipped to do the job they're going to have to do in the so-called real world. But my perception is that the gap is bigger in architecture than it is in some other professions.

**Q. Is this a generalized comment about all schools of architecture or are there some schools that are adapting your view?**

A. I think it's pretty generalized. I'm not talking just about CMU because I happen to think that, based on what I know of their current curriculum and the curricula of other schools, CMU has a superior program. The only schools that I know of that have begun to address this issue in any substantive way are schools like the University of Cincinnati

**POINT — Kent Edwards, AIA**

**Q. Why is architects' training such a hot, controversial topic?**

A. I think it's such a hot topic because it's a very powerful economic force for practitioners. There is so much emphasis on design and very little else in school that people come out equipped to do design and nothing else. So much more of the practice of architecture involves things *other* than design that, in effect, the recent graduates are unequipped to make a contribution to those other areas of practice. As a result, their entry level pay is fairly low compared to other professions. Probably a third of what attorneys are [paid], maybe 60



which has essentially a work-study curriculum. Students go to school for six months, then work in an office for six months, then go to school for six months, and so on. And the demand for those students is overwhelming. They have many, many more slots for the students from the University of Cincinnati than they have students to fill those spots.

**Q. Were you cognizant of this lack in the curriculum when you were a student of architecture?**

A. Not at all. My attitude was exactly the same as the attitude I see in the students that I have now, which is: design is the most fun and so that's what I want to do. And when I graduated, I was going to look for a job with a design-oriented firm so that I could keep having fun! This is an issue that's been around for a long time and has just not been addressed. The AIA has not taken a particularly aggressive stance in gaining control of architectural education. They talk about it a lot. There are plenty of practitioners who would agree with plenty of faculty members and say that, yes, school is where you learn design. And when you get out, that's when you should learn about wall sections and construction technology. So there are certainly those who disagree with me.

**Q. You started teaching at CMU this semester. Are you, in your present teaching, in a position to bring some more practicum to the students?**

A. That's *all* I'm doing. The content of the course is architectural project management. As far as the rest of the curriculum goes in design studio, not only are all the rest of the teachers practicing architects or retired architects, all the projects are real projects with real clients.

**Q. You mentioned project management. Can you enumerate some of the other skills which you feel are not being dealt with sufficiently?**

A. The ability to control budgets and schedules. There are deadlines in school but I don't think that there is any parallel for students to understand how important budgets and schedules are to clients. The profession itself does not control construction budgets and costs very well and the mechanisms to enable them to do that are not being taught in school or out of it.

**Q. We understand why students wouldn't want to alter the curriculum — as you said, they're having fun. But how do you account for the attitude of the administrators of these programs? Why do you think they are resistant to a more balanced approach to the teaching of architecture?**

A. Because it's still fun [for them too!] The solution that's frequently offered to the problem of architectural education is to get more practitioners to teach. My answer to that is that, in many cases, practitioners teach to escape

*"The IDP developed because schools were not teaching what they should have, not because an internship is required to supplement five years of school."*

Kent Edwards, AIA

*"The profession has an obligation to its graduates ... to make sure that graduate architects get a varied experience and ... aren't made to be instantly productive and told to do that for the rest of their lives. That's what the IDP is all about."*

Anthony G. Poli, AIA



the rigors of practice. So they can go back to school and talk to students about projects without all of the restraints that you normally have and it's fun again. Rather than bring the rigors of practice into the classroom, they leave them at the office and become old students again. And I confess to you that it is fun! That's why I do it too! It's the essence of architecture. There's no reason to be [an architect] if you don't enjoy design. And it's the function of architectural education to teach design—more than anything else. It's just not the function of architectural education to teach *only* design.

COUNTERPOINT — Anthony G. Poli, AIA

**Q.** Why in *your* opinion is this such a hot, controversial topic?

A. I'm not sure it is a hot, controversial topic. I

think it's always of concern. I think that there always is and always should be discussion of the preparedness of graduates and how they react to the profession. But I don't view it as something that's right on the tip of my tongue all the time. Probably that has to do with my viewpoint that the colleges are essentially on the right path. It's probably more controversial to someone with Kent's viewpoint because they think that there's a problem there.

**Q.** One of Kent's main points was that he believes that internship programs have been instituted primarily in response to a lack of preparation (of the students studying architecture). What's your position on internship programs?

A. First of all, I don't even like to call them internships. I still call people apprentices who are starting out. They serve an apprenticeship.

I served an apprenticeship and I think I was able to get a lot of the kinds of experiences which are now required in the IDP through the understanding of my very early bosses — and through my own careful selection of whom I worked for. The structuring of the internship situation was a response, not to the lack of preparedness of college students, but to the lack of proper apprenticeship programs instituted by the profession [itself].

**Q.** Then what do you believe the role of the schools of architecture to be?

A. I think the primary role in a professional education is to teach the main portion of the profession. Doctors learn to be doctors, surgeons learn how to operate, architects need to learn how to design because that's what we do. That's the essence of what we sell. Now there are other peripheral issues involved in archi-



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tectural practice—the selling of jobs, the production of working documents, accounting. That's stuff that is learned outside the main thrust of architectural education, and rightfully so, I think. Again, perhaps I was fortunate in that the schools that I attended, MIT and the University of Washington, in addition to what I considered to be strong design programs, also had introductions to all these other areas of practice.

**Q. Kent seems to say that recent graduates are simply "unequipped to make a contribution to areas of the practice." What do you see the role of the recent graduate to be in a practice?**

A. Again, there should be a supplementation period to an education that is an apprenticeship. At the end of that time, when the fledgling architect is ready to take the examination to become registered, the apprentice or intern goes from being a drain on the firm to becoming a productive member — and it really doesn't take all that long. There's very little mystery to the production and business side of things. By the way, a lot of graduates have some office experience already. They work while they're in school or before they go to school. So it's not as if, at graduation, they're all totally green.

**Q. How do you address Kent's comments on the economic issues involved?**

A. If the profession was better paid *as a whole* then we could pay our entry level people better. And we *would* pay them better. Look, I think that the profession has an obligation to its interns, to its graduates that come into the profession, to offer some of that education, to be cognizant of it and to make sure that the graduate architects get a varied experience and don't get pigeon-holed — aren't made to

be instantly productive and told to do that for the rest of their lives. And that's what the IDP is all about. It attempts to structure a program where aspiring architects with professional degrees get varied experiences. The problem with the system as it existed before was that too many firms were ignoring that. They'd find something that these people could do productively and they would stop their education process at that point and allow them to make money for the principals at that level and never expand.

**Q. Since then, you have no reason to believe that such introductory courses have been discontinued from the architectural curricula?**

A. Exactly. I think they're very much in most schools of architecture. There are two schools of architecture in Washington state, the University of Washington and Washington State University. I was in the graduate program there. A study occurred during that time, an evaluation of students coming out of each of the schools. Washington State was a much more technically-oriented school and the people coming out of there, because they actually learned drafting techniques and a lot of the vocational aspects of being involved in an architectural office, were heavily recruited right out of school. The students from the Uni-

versity of Washington had a more difficult time obtaining that first job because they got a more theoretical education. They were trained more in how to think, how to design, and they got these introductions to how architectural offices do the rest, as opposed to actual training in them. Ten years later, down the road in their careers, the University of Washington graduates who had gotten the more theoretical training were in much more responsible positions and were running projects and moving up in their firms. And those who had been recruited out of Washington State to be production people because they knew how to do it, were *still* production people. That is the essence of my argument. Schools of architecture should emphasize design. And while they should give a well-rounded impression of the profession, the basic time for learning design is in school. ■■■

COLUMNS welcomes discussion on a range of issues relevant to the architectural community. Send letters and comments to:  
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## Portfolio: Retail Design

Although current indicators may show weakness in retail sales, the retail sector is banking on better times ahead. That optimism is reflected in new construction and refurbishment throughout the tri-state area. Design for the retail sector varies from the street-level renovation of a quaint South Side three-story to the gleaming tile and chrome of a food vendor in a shopping mall; the look and feel of an open air market is the

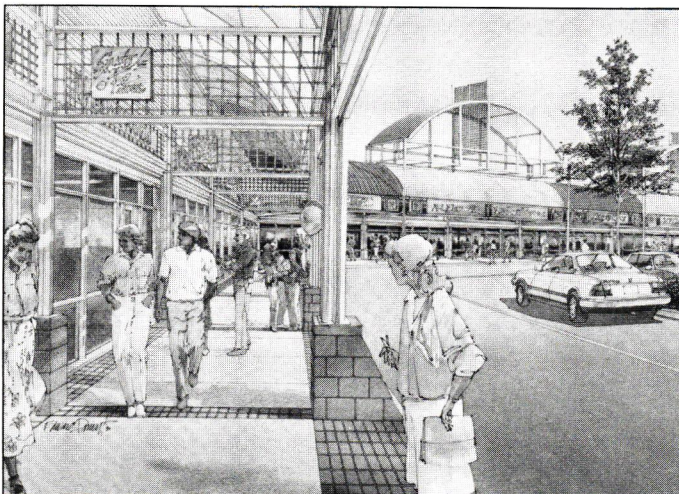
centerpiece of a newly-constructed supermarket catering to upscale shoppers. Materials used in these projects have a subtle, open feel overall; gone are the days of oppressive colors and tightly enclosed spaces. Design trends include exposed steel structures, skylights, sophisticated lighting schemes — neon is prevalent — and quiet tone-on-tone color schemes, all intended to enhance the visual appeal of the merchandise. ■



**A** Pittsburgh institution since the late 1930's, Adele's in Squirrel Hill was originally designed as a flowing, graceful display space for women's clothing, says project architect **Chip Desmone, AIA**, of **Charles L. Desmone and Associates**. "We wanted to recreate some of the femininity and grace that had been lost by subsequent 'remodelings,' along with maintaining Adele's tradition of quality service." Using subdued background color and appropriate lighting techniques, the architects were able to enhance the clothing's appeal both in the displays and on the customer.

**F**ollowing the trend towards upscale strip centers is this early design study of McIntyre Square, a nearly 250,000 sq. ft. retail project scheduled for completion in

late 1991. What's different, says **Leander H. Minnerly, AIA** of **The Design Alliance**, is that the developer is making a conscious effort to avoid the cookie cutter image so prevalent in many of these projects. Preliminary studies have concentrated on utilizing exposed steel construction, reminiscent of Pittsburgh bridge structures, and the interplay of natural and artificial light through the use of translucent materials.



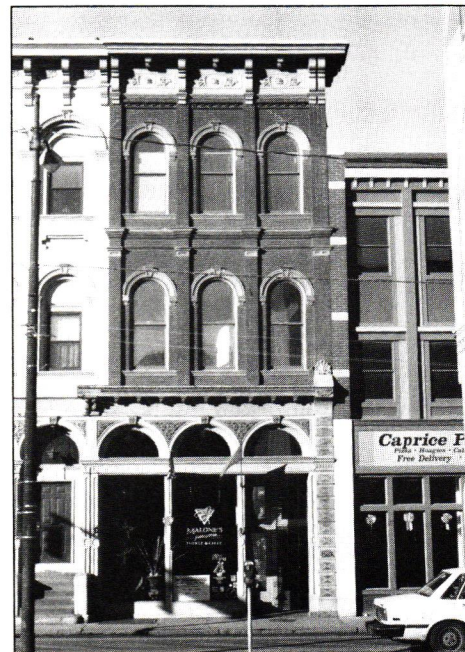


## Portfolio: Retail Design

**A** former grocery store that had catered to the "carriage trade" in the heyday of East Liberty has been adapted by **Integrated Architectural Services (IAS) Corporation** as Dargate Galleries, a handsome shop for antiques and decorative furnishings. "Our chief objective," says project architect **John A. Martine, AIA**, "was to bring a sense of order to what could best be described as an 'almost warehouse' setting, and to create a more intimate space that would show off the furniture in a more flattering fashion. The completed design provides a series of 'rooms' created with a moveable partition system designed by our firm, which brings a proper scale back to the pieces displayed."



**S**torefront renovation continues on the South Side under the able direction of **Raymond J. Shinhofen, AIA** and **Vincent Finizio**. The three-story brick wood frame structure, *right*, had been vacant for a number of years and had sustained fire damage. Now housing a floral shop, *far right*, the interior was entirely rehabilitated. Architects designed a new store front of wood framing to be compatible with the existing cast iron work at the first story. Cornice work, some of which was metal, has also been restored.





## Portfolio: Retail Design

**William Snyder, AIA**, of Monroeville's **Design 3 Architecture** describes his zig-zag design for The Potato Sack, a retail concession recently completed at Century III Mall in West Mifflin: "The owner of this food court requested a new and exciting image. We developed the zig-zag motif to recall the idea of a baked potato split open to reveal a bright inside. The blue, silver and white color scheme contrasts with the surrounding stores and gives the new space maximum visual impact. Sleek stainless steel accents and bright white surfaces produce an image of cleanliness and efficiency."



**Also at Design 3 Architecture**, **Suzan M. Lami's** work on the Wine Gallery at The Galleria at Southpointe attempted to answer both the operator's need for as much shelving as possible and the developer's desire to upgrade the typical state store image. Relates Suzan: "We created a trellis structure to evoke the image of a grape arbor while acting as an organizing element of the space. All casework was custom designed to maximize product exposure. A warm golden palette and details such as the 'Keystone' motif on the light beams add to the effect of richness."

**Liberal** use of neon lighting at The Food Gallery in Peter's Township emphasizes the archway theme echoed throughout the building, beginning with a 35-foot brick arched portal entrance in the parking lot. *Opposite page:* A brick walkway creates an open air "Main Street" reminiscent of Europe, replete with Victorian street lamps and bistro tables beneath green trees. **Richard W. Larson, AIA**, of **Johnson/Schmidt and Associates** was associate-in-charge of architectural design for the project. Interior designer was JSA's **Leanne Mihalic**.





## Trends in Retail Architecture: A Conversation with James B. Johnson, AIA

Making the merchandise stand out from the crowd is the basic challenge of any retail design, claims James B. Johnson, AIA, founder and principal of Johnson/Schmidt and Associates (JSA). "So many places today sell the same thing. The challenge [for the retailer] is: how do I present this so that I get the business and someone else doesn't? Merchandise presentation emphasizes customer appeal. It involves the color of lighting used and how color renders the product to be more attractive. For instance, you've seen meat when it was under fluorescent lighting—it looks blue! So there is special lighting that can be put on certain foods and other products. Incandescent lights make products like apples shine—and also automobiles! We did the Sewickley Car Store for a BMW dealer and used a lot of spotlighting along with fluorescent lighting so that the cars sparkle."

### Designing for Service

Specific techniques aside, Johnson sees a more global movement at work. Johnson, whose firm does design work for the Kaufmann's Department Store chain and other retail projects across the country, says the overriding trend today can be summed up in one word: **service**. To Johnson, that trend is best exemplified by a project his firm recently completed — The Food Gallery supermarket in Peter's Township. The Food Gallery is designed around the concept of boutiques, or mini-stores, each offering a distinct brand of merchandise and service. Nestled within the 45,000 sq. ft. store is a 50-foot wide, brick paved "Market Street" — an avenue flanked by trees, Victorian style street lamps and streamlined European display cases. Market Street emulates a European neighborhood with distinct vendors — a floral shop, a confectionery counter, a bakery, a gourmet coffee department, even a small bistro-like quick serve restaurant. "Here, clerical assistants have their own defined areas and their own registers. They meet customers on the floor wherever they're looking, assist them with finding the right item, and personally take care of the sale. It may not be Italy, but the idea is that of an open air marketplace with different kinds of vendors and special help and special foods that you wouldn't find in just any supermarket."

### A Sense of Place

Other design elements such as varied ceiling heights, awnings and archways, vaulted skylights, neon signage and painted wood millwork create a sense of place, says Johnson — "not just a warehouse with a bunch of food in it in rows of shelving." A subtle color scheme of tans creates a tone-on-tone effect, serving as a neutral backdrop for the store's products. Claret red accents were selected to highlight the design, and that color is echoed throughout the store in signage, tile work, wood trim and grocery cases. Outside, Rick Larson, AIA, JSA's associate in charge of the architectural design, created a 35-foot high brick arch to visually link the exterior directly to the store's canopied entrance way.

### Design Forecast

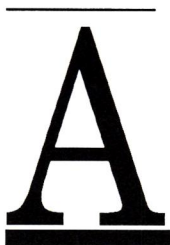
As long as competition for the retail customer remains fierce, Johnson expects the trend towards designing-for-service to continue and even strengthen.

"Larger department stores lose customers to smaller shops because they offered more service—they had someone who specialized and knew all about their merchandise and waited on you personally. Now larger retailers have attempted to mimic that—successfully in many cases. If there were a direction in retailing, I think it would be towards offering higher levels of service and the concept of boutiques within the store. After all, you go there to have a shopping experience!" ■





## Architectural Administrators Target the Business of Design



*With 38 members, Pittsburgh boasts the fifth largest SAA chapter in the country. The Chapter offers a national certification program for its members leading to the title of Certified Architectural Administrator.*

*"[Architects are] creative people by nature. They don't like business courses, and they avoid them. And many don't do well in them. So they need a good support infrastructure so that they can do the things they like!"*

*Clark Strohm, SAA*

year and a half ago, Clark Strohm attended his first national meeting of the Society for Architectural Administrators (SAA). While there, he happened to mention to several attendees that his Pittsburgh chapter had just been formed with 24 charter members.

"People were incredulous," recalls Strohm chuckling. "Apparently, most chapters start with only three or four members!"

The Society of Architectural Administrators, an affiliate of the AIA, was founded nationally some fifteen years ago by administrative support people working for architects, schools of architecture, and architectural engineering firms. The organization now boasts nearly 40 chapters throughout the country, but until July of 1989 there was no Pittsburgh chapter.

Strohm thinks that the timing was right to start up a local chapter of the SAA. Currently, Pittsburgh membership includes architects, however most of the members hold up the support end of architectural businesses in the tri-state area.

"What we're really looking for are the middle management people: business managers, controllers, office managers, marketing people. And we want those in small firms who wear many different hats."

Before joining his present firm, Strohm had worked for a legal firm and taken advantage of the support offered through a national legal administrators organization. "I realized then the worth of getting people together and networking. It's invaluable to sit down and discuss

your problems with people who have the same problems," he states emphatically. "You can brainstorm together."

The issues SAA concentrates on are, in fact, the common issues of running a professional services business — often smaller architectural firms and partnerships. "These smaller firms in particular have to be run in a business-like way or they won't survive. Professional services weren't as competitive as they are today."

"Unfortunately, when the professional services people are trained in school, be they lawyers, CPAs or especially architects, they're trained to be the professionals they are! They may take business courses only because they have to. They're artists by nature. They're creative people by nature. They don't like business courses, and they avoid them. And many don't do well in them. So they need a good support infrastructure so that they can do the things they like!"

Strohm encourages AIA members to view the SAA as a resource in running their businesses. He feels the contacts, problem-sharing and solving, continuing education and publications can be a boon to an architectural firm even if they have only one SAA representative on staff — and even if their firm is a tiny one. Gradually, he believes that the local architectural community is becoming aware of the organization and its benefits.

For example, experts are brought in during monthly meetings to educate members on such specific business practices as setting up employee benefits and business insurance programs. Recent speakers have included a rep-



representative from a large downtown bank discussing cash management, a local healthcare provider presenting a program on stress management, a time management seminar put on by a consulting firm, an evening of advertising for professional services presented by a local communications concern, and a computer systems firm demonstrating not only the latest in CADD equipment but database management and business accounting packages as well.

"We try to shy away from people who just want to sell us something. We're not interested in copier salesmen," laughs Strohm. "What we're interested in are people who are knowledgeable about a subject, who can present options to us and give us do's and don't's. That's our whole thrust [as an organization]: to educate ourselves by networking."

The chapter's most ambitious project to date is the compilation of a comprehensive compensation and benefits survey particular to the Greater Pittsburgh area. The survey is slated to be conducted this March and released in early spring. Strohm hopes to make such a survey an annual practice.

SAA also provides a national certification program for its members leading to the title of Certified Architectural Administrator through a points system. Points are garnered through participation in the organization's functions on a local and national level, job experience, and education. The certification is a serious matter and can take several years to attain. In fact, the final step is a personal interview on the national level before a member is granted official certification.

Strohm believes that's all good news for the architect/owner as well as the administrator — a win/win for both parties. It adds to the credibility of both the individual and the firm.

"It's something that people can get some benefit out of — both on and off the job. It not only looks good on a resume but also in an employer's eyes. It means this person is building their knowledge base and are therefore worth more to me [as an employer] and to the business," Strohm concludes. ■■■

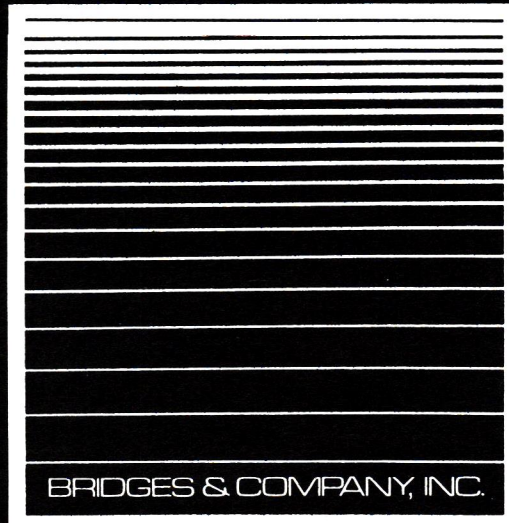
*SAA membership dues are in two tiers: national level at \$55 per year and local level at \$25. The next SAA luncheon meeting will be held Tuesday, March 12 at the HYP Club. Cost is \$12.50. For more information, contact Clark Strohm at 412/281-6568.*



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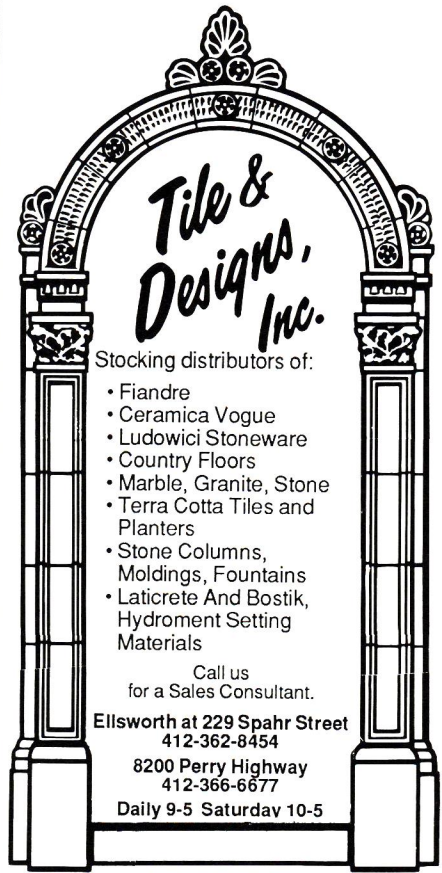
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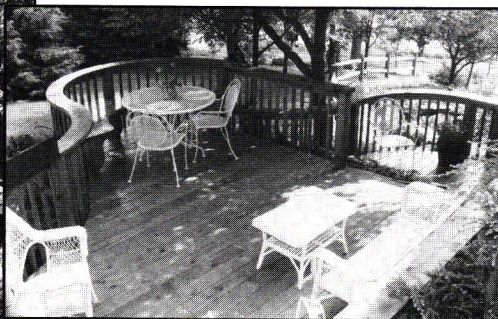
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## From the Archives: A Pittsburgh Treat for Over 50 Years

A

nyone spending substantial time in the tri-state area in the last 60 years has probably visited an Isaly's. The Isaly Dairy Company's retail stores and dairy bars supplied generations of Pittsburghers with dairy products and cold cuts, "Skyscraper" cones and Klondikes.

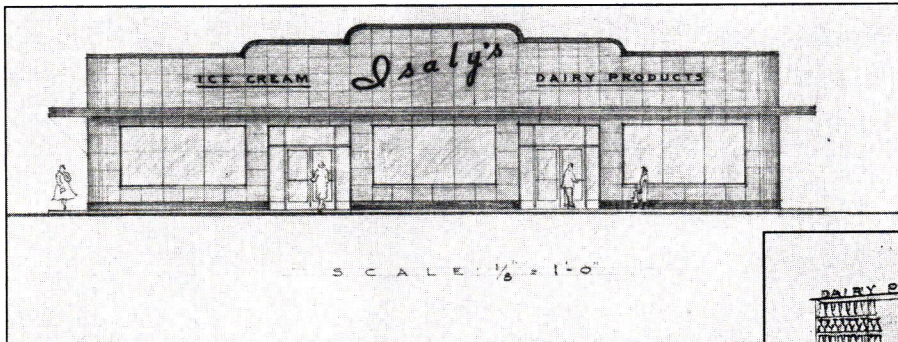
The company traced its roots to 1902 in Mansfield, Ohio, but the founding of the Isaly Dairy Company of Pittsburgh in 1931 heralded rapid expansion.

Pittsburgh architect Vincent Schoeneman was responsible for the familiar "moderne" storefronts of ivory and black carrara glass that

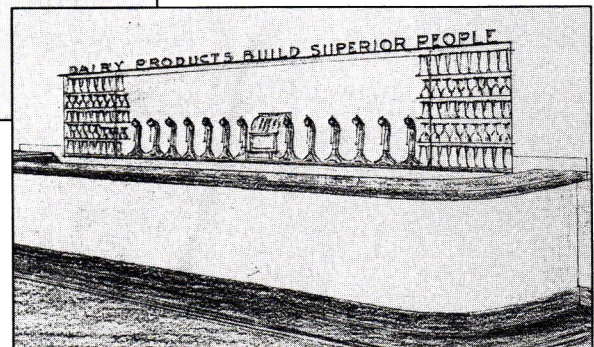
sprang up throughout Western Pennsylvania, Ohio and West Virginia in the 1930's, 40's and 50's. Most of his designs were simple storefronts located in neighborhood commercial districts. But there was at least one large free-standing store of a more suburban character planned for Saw Mill Run Boulevard. In addition to plans and elevations, the architect also completed detail drawings of signage and soda fountains.

Most Isaly's are now gone, and their storefronts remodeled out of existence. But you can still buy Klondikes. And the drawings in the Isaly Dairy Company Collection of the Carnegie Mellon University Architecture Archives record this long-time mainstay of the region's street scenes and social life. *Compiled by Martin Aurand, Curator, Carnegie Mellon Architecture Archives.* 🏠

*Below: Exterior plans for Isaly's Dairy Store, a familiar fixture of many Pittsburgh streetscapes since the 1930's.*



*Right: Architect Vincent Schoeneman included detailed drawings of Isaly's soda fountains in his plans.*



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## ■ bricks and mortar: committee news

### ■ AIA/CMU Liaison

Chair: Steve Quick, AIA

Quick Ledewitz Architects, 687-7070

The Committee will hold its annual Career Day on Saturday, March 16. *See the box below for full details.*

Wednesday, April 17 is the date for the annual Hornbostel Lecture at CMU. Architect Thomas Mayne of the firm Morphosis will speak at 8 PM in Doherty Hall 2210. *More on this in next month's COLUMNS.*

The Committee is currently selecting the jury for the Stuart L. Brown Award, an annual award presented to a CMU architecture student at the Hornbostel Lecture.

The AIA/CMU Liaison Committee meets the second Thursday of each month at 5 PM in the CMU Department of Architecture office.

### ■ Professional Development

Chair: Dave Brenenberg, AIA

Brenenberg Brown, 683-0202

After a successful management seminar in February, the Committee is planning its second seminar of the year, a field trip to

be held in the coming months. Details will appear in COLUMNS as they are available.

A warm welcome to new member Glenn Ament, prof. affiliate. Glenn, of Volz Environmental Services, will aid the committee in setting up environmental programs.

The Professional Development Committee meets the next-to-last Thursday of each month at 5:30 PM in the offices of Brenenberg Brown (*please note the change in date*).

### ■ Women in Architecture

Chair: Susan Tusick, AIA

Burt Hill Kosar Rittelmann, 394-7069

Cherie Mosier, AIA, will present her firm's work and lead a tour of The Design Alliance when the Committee meets there on Tuesday, March 5 at 5:15 PM (Five PPG Place, third floor). Please join us!

On Tuesday, April 2, Joe Burchick from Dunn Corporation will present a mini-seminar on cost estimating. The seminar will take place at Burt Hill, 300 Sixth Avenue at 5:30 PM. Joe is an excellent estimator and has a wealth of information to share with us. All are welcome (if you can, please RSVP to Susan Tusick — we'd like to have a head count for handouts).

If you need a babysitter for either meeting, please contact Susan Tusick as far in advance as possible.

### ■ Legislative

Chair: Chuck Parker, AIA

Tri-Mark Engineers, 471-5900

On Tuesday, March 26, the Committee will co-sponsor a BOCA 1990 Code Seminar with the BOCA Pittsburgh Chapter and the National Society of Fire Protection Engineers. *For complete details and registration for the BOCA*

*seminar, see the center insert.*

Al Cuteri, AIA, is setting up a subcommittee to study procurement of A/E services for the city and county. He presented a draft of the subcommittee's mission statement at the last meeting. The subcommittee will work towards standardization among all government and institutional agencies, including school boards.

If you would like to attend a meeting of the Legislative Committee, please call Chuck Parker at 471-5900.

### ■ Membership

Chair: Gwen Williams, assoc. member,

Douglas C. Berryman Associates, 363-4622

Please welcome nine new members:

#### Michael A. Augoustidis, AIA

Apostolou Associates  
Graduate of: Kent State



#### Gregory R. Cornell, AIA

Global Design Corporation  
591 Falls Church Road  
Imperial, PA 15126

#### Michael Eversmeyer, AIA

Pittsburgh Dept. of City Planning  
(Historic Preservation Planner)  
Graduate of: University of Chicago  
(BA), Tulane University (B.Arch)  
Past Projects: Staff to Historic Review Commission; Design Review for Streetface Facade Renovation Program  
Married to: Janna Smith Eversmeyer  
Children: Alex, age 9 and James, age 4  
Interests include: historic preservation, classical architecture, old movies, baseball

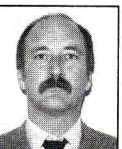


#### Kevin Turkall, AIA

NJC Associates  
4 North Shore Center  
Pgh., PA 15212

#### Timothy J. Williams, AIA

University of Pgh. Medical Center,  
Dept. of Arch. and Eng. Services  
Graduate of: Carnegie Mellon University (B.Arch) and Case Western Reserve University  
Formerly of: Celento & Assoc.; Carnegie Mellon University Design & Construction  
Married to: Katie Gibbons Williams  
Interests include: travel, photography, maps



### Career Day

Career Day provides architectural firms with an opportunity to meet graduating students and seniors to discuss career and summer employment plans.

**Saturday, March 16**  
**Carnegie Mellon University**  
**CFA room 201**

Call Claire Gallagher for details: 268-2355.

Sponsored by the  
AIA/CMU Liaison Committee.



## ■ bricks and mortar: committee news

**Glenn J. Ament, Jr., prof. affiliate**

Volz Environmental Services

*Graduate of:* University of Pittsburgh*Past Projects:* Butler Memorial Hospital, University of Pittsburgh, Carnegie Museum*Married to:* Carolyn M. Ament*Children:* Jeffrey, age 11 and Bree Anne, age 7*Interests include:* bicycling, hiking, whitewater canoeing, camping, Boy Scouts**Joseph McAteer, prof. affiliate**

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**Dennis A. Roth, PE, prof. affiliate**

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**Jonathan Lawrence Simpson, prof. affiliate**

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The Membership Committee thanks those firms who actively encourage their employees to become AIA members (special thanks to those firms who also help with the expenses!) They are:

**Michael Baker, Jr., Inc.****Burt Hill Kosar Rittelmann****The Design Alliance****W.G. Eckles Company****Johnson/Schmidt and Associates****NJC Associates****Quick Ledewitz Architects****Ross Schonder Sterzinger Cupcheck****Williams Trebilcock Whitehead****Interiors Committee**

The Pittsburgh Chapter AIA plans to form an Interiors Committee similar to those committees active in New York, Chicago and San Francisco. The committee will work closely with the AIA National Interiors Committee, especially during our "start-up" phase.

The initial goals of the committee will include the following:

- to assist AIA members in developing design skills, management abilities, and marketing capabilities.

- to increase public awareness of interiors services offered by architects.

- to serve as local liaison with the national Interiors Committee, AIA components, and other interiors organizations such as ASID and IBD.

Members interested in participating in this committee are invited to attend an organizational meeting, to be held at the Chapter office at **5:30 PM on Monday, March 18, 1991.**

For additional information please contact Anne Swager (471-9548) or Charles DeLisio, AIA (488-0307).

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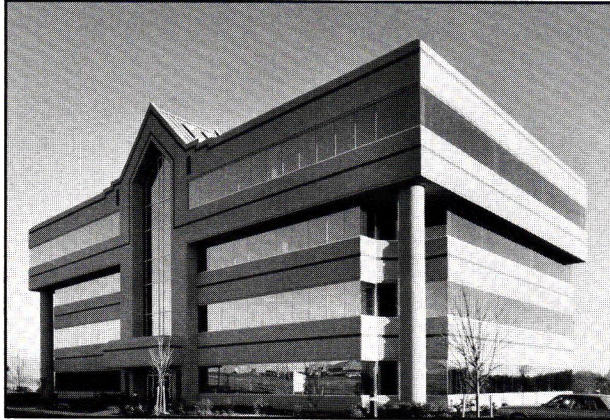
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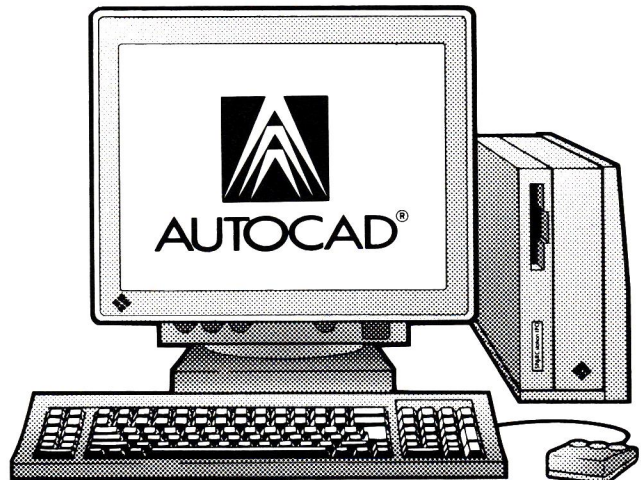
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## ▲ breaking ground

### ▲ Kudos

**Paul Edward Zippel, AIA**, senior associate with Williams Trebilcock Whitehead has been elected president of the Western PA Chapter of the National Association of Industrial & Office Parks (NAIOP). Named as NAIOP president-elect was **David Harchuck**, director of marketing and development for Jeffco Construction.

**Louis D. Astorino, AIA**, president of L.D. Astorino & Associates, Ltd., has become an Alumni Fellow of the Pennsylvania State University. The Alumni Fellows program gives Penn State students the chance to informally interact with outstanding alumni.

AIA Middle Chapter has awarded **Hayes Large Suckling Fruth & Wedge Architects** for a project in the Gettysburg Area School District. The firm also received an Honorable Mention for an addition and renovations to Franklin Elementary School in Cashtown, PA.

**Burt Hill Kosar Rittelmann** was ranked the largest Pittsburgh-area architectural firm by the *Pittsburgh Business Times 1991 Book of Business Lists*. Rankings are determined by the number of local registered architects on staff; Burt Hill currently has 45.

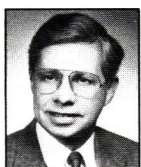
### ▲ From the Firms

**Design 3 Architecture** has been selected to renovate and upgrade an office building in the Edgewood Towne Centre shopping center. The first floor of the 85,000 sq. ft. Towne Centre Offices will be renovated for retail tenants including Blockbuster Video; upper floors will accommodate office tenants. Project architect is **Mike Moyta, AIA**.

New on-campus housing for up to 250 students is the topic of a feasibility study provided for Slippery Rock University by **Burt Hill Kosar**

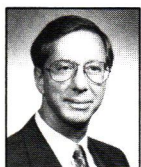
**Rittelmann**. The study will address various types of housing and identify the most desirable location on campus for construction. **Brent D. Hilton, AIA**, is Principal in Charge. Also involved with the project are **Alva L. Hill, AIA**, and **Brock Onqué, assoc. member**.

### ▲ Transitions



**Burt Hill Kosar Rittelmann** has named **William P. Brennan, AIA** to the position of Principal. Brennan is currently Principal-in-Charge for the design of Ladbroke's off-track betting facilities and Compaq Computer's facility in Houston.

The firm has also promoted three employees in the Butler office to the position of Associate. Named were: **Karen Barton**, CPA and Director of Finance, **Scott O. Hazlett, AIA** and **Mark E. Dietrick, AIA**, both project managers/architects.




**Alan L. Fishman, AIA**, has been elected a Vice President of **IKM Incorporated**. Fishman is currently Senior Project Manager for several projects at Allegheny General Hospital and the Lakewood Psychiatric Hospital, an intermediate care facility in North Strabane Township.

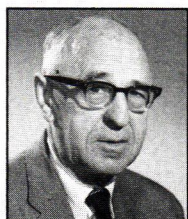
**Hayes Large Suckling Fruth & Wedge Architects** welcomes three new professional staff members: **Judy Coutts, AIA**, project manager for health care commissions; **Grace Oh, assoc. member**; and **Ed Seawalt**, project manager and equipment planner.

### ▲ News from National

AIA National and the American Consulting Engineers Council are sponsoring a **marketing automation seminar** on Thursday, March 28 at the Pittsburgh Hilton from 9 - 11 AM. Cost is \$25. Participants will learn how to use RFP Software, a PC-based system. Send a check (payable to A/E Management Services, Inc.) or credit card information to: Nancy Watson, PO Box 986, 4251 Plymouth Road, Ann Arbor, Michigan 48106. Call 313/761-9410 for more information.

### ▲ Call for Entries

Pittsburgh Corning Corporation is sponsoring a **design awards competition** for projects incorporating PC GlassBlock products in three categories: existing, work-in-progress and conceptual. First prize is \$3000 - \$6000 in each category. The \$75 entry fee is waived for architecture students, who may enter individually or as a class. *Entries must be received by 5 PM Friday, April 26*. For full details and an entry form, call 800/992-5769. 



The Chapter mourns the passing of **Charles S. Ingham, FAIA (Emeritus)** on December 19, 1990. Mr. Ingham was a principal of Ingham Kaffka Marcu, predecessor of IKM Incorporated, and a past president of PSA. His projects included Buhl Planetarium and Chatham Village, a Mt. Washington housing project recognized by AIA as one of 200 significant architectural projects throughout the history of the US.



# 100th Anniversary Issue!!

On March 28, the Pittsburgh Chapter turns 100. To celebrate, COLUMNS will devote its May issue to great moments in Chapter history.

Old Timers, share your memories! Send photographs and ephemera chronicling the Chapter's illustrious past to:

**COLUMNS, c/o The Cantor Group,  
1225 Farragut Street, Pittsburgh, PA 15206**

Or call 412/661-3734 (fax: 412/661-6287).

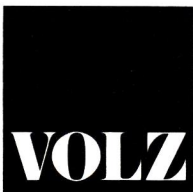
COLUMNS will also publish **congratulatory messages** from friends of the Chapter. For information on how to include your best wishes (individual, business or firm), contact Ad Manager Tom Lavelle at 412/882-3410.

And don't forget these other upcoming theme issues: **Preservation** (June), **Women in Architecture** (July/August), **Schools** (September) and **Interiors** (November/December). All members and member firms are invited to submit current or recently completed projects. Contact us at the address above.

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# MARCH CALENDAR

## ■ AIA ACTIVITIES

TUESDAY, MARCH 5

**Women In Architecture Committee Meeting**, 5:15 PM at The Design Alliance. Cherie Mosier, AIA, will lead a tour and present her firm's work. Call Susan Tusick, AIA, 394-7069.

THURSDAY, MARCH 7

**Student Seminar on Firm Types** Sponsored by AIA/CMU Liaison Committee. Call Ken Kuligowski, AIA, 281-1337.

THURSDAY, MARCH 14

**AIA/CMU Liaison Committee Meeting**, 5 PM in the Dept. of Architecture office. Call Steve Quick, AIA, 687-7070.

SATURDAY, MARCH 16

**Architects Refresher Course** 9 -10:30 AM: General Test-taking Strategies; 10:45 -1:45 PM: Pre-Design. CMU, M. Morrison Hall Room 14. Call Ed Goytia, assoc. member, 683-0202.

SATURDAY, MARCH 16

**Career Day** Sponsored by AIA/CMU Liaison Committee. Call Claire Gallagher, 268-2355.

MONDAY, MARCH 18

**Interiors Committee** Organizational meeting for a new Chapter committee. 5:30 PM in the Chapter office. Call Anne Swager, 471-9548 or Charles DeLisio, AIA, 488-0307.

TUESDAY, MARCH 19

**PA Universal Accessibility Act Seminar** Sponsored by PSA. 8:30 - 4 PM, Engineers Club. Cost is \$75 (\$50 for PSA members). Call 717/236-4055.

THURSDAY, MARCH 21

**Professional Development Committee Meeting**, 5:30 PM at Brenenborg Brown. Call Dave Brenenborg, AIA, 683-0202.

TUESDAY, MARCH 26

**BOCA 1990 Code Seminar** Cosponsored by Legislative Committee. See center insert for details.

THURSDAY, MARCH 28

**Marketing Automation Seminar** Sponsored by AIA National. 9 - 11 AM, Pittsburgh Hilton. See page 21 for details.

TUESDAY, APRIL 2

**Pittsburgh Chapter AIA March Meeting** See invitation at right.

## ■ AROUND TOWN

TUESDAY, MARCH 12

**Society of Architectural Administrators** monthly lunch meeting at the HYP Club. Cost is \$12.50. Call Clark Strohm, 281-6568.

TUESDAY, MARCH 12

**CSI Monthly Dinner Meeting** region Director Bill Brightbill and general contractor Steve Daniels will speak on "The Aftermath of After Bid." 6:30 PM at Sgro's. Reservations, 869-3223.

THROUGHOUT MARCH

**Industrial Hygiene Training Programs.** Offered by Volz Training and Meeting Center, 3010 William Pitt Way. Call Gregory S. Ashman, 826-3150.

UNTIL APRIL 14

**Frank Lloyd Wright: Preserving an Architectural Heritage** Films, lectures and exhibits featuring decorative designs from the Domino's Pizza collection. Pennsylvania Academy of the Fine Arts, Philadelphia. For more information, call 212/927-7608.



The Pittsburgh Chapter AIA  
Cordially Invites You To  
The March Meeting

**Town Meeting on Proposed Changes to Pittsburgh's  
Historic Preservation Ordinance and Policies**  
Union Trust Building  
Room 1000

With speakers from Clarion Associates of Chicago,  
specialists in land-use law and historic preservation.

**Tuesday, April 2** (please note date)  
6:00 Town Meeting  
Reception to follow

**Members: \$15**  
**Guests: \$20**

**RSVP by Friday, March 29**



## RSVP

**Town Meeting on Historic Preservation Ordinance**  
Union Trust Building  
Tuesday, April 2

name \_\_\_\_\_

firm \_\_\_\_\_

address \_\_\_\_\_

city/state/zip \_\_\_\_\_

telephone \_\_\_\_\_

\_\_\_\_\_ No. of members @ \$15

Name of Member(s): \_\_\_\_\_

\_\_\_\_\_ No. of guests @ \$20

Name of Guest(s): \_\_\_\_\_

Clip/copy this form and send with check (payable to "Pittsburgh Chapter AIA") to: **Pittsburgh Chapter AIA, CNG Tower, Suite 200, 625 Liberty Avenue, Pgh., PA 15222** or FAX to 412/471-9501 by Friday, March 29.





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**Please note:**  
**the Chapter's**  
**March Meeting**  
**will be held on**  
**April 2**  
**Details on page 23**

PITTSBURGH CHAPTER AIA  
CNG Tower  
625 Liberty Avenue  
Pittsburgh, Pa. 15222

ADDRESS CORRECTION REQUESTED