

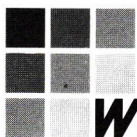
COLUMNS





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COLUMNS is published ten times a year by the Pittsburgh Chapter AIA in association with the Cantor Group. Telephone: 412/661-3734; FAX: 412/661-6287.

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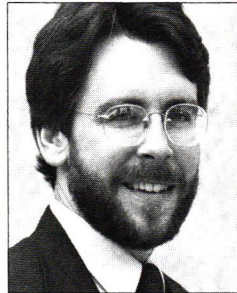
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View Point: Grassroots 1991 — Surviving the “Meeting Machines”

Robert S. Pfaffmann, AIA, 1st Vice President



Grassroots *n.*, “the fundamental level or source; ordinary people, the rank and file of a political party or other group.”

It doesn't take long to develop a certain amount of cynicism about AIA National, much like that which we often reserve for our Congressional representatives in Washington, DC.

As I dutifully waded through the blur of meetings, workshops and briefings at the 1991 Grassroots Leadership Conference, I kept getting the impression that

the Grassroots planners and staff were not really interested in what we had to say except when the subject was dues. Throughout the presentations it was clear that many of the staffers and leadership had forgotten that the majority were attending for the first time. Nowhere was this more evident than in the poor planning for the Capitol Hill lobbying visits. Fortunately for the Pittsburgh delegation, we did get to meet informally over breakfast with PSA's impressive new state lobbyist who knows his way around the overscaled halls of Congress.

As I adjusted to my four-day internment at the Grand Hyatt Hotel (complete with Liberace-like piano floating on an island in the lobby pool!) I realized that I was not alone in my frustration with the conference. At one point, we even heard suggestions we walk out on the scheduled events and set a new conference agenda. Many felt a truly grassroots “architects congress” might be more effective than some of the canned programs that teach you, for example, not to stand in public with your hands in front of your crotch!

Most of the real useful learning doesn't happen in the underground ballrooms but in “the spaces in-between,” the coffee shops, backrooms and bars of these meeting machines. There you can compare notes with a fellow chapter leader from any number of cities, making the whole grassroots experience worth our time and the Chapter's money.

Maybe we ought to just hold the conference in the hotel lounge next year! 

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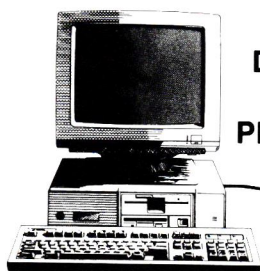
April Meeting23

On the Cover

A sun-dappled entryway greets visitors to Riverside Commons, the renovated May Stern Warehouse. Read on for a true rags-to-riches, grave-to-cradle story. *Abandoned Warehouse*, page 6.



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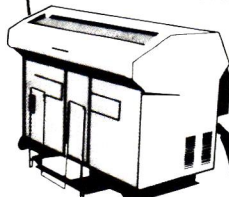
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My Favorite Month

Anne Swager, Executive Director


A

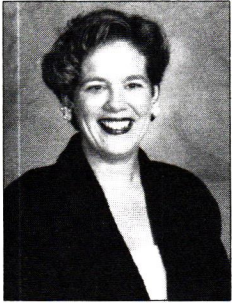
pril, my favorite month, is finally here. The weather gradually turns for the better, the hillsides look less dirty as the trees fill in with leaves, and sometimes you can even see a tulip or two. As much as I look forward to spring, I hold this month in particular esteem because of two specific days. Many of you can sympathize with my continuing quest to have Opening Day declared a National Holiday. Contract talks and moves are for the most part blessedly over and once again we can immerse ourselves in the Buccos and the never-ending pennant race. Sure, Opening Day in April more often than not presents the challenge of how to not freeze to death, but America's favorite sport is back and so am I, hotdog in hand.

The other day I consider at least of State Holiday caliber is April Fools Day. I must confess to having pulled all the normal childhood stunts like salt in the sugar bowl and Saran Wrap over the toilet bowl, but I would hardly consider myself much of a prankster. I don't even think I am a particularly funny person, although I did manage to be inducted into one of my college's honorary societies: ADA. The name behind the acronym is rather humorous but mostly unprintable. Entry into this esteemed society was reserved for the biggest class clowns. I've had to temper my behavior now that I am out in the working world and have to be taken seriously at least part of the time, but I haven't outgrown my love for a good laugh. April Fools Day is a great reminder of the place that humor has in our lives and yes, even the work environment.

Which brings me to the Chapter office. As you can imagine, we field all types of questions from members and the general public. Sometimes we don't know the answers to these questions, but just as often we don't even understand the question. Add to this all three phones ringing at once — non-stop — and stress levels will rise. We get punchy. Many of you have experienced our “lighter touch” on the phone, with the understanding that this is our way of relieving tension and getting through the day in one piece.

We hope it goes without saying that we do take your concerns seriously and, for that matter, our jobs, too. But we like to have fun and guess that your days can also benefit from a good-natured laugh. If we put a smile on your face with one of our offbeat memos or our latest joke and also answer your question or do your bidding, then we're getting the job done.

So next time you call, if you think we are pulling your leg, we probably are. Feel free to pull ours in return. 



*Don't miss this month's Chapter meeting — the 1991 Hornbostel Lecture with guest speaker **Thom Mayne** of **Morphosis**, to be held Wednesday, April 17 at Carnegie Mellon University. See page 23 for full details!*

*Also take note of the 1991 ASLA meeting with featured speaker **Mildred F. Schmertz**, FAIA at the University of Pittsburgh Ballroom on Friday, May 3. Details and invitation are on page 22.*

Abandoned Warehouse Reborn as Minority Business Incubator

“C

hallenging” is how architects at Design 3 Architecture will remember their renovation of the former May Stern warehouse complex on Pittsburgh’s North Side. “The two buildings are over 100 years old,” explains project architect Michael Moyta, AIA. “There were, of course, no drawings and so we had to measure the whole thing and try to document as best we could.” Dubbed the Riverside Commons Innovation Center, the structure is slated to become one of the state’s first business incubator facilities to focus on women and minority-owned companies.

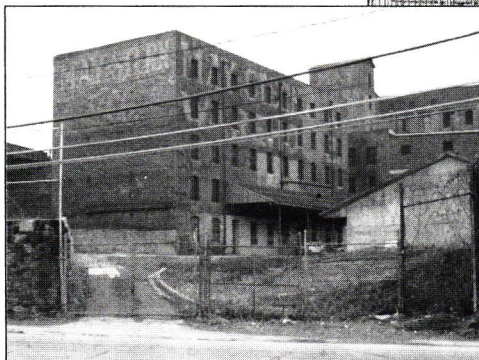
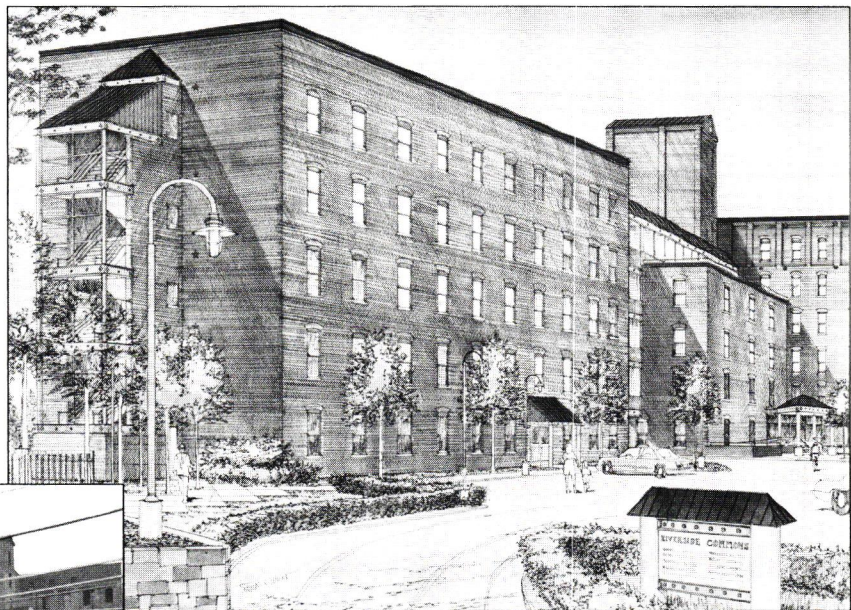
Moyta describes the renovation’s roots: “The project was originally going to be executed as

an historic preservation, but it started getting rather expensive. Though the owner, Riverside Commons Associates, didn’t go that route, they were still very much interested in preserving the integrity of the building. We couldn’t afford to do everything literally in terms of reproducing the windows and details like that, but we’ve tried to preserve the flavor.”

First, two buildings of the River Avenue complex were taken down entirely — a metal shed building and a larger steel frame and terracotta addition. The two remaining brick buildings were completely renovated. The design included new covered entry elements and

New additions to the May Stern warehouse are constructed of brightly-painted structural steel, corrugated metal, and glass, lending the complex a turn-of-the-century industrial air while maintaining the contemporary spirit of the firms housed within. “The new parts are definitely intended to look like they’re new — not to just blend in.”

*Michael Moyta, AIA
Design 3 Architecture*



*Before and After: Architects from **Design 3 Architecture** are changing the view for motorists along River Avenue on Pittsburgh’s North Side by revamping the century-old abandoned May Stern warehouse complex as **Riverside Commons**, an incubator for start-up businesses.*

a stair tower intended both to compliment and contrast with the existing red brick building. The new additions are constructed of brightly-painted structural steel, corrugated metal, and glass, recalling a turn-of-the-century industrial building while providing comfortable, functional housing for its modern tenants.

"The parts that we added had a post-industrial feel with the exposed structural steel and glass. But the new parts are definitely intended to look like they're new — not to just blend in," explains Moyta.

The six- and five-story buildings provide a combined 62,000 sq. ft. of leasable space. One wing of the larger structure will be devoted to shared conference areas and secretarial support for all incubator tenants.

A key feature of the functional design of the complex was the four-story bridge which now links the two buildings from the second to fifth floors.

"That way, we could keep all the core facilities in the larger building — the restrooms and the elevators — which the other building shares."

The buildings form an "L" shape, wrapping around a landscaped entry courtyard and an adjacent parking lot. With its sweeping view from the courtyard across the river to the downtown skyline, the paved roof deck will become a favorite warm weather lunch spot for tenants. In colder months, the glassed-in bridge will offer similar vistas.

The project also broke new ground for the

firm itself because it was the first one for which Design 3 used a computer for virtually every aspect of the job.

"Of course we've used the CAD system before, but on this job, we put the field measurements on the system once and used that rendering for all subsequent design work. It was wonderful!" exclaims Suzan M. Lami, design architect for the project.

In addition to the incubator units and their auxiliary support services, the complex will also house other tenant space and a day care center on the first floor. Riverside Commons is expected to be completed by the final quarter of this year. 🏠



The north facade of the deteriorated north shore landmark, soon to be rehabbed as a business incubator. Build-out will begin on the second and third floors, with plans underway to make the remaining floors available as either general office space or additional incubator units. The first floor will also house a day care center.

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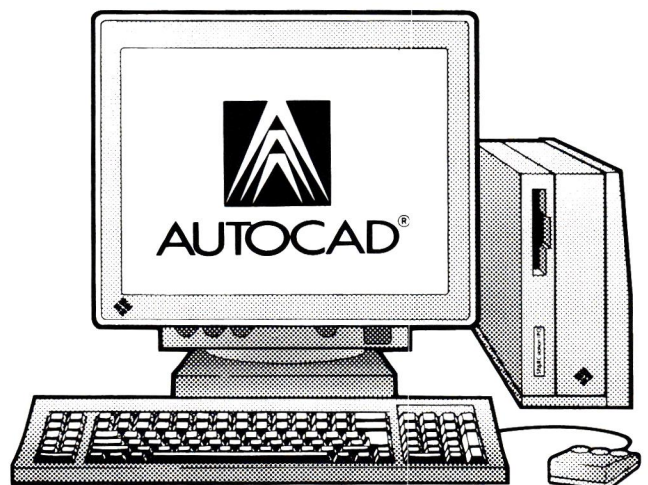
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Wet and Wild

Proposed Legislation Offers Protection
for Wetlands and Architects

Recent national surveys show that the overwhelming majority of Americans consider themselves to be environmentalists. With that as a measure, architects, with their keen awareness of the relationships of objects to their surroundings, might well be considered the ultimate conservationists.

But what happens when architects, subject as they are to economic pressures to develop property, find themselves at cross purposes with the aims of strong environmental lobbies? The answer can lead to a stalemate and often does, in fact, specifically in regard to so-called

"wetlands" development.

Today, there are between \$300 and \$600 million worth of development projects throughout Pennsylvania which are on hold because of

wetlands compliance problems. This is primarily because the Commonwealth has held up on granting permits because the state itself is not clear on what constitutes a wetland on the federal level. Until that is clarified, the state permitting agencies are moving very slowly and cautiously, evaluating each development site on a case-by-case basis. The result is a bureaucratic quagmire in which more and more architects and developers are finding themselves mired. Far from being just a local problem, this scenario is mirrored in at least

18 other states across the country including California, Florida, Georgia, Illinois, and New Jersey — all of which have considerable acreage presently in question and prohibited from being developed until the federal designations for wetlands are clarified.

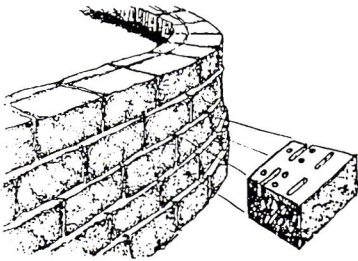
In order to break the regulatory stalemate, U.S. Congressman Thomas Ridge of Erie, together with a coalition of Pennsylvania senators and representatives, will sponsor new legislation this session on the floor of the U.S. Congress designed to clarify and define specific areas for wetlands protection. The bill, called The Comprehensive Wetlands Conservation and Management Act of 1991, is also being backed by legislators from other affected states. The act would appoint the U.S. Army Corps of Engineers as the primary arbiter of the wetlands areas. The Corps, in consultation with the U.S. Environmental Protection Agency, the U.S. Soil Conservation Service, and the U.S. Fish and Wildlife Service, would rank the areas in question on a three-tiered hierarchy: highest-value wetlands, ecologically-significant wetlands, and wetlands of marginal value. These classifications would then serve as the basis for the issuance of permits for development.

Because the legislation attempts to strike a delicate balance between those who want responsible development to continue, and those who are opposed to development of any kind, no one involved in the legislation feels the bill



Between \$300 and \$600 million worth of development projects throughout Pennsylvania are on hold because of wetlands compliance problems. Erie Representative Tom Ridge, above, spoke at WTW on his legislative proposal that would reclassify wetlands and designate specific areas for protection.

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Wet and Wild, from page 9

will have an easy time getting through both houses of Congress and being signed into law. John Bonassi, associate member, VP for Marketing at Williams Trebilcock Whitehead, sees enlightened participation by architects as the key to passage of such legislation.

Towards that end, Bonassi, a former lobbyist himself for five years, recently sponsored a seminar on the proposed legislation at WTW. Congressman Ridge was one of the guest speakers.

"The message that Congressman Ridge left with us is that it's going to be very difficult to make any significant changes legislatively on the federal level unless we all become involved — architects, builders, developers, farmers, and environmentalists — and approach our representatives and ask them to sponsor a bill in the Senate, similar to the one being proposed in the House, which will present itself

as a vehicle for change."

"Pennsylvania is tremendously impacted by this issue. We're looking at an economic downturn. I think every architectural firm has felt the impact of that. Even if we were in good times, many of these projects wouldn't get off the ground because of the wetlands problem. If we could work with both the state and federal government to correct this problem, in times like this, we'd have a better shot at surviving. It's not until things like this begin to hit home that people become more interested in writing letters and attending meetings."

Despite his aggressive lobbying for changes in the current stand-off, Bonassi is quick to point out that environmentalists and architects need not see themselves on opposite sides of this issue.

"There simply needs to be a clearer definition of what constitutes a wetland from the federal level in concert with the states," says Bonassi. "We have to find a balance between the economy and the environment. The last thing that we want to see happen is a division of support between environmentalists and architects. We feel that we all should be working together for meaningful change." ■

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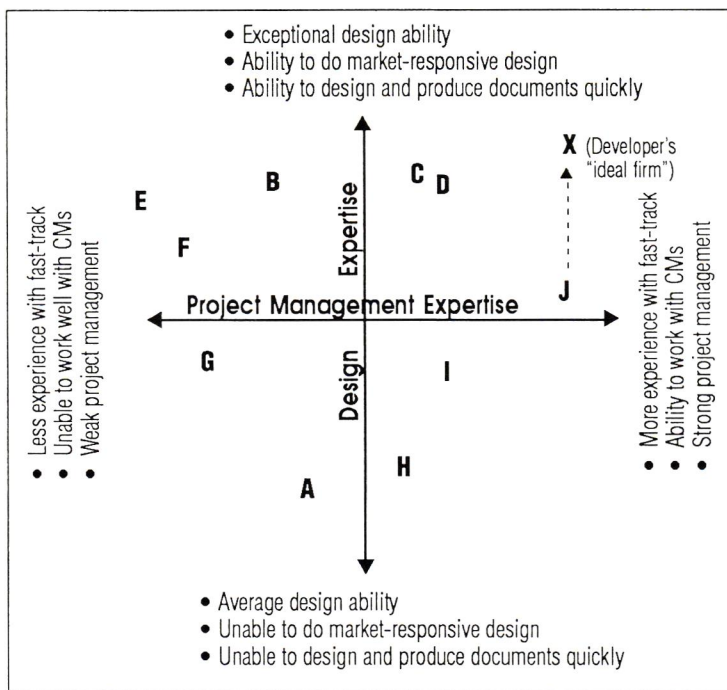
Project Manager, Williams Trebilcock Whitehead

Jack Ross,* marketing principal of a mid-sized Pittsburgh architectural firm that had depended on speculative office building developers for a significant proportion of its business, was clearly not a happy man. The recent savings and loan debacle, the ongoing recession and the instability in the banking industry had all taken their toll on his primary market seg-

ment. His favorite developers, hurt by the credit crunch, were no longer building as much. To make matters worse, several more firms purporting to offer the same quality of services as Ross's firm had started to compete in this market segment. Ross was faced with the prospect of re-

tiring office building market. But how was he to identify a unique market niche to move his firm into? How was he to know what attributes developers were seeking these days in the architects they selected? After all, didn't most speculative developers merely build minor variations on tried and proven themes anyway? Perplexed and burdened with these thoughts, Ross had trouble sleeping that night. The next day, at a friend's suggestion, Ross decided to consult a marketing analyst who had a roster of A/E clients and was therefore familiar with trends in the profession.

Ross' initial reaction to the marketing jargon being spewed out by this analyst was one of dismay. He was not very familiar with terms such as "market positioning" and "perceptual mapping." "Elementary!" said the market analyst, launching into a paraphrase of his earlier litany. "Think of the market for architectural services as a multidimensional, psychological space," said the analyst, trying to explain his concept in graphic terms that he thought an architect would be able to relate to. "Within this dimensional vacuum are smaller divisions of space, each one representing a market segment. Let us assume that one of these represents the market segment for speculative office buildings in Pittsburgh. To simplify matters further, let us consider for the present only a two-dimensional area as being representative of this market segment. Give it an x-axis and a y-axis, so that we can define any point on it with a set of coordinates. Think of the x and y axes as representing two sets of attributes or selection criteria that a



Perceptual Map showing firm attributes based on design and project management expertise.

A B C D E F G H I J — Competing architectural firms.

X — Developer's "ideal firm."

Dotted line shows how firm **J** should reposition itself to meet the developer's needs.

to cut back his costs. That still did not address the longer term problem of firm survival. Ross was savvy enough to realize that diversification into other markets was the only way he could protect his firm against the havoc caused by business cycles. However, that strategy could take a few years to implement. Meanwhile, Ross had to find a way of differentiating his firm from its competition, to increase its share of whatever remained of the specula-

* A fictitious character. Any resemblance to persons living or dead is purely coincidental.

Perceptual Mapping, from page 11

developer would like to see present in any architectural firm. These attributes may be anything that a typical developer would consider to be an important quality to look for in an architectural firm, ranging from design expertise and technical ability to quality of service and price. After researching and/or interviewing all the architectural firms being considered for a particular project, our typical developer would start to form a mental, perceptual map of all these firms, relative to the selection criteria or attributes that he places the most value on."

At this point, Ross cursed himself, swearing he would have paid more attention to his high

school geometry class had he known of its potential impact on marketing architectural services. "Not to worry," said the analyst. "Name all your competitors in this market segment." Scratching his head for a moment, Ross came up with firms A, B, C, D, E, F, G, H, and I, with J being his own firm. The market analyst undertook to interview a typical developer, posing to him the following query: "Tell me, Mr. Developer, using the criteria in your perceptual map that you consider as being important for selecting an architectural firm, on a scale of one to five, where one is "very similar" and five is "very dissimilar" how would you compare firms A and B?" He continued to describe how he had the developer fill out a matrix, comparing every one of the firms in that market segment with each other, in pairwise combinations, resulting in a total of 45 responses. "But that seems like useless information," argued Ross, who by now was beginning to lose his patience.

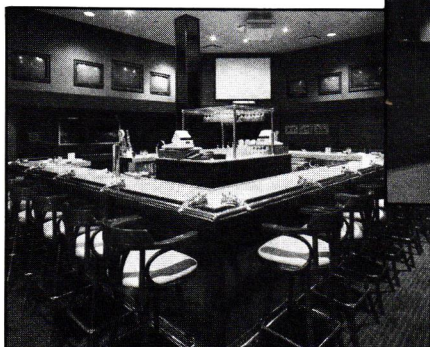
"Let me continue," said the analyst. "What I am attempting to find out is the perceived similarity between you and your competitors on the developer's perceptual map, relative to his selection criteria. I have located on a 2-D perceptual map each of these ten firms in a geometrical configuration in which the physical distances between points correspond to the original similarity judgments made by our typical developer. I did this by feeding the similarity data from the matrix into a PC-based market research program that plotted each firm. I have also located on this perceptual map the developer's ideal point, representing what he feels is the optimal combination of criteria depicted on the x and y axes.

"My next step," continued the analyst, "was to define the selection criteria that the developer subconsciously used when making comparisons of firms. Remember, I never asked him to consider any specific criteria. His judgments were based on an intuitive and subconscious

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application of dozens of criteria to each pairwise comparison. Based on my knowledge of all 10 firms, I am able to define a set of criteria for each of the two axes that would logically rationalize the location of each firm on this perceptual map. The computer cannot perform this function, due to its lack of knowledge of local firms and its inability to visually interpret the configuration of the points. In any case, the x-axis, I have determined, represents "Project management expertise," specifically criteria such as success with fast-track projects and experience with construction managers. The y-axis represents "Design expertise," particularly the ability to recognize and recommend those design features that would be most marketable in today's economic climate, and the resources to expedite the design and production of construction documents. You will note that the various criteria on each of the axes have a high degree of correlation with each other."

"What does all this mean for me?" asked a baffled Ross. "Elementary!" responded the analyst. "Look at your firm's (J's) position on the perceptual map. It indicates that relative to your competition, you are clearly perceived as being the market leader for dealing with fast-track projects, for working effectively with construction managers and for managing projects well. However, take a look also at the developer's ideal point. Given the recent downturn in this market segment, the developer needs even more than before to be extremely market responsive in terms of the real estate he builds, and he needs to move rapidly to be able to meet a prospective tenant's schedule in order to prevent him from seeking another developer in today's buyer's market. His selection criteria for an architectural firm will undoubtedly include the architect's ability to respond to current market conditions. For your firm to be perceived as satisfying both

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is a fairly common market research technique used by product manufacturers and consumer service providers.

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Perceptual Mapping, from page 13

sets of criteria, it is going to have to reposition itself on the perceptual map."

"Where should I reposition my firm and how do I go about doing so?" asked Ross, his curiosity finally piqued. "Reposition your firm as closely as possible to the developer's ideal point, by moving northward on the perceptual map," replied the analyst. "I'll bet you my entire consulting fee that your's is the firm he'll select for his next project. The map indicates that to do so, you would have to: a) enhance your firm's design responsiveness to changing market conditions, and b) expedite the design and document production phases, thereby allowing the developer to decrease his overall project delivery time.

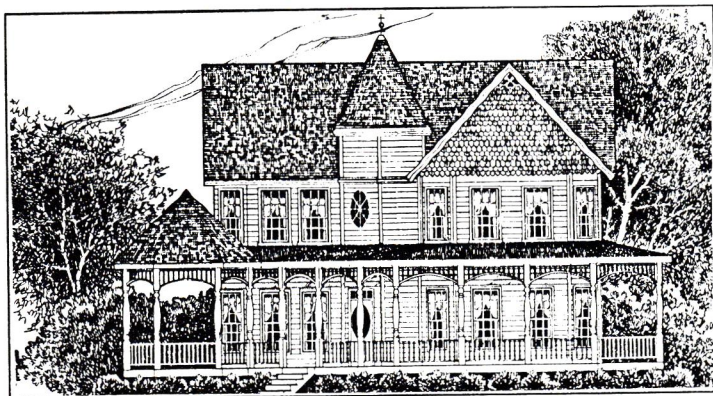
"Impressive!" exclaimed Ross, beginning to shed his skepticism of market analysts. "You were able to derive that from a bunch of

seemingly irrelevant responses and points on a perceptual map! What else can you do with this process?" Beaming with pride, the analyst continued. "What we just went through is a process known as multidimensional scaling. It is a fairly common market research technique used by product manufacturers and consumer service providers. However, it has potential for architectural applications and can be used to provide very basic information on market segments, such as a) the salient architectural firm attributes perceived by clients in a given market segment, b) the combination of firm attributes that clients prefer, c) the firms that are viewed as substitutes for each other (e.g. C and D) and those that are differentiated, d) the viable segments that exist in a market, and e) the vacuum in a market that can accommodate either a new firm seeking to position itself or an existing firm trying to reposition itself in response to changed market conditions."

Smiling more than he had in a long time, Jack Ross went to work the next morning armed with a strategic plan to reposition his firm and filled with new hope for its survival. ■

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What's Up at the AIA? Town Meeting Tells All

The Pittsburgh Chapter's second in a series of Town Meetings held on Wednesday, February 27, was an evening of conviviality and information. Some 100 members gathered at the Engineer's Club downtown for cocktails, dinner, humor, and an evening program devoted to updating the membership on the various committee activities planned for the upcoming year.

With Chapter President Doug Berryman, AIA, presiding, the audience got the scoop on everything from financial reports to the new computer system in the Chapter office.

Dr. John Eberhard, FAIA, head of the Architecture Department at Carnegie Mellon University and ex-officio board member of the Chapter, spoke on behalf of the Annual Career Day on March 16 sponsored by the AIA/CMU Liaison Committee, in which member firms were invited to participate.

One of the evening's speakers, Robert Dale Lynch, AIA, had returned to active participation in the Chapter after some time and movingly expressed the sense of fellowship that he had missed in his time away.

Special recognition was afforded to Sylvester Damianos, FAIA, for his tireless contributions on the national and international architectural scene.

Herewith are some of the evening's highlights:

Membership Enjoys Steady Growth

Membership Committee Chair Gwen Williams, assoc. member, reported some impressive trends in the chapter's growth over the past

year, and gave special recognition to those member firms who sponsor their employees' membership in the AIA (*see the March issue for a list of these companies*). The Chapter's retention rate stands at a whopping 97% — one of the highest in the country. Of all the registered architects in the Pittsburgh area, 52% are Chapter members — precisely the national average. Gwen added that COLUMNS has been the Committee's biggest asset for recruitment of members. Membership for the Pittsburgh chapter currently stands at 585.

Dollars & Sense

Perennial Chapter Treasurer Stephen Quick, AIA, reported a positive outlook on Chapter finances. Despite still carrying on the books some activities from the last fiscal year and projecting a bookkeeping deficit of \$5,000 for set-up of the new offices, the Chapter is expected to break even. In noting the dues increase for 1991, Steve emphasized that Committee events must be even more than self-supporting — they should be revenue producing if at all possible. He added that one of the first tasks for the Chapter's new computer system will be the setting up of an accounting system which will facilitate tracking of expenses and revenues.

Working Smarter

Executive Director Anne Swager's theme for the evening was responsiveness and efficiency on the part of the Chapter office. Towards that end, she declared the Chapter's new Macintosh computer system "up and running" and the move into the CNG Tower complete. In announcing a change in the COLUMNS deadline to the 25th of the month, two months before the cover date, Anne encouraged submissions



From top: Chapter President Doug Berryman, AIA, gets the evening underway; Past President Marsha Berger, AIA, gives the WIA Committee report; Karl Backus shares news about the newly-formed Exhibit Committee.

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Town Meeting, from page 15

of all kinds by the membership for publication. In a bid to become even more of a resource to members, the office now maintains a resume file which member firms may tap as their needs warrant.

Law and Order

Chuck Parker, AIA, gave a progress report on the March 26th BOCA Code seminar co-sponsored by the Legislative Committee and local chapters of BOCA and the Society of Fire Protection Engineers. The seminar will include the 1991 amendments for the City of Pittsburgh. He also reported that Al Cuteri, AIA is chairing a subcommittee working to achieve standardization of procurement practices for A/E services by local civic agencies and authorities. Results of their efforts will be published in a future issue of COLUMNS.

We Never Stop Learning

Dave Brenenburg, AIA and Deepak Wadhvani, AIA promoted the Professional Development Committee's first seminar of the year, to be held the following day, and introduced the seminar's guest speaker, James Franklin, FAIA, who provided an evening-before teaser for his day-long program on optimizing design firm management. Dave also urged members to join the committee on an upcoming "field trip" to General Electric's Nela Park, Ohio facility for a special program on the function of

lighting in architectural design. The date of the trip, slated for next fall, will be announced as soon as details are finalized. Finally, an appeal was made to the members for topics for future seminars and events and for suggestions on how to improve professional development programs in general.

Preserving the Past

John Martine, AIA reiterated the Historic Resource Committee's mission in support of architectural restoration projects and relayed its current efforts toward National Preservation Week slated for mid-May. One of the many events being planned to celebrate that week will be free lunchtime tours of the Fourth Avenue Historic Districts conducted by the Committee in association with the City's Historic Review Commission. Finally, John expressed the hope that committee members would soon begin working with the City in helping to designate Downtown landmarks.

Changes at Charitable

Anne Swager reported that the Charitable Association is undergoing a reorganization and is actively seeking additional members who can help to broaden the Association's focus beyond its traditional role as provider of an annual scholarship in architecture to a deserving student. Kent Edwards, AIA will be the president of the Association, which oper-



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ates as a separate entity. Anne asked that any interested parties contact the Chapter office for more information on joining in on the re-birth of this group.

Women in the Spotlight

Immediate Past President Marsha Berger, AIA, reviewed the goals of the Women in Architecture Committee: to promote educational programs for women in architecture and to present the accomplishments of women in the profession. This year's focus will be on regional talent, highlighting women's work on a firm-by-firm basis.

Department of the Interior

In announcing the formation of the Interiors Committee, Doug Berryman expressed its mission "to promulgate what architects do relative to interior architecture so that we can increase our niche instead of losing it." Chuck DeLisio, AIA, spearheading the Committee's founding, announced an organizational meeting for interested members on March 18.

Show and Tell

Spokesman Karl Backus expressed satisfaction at how the new Exhibit Committee, with six meetings under its belt to date, is coming together. The group has targeted as its first objective arranging a flexible exhibiting system which will allow members to display their

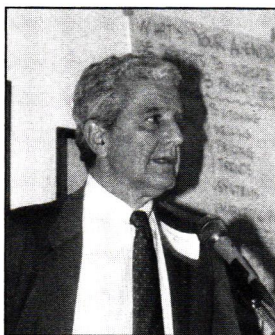
work-in-progress in the Chapter office.

PSA News

Pennsylvania Society of Architects President Bill Bates, AIA, brought members up to date on a variety of issues including the Architects' Licensing Law currently undergoing revision. The State has hired a new lobbyist to encourage legislative interests on Capitol Hill, and the Licensing Board is actively pursuing complaints filed against non-architects who are encroaching on architectural practice. Also under discussion is a state-wide advertising campaign to promote Pennsylvania architects to the public in a number of regional journals and newspapers.

Mark Your Calendars

This year's programs have been well received by the membership. Ivan Santa-Cruz, AIA, re-



*Ivan Santa-Cruz, AIA,
shares the Program
Committee's 1991
agenda with the
crowd of 100 at the
Chapter's February
Town Meeting.*

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■ bricks and mortar: committee news

■ Women in Architecture

Chair: Susan Tusick, AIA

Burt Hill Kosar Rittelmann, 394-7069

On Tuesday, April 9, 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).

Committee members Maureen Guttman, AIA and Louisa Grauel, AIA will host a tour and presentation of work by MacLachlan, Cornelius & Filoni at the Committee's May meeting. Join us at MCF (307 Fourth Avenue) on Tuesday, May 7 at 5:30 PM.

If you need a babysitter for either meeting, please contact Susan as soon as possible.

■ AIA/CMU Liaison

Chair: Steve Quick, AIA

Quick Ledewitz Architects, 687-7070

Wednesday, April 17 is the date for the annual Hornbostel Lecture at CMU. Architect Thom

Mayne of the firm Morphosis will speak at 8 PM in Doherty Hall 2210. *See page 23 for more details on 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.

■ Membership

Chair: Gwen Williams, assoc. member,

Douglas C. Berryman Associates, 363-4622

The Membership Committee congratulates **Alva L. Hill, AIA (Emeritus)** of Burt Hill Kosar Rittelmann's Butler office on achieving Emeritus status.

Please welcome 11 new members to the Chapter this month. They are:

Mark R. Follen, AIA
Traco
1710 N. Franklin St.
Pgh., PA 15233

Richard Forsythe, AIA
Burt Hill
400 Morgan Center
Butler, PA 16001

Roger Hartung, AIA
Image Assoc., Inc.
1211 Trevanion St.
Pgh., PA 15218

Jessica Forsythe, AIA
Burt Hill
400 Morgan Center
Butler, PA 16001

Norman Y. Harai, AIA
Norman Y. Harai Assoc.
121 Edgewood Ave.
Pgh., PA 15218

David E. Lage, AIA
Burt Hill
400 Morgan Center
Butler, PA 16001

Robert Tench, AIA
Burt Hill
400 Morgan Center
Butler, PA 16001

Paul W. Brown,
assoc. member
Apostolou Assoc.
47 Bailey Ave.
Pgh., PA 15211

John M. Ticco, Jr.,
prof. affiliate
Turner Construction Co.
1200 Porter Bldg.
601 Grant St.
Pgh., PA 15219

Thomas J. Barefoot, Jr.,
assoc. member
Johnson/Schmidt & Assoc.
Parkway West & Rt. 60
Pgh., PA 15244

Daniel C. Engen, Jr.,
assoc. member
W.G. Eckles Co.
301 N. Mercer St.
New Castle, PA 16101

■ Historic Resources

Chair: John Martine, AIA

IAS Corp., 856-4744

The Committee is busy finalizing plans for the Chapter's April 2 Town Meeting on proposed changes to the city's historic preservation ordinance. Clarion Associates of Chicago will present their work with the city in recommending changes. The meeting is set for Tuesday, April 2 in the auditorium of the Union Trust Building at 6 PM. A reception will follow the meeting.

During Preservation Week (May 12-19, 1991), members of the Committee will provide lunch hour tours of the Fourth Avenue National Register Historic District. Tours are free and open to the public. For more information, contact John Martine.

■ Legislative

Chair: Chuck Parker, AIA

Tri-Mark Engineers, 471-5900

At the Committee's January meeting, Al Cuteri, AIA, submitted a draft copy of a proposed mission statement for the newly-formed public selections process sub-committee, which he chairs. This mission statement and an outline of sub-committee activities will be formally submitted to the Board at a later date.

AN OPEN INVITATION TO AIA MEMBERS

The recently formed Exhibit Committee invites all AIA members to submit their "Work in Progress" for consideration in an upcoming and ongoing exhibit at the new AIA Office/Gallery.

Bring work examples or proposals to an Exhibit Committee Meeting

April 11 & April 25

Noon

AIA Office/Gallery

CNG Tower

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■ bricks and mortar: committee news

There have been no recent developments in the Committee's on-going dialogue with the City of Pittsburgh's Department of Engineering and Construction selection process for architectural services. Chuck Parker is sending a letter to the department requesting an update on the city's activities regarding proposed changes in the process.

The Committee is developing a process for members to attend the Construction Legislative Council meetings on a rotating basis per the request of the Chapter President.

The Legislative Committee will meet on Monday, April 15 at 4:30 PM in the Chapter Office. For more information, contact Chuck Parker.

■ Professional Development

Chair: Dave Brenenburg, AIA
Brenenburg Brown, 683-0202

In February the Committee hosted its highly successful first seminar of the year. *See the story at right for details.*

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

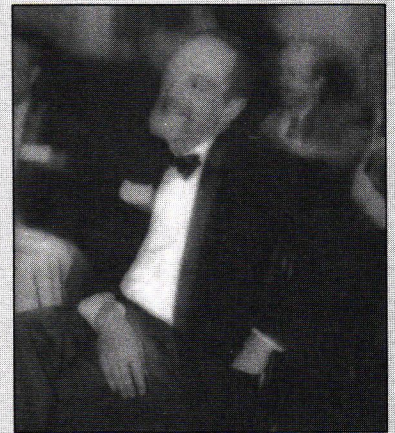
Professional Development Seminar Packed with Ideas

Collages of colorful adhesive dots strategically placed on wall-mounted charts started to paint a picture of current practice trends, emerging market segments and industry demographics at the start of an information-packed day for 32 area architects and design professionals. Organized by the Professional Development Committee, the seminar entitled "Optimizing Design Firm Management: Streamline Your Management to Refocus on Architecture" exemplified the process of participative continuing education for architects.

The February 28th seminar was based on gleanings from AIA National's Practice Committee conferences and firm roundtables. Speaker Jim Franklin, FAIA, practitioner of 35 years and currently travelling guru of the excellence ethic, is a familiar name to management aficionados within our profession. He covered a vast array of subjects ranging from firm organization for optimal client service, contractual issues, financial management and marketing to "Coxe's Boxes," environmental forces impacting the profession and strategic planning. Franklin's vivid graphics, flip charts and participative exercises were well received by the audience. Some of the provocative ideas, practical tips and professional pointers disseminated at the seminar are no doubt already being put to use by attendees.

Encouraged by the success of this event, the Professional Development Committee will invite other nationally and globally renowned speakers to Pittsburgh. Watch COLUMNS for an announcement of our next presentation. ■■■

- Deepak Wadhvani, AIA



Guest speaker James Franklin, FAIA, shared his evocative ideas on management excellence with Chapter members.

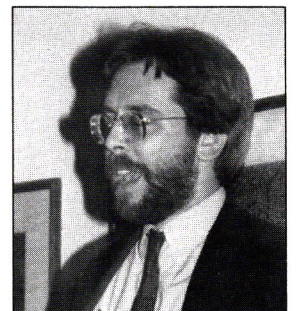
Town Meeting, from page 17

ported that the Program Committee works hard to "put on events that you [the members] want to attend." Ideas for future programs are always welcome; two in the works for fall 1991 are a symposium on the riverfronts and a nationally renowned guest speaker on the level of Hugh Newell Jacobsen, FAIA, who appeared at the November design awards program.

Tools for Teaching

Although not an official committee, several

Chapter members have joined together to explore the possibility of developing architectural materials for use in area schools. First Vice President Rob Pfaffmann, AIA, reported on one currently under consideration: a HyperCard stack in which students could "walk through" historically significant buildings on a Macintosh. Contact Rob or Kent Edwards, AIA, for more information on this project or to share your ideas for other tools. ■■■



First Vice President Rob Pfaffmann, AIA, discusses the Chapter's educational outreach plans.

■ AIA ACTIVITIES

SATURDAY, APRIL 6, 13, 27

Architects Refresher Course: Building Design; Mechanical, Plumbing, Electrical, Life-Safety Systems; Structures — General/Lateral/Long Span. 9 AM - noon, Carnegie Mellon University, Margaret Morrison Hall Room 14. Ed Goytia, assoc. member, 683-0202.

TUESDAY, APRIL 9

Pittsburgh Chapter AIA Board Meeting, 5 PM in the Chapter office. All members are welcome. Anne Swager, 471-9548.

TUESDAY, APRIL 9

Women In Architecture Committee Meeting, 5:30 PM at Burt Hill Kosar Rittelmann. Joe Burchick, VP of Dunn Corporation, will present a mini-seminar on cost estimation. Child care is available. RSVP to Susan Tusick, AIA, 394-7069.

TUESDAY, APRIL 9 - 20

Exhibit of Thomas Mayne's work, Hewlett Gallery, Carnegie Mellon University College of Fine Arts. Exhibit is held in conjunction with "Architects + Artifacts" exhibit at Society for Art in Crafts. Patricia Villalobos, 268-3877.

THURSDAY, APRIL 11

Student Seminar on Rendering & Presentation Sponsored by AIA/CMU Liaison Committee. Ken Kuligowski, AIA, 281-1337.

THURSDAY, APRIL 11

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

THURSDAY, APRIL 11

Exhibit Committee Meeting, noon in the Chapter office. Members are invited to submit works in progress for an upcoming exhibit in the Chapter gallery. Karl Backus, 765-3890.

MONDAY, APRIL 15

Legislative Committee Meeting, 4:30 PM in the Chapter office. Chuck Parker, AIA, 471-5900.

WEDNESDAY, APRIL 17

Pittsburgh Chapter AIA April Meeting/Hornbostel Lecture Featured speaker is Thom Mayne of Morphosis. 8 PM, Carnegie Mellon University. See invitation on page 23.

THURSDAY, APRIL 18

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

THURSDAY, APRIL 25

Exhibit Committee Meeting, noon in the Chapter office. Karl Backus, 765-3890.

■ AROUND TOWN

TUESDAY, APRIL 9

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

TUESDAY, APRIL 9

CSI Monthly Dinner Meeting "The Hydrologic Cycle and Moisture Migration." Dinner at 6:30 PM, program at 7:30 PM at Sgro's. Cost is \$14 (\$18 at door). Reservations, 869-3223.

WEDNESDAY, APRIL 24

CSI Trade Show 1 - 9 PM, Pittsburgh Expo Mart. In-depth presentations prior to show. Brian Joos, 355-5915.

THURSDAY, APRIL 25

Architectural Woodwork Institute Mini Seminars, on casework construction, wood finishing systems and tropical (rainforest) timber. 5:00 PM at Pittsburgh Hyatt. Rex Coen, 431-3030.

SATURDAYS IN APRIL

Call-in Talk Show, Noon on WEEP (1080 AM). Host Dan Howard of Dan Howard Contracting and guest professionals answer questions about renovation, construction, landscaping and related issues. 1-800-962-7235.

PSA Announces 1991 Awards and Exams


The Pennsylvania Society of Architects (PSA) has announced three upcoming events of interest to state architects:

Pennsylvania High School Architectural Design Competition: An eight-hour exam held Saturday, May 4 at six locations across the state. High school students graduating in 1991-94 are eligible. Applications must be received by 5 PM on Friday, April 19.

Mock Design Exam: Simulates the Building Design portion of the Architects Registration Exam. The 12-hour exam will be held Saturday, June 8 in Harrisburg and Philadelphia. A two-hour evening crit will be held Tuesday, June 11 to discuss exam solutions. Deadline for registration is April 30.

Please note: The Pittsburgh Chapter AIA is sponsoring the Mock Design Exam locally on Saturday, June 1; the crit session will be offered on Saturday, June 8. Contact Ed Goytia, assoc. member, of the Professional Development Committee, 683-0202.

Medal of Distinction and Honor Awards: Celebrates outstanding contributions to the profession in three categories: Medal of Distinction (PSA members only), contribution by a non-architect and contribution furthering artistic appreciation. All nominations must be received in PSA Office no later than 5 PM on April 19. Awards will be presented in October.

For more information and applications, contact PSA, PO Box 5570, Harrisburg, PA 17110-5570 (717/236-4055 fax: 717/236-5407). 

In a hurry?

**FAX your document requests
and meeting reservations
to the Chapter office:
412/471-9501**

▲ breaking ground

▲ Kudos

John E. Brock, AIA has been named a principal of **Burt Hill Kosar Rittelmann**. In the firm's Washington, DC office, **Michael Chateaufneuf, AIA**, has also been promoted to principal.

John E. Kosar, AIA of **Burt Hill Kosar Rittelmann** is donating his time to WQED-TV's 1991 Great TV Auction as a volunteer section leader.

Johnson/Schmidt & Associates has announced its funding of the 1991 Roy L. Hoffman Award, a \$2500 traveling grant to a Carnegie Mellon architecture student demonstrating the greatest achievement in application of technology to architectural studies. The award will be presented at the end of April.

▲ From the Firms

Architects at **Williams Trebilcock Whitehead** have joined forces with West Virginia firm The Omni Associates to design the Concurrent Engineering Research Center (CERC) for West Virginia University. The CERC will occupy five stories of an unfinished eight-story building on the Morgantown campus. Included in the plans for the 40,000 sq. ft. building will be administrative offices, computing facilities, conference areas, teleconferencing rooms and computer work stations. Construction of the facility will begin this spring at an estimated cost of \$4-5 million.

The area's second Ladbroke Off-Track Betting facility, designed by **Burt Hill Kosar Rittelmann**, opened to "rave reviews" on January 31. Through rooftop satellite dishes, the Greengate Mall facility provides transmissions from PA's four race tracks: Philadelphia Park, Penn National, Pocono Downs, and the Ladbroke-owned Meadows. The Kentucky Derby and other special racing events will also

be shown. The 670-seat facility is equipped with 240 monitors, two parimutuel (wagering) windows and four video self-service tellers, and includes a 10,000 sq. ft. grandstand, bar and cafe on the first floor and a full-service restaurant and lounge on the second level. Principal-in-charge was **William P. Brennan, AIA**; project manager was **Dana Steadman**.

The firm is currently providing design services for Compaq Computer's Houston, Texas facility. The first building on the 750 acre campus will include office space; mixed-media presentation areas; electronic, research and development, reliability and testing laboratories; material handling areas; and dining and food service facilities. Principals involved in the project are **William P. Brennan, AIA**, **Frank G. McCurdy, AIA**, and **Paul W. Scanlon**.

▲ News from National

The 1991 AIA National Convention and Design Exposition will be held May 17-20 at the Washington, DC Convention Center. On Thursday, May 16, five national all-day workshops will be offered at discount rates on topics ranging from diversification and construction documentation to interpersonal skills for architects. Thirty professional programs, four specialty breakfasts and more than 40 one-hour sessions will be held throughout the weekend. For additional information, call the AIA Convention Department at 202/626-7395.

▲ Call for Entries

The American Institute of Architecture Students (AIAS) and the Sheet Metal Workers' International Association are co-sponsoring an **international design competition** to be judged in two categories: students and interns. "The Next Age of Discovery" contest challenges entrants to design a U.S. Pavilion for Expo '92

in Seville, Spain. The competition focuses of scientific advances and incorporation of photovoltaics in the design; innovative use of sheet metal, including copper, aluminum, brass and stainless steel, is also encouraged. Prizes include travel grants and cash for winners and their AIAS chapters. For rules and entry materials, write to "The Next Age of Discovery," AIAS/SMWIA Design Competition, 1735 New York Avenue, NW, Washington, DC 20006; or call 202/626-7455. Deadline for entries is May 1; submissions are due May 11.

Fallingwater announces its brand new **Summer Residency Study Programs in American Architecture** for high school students and teachers. Each week-long session will explore art in architecture, focusing on Fallingwater and other resources in Western PA. Faculty members are drawn from local and national resources, including the University of Pittsburgh, Pittsburgh History and Landmarks Foundation, and Fallingwater. The high school session will be held June 21-29 and is open to students graduating from 10th, 11th or 12th grade this year; the teachers' residency will be held August 5-10 (applications due May 15) and is open to all teachers. Tuition is \$400 and includes instruction, travel, room and board. For applications and additional information, contact Sarah E. Larsen, Education Coordinator, Fallingwater, PO Box R, Mill Run, PA 15464, telephone 412/329-8501, fax 412/329-0881.

▲ Business Briefs

Tri-State Blue Printing, Inc. is making its plotting services available to local AEC professionals. The 400 dpi color electrostatic plotter works with many popular CAD packages and operates on DOS, VMS or Macintosh platforms. For information, contact George Marshall, 412/281-3538. ■

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published by McGraw-Hill

Friday, May 3, 1991

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8 PM Lecture

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1991 Annual Meeting of the PA/DE Chapter of the ASLA

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1991 Annual Meeting

"An Evening with Mildred F. Schmertz, FAIA"

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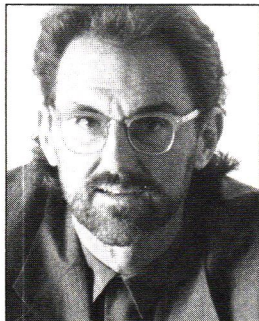
INTERIORS (NOVEMBER/DECEMBER)

ALL MEMBERS AND MEMBER FIRMS ARE
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RECENTLY COMPLETED PROJECTS.
CONTACT US AT THE ADDRESS ABOVE.

1991 Hornbostel Lecture

On April 17, celebrated architect Thom Mayne, principal of the firm Morphosis, will deliver the 1991 Hornbostel Lecture.

Established in 1977 with partner Michael Rotondi, Santa Monica-based Morphosis has built its reputation by creating unique projects that address multiple needs. One such project, the Comprehensive Cancer Center at Cedars Sinai Hospital, has



Designing for a variety of needs: Thom Mayne

been critically-acclaimed for its ability to serve a wide variety of patients.

A graduate of USC (B.Arch., 1968) and Harvard (M.Arch., 1978), Mayne won the Rome Prize Fellowship from the American Academy in Rome in 1987.

Mayne has been heavily decorated for his years of architectural service.

Since 1974, he has received 16 awards from AIA National and its California Chapter, and a dozen more from *Progressive Architecture*.

In addition to his practice, Mayne is a founding board member of the Southern California Institute of Architecture. He is widely published, with numerous articles in *Progressive Architecture* and *Architectural Record*. In addition, Mayne has lectured at major universities throughout the US, Europe, Australia and Japan.

Exhibits of Mayne's work have hung in galleries around the world, from California and Chicago to Toronto, London, Milan, Tokyo, Berlin, Leningrad, Paris and Australia. The lecture and accompanying exhibit in Carnegie Mellon's Hewlett Gallery will mark his first visit to Pittsburgh.

Held in conjunction with the *Architects + Artifacts* exhibit organized by the Society for Art in Crafts, the Hewlett's show features four serigraphs of the firm's Sixth Street house project. Also on display will be drawings by Agus Rusli, Fitzgibbons Chair of Architecture at Carnegie Mellon. A gallery reception follows the Hornbostel Lecture. The show runs from April 9 until 20.

The Hewlett Gallery, located on the first floor of the College of Fine Arts, is open to the public at no charge. Gallery hours are Tuesday through Friday 11:30 AM - 5 PM and 7:30 - 8:30 PM, and Saturday 1 - 4 PM and 7:30 - 8:30 PM. The gallery is closed Sunday and Monday.



The Pittsburgh Chapter AIA
Cordially Invites You To
The April Meeting

1991 Hornbostel Lecture

Thom Mayne, Morphosis

Carnegie Mellon University
Doherty Hall 2210

Reception and Dinner
in the Great Hall, College of Fine Arts

Wednesday, April 17
5:00 PM Reception
5:45 PM Dinner
8:00 PM Lecture

Members: pre-paid
Guests: \$20

RSVP by Friday, April 12

Tickets for the lecture are limited; you *must* pre-register in advance.
If you wish to attend just the lecture, contact the Chapter office.



RSVP

1991 Hornbostel Lecture

Carnegie Mellon University
Wednesday, April 17

name _____

firm _____

address _____

city/state/zip _____

telephone _____

_____ No. of members @ pre-paid
Name of Member(s): _____

_____ No. of guests @ \$20
Name of Guest(s): _____

_____ No. in party attending lecture
*If you wish to attend lecture and not the dinner,
please contact the Chapter office at 412/471-9548.*

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, April 12.



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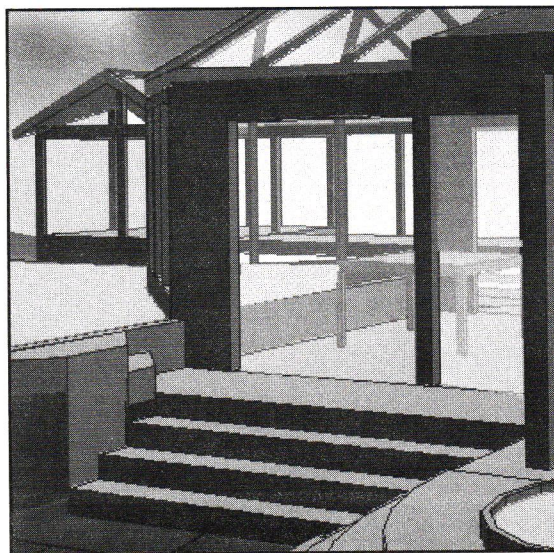
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