

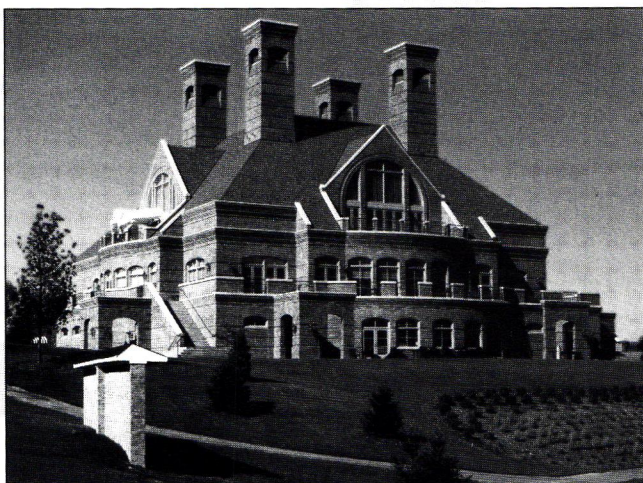
# COLUMNS

An aerial, black-and-white photograph of a suburban neighborhood. A prominent, winding road curves through the center of the frame, surrounded by numerous houses with dark roofs. The houses are densely packed in some areas and more spread out in others. The overall scene depicts a typical residential development.



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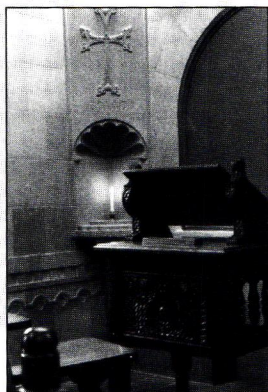
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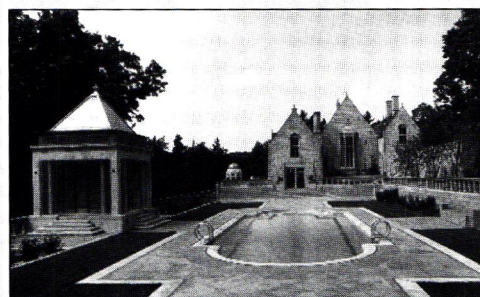


The Armenian room located on the third floor of the Cathedral of Learning at the University of Pittsburgh is the 22nd nationality room to be established at the university. The stone arched room copies the masonry techniques of church and monastery builders of the 11th century. This magnificent classroom 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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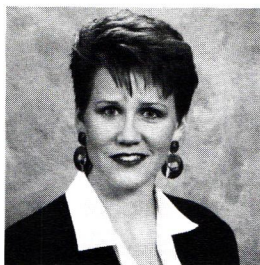
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**G E N E R A L   C O N T R A C T O R S   B U I L D I N G   S U C C E S S**



# A Helping Hand

by Maura Guttman, AIA President



*The long-term health of this organization depends on its ability to engage and empower new people, securing future leadership.*

## Do you remember what it was like

those first few days as a freshman in college? It seemed to me that everyone knew where to get spiral-bound notebooks, who to see with scheduling questions, how to use those meal plan tickets, and where the good parties were. Everyone, of course, except me. Having led a sheltered life as a shy kid in Horseheads, New York, I was overwhelmed by the activities, the freedom and the complexity of campus life. Lucky for me, I immediately hooked up with a seasoned sophomore from my hometown. Happy to share the wealth of his wisdom, he gave me a detailed tour of the bookstore, helped me drop a statistics course, showed me how to get a burger and fries late at night, and thoughtfully told me which fraternity mixers to avoid.

After a couple of weeks of absorbing information from my friends, I was confident that I knew all there was to know and I promptly left my hometown friend in the dust (sorry, Keith). I never thanked him then, but without him as a "big brother" I would have wasted valuable time being confused and intimidated by my new surroundings. And without his helpful advice on where to find a good study carrel on a Friday night, I might even have attended parties at certain unseemly frat houses, possibly over and over again.

My professional path, like my college career, undoubtedly would have taken a more indirect route if not for the knowledgeable people I have had as mentors. By sharing a wealth of experiences, setting an example, and providing opportunities, a mentor makes a very generous contribution to the people in his firm and his profession.

If you are eagle-eyed, you will spot an ad elsewhere in this issue asking you to become a mentor to a new AIA mem-

ber. What's the thinking behind this, you may ask? Well, like I was those first days at CMU, many young and new members are intimidated by the apparent size and complexity of our association and perceive it to be a closed system. Those of us who innocently offered a suggestion or two and suddenly found ourselves President know that this is not the case. But everyone will benefit when we are able to change that perception to reflect the truth. The long-term health of this organization depends on its ability to engage and empower new people, securing future leadership. You may not be eager to chair a committee or sit on the Board due to the time involved, but at a fraction of that time commitment you can enhance the professional development of a colleague by being his or her tour guide of the AIA. Just think how you will feel when he or she becomes a famous national advocate for architecture and publicly credits you as an inspiration during their career! Please call a membership committee representative to get more details on our mentoring program.

Speaking of mentors, there is an organization that wants to hold Pittsburgh's hand and lead her to understand the value in a quality built environment. The organization is Architrave and among its many outreach efforts is the successful Architects Sunday, scheduled this year for April 14. Don't miss this opportunity to peek into the offices of eight downtown firms, and to rub elbows with the architect-loving crowd it attracts! Just be sure to get your official itinerary, or you could get lost and end up at a disreputable fraternity party. ■

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**On the cover:** QUESTION: Where are we going? With half of the U.S. population living in the suburbs, who is making future land use policy decisions? Photo courtesy of UDA Architects.



AIA Pittsburgh serves 12 Western Pennsylvania counties as the local component of the American Institute of Architects and the Pennsylvania Society of Architects. The objective of AIA Pittsburgh 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.

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



Columns is printed on recycled paper.

## Changing the Community Ethic

by Anne Swager, Executive Director

### I came home from work the other night

to find my son, Henry, on the floor of my bedroom with the vast majority of the contents of the linen closet spread out around him. Given that I consider a closet clean when you can still close the door, this is a lot of stuff. He immediately explained that he was busy determining which of the products we use, or simply store for possible emergency use in the next century, had been tested on animals. It seems his English teacher had brought in a number of articles about product testing on animals and now Henry's sense of outrage knows no limits. Before I could reply, he launched into gruesome tales of toothpaste in dogs' eyes, lipstick fed to rats and how they skinned the valuable furcoat from minks, foxes, etc. Not having had dinner yet, I first fought down a wave of nausea and then contemplated the next couple of years of altered spending habits due to the new burgeoning animal rights activist in our household who was sure to police everything I bought until he moved on to a new cause.

Realistically, the apple does not fall far from the tree. I come from a long line of political activists.

However, as much as my family spent vacations and free time enjoying the great outdoors, we were slow and somewhat reluctant to take up the banner of *environmentalism*. Early efforts at preserving our earth were sullied by a public relations machine that was quick to aggrandize the more outrageous activists and polarize the issue into one of jobs versus the environment. There's not much of a contest between a starving child and a little known species of owl. Couple this with our cultural heritage that believes "growth" is the key to future prosperity and the idea of stewardship of our natural and environmental resources quickly becomes an anti-growth, bad-for-America choice. Most problems are not so simplistic and environmental matters are no different. The choices are often difficult or at least not always readily apparent. In such cases I'd like to believe that our elected officials have the vision and wisdom necessary to make good choices from not always good options, but I don't. Let's take Senator Rick Santorum, who

last year was quoted in the *Pittsburgh Post-Gazette* as saying that he didn't understand the big deal the environmentalists were making over the loss of another species. After all, according to the Honorable Senator, there is always a new species cropping up to replace the one that has just been eliminated. I realize I am not a scientist and so maybe there is a shred of merit in what I found to be an absurd comment. However, the recurring vision in my mind is of downtown streets overrun by a super new species of frogs and carp instead of people.

As the AIA, we are always preaching the value of a quality built environment. The time is right, especially in Pittsburgh, to vocally expand our concerns and visions to the unbuilt environment as well. There is no question that we pay an enormous price for poorly planned and executed development that does not acknowledge its surrounding environment. If we cut off enough tops of steeply sloped hillsides and replace the vegetation with asphalt, eventually somewhere downstream it will flood. Who pays? FEMA, funded by your tax dollar and mine. For poor development to no longer be the accepted norm, we have to change the community ethic. Communities need to believe that they deserve controlled quality growth before they will demand it. If respected groups such as the AIA, the City of Pittsburgh, CMU and the High Technology Council (to name only a few), all believe and practice the wisdom of environmental stewardship then we can hopefully blunt the effect of comments by knee jerk politicians and articles by attention seeking journalists which only serve to polarize the issue.

Henry's reaction to the articles that his English teacher gave him is an important reminder that we tend to believe those whom we respect. While perhaps not highly paid, architects nevertheless are highly respected. By entering the fray, you lend necessary credence to the *other* side. You help remove the political rhetoric which has characterized the arguments to date and hopefully focus everyone on the only important issue—what do we want our world to be like in the future? ■



*As the AIA, we are always preaching the value of a quality built environment. The time is right, especially in Pittsburgh, to vocally expand our concerns and visions to the unbuilt environment as well.*



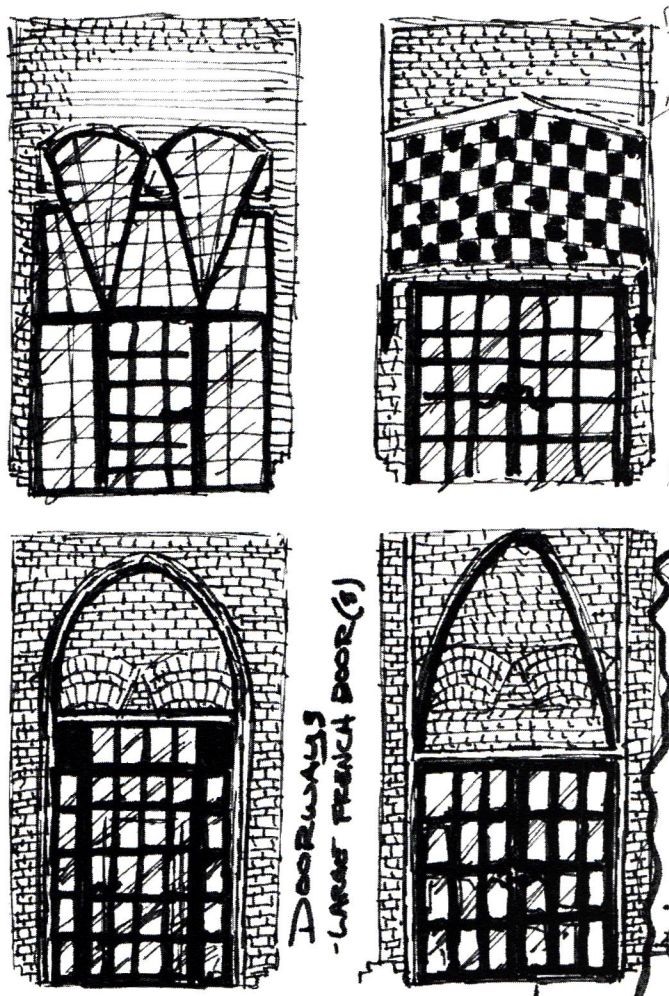
## 1996 Architectural Apprenticeship

Twenty-one high school juniors and seniors with a special interest in architecture were recommended by teachers and advisors for the October through February Architectural Apprentice Program, sponsored by Pittsburgh History & Landmarks Foundation and the Allegheny Intermediate Unit. PH&LF has been offering the program, team taught with an architect, for eleven years.

The students attended sessions on architecture taught by **David Julian Roth, AIA** (The Downtown Design Co.) and Louise Sturgess (PH&LF). The project explored the architectural design process through three, month-long, sketch problems (the detail, the space, the building). The design projects were proposals for the current Station Square Master Plan (each student chose one of the following: a transportation museum, loft apartments, a conference center or an office park).

The 5-session course included architectural tours, sketching exercises, a construction site visit and architects' office visits (Landmarks Design, Downtown Design, Integrated Architectural Services, Radelet•McCarthy and The Design Alliance). One session was held at Carnegie Mellon's Dept. of Architecture, hosted by Bruce Lindsey, and included a tour of the Intelligent Workplace and meeting architecture students. The last meeting was held at The Carnegie where their proposals were reviewed by **Cherie Moshier, AIA** (TDA) and **Joel Bernard, AIA** (R•M). The students then met with Dennis McFadden at the Heinz Architecture Center and had a guided tour of the *Monolithic Architecture* exhibit.

Eric Nicklaus, a senior from Brentwood, has been accepted by Carnegie Mellon and will enter the architecture program this fall. His project (shown here) was a renovation of the existing Lawrence Paint Building into a Conference Center.



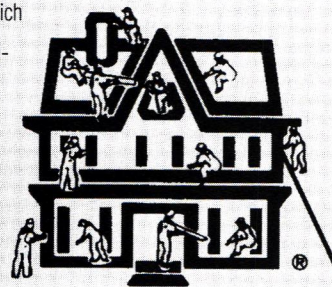
## Workshop on Historic Preservation Tax Credits

The investment tax credit for the rehabilitation of certified buildings has been available in various forms since 1976. Although the credit was reduced from 25% to 20%, and various other regulations were changed as part of the Tax Reform Act of 1986, the program remains one of the most valuable preservation tools around. This workshop will illustrate how effective the tax credit program can be, and how owners of historic Pennsylvania property continue to be among the most active in the country realizing the program benefits.

This workshop has been designed to provide practical information and assistance to architects, developers, real estate professionals, accountants and owners of historic properties. The workshop is presented as a pre-conference program of the 1996 Pennsylvania Heritage Partnership Conference. For information on the full conference contact: Preservation Pennsylvania, 257 North Street, Harrisburg, PA 17101, (717)234-2310. Local contact for the tax credit workshop is: Charles Uhl, Historic Preservation Services (412)492-9100. The workshop will be held on Sunday, April 28, from 1-5 p.m., at the William Penn Hotel. Registration is \$25.

## Christmas In April

On Saturday, April 27, AIA member volunteers will provide home repairs for elderly disabled Pittsburghers as part of the annual Christmas in April project. This is a one-day event, which AIA has participated in for the last three years. Persons interested in volunteering should contact **Jay Glunt, Associate AIA**, at Burt Hill Kosar Rittelmann Associates at 394-7000. We are requesting that participating firms donate \$200, which goes toward the purchase of materials and supplies. Please make checks payable to Christmas in April, and send them to **Todd Havekotte, AIA**, KSBH Architects, 4 North Shore Center, Pittsburgh, PA 15212





# Seven Cities Meet in Pursuit of Livability

by Vivian Loftness, AIA

*A Strategic Planning Cooperative of Chattanooga, Noblesville, Orlando, Pittsburgh, Rochester, Scottsdale, Somerset.*

On February 9-10, Pittsburgh hosted six partner cities in the third strategic planning workshop between seven cities, diverse in scale, age and growth. Co-sponsored by the Partners for Livable Communities and the Department of Housing and Urban Development, these workshops have given significant insights into stewardship, benchmarking, and community mindedness as catalysts for livable cities. Washington-based Partners for Livable Communities and *Governing* Magazine will take the results of these workshops to the Habitat II conference in Istanbul, Turkey in June 1996 as a platform for effective community planning and sustainability.

One might ask what do Pittsburgh, Pennsylvania and Scottsdale, Arizona have in common? Or Pittsburgh, Chattanooga, Noblesville, IN, Orlando, Rochester, and Somerset, NJ? Despite their vastly different economic growth conditions, all seven of these cities face surprisingly similar challenges: how to maintain the traditional strength/attraction of the region; how to control sprawl and an ever-thinning, non-sustainable infrastructure; how to harness the collective energies of business, foundations, governments and citizens; and how to provide long-term "livability" for the full socio-economic population. In facing these challenges, the insights, methods and successes of these seven communities indeed form a workable platform for action:

**Stewardship:** Establish a regional, non-partisan steering committee of philanthropists, corporations, citizens, institutions, and government. Heed the rule of 11 - 5 people who can make things happen, five people who can stop things from happening, and one person who can talk to both. (*A Chattanooga and Indianapolis success story.*)

**Inclusivity:** Believe in the fundamental worth of every citizen, regardless of age, race, sex, economic circumstance or any other factor used to categorize people. Livable community building is a collective responsibility, and inclusivity

is an almost untapped resource for economic and physical investment. (*A Tupelo, Mississippi success story.*)

**Communities of Place:** Guide growth and redevelopment into compact forms of development rather than sprawl, with "whole-life" centers of employment, residences, commerce, education and recreation—distinct from their environs through a unique sense of place and orientation. (*A Noblesville success story.*)

**Cultural Centers:** Weave together the cultural assets of the region—arts, sports, education and other regional assets—to reinforce the meaning of "center" and ensure a long-term regional pride of place. (*A Pittsburgh success story.*)

**Land Trusts:** Buy back the physical assets of the communities and region (waterfronts, green belts, hillsides, vistas), taking them out of rapid development which diffuses resources and infrastructures, while forever eliminating the very attractions that bring cohesion and growth to the area. (*A Scottsdale success story.*)

**Collective Investments in Redevelopment:** Corral resources to rebuild, reinvent, reinvigorate sagging areas well in advance of "rock-bottom" (before or simultaneous with new investments) to ensure multi-generational access to quality of life and economic strength for the entire region. (*An Indianapolis success story.*)

**The Point of No Return:** There is no future for the suburb without a city. Urbanologist David Rusk, a keynote speaker at the Pittsburgh workshop, argued for three key goals that need to be reflected in regional and federal agendas:

- slow urban sprawl through decreasing infrastructure subsidies, tax subsidies, and the availability of Federal matching funds for sprawl-inducing highways.
- level the regulatory and economic playing field of benefits for new construction versus revitalization.

## What does this mean for Pittsburgh?

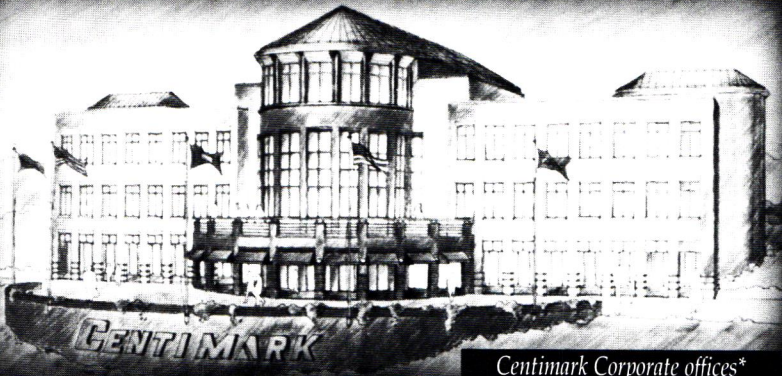
1. It's time for a new **Committee of 11** to form for the next Pittsburgh Renaissance—an unparalleled boost to the region's reputation and attraction.
2. It's time to fill the holes and blemishes in the city and county's existing fabric, revitalizing by including all of the region's citizens in a common goal.
3. Pittsburgh's sustained "ethnic" neighborhoods with continuous pedestrian centers of residences, employment, commerce, and recreation are models for the nation.
4. Pittsburgh's Cultural Trust and Regional Assets District is a model for the nation.
5. It's time for the citizens of all municipalities to buy back Pittsburgh's waterfronts and airport access highways as green land trusts, avoiding the economic and visual demise that will be caused by competing shopping centers and gambling houses.
6. It's time for the county and city to reinvest in existing infrastructures—a downtown, Nordstrom-anchored "main street", infilling existing neighborhoods rather than supporting continued sprawl.
7. Take action to avoid "the point of no return" that many U.S. cities have reached, by diffusing concentrations of poverty and rebuilding our healthy, diverse, pedestrian neighborhoods.

*Efforts such as the current AIA environmental charrette are a step in this direction.*

- create diffused housing solutions and vouchers to eliminate concentrations of poverty altogether in all communities within a region. Montgomery County Maryland has had a 15% diversified housing requirement in all new subdivisions since 1971 and has eliminated concentrations of poverty and associated social crises in all but one district of the County over the past 25 years. 🏡



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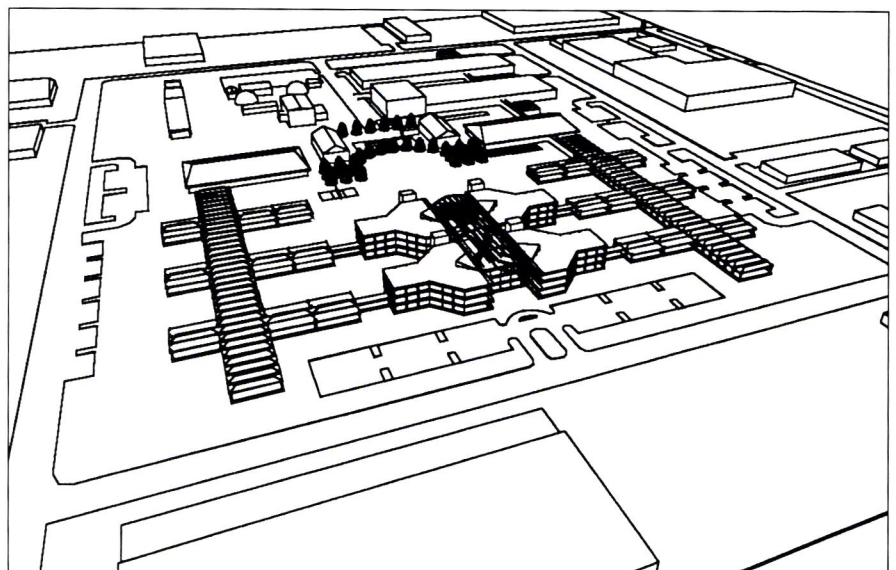
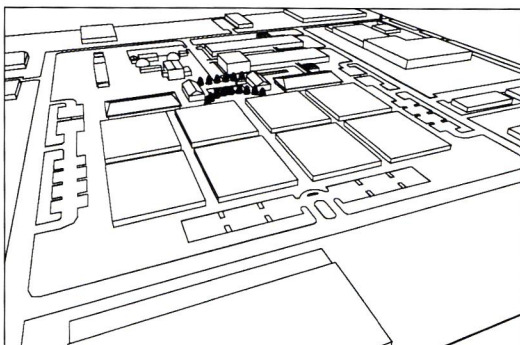
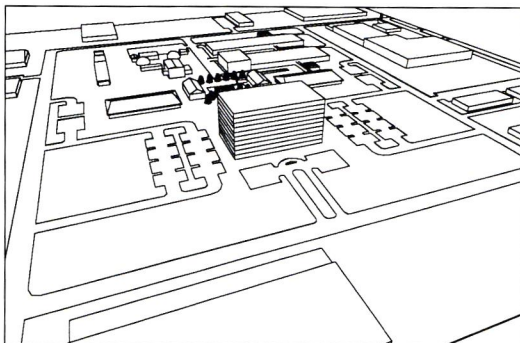


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## SEVEN CITIES CONTINUED



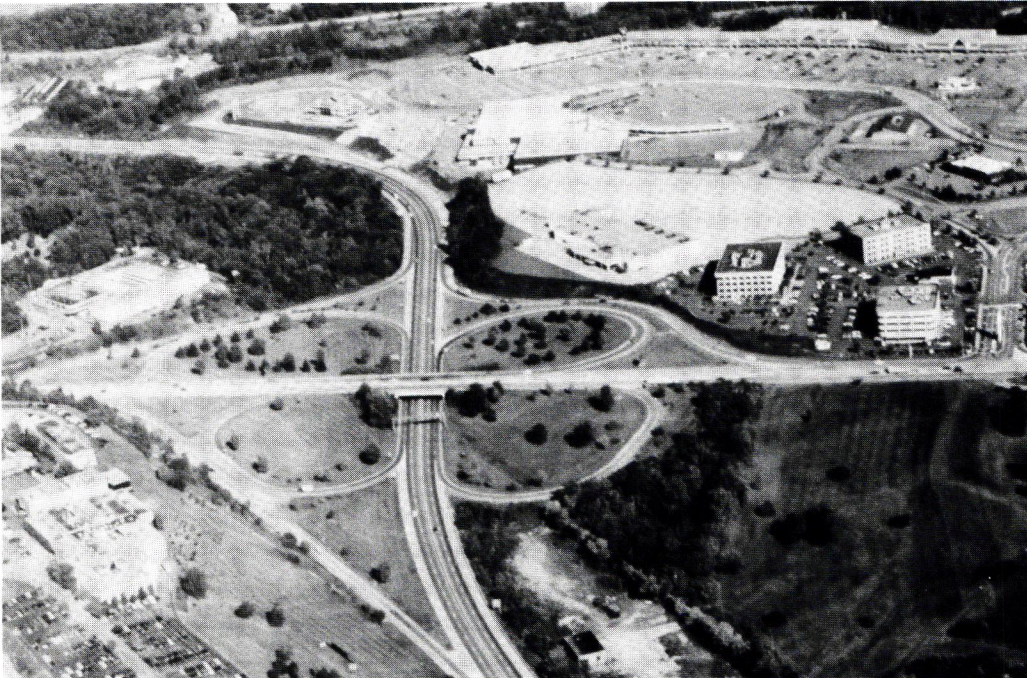
*The true sustainability and attraction of office "parks" will be dependent on the quality of the workplaces "inside" and the quality of the continuous pedestrian fabric and linkages to "whole life" communities. The plans on the left profit only a few. Campus planning (above) linked to existing neighborhoods profits many.*



# Growing Pains

by Michelle Fanzo

*Four AIA sponsored public forums take a look at what suburban development works, what doesn't, and what the Pittsburgh region wants for its future.*



One after the other, the slides told the story. Approximately one hundred people watched as images evolved from rolling green hills and meadows to highway interchanges, commercial development akin to moonscapes, fields of traffic signals and the ubiquitous Golden Arches. The writing, as they say, was on the wall. In this case, the wall was in Moon Township, where the first of four forums of Pittsburgh's environmental design charrette was held in late February. The forum, entitled "Reshaping the Region: Planning for a Sustainable Future," effectively conveyed what most of us miss in day to day life: a barely noticeable incremental change that one day leaves us bewildered and wondering: how did we get here? How did the rolling hills of Monroeville become a town built around a mall? Why is there a Wal-Mart where a mountain was? Can anyone remember when they could see the landscape feature that the North Hills was named for? What? Can't see the forest for the billboards?

The AIA sponsored forums, culminating in a design charrette in May, encourage people to think about urban/

suburban development patterns, transportation, and economic and environmental sustainability. "Everyone wants development and growth, but they don't realize the traffic and everything that comes with it," says David Pecharka, AIA, one of the event's coordinators. Expected resistance to the initiative may come from some township officials and the real estate community. "When they think of sustainable development at all, most would consider it anti-development. The point we'd like to make," says Pecharka, "is you can have your cake and eat it too, but you have to be willing to cooperate."

The February forum found that many residents were highly receptive to the idea of cooperation and recognized that little is gained by competing for the same shopping center. Fragmented development has resulted in certain absurdities, such as an example at the forum where one township was zoned industrial next to a neighboring township zoned residential. Townships in the region historically have strong identities, but they are recognizing that they can no longer afford to do everything alone. With 30 out of 130

townships in the county currently approaching bankruptcy, and the City of Pittsburgh \$40 million in the red, many people are ready to pool resources. Better transportation, citizen participation in the planning process and a more cooperative regional government were the key issues voiced by citizens during the first forum. "It came to the forefront that citizens feel some municipal officials were not acting in the best interest of their constituents," says Gary Moshier, AIA, another of the forum's organizers, along with Pecharka, Rob Robinson, AIA and Bob Kobet, AIA.

The impetus for an environmental charrette began when Allegheny County Planning approached AIA Pittsburgh for assistance in educating the public about development. This occurred after North Fayette Township unexpectedly granted 26 zoning variances to developers of the 1993 Airport Parkway Corridor Project. Could AIA help find a way to demonstrate what the region gains and loses by making or breaking planning commitments?

When the AIA Pittsburgh Committee on the Environment formed approximately a year ago, members decided to try to address this long-standing plea. Around the same time, AIA National issued a request for proposals for environmental design charrettes. A marriage of ideas ensued. Ultimately, National funded 18 charrettes, held from Connecticut to Hawaii. Pittsburgh's effort, with a \$70,000 budget, was by far the most ambitious and far-reaching of all the national forums. Initially scheduled for last fall, the charrette was postponed until spring 1996 to allow time for necessary fundraising.

"It was a little unusual for AIA National to do this," says Moshier. "The National Committee on the Environment was involved with the greening of the White House and The Pentagon, so they had shown leadership in this area and wanted to encourage environmental-friendly development nationwide. That's where the idea came from."

Can a model be developed for sustainable suburban development? The charrette looks at this national concern from the perspective of a microcosm, specifically focusing on Pittsburgh's airport parkway corridor, as it is antici-



pated that significant growth is inevitable in this portion of the region. "We're asking people to anticipate growth. We want to inform folks out there what the options are and get their reaction. That will drive change," explains Pecharka. "AIA is acting as catalyst; we don't plan to continue with this forever. Part of this is to empower and inform, and to give people the sense that not everything is inevitable."

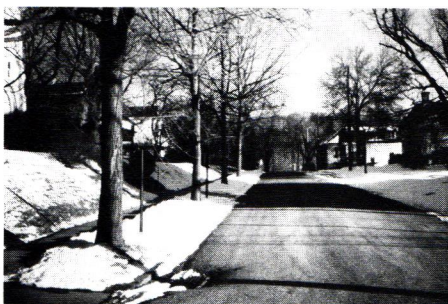
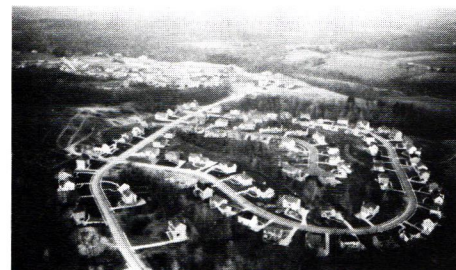
Bob Kobet feels the region needs to be more forward-thinking and not to be overly swayed by development money coming in the region. "The danger that exists, is you can win the economic development battle and the region will lose the war—we'll have grid lock, one giant, paved Monroeville, muddy streams, bad water. You can have a thriving economy and the place can be absolutely miserable."

Much of what is being discussed in the forum is not new. "We're talking about going back to some forms and patterns of development that have worked before. We want to show people what is already out there that works," says Pecharka, who anticipates comparing and contrasting images of Collier, Robinson, North Fayette, Moon and Findlay Townships, Imperial, Oakdale, Thornburg, McKees Rocks, Coraopolis, and Sewickley as examples of successful and unsuccessful suburban development.

While environmental concerns are often stereotyped as liberal issues, Pecharka and Moshier find there are many traditionally conservative organizations and individuals who, once they dig beneath the surface, discover that there are solid business and family value reasons to support sustainable development. "It's a mainstream thing," says Moshier. "If we don't do this, we're *all* in big trouble."

For example, the March forum looks closely at the development process, such as how a developer can build an interchange with public money, then rezone the land for commercial development and make a significant profit with absolutely no public input into the process. "Developers can form a transportation authority to get ISTEA funds for an interchange—increasing the value of their property a hundred fold," explains Moshier. "This is happening right now in Indiana Township. Your average citizen and even some people in the know don't realize it's so easy to do this. As a private developer, you can overrule the best interest in a community. We want people to be aware of this."

"The charrette heralds a new effort to bring to light what is happening in sustainable design and development on a regional basis around the U.S. We have an awful lot to gain by paying attention to what other people are doing," says Kobet. "We have an awful lot to benefit from looking back at what Pittsburgh has already done. If we could com-



bine the kind of energy and leadership this region is capable of and learn from what's going on around us, it would be an incredible thing to do for a region that really needs this kind of vision."

Subsequent forums, all co-hosted by Robert Morris College, will be held on March 14—looking at how development is initiated in the region, and April 18—examining the values and principles of environmental design. The two-day charrette, whose agenda will be driven by citizen response to the three forums, will be held May 9 and 10. 🏠

**OPPOSITE PAGE: The intersection of the Parkway West and Steubenville Pike, site of immense commercial and retail development, abutting five western townships.**

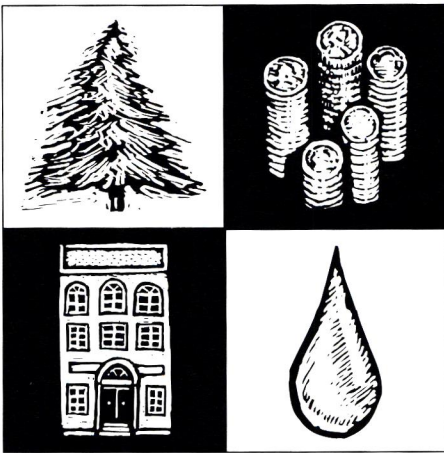
**CLOCKWISE, FROM TOP: 1) Typical commercial office complex; 2) Typical single family detached subdivision; 3) The strip at Steubenville Pike; 4 & 5) Contrast at street level of traditional development with one that is more contemporary.**



# Environmental Technology Leadership Challenge (ETLC):

## *Finding the Balance Between Economic Development and Environmental Stewardship*

by Larry Simpson



There is an evolving trend throughout the country to find common ground in dealing with economic development and environmental stewardship. In many cases, the solution may be found where sound business decisions are good for the environment.

### Role of the Architect

As architects, we are ideally suited to help bridge the gap between these two positions. Our skill at problem solving, creative planning, and long-term perspective positions us to serve as translator between the needs of society for the built environment and the limited resources available to meet those needs.

First and foremost, the need to adopt a long term view of these issues is paramount. Buildings with well conceived purposes, flexibility in their use and long range life cycles will be more conservative of limited resources and have the best impact on the environment while meeting clients' needs for construction.

Specifying environmentally sound building materials, designing energy efficient building systems and creating site plans harmonious with the environment are contributing factors to reducing costs and benefit the environment.

### Forum to Discuss Alternatives

In southwestern Pennsylvania, one forum to discuss these issues is being fostered by the Environmental Technology Leadership Challenge (ETLC). The ETLC is part of a national, multi-partner coalition of technology providers, potential users, environmental organizations, local communities and academic institutions who have publicly challenged the nation's corporations to put "better, faster, cheaper, safer" environmental technologies to use.

The Challenge is a grassroots, action-oriented, national project that will foster leadership and environmental excellence by:

- Showcasing environmental technologies and leaders that are solving the nation's pollution problems "better, faster, cheaper and safer";
- Demonstrating how environmental protection, cost-savings and jobs go hand-in-hand; and,
- Creating networks of partners that will use environmental technologies to renew our cities, improve our industries and drive economic and competitive advantage.

### Regions respond to the "Challenge"

Cities who have accepted the Challenge and have initiatives underway include: Portland, Oregon — *Green Hotels Challenge*; Chula Vista, California — *Border Clean Up Challenge*; Orlando, Florida — *The Challenge to Green the Entertainment Industry*; Chicago, Illinois — *Green Schools*; Baltimore, Maryland — *Build the Eco-Industrial Park*. Other cities who are participating as Founding Leaders include Charlottesville, Virginia; Minneapolis, Minnesota; Atlanta, Georgia; Chattanooga, Tennessee; Seattle, Washington; and Pittsburgh, Pennsylvania.

The southwestern Pennsylvania group of ETLC stakeholders includes representatives from the Heinz Endowments, City of Pittsburgh, Pennsylvania Environmental Council, High Technology Council's Environmental Business Network, Conservation Consultants Inc., Duquesne University, Carnegie Mellon University, and a cross section of representatives from the commercial real estate industry, architects, and business and environmental groups.



### Economic and Environmental Benefits

The ETLC group has been meeting since August of 1995 to determine how southwestern Pennsylvania could implement environmental technologies. The following are benefits the local group found as having economic and environmental advantages:

- Cost savings which result from energy efficiency, waste minimization, recycling and other techniques translate into disposable income which can be diffused and circulated throughout the regional economy;
- Implementing environmental technologies enhances corporate productivity and contributes to improving competitive advantages for regionally based companies competing in the global marketplace; and
- Promotes region as the world leader, epicenter and focal point for knowledge based companies utilizing environmental technologies, thereby attracting companies to locate in the region, exporting technologies which enhance job opportunities, and contributing revenues to the local economy.

### Initiatives to Achieve Results

The objective of the local ETLC stakeholders is to highlight initiatives ongoing in southwestern Pennsylvania. The initiatives which have been identified to date fall into two categories:

#### Green Design/Sustainable Development

- American Institute of Architects, Parkway West Planning Charette
- Green Neighborhood Initiative
- Green Building Alliance
- South Side Riverfront Housing Project

- Visual Interactive Code (VIC) (visualization of code implications)
- Utility Companies' Energy Conservation Program(s)
- EPA Project XL Application for a Pittsburgh neighborhood

#### Pollution Prevention/Recycling

- Environmental Business Network (showcasing companies and technologies)
- Carnegie Mellon University Intelligent Building Program
- Pittsburgh Manufacturing Network
- Cutting Fluids and Coolants Program
- Voluntary Initiative for Pollution Prevention (VIP2)
- SPIRC and BSR (Pollution Prevention for Small to Mid-Size Manufacturing firms)
- Riverside Technologies' pyrolysis tire recycling project

Various conferences which will be highlighting or have highlighted many of these initiatives include: Green Building Alliance—Home and Garden Show March 8-20; the Building Green Conference and Expo; the Industrial Site Recycling Conference April 16-17; the Business and the Environment Expo May 29-30; the National Recycling Conference September 17-19; the Western Pennsylvania Chapter of the National Association of Industrial & Office Properties (NAIOP) is conducting a program featuring "Eco-Industrial Parks" on September 12th; among several others.

#### City of Pittsburgh Plans Launch Event

To date, the City of Pittsburgh is actively working on its "theme" to be featured in an upcoming ETLC Challenge Launch event. In addition, Mayor Tom Murphy has cre-

ated a Task Force entitled the *Environmental City Initiative* to provide recommendations on how the City of Pittsburgh could align business and environmental objectives. It is believed that the ETLC will serve as one of the implementers for recommendations which were due in March 1996 from the Mayor's Task Force.

### Commonwealth of Pennsylvania Supports Environmental Technology

Pennsylvania's Ben Franklin Program places special emphasis on supporting environmental technologies. Its goal is to make Pennsylvania a national leader in this area. Working to support technology development through its four regional Ben Franklin Technology Centers, the Ben Franklin Program has created nearly 20,000 high quality jobs statewide, started at least 1,000 new companies, and commercialized more than 900 new products or processes.

Traditionally, business and environmental interests are not always compatible. Yet, through the implementation of environmental technologies and utilizing the concepts of sustainable development, good decisions can be good for business and the environment. 🏠

*Mr. Simpson is the Director of Marketing for Johnson/Schmidt and Associates and is the President of the National Association of Industrial & Office Properties (NAIOP) Pennsylvania Alliance and serves as Chair of NAIOP National Public Affairs' State/Local Subcommittee.*



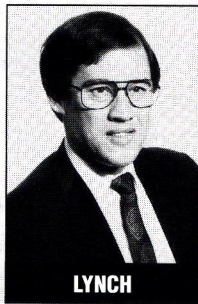
## Kudos

► **Burt Hill Kosar Rittelmann Associates** was ranked 44th among the Top 200 design firms in the country by Interior Design Magazine's 1996 Interior Design Giants.

**Burt Hill** has also won a 1995 ABC Construction Industry Award in the Architect/Engineer category. **Williams Trebilcock Whitehead** won two 1995 Excellence in Construction Awards from ABC for their work as General and Mechanical Contractors on Jefferson Hospital's Emergency Department.

**Jeffrey D. Ferris, Professional Affiliate**, has been named to the Board of Directors of Associated Builders and Contractors of Western Pennsylvania.

**Robert Lynch, FAIA** is AIA Pittsburgh's newest FAIA member. He recently participated in an information and planning session for the Governmental Activities and Advocacy Committee of United Cerebral Palsy Associations (UCPA). The goal of the conference was to set policy and action plans to guide national governmental staff to best serve people with disabilities. Issues ranged from education and civil rights for the disabled to health care. "Inclusion (of the disabled) in Main Street USA is the goal for the future. It's possible, it's economical and it makes sense. Learning how to advocate and direct funds for the right programs and services...will be our greatest challenge," said Lynch.



LYNCH

## From the firms

► Edward A. Kundla, intern architect with **Johnson/Schmidt and Associates**, conducted a modeling/planning exercise for 40 sixth, seventh and eighth grade students in the North Hills. In addition, he is writing a book entitled, "The Little Red Book of Architecture" which is aimed at teaching junior high students basic drawing, modeling and problem-solving skills related to architecture. JSA will provide a gift certificate to the AIA Bookstore as recognition of achievement for the best modeling effort in Kundla's classes.

**Gardner + Pope Architects** announces the addition of Stephen W. Eger as an intern architect. Mr. Eger received his Bachelor of Architecture from Penn State University and also studied architecture at the Technical University of Darmstadt, Germany.

The North Hills School District has selected **Burt Hill Kosar Rittelmann Associates** to renovate the 619-student West View Elementary School.

**Johnson/Schmidt and Associates** has been engaged to provide planning and design services for the new corporate headquarters of National City Bank, Pennsylvania, that will be located at One Riverfront Center. The project includes interior space planning and design for National City's offices, conference center and a branch bank on the first floor.

## News

► The Society of Design Administration's 27th annual convention will be held May 8 - 12, at the Radisson Plaza Hotel in Minneapolis, MN. This year's theme is "Partners in a Vision." SDA is committed to the future of design firm administration. Members and non-members are welcome to attend. For more information call Evelyn Root, (206) 622-5822.

According to the just released results of PSMJ's 1996 Design Services Fee Survey, fee levels in the industry have risen within the past year. The increase is estimated as that of the rate of inflation.

*Manhattan is a Country: Watercolors* by Robert L. Bowden opens in the Nicholas Davies & Company Gallery on May, 22, 1996, in Greenwich Village, New York. The exhibition will consist of over 50 watercolors of Manhattan. Mr. Bowden recently exhibited at the AIA Gallery, showing 31 watercolors in his exhibit, *Sites Specific Pittsburgh*, during October, 1995.

### BURSI (Better Understanding of the Roofing System Institute) Seminar

CSI will sponsor a one-day seminar for contractors, architects, engineers and others on Tuesday, May 14 at the Boardwalk (12th Street and the Allegheny River) from 8:30-4. Architects can earn Learning Unit credits toward their Continuing Education requirement by attending the seminar. \$40 for non-CSI members, \$35 for members. There is a \$5 discount if you register before April 30. For more information or to register, call Roger Mallory at 561-7682, Fax: 561-7683.

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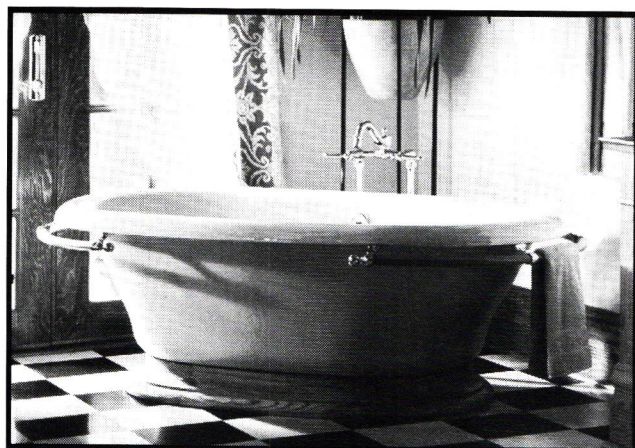
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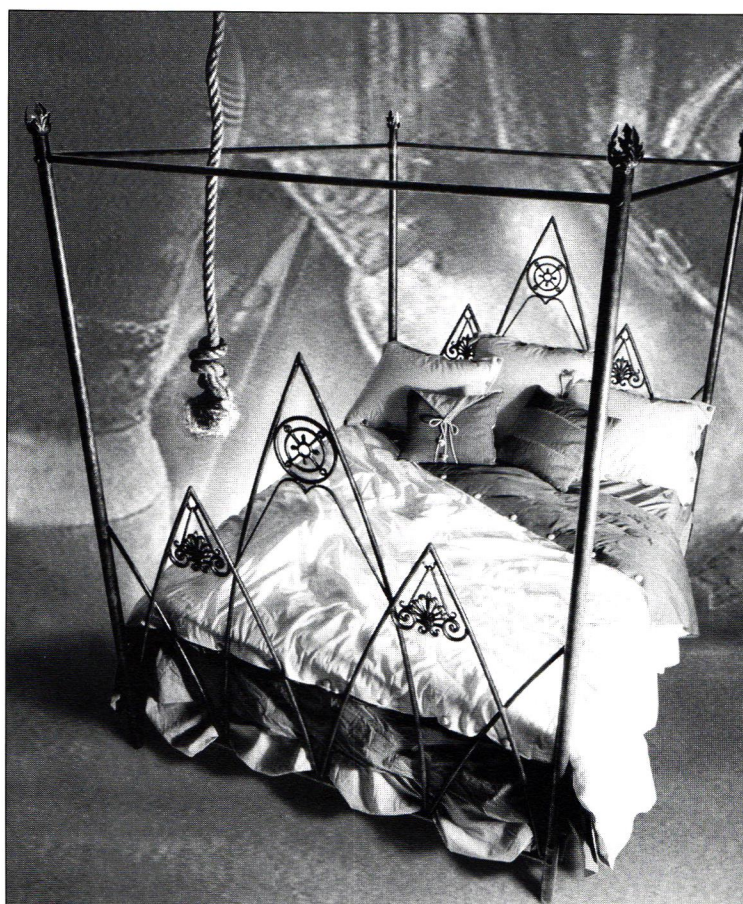
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# The Greening of Allegheny County: A Botanical Garden in the Making

by Cheryl Towers

**T**here are 346 botanical gardens in the United States, and an average of eight new gardens are opening annually according to the American Association of Botanical Gardens and Arboreta. Yet, none of them are in the greater Pittsburgh region, the only major metropolitan area in the country lacking a large public garden. We have some wonderful horticultural-related facilities: Phipps Conservatory is a shining example of a Victorian glass house, the Pittsburgh Civic Garden Center has been home to fine educational programs for years, and Beechwood Farms introduces many area school children to our local environment. But none of these institutions do what a major botanical garden does—collect, interpret, educate and research plants in a landscape setting large enough to have a major impact on local citizens, out of town visitors, and the local green industry.

The lack of a major public garden has serious consequences for our region. It means that the level of horticultural and design knowledge on the part of the general public remains low overall. Dan Eichenlaub, owner of Eichenlaub Inc., a landscape contract firm, reacts to this lack with passion. "A botanical garden would be a tremendous economic development investment. We've got over 6,000 people working in our industry in this region. We've already got the infrastructure for growing plants. What we don't have is a partner to help us introduce new plants, develop new plant hybrids, provide field training, and do all the kinds of things public gardens do elsewhere. We're importers of plants rather than exporters, and we're confined to doing business locally since we don't have the resource base to be in demand elsewhere. And we've got a population that frankly doesn't demand much because it's not exposed to much."

Lack of a garden means the public isn't adequately educated on the importance of biodiversity and the role that plants play in our lives, says architect Bob Kobet, AIA of

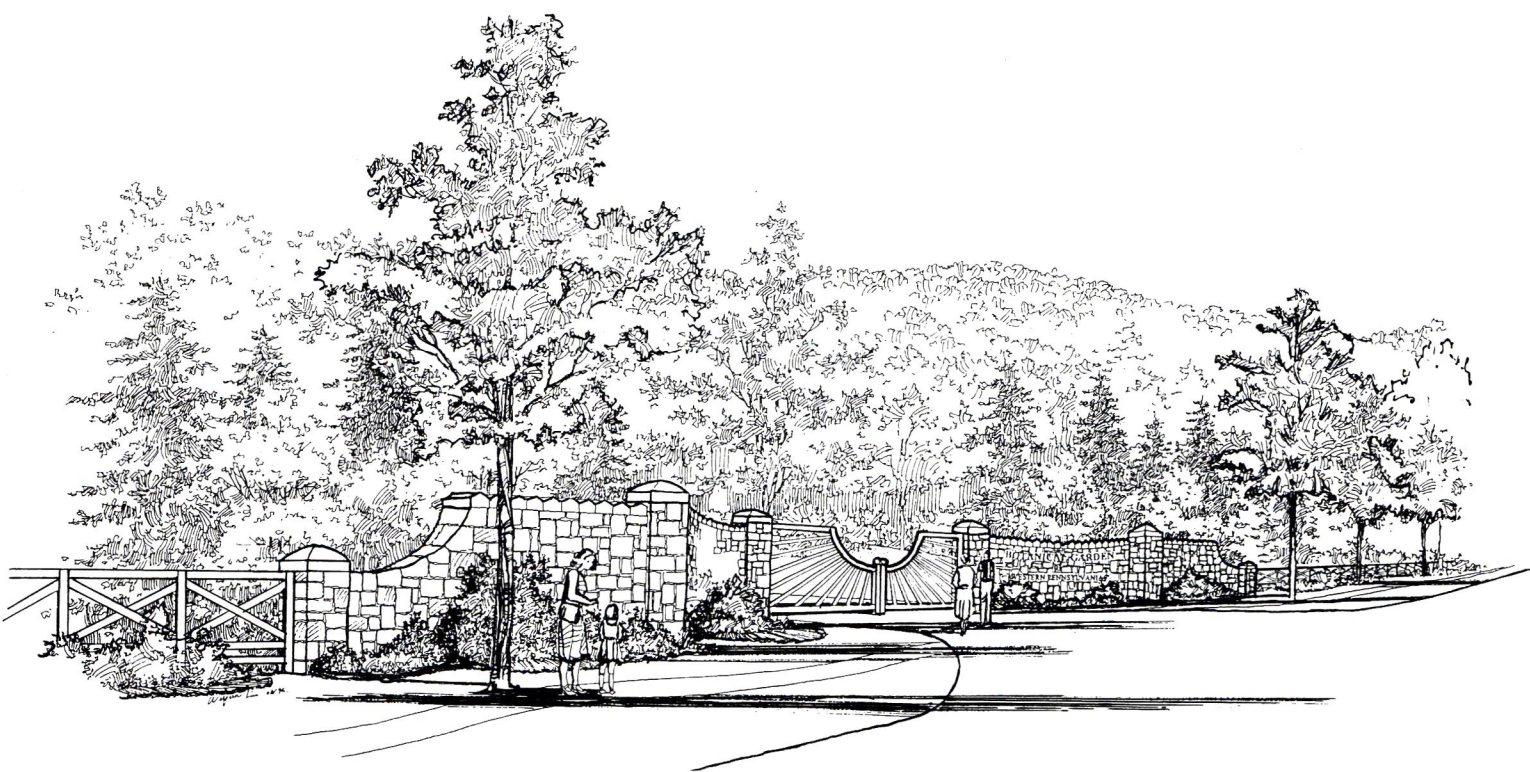
Conservation Consultants, Inc. Our transition into the 21st century must include re-educating ourselves to the many benefits of having plants in our lives, he explains. "Our region has a history of extracting and consuming resources in ways that gave little thought to environmental consequences or the needs of future generations. Living sustainably includes working with plant based systems for bioremediation of managed or polluted land, waste treatment, permaculture principles for food production, urban gardening and increased green space. Botanical gardens can play a critical role in providing the research and test facilities necessary for getting living systems integrated into our buildings and site planning processes. If Pittsburgh is to become a center for showcasing environmentally-based technologies, a botanical garden that performs these functions could be very beneficial to our region."

**W**ithout a public garden, some say, the Pittsburgh area is also missing out on significant tourist dollars. Alice Kaderlan, a consultant who works in the area of cultural tourism, notes that for all of Western Pennsylvania's richness of cultural institutions, "not having a major botanical garden in our region is a glaring omission. Given the public's interest in the environment, and the fact that gardening is the most popular hobby in America, we're not tapping that interest here to anything near the level that we should be."

There are other ways in which the area suffers financially, like missing the opportunity to boost surrounding property values and to reduce the impact of development. (As far back as 1864, Frederick Law Olmsted documented a \$55,880 net return in annual tax from Central Park.) It means yet another avenue of life falling victim to the "mall of America"—the sameness that comes from gardens and landscaping reflective of a few narrow traditions of what landscaping "should" look like rather than the exploration of the full range of possibilities of what it could be.

*The parcel identified for a regional Botanical Gardens in Marshall Township borders Fore Systems' new headquarters to the east and the Township park to the west. It is bounded by Knob and Brush Creek Roads with the entrance to the property running off Knob Road.*





With all this in its favor, it is not surprising that one local group is working to create a botanical garden. The Horticultural Society of Western Pennsylvania has formed an active site selection committee under the leadership of noted area garden designer and writer Lindsay Bond Totten. The committee has spent three years searching for sites in Allegheny County, and has identified a 212 acre parcel of land in Marshall Township owned by Allegheny County. The Society is now coalescing support for this site and seeking a way in which to acquire it. "This site is ideal," says Totten. "Access is excellent for both local and out of town visitors from local roads and from I-79 and the Turnpike. It's zoned suburban residential, but the township has indicated a willingness to re-zone for this purpose because it fits into the open space requirements which their Comprehensive Plan calls for to serve as a buffer between the industrial development of Thorn Hill Industrial Park and the township's residential and rural areas. Area residents have been very enthusiastic and eager to have us in their midst. And the land itself will be a genuine reflection of western Pennsylvania. It ranges from steep slopes to wetland to open areas ideal for gardens and buildings."

The Society began negotiating with Allegheny County in

1995 for acquisition of the land with the support of then Chairman of the Allegheny County Board of Commissioners Tom Foerster. At the request of Commissioner Dunn, a public hearing was held in December at which time many spoke in favor of the County making the land available to the Society for this purpose. One of the few opposing viewpoints was expressed succinctly by Ron Tarquinio, representing NAIOP. He felt the site was inappropriate as its access to major roads made it prime for commercial development. A citizen speaking in favor of the garden project countered that NAIOP could make the same argument for any site the Society might select, as location was of key importance to the success of a public garden. Marshall Township also noted in a subsequent letter to the Commissioners that "it is highly unlikely that the community would agree to a rezoning which would accommodate the kind of project that NAIOP seems to have in mind, as such use would not comport with the township's Land Use Plan."

Due to changes which occurred in the Board, the issue was postponed until 1996. The Society is now presenting its case to the new Board, and is seeking support for acquisition either by a \$1 per year long term lease similar to the arrangements the Zoo, Phipps and the Aviary have with the City of Pittsburgh, or through a low cost purchase.

In a recent issue of *Public Garden*, writer Ian M. Robertson makes a moving argument for the importance of gardens, one which underscores the need for such an institution in this area. "Horticulture is one method whereby people may learn the essential lessons of how to live comfortably in the place they find themselves and not impose upon it a lifestyle or development patterns that are alien to its intrinsic genius. What better institutions to address this challenge than botanical gardens and arboreta?"

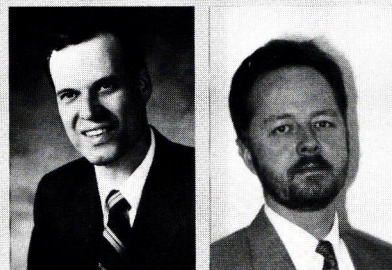
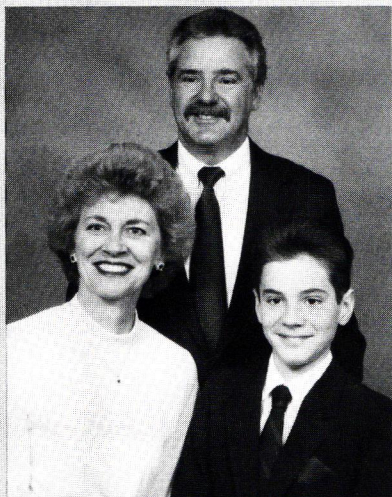
The Society encourages anyone with an interest in a botanical garden for the region to contact the County Commissioners and urge them to make this property available to the Society for this purpose.

To learn more about the Western Pennsylvania Botanical Garden Project, or to become a member of the Horticultural Society of Western Pennsylvania, contact Cheryl R. Towers, Land Acquisition Committee, 112 North Woodland Road, Pittsburgh, PA 15232 or call (412) 362-1844. (Towers is a member of the Society's Board of Directors and its recent past president.) ■



## AIA Pittsburgh Welcomes Seven New Members This Month

*Frank McCurdy, AIA, Membership Committee, 394-7000*



**FROM TOP: Frank D. Puricelli, Jr., AIA and family; Ryan M. Pierce, AIA and family; Gary L. Van Balen, Professional Affiliate; and Michael P. Rajchel, AIA**

### **Gary L. Van Balen, P.E., Professional Affiliate**

Vice President and General Manager, Ackenheil Engineers, Inc., which offers civil, environmental and geotechnical engineering, materials testing, and construction monitoring services.

SCHOOL: The University of Pittsburgh, BS Civil Engineering, 1976.

SPOUSE: Penelope E. Sayles

CHILDREN: Kara Beth, 7 months

PAST PROJECTS: a wide range including: foundation investigations, design of storm water management facilities, reclamation of abandoned mined lands, and hazardous waste remediation projects.

INTERESTS: my family and my company, followed by everything else as time permits, including sweep rowing.

### **Frank D. Puricelli, Jr., AIA Puricelli & Constantino Architects**

SCHOOL: Greensburg Institute of Technology

SPOUSE: Linda D. Puricelli

CHILDREN: Frank T., age 15

PAST PROJECTS: St. Anthony's Education Center, Moxham National Bank Corp. HQ and several branch facilities.

INTERESTS: Antique and classic cars, golf and woodworking.

### **George R. Marshall, Professional Affiliate Tri-State Blueprinting, Inc.**

SCHOOL: Sam Houston State University

SPOUSE: Deborah S. Marshall

CHILDREN: Mathew, 12; Daniel, 9; Katelyn, 7

PAST PROJECTS: New airport, PPG Tower, OMBC, Oxford Center, Vista, CNG Tower.

INTERESTS: Golf, skiing, basketball, but most importantly my wife and children.

### **Michael P. Rajchel, AIA Foreman Bashford Architects Engineers**

SCHOOL: Butler County Community College

SPOUSE: Debra

CHILDREN: Stephanie, 10

PAST PROJECTS: Century National Bank-Rochester Office

INTERESTS: Sports, music

### **Ryan M. Pierce, AIA Hayes Design Group Architects**

SCHOOL: Penn State University

SPOUSE: (fiancée) Lisa Carmichael

CHILDREN: (Future step-son) Luke, 3

PAST PROJECTS: Multiple projects at Point Park College, Perry Trad. Academy, Orr's Jewelers, 500 Waterfront Drive

INTERESTS: Golf, tennis, home remodeling, photography, auto racing

COMMITTEE INTERESTS: Interiors, Exhibits, Education/Professional Development

### **Tom Pierce, AIA Burt Hill Kosar Rittelmann Associates**

SCHOOL: University of Oregon

SPOUSE: Terry Creogh

CHILDREN: Louise Brooks Pierce, 7; Tina Thomas, 18

PAST PROJECTS: Custom residences, Alcosan renovation, retail shops, banks

INTERESTS: Photography, computer technology

COMMITTEE INTERESTS: Urban Design

### **Eve Picker, Associate AIA Eve Picker, Planning•Design•Development**

SCHOOL: University of N.S.W., Sydney, Australia; Columbia University.

SPOUSE: John Norton

CHILDREN: Jonathan, 11; Josephine, 9

PAST PROJECTS: Revitalization strategies for Midcity, Baton Rouge, LA and for Pittsburgh's Northside. Various urban design and zoning studies for the Planning Department; conceptual urban design for West End's Tranter Square and adaptive reuse projects in Friendship. (Note: my practice is not a traditional architectural practice. I am an urban design consultant and development specialist and I also work on a number of entrepreneurial development projects.)

INTERESTS: As many as time permits. Most recently and most fun, skiing, rollerblading, Italy and the Italian language, and my wood-burning stove. The most time consuming is an ongoing commitment as a board member of the Friendship Development Associates.

COMMITTEE INTEREST: Urban Design





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### AIA ACTIVITIES

#### April 3, Wednesday

**Committee of Committees Meeting**, 12 noon at the Chapter office, Anne Swager, 471-9548.

#### April 9, Tuesday

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

#### April 10, Wednesday

**Professional Development Committee Meeting**, 12 noon at the Chapter office, Carl Freedman, AIA, 281-6568.

#### April 11, Thursday

**Committee on the Environment**, 5:30 p.m. at the ECO Center, South Side Gary Moshier, AIA, 231-1500.

#### April 12, Friday

**Communications Committee Meeting**, 12 noon at the Chapter office, Anne Swager, 471-9548.

#### April 16, Tuesday

**Legislative Committee Meeting**, 4:30 p.m. at the Chapter office, Jim Sheehan, AIA, 682-6008.

#### April 17, Wednesday

**Public Relations Committee Meeting** 12 noon at the Chapter office, Dewey Nichols, AIA, 394-7000.

#### April 29, Monday

**Architrave Board Meeting** 5:15 p.m. at the Chapter office, John Martine, AIA, 227-6100.

#### April 30, Tuesday

**AIA Seminar: Architecture and the Internet**, Location TBA, 5 p.m., \$30 members, \$40 nonmembers.

### AROUND TOWN

#### April 9, Tuesday

**CSI Monthly Meeting**, "Firestopping," a panel discussion by manufacturing representatives, a local code official and a BOCA representative at the Embassy Suites Hotel in Moon Township; 5:30 social hour, 6:30 dinner, 7:30 program; \$20. Attendees are welcome to come for just the program for \$3. Earn AIA Learning Units. Advanced reservations required no later than April 5. Call 823-5063.

#### Ongoing

**Waterworks '96**, Pittsburgh Water Color Society exhibit, through April 26 at the AIA gallery.

### C A L E N D A R

#### April 14, Sunday

**Architects' Sunday**, 2-5 p.m., tour of 8 architects' downtown offices, \$5 for students, \$8 in advance, \$10 at door, \$12 includes party afterwards, benefits Architrave, Betsy Martin, 928-9412.

#### April 18, Thursday

**Forum Three of Reshaping the Region: Planning for a Sustainable Future**, 7 p.m. at the Sewall Center, Robert Morris College, Moon Township, 471-9548 for more information.

#### April 24, Wednesday

**The Hornbostel Lecture**, part of the 1996 Pittsburgh Architecture Lectures with speaker James Wines, 6 p.m. at the Carnegie Museum of Art Theater, admission is free.

#### Through April 27, Saturday

*An Exhibition of the Allegheny Riverfront Park Design by Michael Van Valkenburgh Associates and Ann Hamilton and Recent Projects by Van Valkenburgh Associates at the Wood Street Galleries, 601 Wood Street, Downtown; presented by the Pittsburgh Cultural Trust.*

#### April 27, Saturday

*Christmas in April*, volunteers needed to repair houses, Jay Glunt, Associate AIA, 394-7000.

#### Ongoing

*A Century of Women Landscape Architects and Gardeners in Pittsburgh*, curated by Judith Hull, at the Heinz Architectural Center, through June 2.

### COMING UP

#### April 13, Saturday

"Making Designs on the Riverfront," local organizations' plans for the riverfront, 9 a.m. at the Carnegie MOA Theater; public welcome. For more information, call 622-5553.

#### May 2, Thursday

Opening reception for the architectural exhibition **"The Parthenon Project"** by photographer Judith Turner and architect **Paul Rosenblatt**, AIA, 5 - 7 pm at the Hewlett Gallery in the College of Fine Arts at CMU.

#### May 9 and 10, Thurs/Fri

**Reshaping the Region Design Charette**, two day-long sessions, Robert Morris College, Moon Township, for more information, call the Chapter office, 471-9548.



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# David Pecharka, AIA



*People would be surprised to know that it was my evil twin in the whole time.*

**Firm:** L.D. Astorino & Associates, Ltd.

**Family:** wife, Kathy; children: Adam, 11; Samuel Clayton, 7; Rachel, 2; cats: Jasper and Jinka.

**Years in practice:** 13 (8 registered).

**Education:** M. Arch. + B.S., Georgia Tech.

**Your first job:** Simpson & Associates, Atlanta (1983).

**Project you're proudest of:** I've been doing some pro bono work off and on for years at our church, Union Presbyterian in Robinson, and some very exciting changes are happening right now.

**Most embarrassing moment:** What do you mean? Everything's gone *real* well up until now.

**Building you'd like to tear down:** Do they have names? Parkway Center, the Jonnet Building in Monroeville, any of a number of anonymous piles that clutter our roadways, Fifth Avenue Place.

**If you hadn't become an architect, what would you have been?** A novelist/inventor/movie producer/saloon keeper.

**If you could live anywhere in the world, where?** A gentle, friendly tropical harbor town.

**What's the best part of your job?** The people. My fellow employees at LDA. We have a lot of fun.

**What would you change about your job?** Is this a trick question?

**What have you always wanted to tell your clients?** Choose the *other* scheme. The one I like.

**What's the most annoying thing architects do?** Nurture arrogance and large egos.

**Advice to young architects:** Why? I never listened to any.

**The one thing you wish they'd teach you in school:** is how to secure big commissions and win design awards.

**Favorite interior:** The Fox Theatre in Atlanta is a wonderful Moorish fantasy, similar to the old Syria Mosque.

**Favorite building:** You know, that's really tough. I like buildings a lot, but I find that I truly prefer the outdoor spaces defined by them. I think Flagstaff Hill in Schenley Park is a remarkable comfortably urban space, with short, medium and long distances between buildings.

**Are there any others?** This is going to sound strange, but there is a terrific uninhabitable space between the Civic Arena, the U.S. Steel Building and the U.S. Courthouse, bisected by the Crosstown Expressway and several overpasses. It is a dynamic space with vehicles flying in all directions and immense tensions amongst the elements. I imagine that a laser show at dusk between these buildings would be very exciting.

**Favorite city:** Savannah, Georgia is a wonderful, relaxed town that is an architectural and urban treasure.

However, it can also be oppressively hot and humid in the dog days, and I have heard that it is even more provincial than Pittsburgh.

**Favorite architect:** Who do you think? (See comment about large egos.)

**Favorite architecture book:** *The Three Little Pigs*. No, really, *A Pattern Language*, by Christopher Alexander.

**Favorite Pittsburgh neighborhood:** Regent Square—it has a nice mixed character of residential, shops and parkland.

**Best gift to give an architect:** Progressive, monied clients with a social conscience and urban sensibilities.

**Wish list for downtown Pittsburgh:** A visionary mayor, with visionary county executives, and lots of housing downtown; walk-up residential the full length of Wood Street; real public transportation.

**What's the next big architectural trend?** Fully accessorized buildings. Post Modernism brought back funny hats, now we need the shoes and the purses.

**Someday I'd like to:** learn to play the piano.

**I want to be remembered for:** helping people live better lives through the built environment.

**People would be surprised to know that:** it was my evil twin in the whole time.

**The secret to my success is:** I number my sheets from the bottom right corner, up and to the left.

**I belong to the AIA because:** I am devoted to lifelong learning and personal and professional growth and the AIA is the organization that sustains that goal. It also provides me with an identity that transcends the day-to-day grind.



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# competitions, seminars, conferences & workshops

## ■ AIA SEMINAR: Architecture and the Internet

How can the Internet be used by architectural offices for marketing, client contact, e-mail, inter-office communications, and receiving file and detail libraries from manufacturers? This seminar will show a range of possibilities and will discuss how you can create your own Internet presence. By attending, participants can earn Learning Units towards their Continuing Education requirements. Time and location, TBA. Members \$30, Nonmembers \$40.

## ■ AIA SEMINAR: The Owner-Contractor Agreement

This seminar will review the architect's responsibilities described in this agreement and discuss issues around Owner/Contractor modifications to this agreement and the associated AIA documents. Tentatively scheduled for May. Advanced registration/payment only; space limited to 40 people.

## ■ International Design Conference

Now in its 46th year, the IDC is scheduled for June 5-9, 1996, in Aspen, Colorado. The conference will focus on "Gestalt: Visions of German Design." Attendees will explore: the coming leadership agenda for success in world markets; how a new generation reinterprets Bauhaus; social and ecological challenges in Berlin's explosion of international ar-

chitecture. Among the confirmed speakers are: Peter Blake, Daniel Libeskind, Klaus Maack, Cristina Morozzi, and Kurt Vonnegut. The IDC registration fee is \$750. For more information call (970) 925-2257.

## ■ Design Competition

The village of Glenwood, Illinois is sponsoring a competition to generate proposals for their new Village Hall and Town Square. The winners will be awarded cash prizes of \$22,500 and a design commission eligibility. Registration closes the last week of April 1996. For information call: Eda Schrimple (708) 758-8038.

## ■ 1996 AIA National Convention

Also known as Minnesota 96, this year's convention and AIA Expo96, will be held May 10-13, in Minneapolis. The convention offers an extensive package of educational opportunities, giving members the chance to fulfill the annual quota of 36 LUs in one three-day weekend. The Minnesota chapter has arranged tours which highlight the best of their state's architecture including work by Pei, Pelli, Tange and Warnecke. AIA Expo96 has more than 350 leading-edge companies exhibiting new products and services. This year's registration fee is \$195, 44% lower than last year's. For more information call the Convention Department at (202) 626-7395.

## THE MASTER BUILDERS ASSOCIATION OF WESTERN PENNSYLVANIA (MBA)

# MBA

## Getting to Know Us

Carnegie Mellon University Architectural Archives date the Master Builders Association back to 1886. As one of the oldest construction organizations in Western PA, we have evolved and adapted our services to help contractors survive and thrive in this fast-paced industry.

We're certainly proud of our past and our longevity, but we're focused on today and our vision for the future. As industry leaders, MBA contractors set high standards for themselves, providing cost-effective, quality professional construction services.

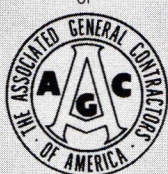
We're painfully aware that the bottom line is at stake every day, and that owners are pressuring architects to work on increasingly thinner margins. Meeting informally with several archi-

tectural firms in the past 8 months, we've learned that there are many misconceptions about the Master Builders...who we are, what we do...and how this all relates to you, the designer.

Through future issues of *Columns* Magazine, we will take AIA members and their clients on a written tour of the inner workings of the MBA—its activities and challenges, and how they relate to the design profession. We'll be featuring a host of local industry personalities as guides.

The MBA works in so many ways to continuously improve construction practices, offering clients the best overall value for their construction dollar. We're excited about this opportunity to offer our views and affirm that our contractors live up to the name *Master Builders*.

PITTSBURGH CHAPTER  
OF



**Call Executive Director Jack Ramage (412) 922-3912 for more information or a copy of the MBA Soucebook.**



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