COLUMNS

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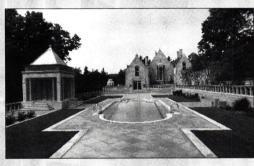


The Armenian room located on the third floor of the Cathedral of Learning at the University of Pittsburgh is the 22nd nationality room to be established at the university. The stone arched room copies the masonry techniques of church and monastery builders of the 11th century. This magnificant classroom was designed by Torkom Khrimiam who emigrated from Armenia in 1978.

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"Elm Court", a 9-acre private estate located north of Pittsburgh, involves unique additions and renovations. For example, the pool above is heated and has an ozone purification system. The deep blue water is surrounded by a granite surface edged in limestone. The pool is lined with hand made ceramic tile. On the left is a pool house sitting area. To the right is the "Fish Slide" built to hold two antique Indian carved marble panels giving the appearance of two carved fish swimming in the current of the fountain.

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Suburbs X Us

Karen Loysen, AIA President



In contrast to Arcadian goals of the past, some of today's suburban roadways are the most visually appalling places to be found anywhere.

Once upon a time, the suburb was an

Arcadian escape from the filthy air, soot and grime of the city. Its image was pastoral, green, Jeffersonian.

Fast forward to the 1990s. The suburb of today is a place whose most prevalent image is that of strip commercial development. It is a place for the car. It is designed to enable easy automobile travel to every destination and as a result of allowing such traffic, almost requires it. Nowadays, a car may be needed for the shortest of errands. The roads to accommodate all this traffic can become so wide and frequently traversed they become impossible for pedestrian use. Picture, for example, trying to cross McKnight Road.

In contrast to Arcadian goals of the past, some of today's suburban roadways are the most visually appalling places to be found anywhere—relentless landscapes of asphalt parking lots, garish signs and cheaply made buildings abound. Outmoded zoning is often the culprit perpetuating these strip commercial developments and can be overcome through revisions to existing zoning codes which encourage mixed-use development. It's obviously impossible to break up strip commercial development along these roadways if "commercial" remains the only use allowed. Infrastructure design and short-sighted marketing attitudes are also at fault

Problems of suburbs are also problems of urbs. Likewise, urban problems effect suburbs. The symbiosis between these two needs to be addressed through regional strategies, which can coordinate the development of infrastructure, help plan for the conservation of natural assets and strengthen centers of development.

Neighborly Approach

New Jersey has begun to address this interdependency through development of a statewide planning policy. Their strategy coordinates issues of urban, rural and suburban development as well as the preservation of natural resources. Mentioned throughout the Garden State's document are attitudes and goals which direct the policy, such as:

- "The answer lies neither in limited growth nor in passively accepting its consequences; it lies in managing our public investments in infrastructure and natural resources more wisely.
- ...Disinvestment in urban areas, and the loss of the countryside in rural areas, has social as well as economic costs.
- If the State is to revitalize its distressed communities, the development 'playing field' must be leveled so that distressed communities can compete on even terms with suburban and exurban communities for new development.
- Poorly planned development costs more in property taxes because it uses infrastructure less efficiently.
- The quality of life of New Jersey residents is inexorably linked to the existence and vitality of the State's arboreal resources."

It may be that we should challenge and support our own state's policy makers to manage Pennsylvania's growth with this kind of overarching vision. We have not yet ruined our landscape. Perhaps our region's history of old, heavy industry has spared us the uncontrolled peripheral sprawl of modern white-collar cities like Atlanta and Houston. We have not yet succumbed to the endless undifferentiated development of the Washington D.C. suburbs. Only since our recent shift from industrial to service-oriented city is the region beginning to experience significant peripheral expansion. There is still time to manage this growth.

If New Jersey, which has significant urban as well as suburban woes, can attempt to conquer their planning problems, why can't we? in

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On the cover:

Aerial view of suburban America. Courtesy of Rob Robinson.

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: 211 Ninth Street, Pittsburgh, PA 15222 Telephone: 412/471-9548; FAX: 412/471-9501

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Opinions expressed by editors and contributors are not necessarily those of the Pittsburgh Chapter, AlA. The Chapter has made every reasonable effort to provide accurate and authoritative information, but assumes no liability for the contents.

Keep on Movin'

Anne Swager, Executive Director

When I learned to drive a car,

drivers training classes were not yet in vogue. Instead, my dad spent many patient hours teaching me the fine art of the rules of the road and how to parallel park. He thought I was quite a quick study, undoubtedly due to my covert drives behind the wheel of my boyfriends'

cars starting well before the legal driving age. I further refined my skills by driving my dad's VW bug, after Oscar-winning begging sessions, at breakneck speed over the twisty, hilly roads between my high school and home.

While mostly beyond fear, I scared myself badly the day I got the car up on two wheels while rounding a particularly sharp curve, tempering my Mario Andretti urges a bit. I have never owned anything but a standard transmission car mostly because there is still a race car driver lurking in my being. When I drive to and from work, I can be accused of finding every possible *shortcut* to avoid traffic. My search revolves around the desire to

keep moving rather than to get to my destination any sooner. And yes, I did get a ticket on Banksville Road one day for drag racing a Mercedes.

I would consider myself an incurable car addict except that old age has intervened. No matter what I weigh, I can still feel that skinny teenage being in my body. Maintaining that weight is an impossible standard, but rather than sew my mouth shut, I have opted for breakneck speeds on a bicycle. This satisfies both my daredevil nature and allows me to eat and drink three-fourths of what I want. Unfortunately, while I live in a community—Mt. Lebanon—that boasts of superior recreational facilities, biking lanes (and for that matter sidewalks) are in short supply at my end of town. When time is short, rather than load my bike on the back of the car and head out into the country, I walk my highly energetic and excitable dog from hell. This winter, as the

snow piles narrowed the neighborhood roads, I found myself battling with cars. While having the dog growl at the driver and threaten to eat the bumper off the car was effective, it was still unnerving to have to stand my ground against several thousand pounds of metal, plastic and rubber.

Truth is, suburbs revolve around cars. Even in a selfproclaimed walking community (the school district does not bus its students) such as mine, the fact remains that you often cannot easily get from here to their on foot. Sheer distance is often a deterrent as we strive to segregate shopping and working from our residential neighborhoods. For whatever reason, probably some plot by the Big Three car manufacturers, the vast majority of us still strive for the single-family house with two cars in the driveway on the one-third to one-half acre plot of grass that needs continuous mowing. This all seemed to work well when there were fewer people and most everyone still lived in the city or the country. Now that the population has relentlessly shifted to suburbia, so have the transportation problems. Mt. Lebanon is currently studying possible remedies to commuter traffic on its residential streets. One solution to the less developed suburbs is the cul-de-sac. This solution is liberally employed by the suburbs further out than my neighborhood. In the end, this only adds to our traffic woes as cars pour through our neighborhood in search of a faster way to get where they're going.

If the decision is left to PennDOT and the traffic planners, we'll get lots of new roads. In fact, the Southwest Regional Planning Commission (SPRPC) is proposing that we ring the greater Pittsburgh area with a circular highway to facilitate traffic movement. I have heard lots of noise about why the highway shouldn't go through this exclusive suburban development as opposed to another, but as yet I have heard nothing about why it should not be built. In a recent meeting with one of the local state representatives, the leadership



Now that the population has relentlessly shifted to suburbia, so have the transportation problems.

CONTINUED ON PAGE 13

Russian Hospital Renovation Continues

Pittsburgh-based Magee-Womens Hospital and Burt Hill Kosar Rittelmann Associates continue their efforts to improve medical care and facilities in Eastern Europe by training medical staff and renovating Savior's Hospital in Moscow. First Lady Hillary Clinton toured the Russian hospital in January with Magee-Womens Hospital President Irma Goertzen. Magee-Womens is training Russian physicians in obstetrics and has solicited \$5 million worth of medical equipment and furnishings.

Burt Hill has redesigned 35,000 square feet of the hospital, including new birthing suites, nurseries, and neo-natal ICU to western standards. The firm has donated time and services for what would be a \$14 million renovation in the States and has solicited the donation of hundreds of tons of building materials from U.S. suppliers to complete the project.

While most of the supplies needed have been received, there is still a need for approximately 1,100 gallons of paint, 60,000 feet of vinyl floor tile and 21,000 lineal feet of rubber baseboard. The fourth of what could be as many as 40 containers of building materials from Pittsburgh left the area at the end of April.

The project is scheduled to be completed this fall. Burt Hill architect Susan Tusick, AIA will be visiting Savior's Hospital on her trip to Moscow this month representing the National Organization of Women in Business. For information on how to donate materials, please contact Scott Hazlett at Burt Hill (412) 285-4761.



First Lady Hillary Clinton toured the Russian hospital in January with Magee-Womens Hospital President Irma Goertzen (far left).

First Lady Hillary Clinton and young Savior's Hospital patient.

Attention:

Be sure and watch for the Design Awards submission flyer coming in your mailbox in May.

This years jury chair is Cesar Pelli, AIA.

The Future of

Are our cities turning inside out? Striking that elusive balance between preservation and growth.

by Michelle Fanzo

During the last four decades suburbia has encroached on rural America



to an astounding degree. In 1950, 44% of the country's population lived outside metro areas. By 1987 the percentage decreased to 23%, and it's not the city to which people are moving. The 1990 census reveals that close to half of the U.S. population now resides in the suburbs.

Bedroom communities have developed an economic and in many cases social life of their own. Suburban northern New Jersey will have more office space by the year 2000 than Manhattan, for example. According to Jon Teaford, urban historian at Purdue University, nearly three-fourths of the suburbanites around metropolitan areas work in the suburbs, not the city. Yet this doesn't mean the suburbs have a bright future. Just as the population migrates beyond the city limits, so do crime, traffic, unemployment and aging housing stock.

"Since World War II, all the major institutions have been sending a message that what's old is bad, what's new is good," says Randy Harris, Community Outreach Coordinator and consultant for the Steel Industry Heritage Corporation in Homestead. "So we all abandoned the inner city for greener pastures. We're only now realizing what we've lost. Everyone's pining for Forbes Field now that we're seeing its value through the success of similar style stadiums in Cleveland and Baltimore."

Pittsburgh didn't have the population boom of California or Texas cities. Nor has the region developed areas of instantaneous popularity, like Tyson's Corner, VA and Stamford, CT, to fall into the edge city category (though some suggest Monroeville fits the bill). Yet people describe Cranberry Township as materializing overnight, complain about the South Hills traffic and the commercial blight of McKnight Road. If the proliferation of large suburban developments in our region, where the population is decreasing, is any indication, Pittsburgh suburbs certainly have a future. But what will it look like?

Changing Vision

The city and the region as a whole are still losing population, according to the Department of City Planning. The chances of major growth in the suburbs, creating the sprawl seen around Los Angeles and D.C., are not an imminent issue, says John Rahaim, Supervisor of Development and Design for the Department of City Planning. "But there is certainly no question it could happen if we're not careful with our transportation and development policies," he says.

the Burbs

"There's no metro vision," says Rob Robinson of UDA Architects, who feels that suburban Pittsburgh will soon be a sprawling, unmanageable suburban ring if better planning and policies are not enacted. In four or five years, he predicts, the city's main arteries into town will be choked, spurring more businesses to move to the more accessible suburbs, with workers following.

"The good suburban developments around Pittsburgh aren't as well planned as the mediocre stuff elsewhere," says Robinson. "Plus, development here is five to ten times as environmentally devastating. The slopes and woodlands are being brutalized. Even upscale developments, like Treesdale in the North Hills, look like moonscapes."

WTW's Glen Schultz, AIA, agrees each municipality has looked out for itself, with no overall plan emerging for the region. But, he says, this is beginning to change, and points to the Rail to Trails program and new planning views for the airport corridor as examples of a changing attitude. "Unfortunately, it takes a major event to force communities to think about themselves in a larger context. The positive changes we're seeing are still reactionary. We need proactive planning."

As more people interested in the environment and long-range goals get involved in planning and zoning issues Schultz feels, a greater balance between growth and preservation will be achieved. He points to Allegheny County's current efforts to adopt a new land-use policy as an example of positive planning.

Another issue, say many area architects, is development with alternative transportation sources in mind because building more roads for more cars, costing everyone more money, can only be sustained for so long. "People are starting to realize you can't build your way out of traffic problems," says Lynn Manion, Executive Director of the Airport Corridor Transportation Association (ACTA). She says the suburbs are the most difficult area to encourage ride-sharing, van pooling and public transportation use but that it is an issue that must be addressed. "The suburbs provide every encouragement to use the car—ample and free parking, convenience—while offering every discouragement for the use of public transportation," says Manion.

Suburbs choke on limited arteries leading to the rest of the region, agrees Robinson. Pittsburgh is particularly bad in this aspect because of its topography, which already hinders traffic flow. "You end up with 600 houses with one access point onto a sub-regional road. It's inherently self-destructive and creates worse traffic in the suburbs than the city."

Fruitful Future

Robinson feels western Pennsylvania is far behind other regions in establishing environmental policies and points positively to McCandless Township as an area that has taken the issue into its own hands, enacting strict site preservation criteria and guidelines for road development.

Harris cites RIDC Park's adaptive reuse of existing industrial buildings in McKeesport, Duquesne and East Pittsburgh as examples of positive growth and refurbishment of areas around the city. ISTEA funds have been granted to continue work on a heritage trail around the city, supporting a more cohesive view of the land. But other metro area projects, says Harris, such as putting part of a new highway between the Monongahela River and Homestead, are disastrous for the area.

Says San Francisco architect Herbert McLaughlin in a recent *Architecture* article, "Our planners have traditionally been politicians, who tend to see ahead three years at most. We need urban plans for 50 years and beyond. Citizens led by architects must take responsibility for leadership," or we will continue to see what McLaughlin calls the neon jumble that is "slopopolis" take over our metro areas. He calls for planners to recognize and respond to the realities of new ways of living, get out of the 50s and stop worshipping the car and reconsider the economic policies that drive zoning, requiring new forms of regional cooperation.

"That's the key," says Schultz. "Urban/suburban harmony will make the whole region a better place. Services need to cross municipal lines; we have to look beyond our single parcel of land, our urban neighborhood. There needs to be greater cooperation between the city and its surrounding municipalities as Pittsburgh's suburbs will definitely acceptance to grow "



Classical Temple

Who are we? The Chapter explore

"I think architecture is misperceived by the public as an inaccessible institution, which feeds a lack of understanding about what we do. In the drawing, we try to shake that. We try to explore the public's perceptions and two different images we could project."

-David Celento, AIA



My sister, Nancy, has never let me forget the day I slammed

her finger in the freezer door during a fit of rage. She wailed; I told her to quit faking—it wasn't that bad. But I got into big-time trouble even though she never should have had her finger there in the first place. Nancy and I fought like cats and dogs when we were growing up. We shared a room, the same parents, and a brother, but not much else. We didn't even look alike. Her hair was curly. Mine was straight. I was a neatnick. She is still a slob. She liked dolls. I liked falling out of trees. Sibling rivalry died a long, slow death in our house. Most amazing to me has not been our friendship as we have grown older, but how much we now look alike. I'm still cuter, but the resemblance, down to our mannerisms, is uncanny.

My best friend, Marcia, and I spent a memorable week with Nancy several summers ago. Marcia often knows me better than I know myself. While agreeing that we did indeed look alike, Marcia found us still to be quite different. In style of dress, Nancy favors lace collars, dark suits, and classy earrings. Fuschia is my favorite color, leather my favorite material, and I wear replica toilet bowl plungers in my ears.

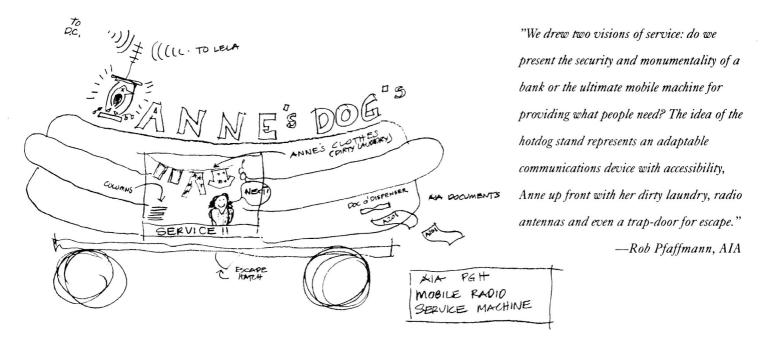
Behavior wise we flip-flop too. One evening when the three of us were having dinner, Nancy noted a table of three attractive, unattached men nearby. Wanting to make their acquaintance, she picked up our table, placed it abutting theirs, and calmly asked them if they would like to join us for aperitifs. Her grand finale for the evening was to ditch them after pulling a waiter into the closet-like women's room and insisting he show us the back way out—through the kitchen, please. Nancy is so hilarious that when we are with her, we just sit and wait to see what she'll do next. I am delighted to go along with the program but fall short of dreaming up these outrageous stunts myself. Marcia is a little more blunt in her assessment. She says I talk a good game but my next husband will be a minister.

But different approaches can be parts of the same whole. Sometimes they even compliment each other—like Nancy and I. At a recent AIA long-range planning session, the group talked a lot about the image the AIA presents. When an organization relies on dues-paying members, what it accomplishes is of primary importance, but the image it projects also plays a big role. Everyone agreed that in reality our image varies depending on who is looking at us. To some, we remain a good old boys club. To others we are a legislative force protecting the business of architecture. To many, we just dispense documents. To explain the dichotomy of the organization and where we need to head, we drew a picture. On one side of the picture we drew a Pup-A-Go-Go type structure with me dispensing our services

Neon Hotdog?

by Anne Swager, Executive Director, Pittsburgh Chapter

perceptions about itself now and for the future.



AIA Office of the Future: David Celento, AIA drew the more formal, traditional (though not without humor) temple approach to the AIA's homebase while Rob Pfaffmann, AIA sketched a more user-friendly, commercial structure for the organization's services.

from the front window. The hotdog stand, replete with a drive-by document dispenser, also sports satellite dishes for closer connections to our state and national components. On the other side of the picture was a staid respectable building with columns and, of course, the AIA eagle.

The dichotomy of our image relates to the dichotomy of our mission. As an organization, we champion the best of the art of architecture and we also represent the business of architecture and the need for architects to succeed financially. While these are not mutually exclusive goals, they often coexist uncomfortably. An architect once told me he could not be a member of the AIA because we let anyone in who is an architect. He did not want to be associated with any architects who could not design and he obviously felt we had many of those. Rather than recognize the necessity of membership numbers to be a voice on legislative issues, as one example, he thought it was more important that we stand solely for excellent design and the rest would follow.

The AIA as an organization has a long history and is widely respected by many from both inside and outside the profession. To be influential on behalf of architects this image needs to remain intact. This, however, does not preclude changes in the way we bring services to you, the members, and the

public you wish to serve. Our new office, our yellow pages ad, and our planned resource center speak to marketing your services to the public in a way that works for them. AIA Online and the electronic documents capabilities bring information and product to you with flexibility. Starting in 1996, membership in the AIA will mean you have completed continuing education requirements. Still, some things remain the same: we have membership meetings with plenty of time to schmooze; we have a strong legislative presence in both Washington D.C. and Harrisburg; membership in the AIA means adherence to a code of ethics that sets a strong standard of performance.

Our challenge is to be diverse in serving architects, the business of architecture, and the art of architecture. Being a member of the AIA means working with us to recognize the ways we need to change and what we need to preserve. After all, creative is what you are. Like any organization, we are a composite of a variety of elements. To be an indispensable force, we need to meet a variety of needs in a variety of ways. As an organization, we often wish for a crystal ball with a road map. Short of that, our next resource is to listen to each other and act. Without your feedback, we will never know whether we have made that mark or not. I look forward to hearing from you.

10 Columns May 1994 breaking ground

Kudos

→ **Bohlin Cywinski Jackson** has been selected to receive the American Institute of Architects 1994 Architectural Firm Award. This is the highest honor the AIA can bestow upon a firm. It is awarded annually to a practice that has produced distinguished architecture consistently for at least 10 years. Previous winners include I.M. Pei & Partners, Venturi Rauch & Scott Brown, and James Stewart Polshek & Partners.

Don K. Carter, FAIA, of UDA Architects, was elevated to the prestigious College of Fellows (FAIA) last month, an honor awarded to members who have made significant contributions to the profession.

Anne Swager has been appointed by the Commission of Mt. Lebanon to the Mt. Lebanon Planning Board. Members **Paul Ostergaard, AIA** and **Jim Thompson, AIA** also sit on this planning board.

Burt Hill Kosar Rittelmann Associates has been named winner of the 1993 Construction Industry Award of the Associated Builders and Contractors of Western Pennsylvania. It is the second year in a row the firm has been named best in the Architect/Engineer category.

Transitions

► Kerry E. Solomon, AIA, a graduate of Carnegie Mellon University, has been named a senior associate at Williams Trebilcock Whitehead.

Johnson/Schmidt and Associates announce the following additions to their staff: Edward A. Kundla, Intern Architect; Jennifer L. Lindemuth, interior designer; Anita L. Myers, interior designer; Van Plummer, CADD operator; Paul R. Sieber, CADD operator; John M. Sundy, CADD operator.

McCormick Architects has promoted Douglas Whitehouse to Principal, Interiors from senior project designer. The firm hired two new members: Jane Lee, production assistant, 1993 graduate of Massachusettes Institute of Technology, Master of Architecture, and Nicolas Arauz, production assistant, 1994 Graduate of Carnegie Mellon University, Bachelor of Architecture. Nicolas has been interning at McCormick Architects since early 1993.

From the firms

➤ Radlet McCarthy Inc. has recently been selected by Penn State University to design four projects for the College of Health and Human Development at their University Park campus. The renovated space will accommodate research laboratories for the Diet Study Center and the Biobehavioral Health Program, teaching laboratories for the Department of Nutrition, and offices for Health Policies Administration.

The Design Alliance Architects has recently been awarded the following projects: Sheridan Broadcast Corporation's feasibility study for relocation of offices and broadcast facilities; Equitable Resources Inc.'s renovation of executive offices and building lobby at their corporate headquarters; updating building and room space database for two campuses of West Virginia University; expansion and renovation of Two PPG Place offices for Dickie McCamey & Chilcote.

Williams Trebilcock Whitehead has designed the new Short Procedure Unit (SPU) for Shadyside Hospital. The 15,000 square foot SPU includes six new operating rooms and support facilities designed for outpatient surgical procedures requiring only a few hours of monitored recovery.

WTW is completing design plans for a new 577-car parking garage for the Urban Redevelopment Authority of Pittsburgh along the Monongahela River at the Pittsburgh Technology Center.

Bohlin Cywinski Jackson recently completed the science building of St. Mary's College in Southern Maryland and is nearing completion on the school's new residence hall. Says the *Washington Post*, "Both buildings are strong antidotes for to the kind of bland, uncommunicative modern architecture that marred campuses...during the 60s and 70s."

Burt Hill Kosar Rittelmann has redesigned 35,000 square feet of Moscow's Savior Hospital. The firm has donated time and services for what would equal \$14 million in renovations, and has solicited the donation of hundreds of tons of building materials from U.S. suppliers to complete the project. First Lady Hillary Clinton toured the Russian Hospital in January with Magee-Womens Hospital President Irma Goertzen. The project is expected to be completed by fall.

This month, BHKR's **Susan Tusick, AIA** will travel to Moscow for two weeks representing the National Organization of Women in Business. While there, she is expected to address the International Union of Soviet Architects as well as a number of other groups. Tusick, along with a representative of McGee Women's Care, will be a quest on a local radio show both before and after their trip.

Business Briefs

Builders and Contractors of Western Pennsylvania Project of the Year Award in the category of \$1-5 million new construction-commercial. The project is a high-tech facility for Accutrex Products Inc. located at the Southpointe development in Canonsburg, PA.

bricks and mortar Columns May 1994 11

AIA/MBA Joint Committee

James Kling, AIA, 391-4850

In March, the AIA/MBA Joint Committee welcomed **Charles Parker, AIA** of Lorenzi Dodds & Gunnill and Bruce Knepper, AIA, of Reid & Stuhldreher Inc. as new members.

Guest speaker, **George D. Ehringer, AIA** of Baker and Associates, spoke on the "History and Evolution of the Pennsylvania Architects Licensure Law as Related to Design/Build." This issue was discussed further at our April meeting.

Membership Committee

Welcome to:

Todd Chambers, Professional Affiliate Chambers Vukich Associates PO Box 408 213 Saltworks Road Zelienople, PA 16063

Premier Art Opening at the AIA Gallery

Don't miss the reception and opening of *Communicating Ideas Art-fully*, at the AIA gallery (in the new chapter office: 211 Ninth Street) on May 20. The show, running through June 5, is the first stop on a national tour for 20 stunning architectural renderings. At each exhibit, local architects and designers are encouraged to submit a matching number of entries, adding local flavor to the show as it moves from city to city. The exhibit reception is Friday, May 20 from 5-8:00pm and is sponsored by Franklin Interiors and the Steelcase Design Partnership. Don't miss the first event in the new office!

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5 CHEIBLER ARCHITECT

The Progressive Architecture of Frederick G. Scheibler, Jr.

by Robert J. Bailey, AIA

Frederick G. Scheibler, Jr. was an architect who principally built in Pittsburgh's East End and its adjacent suburbs in the first half of this century. His work, generally not well known yet probably more popular now among his followers than ever, continues to be looked upon with high favor. The architect's important buildings are extant though all have been altered.

Martin Aurand, author of the just published *The Progressive Architecture of Frederick G. Scheibler, Jr.*, contends that the architect produced progressive work. Certainly most of Scheibler's buildings are unlike the solid, eclectic, historicist architecture produced by his leading peers. It seem to be this progressive quality that gives Scheibler's buildings their enduring power to attract.

Aurand, archivist of Carnegie Mellon University's architecture archives, describes coming to Pittsburgh, settling in the East End, and being immediately drawn to the Scheibler buildings near his home. Fortunately for the architectural community, Aurand's attraction to Scheibler's work led him to study the architect and to ultimately produce this monograph, the first ever on Scheibler, which describes the architect's career and projects, but most importantly attests to the significance of his work.

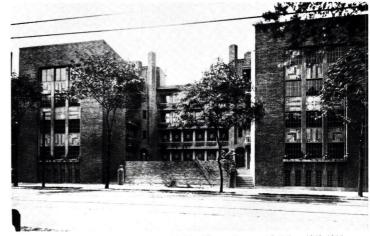
Scheibler's buildings are shown in the context of the progressive architecture of the time, not only in Pittsburgh and the U.S. but throughout Europe. The narrative conveys a strong sense of just how on the cuttingedge he was. Aurand analyzes Scheibler's projects, built and un-built, and makes his case by showing that the architect was not only keenly aware of progressive work but, more importantly, he understood such work and was able to integrate the essence of its concepts into his own design.

Aurand's essay, strong in continuity, traces Scheibler's background and describes the architect's leap from a long apprenticeship with several Pittsburgh firms to private practice in just a few years. The 1905 design of the Old Heidelburg apartments (Braddock Avenue near Regent Square) distinctly announces Scheibler's arrival among the progressives. Further on, Aurand describes Scheibler's exploration of abstraction, taken to its great-

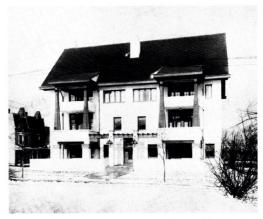
est extent in the 1912 design of Vilsack Row, a stunning precursor of Modernism (Jancey Street in Morningside). Aurand discuses the maturity of Scheibler's style, epitomized at his 1913 Highland Apartments (Highland Avenue between Shadyside and East Liberty), where Successionist, Arts and Crafts, oriental and Prairie Style influences coalesce in what is perhaps the architect's best building. Finally, the author covers Scheibler's later extensive private residential work through the 1920s—still first-rate but essentially romantic and generally lacking the verve of his earlier projects.

Chapters are primarily devoted to Scheibler's most significant projects and groupings of project types. Aurand's writing is pleasant and readable and not given to lapses of scholarly obfuscation or effuse superlatives. The essay appropriately assumes a basic knowledge of architectural history and concepts on the part of the reader. The illustrations are well integrated with the text and reinforce the continuity of the essay well enough that they could stand alone if examined apart from the book.

Architects (Pittsburgh architects in particular) as well as those interested in local architecture should rejoice



Highland Towers Apartment Building, 1913-1914



Linwood Apartment Building, 1906

with the publication of this excellent study on a true (but not typical) Pittsburgh architect. As a Scheibler admirer, I found myself engrossed in the story of his long career and how closely his rise and decline was intertwined with the type of architecture he produced. I think you will find this book as captivating and insightful as I did.

The Progressive Architecture of Frederick G. Scheibler, Jr., \$49.00, by Martin Aurand, is available from University of Pittsburgh Press.

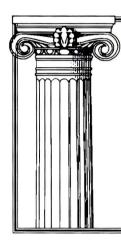
Keep on Movin' - continued from page 4

of the Chapter challenged him to rethink the problem of moving cars and trucks in the greater metropolitan area. While new roads have long been considered a cornerstone of economic development, the question begging to be answered is whether our area would actually get more quality development or whether the development would just shift from the inner areas to the

outer areas. After all, looking at what has happened in Monroeville hardly argues the case for edge city growth. Possibly augmenting the public transportation system would reap better long-term growth for the area. Our efforts on the local legislative front have been towards encouraging decision makers to resist the quick fix and instead consider all the repercussions of their efforts.

In an area where we seem to resist coordinating planning, this is a prudent course.

We intend on inviting representatives from local planning agencies and politicians to present their views in the Chapter office at informal monthly meetings. Your attendance and opinions are encouraged. To me, one of the great strengths of architects is your ability to think globally. Your adeptness at problem solving needs to be shared with others. In the meantime, any practical suggestions on how to rid Mt. Lebanon of obnoxious drivers are welcome. Maybe we should just start by taking away my driver's license? in



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CALL OR WRITE FOR INFORMATION

Riverfront RFP

The Pittsburgh Cultural Trust and the City of Pittsburgh invite artists, landscape architects, architects and other designers to submit qualifications for preparing the schematic design, design development and contract documents for a two-level riverfront park system with a budget of \$5.75 million in Pittsburgh. Individuals may submit separately or combine to propose the complete team needed for the project.

Submissions should include resume of all applicants and a description of relevant projects. including up to 20 2" x 2" slides. All questions should be directed to 471-6070 ext. 109.

Submission materials (12 sets with one set of slides) should be sent by June 3, 1994 to:

Carol R. Brown, President The Pittsburgh Cultural Trust Suite 500 209 Ninth Street Pittsburgh, PA 15222

PSA Call for Nominations: 1994 Medal of Distinction and Honor Awards

This is the ninth year PSA has invited its membership to nominate both architects and non-architects for special awards. These awards, not to be confused with PSA's Design Awards Program, may be presented to persons, firms, corporations or other organizations for distinguished service to the profession. Categories include: Medal of Distinction, Contribution to the Profession by a Non-Architect, Contribution to the Profession by Furthering Artistic Appreciation.

Nominations for the Medal of Distinction may be made by a Chapter Board of Directors or by ten PSA members. All other nominations can be made by an individual PSA member. Submission deadline is June 3, 1994. Award applications are available by calling PSA, 717-236-5407.

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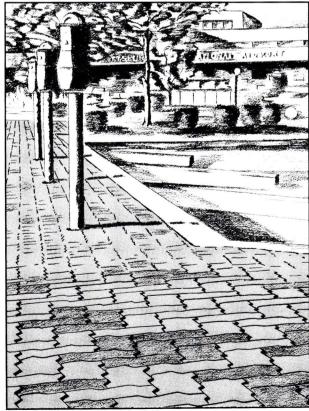
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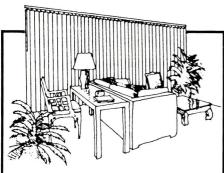
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AIA ACTIVITIES

1 C 8 A 8 L 4 E N D A R

May 2, Monday

AIA/CMU Committee Meeting, 5:45 PM CMU Architecture office. Sleve Quick, AIA, 687-7070.

May 3, Tuesday

Communications Committee, 12 PM at the Chapter office, Rob Pfaffmann, AIA, 765-3890.

May 4, Wednesday

Architrave Board Meeting, 5:15 PM at the chapter office, Anne Swager, 471-9548.

May 10, Tuesday

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

May 11, Wednesday

May Chapter Meeting, Richard Guy Wilson, Honorary AIA, at the Masonic Temple (see page 19 for details).

May 11, Wednesday

Historic Resources Committee Meeting, noon at the Chapter office, John Martine, AIA, 227-6100.

May 16, Monday

Interiors Committee Meeting, 5:30 PM at the Chapter office, Charles DeLisio, AIA, 488-0307.

May 17, Tuesday

Urban Design Committee Meeting, 5:45 PM at the Chapter office, Kevin Wagstaff, AIA, 391-2884.

May 19, Thursday

Professional Development Committee Meeting, 12 PM in the Chapter office, Dave Brenenborg, AIA, 683-0202.

May 24, Tuesday

Legislative Committee Meeting, 4:30 PM in the Chapter office, Al Cuteri, AlA 471-8008.

May 25, Wednesday

AIA/MBA Committee Meeting, 6 PM at the Building Industry Center, Conference Room #1, 2270 Noblestown Road, Kay Lamison, 922-4750.

AROUND TOWN

May 10, Tuesday

Construction Specifications Institute (CSI) Monthly Meeting, 5:30 PM at the Embassy Suites Hotel, Sheila Cartiff, 823-5063 for information.

May 11, Wednesday

Society of Architectural Administrators Meeting, Leslie Fisher, 281-1337 for information.

May 15, Sunday

Pedal Pittsburgh happens today. Get on your bikes and ride! 391-4144 for more information.

May 19, Thursday

The Society for Marketing Professional Services will host a discussion on cold calling and prospect scouting with Cathy Edgerly, a veteran with more than 20 years of built environment marketing experience. The program includes buffet breakfast and a mid-morning break; 7:30 AM to 12:30 PM at The Rivers Club at Oxford Center, Pittsburgh. Marian Bradley, 261-0700, for more information.

May 20, Friday

Communicating Ideas Artfully opens at the AIA Gallery. Reception is 5-8:00 PM. Don't miss this first event in the new AIA office: 211 Ninth Street, downtown. 471-9548 for more information.

May 25, Wednesday

Three Rivers ARRIS Users Group Meeting, ARRIS for Windows demonstration by Gemini Facilities Core Group and Advanced Training by Bits & P.C.s. Jim Morgan, 765-1133, for more information.

Ongoing

Uncovering Pittsburgh, Architectural Dialogues, A discourse about the potential urban design code for the city of Pittsburgh. Work by Jacek Dominiczak and Laura Lee through May 15 at CMU's Hewlett Gallery. Hours M-F 11:30-5; Sat. 1-4.

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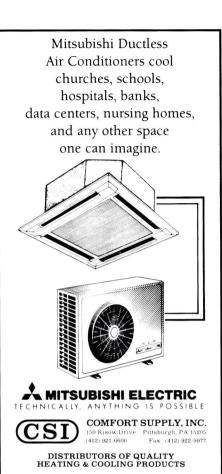
Notice: Be sure to sign up early for the May Chapter Meeting! Attendance is limited and will fill up fast!

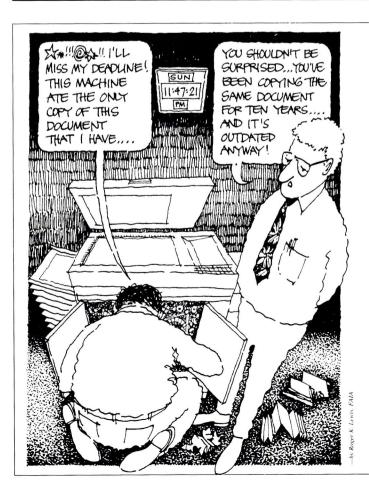
MARKETPLACE

To place your ad in Marketplace: Classified Rates: AIA Members: \$.50/word; non-members: \$.75/ word. Mail your typewritten copy to: The Cantor Group, 5802 Douglas Street, Pittsburgh, PA 15217. Check must accompany copy.

Call for **Biking Volunteers**

Pedal Pittsburgh is still seeking volunteers for its May 15 ride through some of the city's most architecturally interesting neighborhoods. The spring ride, not a race, has something for everyone, with 15-, 35-, 50- and 62-mile courses to choose from. The bike tour benefits the Community Design Center of Pittsburgh. For more information, please call 232-3545. a





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Temple Tour and Talk

Richard Guy Wilson, Honorary AIA, the Commonwealth Professor of Architectural History and Architectural History Department Chair at the University of Virginia (Thomas Jefferson's University), will lecture on the City Beautiful movement at the historic Masonic Temple, one of the country's best examples of City Beautiful architecture, in conjunction with Preservation Week.

After the lecture, members will be treated to a tour of the magnificent 1914 Benno Janssen structure. An intricate group of meeting and ceremonial rooms in the oversized Greek temple are constructed with extremely high ceilings and rendered in varying motifs such as Gothic, Corinthian and Egyptian. Few Pittsburghers have seen the inside of the eclectic structure as it was closed for decades to all but members of the Masonic Order.

The Oakland Civic Center (of which the temple is a part), built on the ideals of the America Beautiful Movement at the turn-of the-century, will be Wilson's focus for the evening. The 19th and 20th century architecture, art and design specialist will also discuss the American Renaissance and Columbia Exposition as they relate to the Oakland area.

A frequent lecturer for universities, museums, and professional groups, Wilson has over 200 articles and reviews to his credit. His is the author or joint author of six books and has received a number of academic honors, including a Guggenheim fellowship, prizes for distinguished writing, and an honorary membership in the AIA.

Wilson was born in Los Angeles—home of everything new—and grew up in a house designed for his parents by Rudolph Schindler, the leading Modernist of the time. Surrounded by "the latest" Wilson took an avid interest in what came before, reflected in his academic pursuits at the University of Colorado (B.A.) and the University of Michigan (M.A., Ph.D.). He taught at Michigan and Iowa State University before coming to Virginia in 1976.

Upcoming Issues

June-Interiors Portfolio

August - No Issue

July- Riverfront Development

September- Design Awards

The deadline for June submissions is May. 25. Artwork will not be returned unless a self-addressed stamped envelope is included.

COLUMNS, c/o The Cantor Group, 5802 Douglas Street, Pittsburgh, PA 15217 or call Michelle Fanzo at 412/422-6727.

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University of Pittsburgh Department of Facility Management City of Pittsburgh Historic Review Commission and AIA Pittsburgh invite you to

The Masonic Temple

to hear guest lecturer Richard Guy Wilson, Honorary AIA

Wednesday, May 11

The Masonic Temple, Fifth Avenue, Oakland (use Lytton Street side entrance)

5:30-6:00

registration

6:00-7:00

Wilson lecture

7:00-8:30

reception and tour

Cost:

members: \$10 non-members: \$12.50

RSVP

by Friday, May 6, 1994

AIA Pittsburgh thanks University of Pittsburgh Department of Facility Management and the City of Pittsburgh Historic Review Commission for their generous sponsorship of this event.

RSVP

May Chapter Meeting

The Masonic Temple Fifth Avenue, Oakland Wednesday, May 11

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Names of members: \$10

Names of guests: \$12.50

Clip/copy this form and send with check made out to AIA Pittsburgh to: Anne Swager, AIA Pittsburgh, 211 Ninth Street, Pittsburgh, PA 15222 or FAX to (412) 471-9501 by **Friday, May 6.**

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