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The Brownsville Road Elementary School in Memphis, Tennessee, demonstrates again the additional advantages afforded by concrete in meeting the basic criteria for modern school construction.

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Among the concrete uses in the building are reinforced frame, floor, and roof, plus concrete masonry for partitions and backup walls.

Here again, concrete provides high esthetic values, durability, maximum fire safety, and low cost. The $10.54 per-square-foot cost of the Brownsville Road School even includes air conditioning.

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WORK PROCEEDS on the Portland Cement Assn's. new general offices on Old Orchard Rd. in Skokie, which since 1950 has been the site of PCA's research and development laboratories. The new administrative center, scheduled for midsummer 1968 occupancy, will be a showcase of concrete construction, featuring precast-prestressed columns, wall panels, and single-tee floors and roof. The general contractor is Chell & Anderson, Inc. Supplying the precast elements is J. W. Peters & Sons, Burlington, Wis. The Perkins & Will Partnership is the architect.

"Wait until they're done," he said. "We'll have more to talk about then—more to show. After all, the building is being called a showcase of concrete construction, featuring precast-prestressed columns, wall panels, floors and roof. So let's wait until it IS a showcase."

"All the more reason to talk about it now," we said. "Wouldn't you agree there are people asking themselves, right now, what materials they ought to use in their building plans?"

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Final results revealed new proof that gas heat gives you the best heating benefits—plus much more for your money.

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They compared cost. Differences were dramatic! Gas heating cost far less, yet gave unsurpassed heating benefits. What would results be if the two identical test homes had been in the Milwaukee area? To determine the answer, Nationwide Consumer Testing Institute made a comparison based upon Milwaukee's conditions of climate and local rates for gas and electricity. The results:

TEST RESULTS FOR IDENTICAL HOMES, BASED ON MILWAUKEE RATES AND CLIMATE

FIRST TEST SEASON (OCT., 1965-MAY, 1966)

SECOND TEST SEASON (OCT., 1966-MAY, 1967)

Contrary to recent electric heat advertising, gas is unsurpassed for clean, comfortable heat. Electric heat costs 2½ times more than gas, under identical conditions! Good reason why 98.6% of all new homes in the Milwaukee area are heated with gas.

Want more facts? Complete details about the gas and electric heating test are contained in an interesting booklet "The Living Difference." Send for your free copy. It will provide valuable reference when you're ready for a new heating system or a new home.

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Wisconsin Architect/June, 1968
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4-day Spancrete erection provides 40,000 sq. ft. parking deck for auto agency

Fast erection: Moving at the rate of 10,000 feet per day, Spancrete erection crews provided combination roof and parking deck for the Central Ford Auto Agency in Los Angeles in just four days! Bearing for 8”-thick Spancrete was on 26’ prestressed concrete beams.

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John W. Wade Appointed Dean of the School of Architecture at UW-M

May 18, 1968, was the day of the historic announcement that after exactly 120 years, since the establishment of the University of Wisconsin, the first dean for the first architectural school in Wisconsin, was appointed. The University of Wisconsin Board of Regents announced the appointment of John W. Wade, as Dean for the School of Architecture at UW-M. His appointment is effective July 1.

Mr. Wade, head of the architecture division at Tuskegee Institute, has a bachelor of arts degree (magna cum laude) from Harvard College, a bachelor of architecture degree from the Harvard Graduate School of Design, and a master of architecture degree from the University of Pennsylvania Graduate School of Fine Arts. He also completed a diploma course in town planning at University College, London, where he studied under a Fulbright scholarship.

He was appointed to the faculty of Tuskegee Institute, Alabama, in 1963 and given the responsibility of developing curriculum in architecture. He also served in 1967 on a committee advising the University of California at Los Angeles on curriculum for its new school of architecture.


Mr. Wade taught mathematics at Armstrong college, Savannah, was a teaching assistant at Pennsylvania and was a short term architecture critic at Clemson University and Auburn University.

He has served on various committees at Tuskegee, is an advisor to the local community development corporation, and helped write the Tuskegee community’s Model Cities application.

From 1957 to 1963, he independently practiced as architect, planner, graphic designer and photographer on Hilton Island, S.C. He helped in the development of Sea Pines Island, near Savannah, Ga. The development and Mr. Wade’s work have been widely published in House & Home, Architectural Record, etc. We just learned from The American Institute of Architects, that Sea Pines Plantation, Hilton Head Island, South Carolina, will be awarded a “Citation for Excellence in Private Community Planning” on May 31. (For further detail see NEWS NOTES, page 45).

While at Tuskegee, Mr. Wade has also been in independent practice, since 1967 with Wade, Hight & White, architects, engineers and planners. He is a member of the American Institute of Architects and the Association of Collegiate Schools of Architecture.

John W. Wade has had a one man show of paintings and sculpture at Tuskegee and a one man photographic show at Telfair Academy, Savannah, and has published articles in the AIA Journal and other national publications.

The Wisconsin Chapter, AIA, responded to the appointment enthusiastically with the following statement: “Mr. Wade brings to Wisconsin a clear understanding of architecture, not only of the design discipline, but also a demonstrated concern for the relationship of architecture to the people and elements of the urban community.

“His distinguished record of achievement incorporates an educational background, private practice and academic experience that well qualifies him to assume this position.

“The master plan for architectural education, which has been prepared and approved by Wisconsin’s Coordinating Council for Higher Education, will combine with his leadership and his comprehension of architectural education to offer a unique opportunity to establish an architectural curriculum of extraordinary caliber.

“Experience in establishing architectural course studies at both Tuskegee Institute and the University of California at Los Angeles, eminently qualify him for the role of dean at the new school.

“His concept of the School of Architecture will bring this professional program to the position of an integral component of the University and the community's problems today.

“The architectural profession commends the University of Wisconsin-Milwaukee faculty and administration for their untiring efforts, culminating in this appointment.”

During a very brief stay in Milwaukee during the week of May 20, Mr. Wade visited with us at the offices of WISCONSIN ARCHITECT magazine. With his consent and co-operation, we are planning to bring a profile in depth about the man, the architect and the artist in the July/August issue.
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First, let me express my sincere thanks to the entire committee for their untiring efforts, month after month for the past year. They have made my task so light. (The joint committee was composed of members of the Wis. Chapter AIA: Robert P. Torkelson, chairman; Reimar Frank, AIA, E. John Knapp, AIA, Lawrence E. Bray, AIA, Sheldon Segel, AIA, and Jerold Dommer, AIA. Members of the Exhibitors Committee: Robert Klaas, chairman; Harry Wittwer, Don Osenga, Robert Present, Bill De Lind and Ken Kusch.)

In the heart of every convention as in a human, there is a beat ... a pulse ... a feeling ... and in this one there was a real sense of direction ... following its theme the FINE LINE. Glen H. Abplanalp, FCSI, very capably set the stage when he showed how much out of joint everything can be, when the legal section of the specification becomes over three-fourths of the volume, and the technical part only the last one-fourth. He caused us to think about the proper portion of emphasis needed in the various phases of the total building industry. He included all segments of the broad concept of BUILDINGS. His conclusion asked that we as architects take careful control of ideas for a TARGET.

A. Barry Blay, Vice President of Kawneer, outlined the many things manufacturers can and will do to make their products perform within limits. His greatest challenge was to have all of us work as closely as possible in research and development of the total envelope of space so as to make the end product one in which we can all be justly proud. If and when this comes about, we are READY to proceed with our combined task.

James A. Cawdrey, Partner of Cawdrey and Vemo, did then proceed to lay it on the line. He felt the challenge today for contractors was to build from the plans given ... though not always as perfect as one would expect them to be. A very good interplay of thought ensued. This was as close to a working seminar as I have had the pleasure to witness. He had an opportunity to question and answer the Architect and also a guest Attorney. Some of the questions raised, pose serious query of the legal position: who is taking AIM at whom. It then behooves us to carefully survey the total line of this industry.

Reverend A. Reuben Gornitzka, President, Direction, Inc., certainly brought us to an unforgettable mountain-top experience. He very aptly let us mentally walk THE FINE LINE, precariously perched to realize full well the consequences of indecision. He asked that we make a real search of HUMAN RELATIONSHIPS ... VALUES ... giving ourselves in service to others. Can we do much less than tenaciously hold to the FINE LINE of true witness? If you weren't there, ask someone who was, and you'll wish you had been. I expect this impact will not wear off for some time to come.

Robert F. Hastings, F.A.I.A., P.E., President, Smith Hinchman and Gryllis Associates, Inc., illustrated the Comprehensive System so necessary in the total BIG PICTURE. He showed how it can be up to us to act as the catalyst in the industry, how we can pull together the 3D's and the 3P's. Design ... Decision ... Delivery and Project Management ... Planning ... Production. We must concern ourselves with value judgment more than nuts and bolts. The Public is demanding a Simple System for Creating Environment, looking at time, cost and quality, and the Architect can and must accept this role. He believes within the next five years, the PROFESSION has to decide what part of the total we will face up to. Can we accept the responsibility (liability)? He has given us ideas for action, FIRING us up to accept our CHALLENGE TO CREATE BETTER ENVIRONMENT.

It has been a real pleasure for me to be a part of this convention, giving and sharing. The thought taken from each speaker has helped to enrich the experience. Now, to see it spread throughout the state and even the nation to develop the reality of making this a fine profession, and in ourselves, better architects in service to all mankind.
Banquet speaker, Rev. A. Reuben Gornitzka, figuratively speaking, "held his audience in the palm of his hand." He elaborated on man's alienation, dismal moral dilemma and his great need to commit himself to quality.

Robert Klau presenting an attendance prize to S. S. Stepnoski, AIA, while Emiel Klingler, AIA, looks on.

James W. Cawdrey, Julius Sandstedt, FAIA, Barry Blay, Allen Strang, FAIA, and Jane Richards at the Keynote Luncheon.
“Western Rancheroo” was the fun event at the convention. After an opulent buffet supper, Ken Johnson and his charming wife got everybody into a square-dancing mood.

Mrs. and Mr. Don Osenga, hosts at the Sawdust Saloon hospitality room, sharing a hilarious story with John Steinmann, AIA, and Mrs. Bill Smeaton.

Pete Elliot, magician at the Spancrete hospitality suite, truly fascinates his observers.

Larry Huffman and George Schuett, AIA, playing up a storm.

Joseph C. Fagan, Chairman, Department of Industry Labor & Human Relations, spoke to the Women’s Architectural League during a luncheon at the convention.
yV//,s.
and Mr. Robert Yarbro at the President's cocktail party. Mr. Yarbro is Vice-President of the Wisconsin Chapter, AIA.

Mrs. Jane Richards, Executive Secretary of the Wisconsin Chapter, AIA, at one of the rare moments of relaxation during the convention.

Women's Architectural League provided a much appreciated "oasis" for weary feet and minds at the "mid-way" Big Top Lounge at Lake Lawn.

Robert Hastings, FAIA, has the undivided attention of Mark Purcell, AIA, Julius Sandstedt, FAIA, Allen Strang, FAIA, and Joe Flad, AIA, Director of the North Central States Region, The American Institute of Architects.

Robert Yarbro, Mrs. Bray and Thomas Eschweiler.

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Barry Blay, Director of Marketing for Kawneer Co., speaking at the first seminar about the responsibility of the supplier.

Barbara Burk Baugh, Miss Wisconsin, and Mark A Pfaller, AIA.

Tom Bertz, legal counsel for the Wisconsin Chapter, AIA. Larry Bray, President of the Wisconsin Chapter, AIA. Mrs. Bray and Allen Strang, FAIA, in conversation at the President’s cocktail party.

Mrs. Joseph Flad, Mrs. Thomas Escheuler and Lawrence Bray.

The scene at the Annual Membership Meeting on Thursday, May 2nd.
If it is the purpose of the AIA to advance the profession of architecture to better serve the public interest, I believe its leadership must now be acutely aware of the dynamics of change. As a profession, we are being challenged by new problems and new technologies. For example, the urban crisis reflects not only shortcomings in our physical environment, but social and economic pressures which require for their solution the coordinated efforts of many disciplines. To be of influence, it is not enough to claim a privileged position in the traditional construction market; rather we must earn the right to leadership, not only by providing imaginative solutions, but by demonstrating our management skill, our persuasiveness and our willingness to assume responsibility. If we fail, we will have abdicated to the entrepreneur, the systems analyst, the behavioral scientist or the psychologist, disciplines which can provide valuable inputs, but certainly are not substitutes for architecture. To meet the challenge the profession must encourage expanded curricula in schools of environmental design and accept the need for continuing professional education. Unfortunately, we too often train technicians instead of philosophers, indians instead of chiefs.

Furthermore, the Institute must find ways to relate more to students, not so much to “tell” them as to “listen” to them. Students are not only the future of the profession, but its lifeblood. It is in the schools that new ideas can generate, if given encouragement. Many students unfortunately “aim to please” and many adults expect conformity and maturity, but it is the “process of discovery” that is exciting — it should be encouraged, watched and listened to.

As for our clients, there is no more vital program of the AIA than the public education project. This proposes to introduce into the social studies courses at primary and elementary levels material that will increase the visual awareness of our future clients and to provide aid, through courses in teachers’ colleges, to the teacher who will use this material. It is not our purpose to teach architecture (although this may incidentally occur) but to encourage a better understanding of beauty and order in our physical environment.

I believe it is the function of AIA to develop means to implement such programs. To do so efficiently and effectively we must continually re-examine our structure in order to provide better planning and budgeting and in order to tighten controls of both policy and executive procedures.

Lastly, I am unalterably opposed to any suggestion that we abandon our professional position. Society today is demanding more professionalism, not less. It would be a tragedy, and incidentally the end of AIA, if we were to succumb at this moment to such pressure. Architecture will continue to be a great profession provided we meet the challenge of change.
At the Awards Luncheon, the Wisconsin Chapter, AIA, recognized architects, owners and contractors of Honor and Merit award-winning projects of the 1968 Honor Awards Program with citations for "distinguished accomplishment in architecture."

**Girl Scout Troop House:** Ron Bowen of Bowen and Kanazawa, architects, Mr. Dean Cunat and Mrs. Caesar Polad.

**Lifesaving Station:** Mr. and Mrs. Ralph D. Culbertson, Mr. and Mrs. Findlay and Mr. O. Arnold. John Findlay represented Potter, Lawson, Findlay & Pawlowsky, Architects. Mr. Culbertson received at the Awards Luncheon the following Citation: "Ralph D. Culbertson, Chief Engineer, Bureau of Engineering, State of Wisconsin, in recognition of his direction of the Bureau of Engineering in the achievement of the construction of distinguished and significant buildings in the State of Wisconsin by members of the Wisconsin Chapter, The American Institute of Architects."

**Milwaukee School of Engineering Dormitory:** Mr. Oswald Johnson, Mrs. John Murphy, Mr. C. G. Schmidt, Mrs. and Mr. Gordon Pierce and Mrs. and Mr. David Kahler. Mr. Kahler designed the Dormitory and received the award for Fitzhugh Scott, Architect.
Mr. Rudy Rechle of the State Bureau of Engineering, Bob Cashin and Keith Goodwin of Cashin-Goodwin & Associates, Architects, Mr. Bob Velzy of Wisconsin State University and Mrs. and Mr. Rolland Williamson.

Public Safety Building in Whitewater: Mrs. Dana Bonk, Mr. and Mrs. Nathaniel Sample and Mr. and Mrs. Ross T. Potter (Mr. Potter designed the project), Mr. and Mrs. Moksnes and Mr. Bonk.

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Karl Schubert with his sons, Franz and Fritz, accompanied Mr. D. B. Reinhard to the Awards luncheon where Mr. Reinhard received the following citation: "In recognition of the outstanding citizenship demonstrated by the foresight and direction he contributed to the transformation of an unsightly area of La Crosse, Wisconsin, into a place of beauty, pridefully enjoyed by all citizens of that community." Mr. Reinhard was President of the La Crosse Chamber of Commerce.

Mrs. and Mr. Julius Sandstedt, Mrs. and Mr. John Reiss and Mrs. and Mr. Terry Mooney at the Awards Luncheon. John Reiss is Art Director of the WISCONSIN ARCHITECT magazine and received the following Award of Merit: "For contributing significantly to excellence in graphic art in Architectural literature in distinctive magazines, specifically the WISCONSIN ARCHITECT and FORTUNE."
President of the Wisconsin Chapter, AIA, Lawrence E. Bray, congratulates John Farnham, Sculptor, for his Award of Merit which reads: “For inspirational instruction in and execution of sculpture and artistry. The lending of his talents and abilities is a contribution to the Profession of Architecture.”

Award Certificates for the 1968 Drafting Competition were received by these happily smiling fellows: C. Richard Jackson received First Award for the “single Architectural Drawing” category, Bruce D. Jackson (no relation to Richard) ran away with the First Award in “Complete Set of Architectural Drawings” and the Second Award in “Single Architectural Drawing” category. James Metzner won Second Award in “Complete Set of Architectural Drawings.”

Bill Wenzler, President of the Wisconsin Architects Foundation, receives a check for the Foundation from the Producers’ Council represented here by Bill de Lind of L.O.F.
Tensions in the Building Industry

Glen H. Abplanalp, FASCE, FCSI, Engineer and Attorney

Gentlemen — the natives are restless! The legal tom toms of the witch doctor attorneys are beating with increasing tempo and greater injustice.

Every member of the construction industry team seems frozen with fear of the unknown, incapable of creative and cooperative thought.

Each one of us would like to believe he will soon awaken to find it all a bad dream — and that things are like they used to be in the “halcyon days” of the late William Stanley Parker, But, AIA and NSPE sent out their legal warnings; Vic Schinnerer’s office warns us, then increases our Errors and Omissions premiums and decreases our coverage; contractors become very sensitive about general conditions in construction contracts; unlike the legal and medical professions, owners seek to have the architect or engineer guarantee the end result; legal staffs of major material and equipment suppliers impede the flow of information and assurance the professional seeks; any publication in the building industry that doesn’t carry a legal column hasn’t been “turned on”; one of your closest friends and professional colleagues is sued for slander because he told his client the truth about the contractor — “This contractor’s workmanship is terrible, he’s always late in performance, he’s litigious as hell, if a substitute is available he’ll find it — I wouldn’t let him build a dog house for me.”

To make matters worse, the Errors and Omission insurance carrier has serious question as to whether your friend’s policy covers this situation.

Gentlemen, it’s not a bad dream — like the riots, burning and looting it is disgustingly, unhappily and frighteningly true!

Placing the Tensions of the Building Industry in Perspective

Being an engineer you will forgive me if I use an equation to place our subject in proper perspective.

\[
\frac{B.I. + P}{L} = S.S. \quad \text{(a constant)}
\]

Let me define these terms:

- B.I. = Building Industry
- P = Public
- L = Law
- S.S. = Stable Society

The Building Industry is composed of the Professionals (architects and engineers) + Contractors + Suppliers.

The Public includes owners and workmen employed in construction.
A Stable Society for the purpose of this discussion is one in which each member is reasonably confident of his rights and privileges and is one where fairness, equity, justice, basic morality and mutual respect exist among its members. It can be likened to a mathematics constant. Now let us expand the equation:

\[
\text{Professional} + \text{Contractor} + \text{Supplier} + \text{Public Law} = \text{a constant}
\]

From this equation we can recognize that the one common denominator of our society which combines all elements together is our system of laws.

In the past, as inventions were introduced, new business and marketing practices employed and many changes, which an active and progressive society experienced, took place; these things change the numerator of our equation and tend to upset the constant or our stable society. The law by appropriate decisions and legislation took cognizance of these changes to restore the constant or stable society.

One of the forceful elements of this process was the principle of stare decisis where the law was established by past decisions as applied to certain factual situations. The practicing attorney, under given circumstances, had reasonable assurance as to his client's position.

Today this process has been changed dramatically in that the denominator is varying in advance of the numerator, and in many, if not most, cases it is varying not in response to real demands of society but to fancied or imagined inequities which given factual situation may present. In the past one of the cornerstones of stability of our legal system was the Supreme Court of the United States. Unfortunately, the present Supreme Court has handed down so many precedent shattering decisions, and frequently decisions which have the direct effect of legislation rather than judicial determination that it has completely upset the normal functioning of our formula. Our constant is no longer constant, our stable society is no longer stable — the natives are restless!

Since it is the natural desire of every individual to live in a relatively stable society, if the denominator of our equation changes we may then expect the numerator to attempt some balancing effect in equal measure to restore the constant or stable society.

A Review of what has happened to each Element in the Numerator

Let's examine some of the steps which each element in the numerator of our equation has taken to counteract or balance the changes which have been imposed by the denominator.

The Professional

Considering the expansion of the theory of third party liability as first established in the case of McPherson vs The Buick Motor Car Company, the courts have extended this theory way beyond what was originally intended. Cases make the professional fair game for any injured or even damaged third party whether he be a contractor's employee or member of the public at large. One of the immediate reactions of the professions following the famous Day vs. National U.S. Radiator Corp. case, was a study of the contract documents by the American Institute of Architects, and nearly simultaneous with this a similar study made by the National Society of Professional Engineers. These documents quite properly included an Indemnification and hold-harmless clause to protect the professional from the expense and basic injustice of these third party actions.

It may be unfortunate that the law will recognize and enforce, in most jurisdictions, an indemnification clause which can be written to hold the owner and the professional harmless from the results of their own negligence. The contractual liability insurance available to a contractor expressly excludes professional negligence, and this fact then makes the contractor an unwitting insurer of the architect's or engineer's professional performance. As most of you probably know, such an indemnification clause was included in certain building contracts for the State of New York covering construction in the Binghamton area. The contractors refused to assume this responsibility, and accordingly, refused to bid on any of this work. The Attorney General of the State of New York brought an action against the local contractor's association for collusion. The whole matter was aired and a New York Statute was passed which made void any Indemnification clause which holds an architect or engineer or land surveyor harmless from his own professional negligence. I see nothing wrong with this law, and frankly believe that professionals must be responsible for their own performance. However, under no circumstances should the architect or engineer be held liable for the contractor's negligence, or the negligence of a supplier. Insurable indemnification and hold-harmless clauses are acceptable in New York State. In fact, the broad hold-harmless clause as it relates to the owner, would also be acceptable.

Michigan has a statute which in effect prohibits all broad form hold-harmless clauses even though certain of these clauses could be insured. Perhaps for purposes of clarification I should relate the distinguishing features of hold-harmless clauses:

1. The limited form — requires the contractor to indemnify and hold the owner and professional harmless from the results of the contractor's sole negligence.

2. The intermediate form — the contractor is required to indemnify and hold the owner and professional harmless from acts involving the joint negligence of the contractor and the professional or the owner.
decisions, particularly decisions in those cases involving
-7.

In many indemnification clauses the professional is not named and he is not covered when not specifically included in the clause.

The new A.I.A. contractual documents including the new general conditions are intended to protect the professional from the legal consequences of many Court decisions, particularly decisions in those cases involving supervision or “observation” of construction. The indemnification clause is pointed specifically toward this problem. However, the A.G.C. took serious exception to the inclusion of this clause and the final compromise, in my opinion, may well create more problems for the professional than it is intended to solve. I have specific reference to Section 4.18.3 (Sub-Section 2) “The giving of or the failure to give directions or instructions by the architect, his agents or employees provided such giving or failure to give is the primary cause of the injury or damage.” The National Society of Professional Engineers was also pressured to provide a similar provision in its contract documents. It is easy to see how this exclusion from the provisions of the clause can draw the professional into litigation to prove whether or not his giving or failure to give instructions was or was not the primary cause. Let us not forget that every time the professional must defend himself in court he pays his own legal expense. Many times a victory can be a costly experience. One of the major items of concern to professional liability insurance carriers is the sky-rocketing item of legal expense. This has created an unhappy parallel to similar experiences in other fields such as automobile insurance where the economics of a settlement is directly related to the legal expense involved in proving the defendant’s innocence.

Another case which has shaken the profession is Kimman vs. Binghamton Housing Authority. This decision in effect holds the professional liable for any latent defect in design and construction ad infinitum. The normal statute of limitations would not start to run until the latent defect is discovered, which of course, is much too late, and the damage is already done. The professional societies have made concerted efforts to persuade State Legislatures to pass statutes of limitation which will specifically limit the period of time such exposure may exist. Over half of the States have passed such legislation with statutory periods running from four to twelve years or more. Most of the statutes are in the range of six years.

It is interesting to note that much of this activity to persuade legislatures was conducted independently by A.I.A., N.S.P.E. and C.E.C. I am not aware of any extensive cooperative effort involving contractors’ associations and material suppliers. In this connection a recent decision in Indiana held the Statute of Limitations in that State to be unconstitutional since it was preferential in its treatment of the parties involved in the construction and offered no protection to the contractor or the material supplier.

The Contractor

The contractors have been concerned with contract provisions which make them responsible for risks for which they cannot be insured and rightfully so. However, the fairly recent misunderstanding between A.G.C. and A.I.A. was, in my opinion, more a conflict between insurance carriers with one group attempting to unload as much responsibility as possible upon the other.

Too often we find contractors forcing substitutes on the professional with the professional holding a direct responsibility to his client for performance. The professional should insist on the material or equipment he has specified unless he has personal knowledge of the acceptability and performance of any offered substitute. If he fails to do this, he may well be held liable to the owner for any subsequent failure.

Looking at trends in the industry and recognizing the ever increasing complexity of construction, it is easy to foresee a time when the General Contractor will not exist as we recognize him today. He will, in effect, be a professional project manager and coordinator with an adequate staff of experienced estimators, purchasing agents, expediters, accountants, and legal staff. Following through with this principle, each facet of construction will be performed by specialty contractors. I believe it is the responsibility of the General Contractor to inform adequately every Sub-contractor concerning the contractual obligations involved in his subcontract. Most general provisions of a construction contract require the General Contractor to bind his Subcontractor to him by the same terms and conditions with which he, the General Contractor, is bound to the Owner. The unfair, but common practice of the General Contractor is to incorporate by reference all the legal provisions of the General Contractor’s contract with the Owner in the purchase order or contract form issued to the Subcontractor. Many times this purchase order form contains far more stringent provisions than those in the general contract. These subcontracting forms are frequently in extremely fine print so that the Sub would have considerable difficulty reading it, let alone understanding what he read. My purpose in reciting this fact is that when the general provisions of a construction contract includes a broad form harmless clause, it should be the moral, if not the legal, obligation of the General Contractor to require the Sub to protect himself with contractual liability insurance. This is seldom if ever done.

A very much publicized case in Illinois, Miller vs DeWitt, involved a third party action against the professional for injuries to a subcontractor’s employees
resulting from the collapse of shoring under a gymnasium roof. Since there was obvious negligence on the part of the contractor, the professional attempted to bring an action against the contractor in order to consolidate all matters in issue in connection with the accident. The lower court dismissed the architect’s complaint against the contractor. However, the Supreme Court of Illinois reversed the lower court and held that the complaint should not be dismissed, and the facts must be presented to the jury. In effect, this decision seems to create as a matter of law an intermediate form hold-harmless clause in the contractual relationship, even though none was expressed. This is a prime example of the change that is being made in the denominator of our equation. The change in this case creates problems for the contractor.

The Supplier
With the shotgun technique which a plaintiff’s attorney uses in bringing an action for injury or damage, practically every conceivable defendant is named. The material or equipment supplier is frequently on the roster of defendants. In self defense the supplier will take every precaution to avoid any written assurance of performance in a specific installation or a similar statement which may be construed as an express warranty.

The typical areas of liability for the supplier involve those of common law negligence, warranty, and strict liability in tort.

Many of the problems affecting the supplier today are influenced by the lack of appropriate communication between his representative and the professional. In many cases, the professional, after obtaining certain basic information concerning a given item of material or equipment, will proceed to incorporate the item into his design in a manner which he feels is appropriate. The supplier’s representative never has an opportunity to see what the professional did until the job comes out for bid. It is not at all uncommon to find that the professional has used the item in a manner which is completely unacceptable and under which conditions the given item will not perform. If the professional, in this situation, is one of the egotistical variety who refuses to listen to and looks down on his fellow member of the construction team, this places a real burden on the supplier’s representative. He doesn’t want to incur the wrath of the professional by refusing to quote on the project and yet he knows that if his product is used, it will surely fail.

For a number of years I have been a guest lecturer at educational seminars for sales representatives sponsored by Producers Council. It has been my advice to these men to write a simple straight forward letter to the professional telling him that his product will not function in a satisfactory manner as shown on the contract drawings. He may lose his preferred position in this professional’s specifications, but he will certainly command the professional’s respect. Under the circumstances, the respect will be worth much more than the business.

With a multitude of new products being introduced in an endless chain, it is virtually impossible for any professional to keep current and completely advised. Selling in the building industry is a professional task demanding a great deal of specialized technical knowledge, a complete grasp of sales psychology to cope with creative personalities, and a firm faith in the principle that the successful sales representative is the one who can truly serve the professional in solving his problems. The professional in turn must recognize the fact that if he wants the benefit of this man’s specialized knowledge, he must take that sales representative into his confidence concerning the details of each specific project, where it is located, what some of the limiting design factors are, etc. Under such conditions, the experienced and technically competent sales representative can be of great service and should be able to assure the professional in writing that his product will perform.

Although most of the problems which arise between the professional and the supplier will involve a question of warranty, we find the law again is creating more uneasiness by introducing a new concept of strict liability in tort. This theory of strict liability means that the injured party need only prove that he has been injured and establish a few other limiting requirements and the manufacturer is automatically held liable. In other words, there is no discharge. At present, this area of the law as I understand it, applies generally to manufactured and packaged articles which reach the user in their original manufactured state. My reason for raising this subject is to again emphasize what the denominator of our equation is doing.

I have just finished reading an article in the California Law Review for November, 1967 entitled “Architect Tort Liability in Preparation of Plans and Specifications.” The young man who prepared this article is proposing a similar theory for architects. His concluding statement is that “Law as an instrument for justice has infinite capacity for growth . . .” quoting from a New Jersey case and then concludes with this sentence: “The growth should be in the direction of strict liability for architects.” This law review article is not recommended reading for any architect who has high blood pressure or a weak heart.

The Public
Although members of the general public have always had a right of action for injury or damage resulting from negligence of another, the elements grouped under our term “The Public” which are of special interest to members of the building industry are the owner and the contractor’s employees.

The Owners
Owners are demanding more and more service with
increased professional legal exposure, but as usual are unwilling to pay a fee which will compensate properly the professional for these services and responsibilities. This is especially true in the area of supervision or observation of construction.

It is not uncommon to have a client specifically request or inquire concerning Errors and Omissions insurance or include a broad form indemnification and hold harmless clause in the contract of employment. The professional must be particularly careful concerning such employment contracts and should clear with his insurance carrier to be certain that his risks are covered. Owners are more and more inclined to take the position however erroneous, that the professional in his observation of construction is, in fact, guaranteeing a satisfactory end result. In other words, he is thought to be guaranteeing the contractor's performance.

The Contractor's Employees

Actions by workmen injured during construction represents a nightmare for the professional and the contractor, especially where no indemnification clause is present or where there is an indemnification clause and it has not been properly insured. These third party actions, in most cases, are based upon the most tenuous professional responsibility. The contractor, in practically every case, is the active tort-feasor. The contractor, in the past, has been secure from such actions through his Workmens' Compensation Insurance; however, the law is now holding him liable in cases where an indemnification agreement is present and the owner or professional has been held liable.

Regardless of the equity or moral justification, any third party can bring an action against one or all members of the construction industry team and the cost of defending this action must be borne by each member. Moral factors, equity, justice, fairness, are immaterial to the plaintiff and his attorney who seek windfall money.

Another Look at the Building Industry

When we review the steps being taken by the building industry to meet this challenge of legal instability, we find the architects banding together, the engineers in a number of different societies, the contractors represented by several organizations, and the manufacturers represented by Producers Council and a multitude of trade associations related to specific products and materials. Is it not time for us to take an objective look at the industry?

The Professional

Traditionally, in the building industry the architect has been the creator of building designs, has developed appropriate coordination of all related design skills and has captained the design team. Perhaps the key professional of the future will be an individual who has basic understanding of every technical facet adequate for appropriate coordination and direction somewhat similar to what we anticipate may happen in the contracting field. In the present legal climate an architect who assumes a posture of "master builder" is inviting more responsibility than he deserves. The only one who can, with some assurance, use this term sells concrete admixtures. The architect and the various specialized branches of engineering must learn to work together as a closely knit team with fair fees being paid, appropriate responsibilities assumed, and all with mutual respect.

The Contractor

The modern building is a very complex mechanical and materials marvel. The general contractor and the subcontractors who must coordinate their activities in order to complete this marvel are highly skilled and professional people, even though they may not at present be licensed. We are not talking about a building where one opens the window for air conditioning, adds fireplaces for heat in winter, and the sanitary facilities may consist of large urns at convenient locations. The modern general and specialty contractor must be given the respect and consideration which his contribution to the industry commands. It is true that I have met some contractors who certainly should not be classed as professionals, but then in all honesty I have also met some architects and engineers whom I would not so classify.

Suppliers

Modern materials and equipment are so complex and many so new that only a highly trained professional is capable of appropriate sales representation to the practicing architect and engineer. In practically every case, these men are graduate architects or engineers and have wide knowledge in their specialized field. Without this specialized assistance, we professionals would have a devil of a time completing a design with any confidence in the end result. I suggest that the talents of these men be recognized and afforded the confidence and respect which their contribution to the industry commands.

What we need is a construction team with each member pulling his own weight, earning his fair share of the profit and assuming his fair share of responsibility. By affording appropriate recognition to the other members of the construction team, automatically, we will be sharing our responsibilities with them. If a professional insists on being a major domo, his inflated ego must be willing to pay the price of increased exposure to legal action.

Suggested Specification for Improvement

In summary, I would like to suggest that the professionals, contractors, and suppliers work together as a team with each member receiving the respect and consideration of the other. By breaking down barriers of self interest members of the construction industry collectively can do much to restore our confidence and faith in the future.
A Protective Future
Dorothy Schweitzer, Executive Secretary

“How to Win Friends and Influence People,” the title of a well-known book by Dale Carnegie, enters into this moment of an analysis of the work of Wisconsin Architects Foundation, and it becomes apparent that actually by winning friends and influencing people, the Foundation has been able to accomplish what it has. Therefore the idea, which turned into a once compelling popular expression, amounts to a philosophy unconsciously employed by those who have dedicated themselves to the purpose of the Foundation.

The winning of friends has enabled the Foundation, through their contributions, to build up funds which have supported the program of Tuition Grants benefiting 80 worthy and needy Wisconsin students of architecture to an expenditure of over $33,000. Other awards and annual contributions to the ACSA-AIA Summer Seminars for Teachers of Architecture, reported on this page during the past seven years, were made possible also from accumulated funds.

A recent report received from the AIA in Washington, D. C. on Chapter activity in student aid was a surprising revelation. It proved by the number of students aided and the annual expenditures, that Wisconsin Architects Foundation ranks third to New York and New Jersey, completely outdoing the other Chapters listed.

Among the friends the Foundation has won, there is a group of organizations associated with the profession to whom we are most grateful. Their annual contributions are constant. They need no reminders nor persuasion. Because of a recent summations, their names will not be repeated here, with the exception of two most recent contributions, namely Rollin B. Child, Inc. whose third annual contribution of $250 was received in April, the Producers’ Council giving $50 in May.

To “influence people,” there lies the whole strength behind the achievement of a School of Architecture at the University of Wisconsin-Milwaukee. It took years to bring about the understanding of the need of architectural education and the cultural benefits of Architecture in the State of Wisconsin.

Now that the School of Architecture is to become a reality at UWM next September, the Foundation will no longer be plagued by the fact that its financial assistance to students trained out-of-state brought so little return to the profession in Wisconsin because of the many who were wooed away to accept jobs elsewhere. Hereafter the Foundation’s Scholarship intentions will be confined to students attending the new School.

The matter of Winning Friends and Influencing People from now on is hopefully expected to grow in sizable proportions. As these monthly articles have reiterated, the Foundation, along with the Scholarship Program, has made commitments to UWM to aid in every way possible the growth of an outstanding School of Architecture. The School is expected not only to bring long-needed training in architecture for young Wisconsin citizens, and continuing education for the profession, but it should become a fountainhead for the dissemination of knowledge, research, and appreciation of Architecture for all the people of Wisconsin.

To repeat the appeal to Wisconsin Architects published by the Foundation in March: Now is the time for all architects to come to the aid of the new School of Architecture; and to all interested parties, please remember Wisconsin Architects Foundation is the heartline to the new School.

Contribution for the new School:
W.A.L., Western Division $350.00.
Architects' Responsibility — Comprehensive Building System

by R. F. Hastings, FAIA PE

I am concerned that our profession has been entrusted with endless resources and opportunities but that we are still wearing blinders; that our interests are so narrow that we are not using the resources which have been entrusted to us. As in the parable of the talents, if we do not use our resources for the creation of a kingdom on earth in which it is worth living, these resources will be taken from us and given to others.

Our profession is at a crossroads. We can narrow down our responsibility or we can expand our horizons and use our resources to the "nth" degree. As we use these resources in broader areas, more knowledge, more strength, more resources will be made available to us. And, therefore, we will be able to serve Society as we were intended to serve.

Dudley Hunt said sometime ago, "Society will be served." I believe this sincerely. Society will be served; but there is a temptation to influence society to change its outlook and to understand how wonderful our outlook is. At times we cannot quite understand, we cannot comprehend, how Society can be so terribly "ignorant." But Society is saying some very important things to us today. It behooves us to listen and to understand, and for the moment at least, to set aside our views of what Society needs and try to understand that Society is saying to the building industry as a whole — "I want a simpler system for creating buildings."

There is no industry in the world that is so segmented as ours. Society wants and is going to get, a simpler system for creating buildings. Why do you suppose the "design and build" man has made progress? He has listened to that voice. I do not happen to agree with the way he has answered that demand — but I must concede that he has heard that demand, understood it, and found a way to meet it.

The building industry must find a simple system for creating buildings and this system must have very rigid cost controls and time controls. "Design and build" people have concentrated on those two facets primarily.

But there is a third ingredient — quality. This simple system must have control of time, cost and quality. I mean quality of design, function and appearance; quality of environment — creating the kind of environment which will help make for us a more meaningful life. I believe the architectural profession can make the greatest contribution in this area of any profession which presently exists.

I would like to share with you some thoughts of what I believe the building industry must do. First, I would like to project one slide showing a framework for a comprehensive system for creating man's physical environment. Let us try to look at this comprehensive system objectively; removing the names architecture, engineering and contracting for the moment. Let me use some very broad, general words instead. Later we can decide what we, as an architectural profession, should be doing in order to meet the broad demands of Society.

We have tried many ways over the years to get the message through to our brethren that the profession has the responsibility for broadening its scope of services to meet Society's demand.

Jim Hunter was the head of the Committee on the Profession years ago. I had the privilege to serve with Jim on that committee. It was a thrilling experience. Out of this came the words, "Comprehensive Service," which we used until we ran them into the ground and people got sick and tired of listening to them. So we keep searching for different words that will describe the general theme.

I have drawn this diagram of a wheel, because to me, it best describes a skeleton for the building industry of the future. Hopefully, it has all the elements of the present system for creating buildings plus other needed elements to make for greater success tomorrow.

The Building Process

There are only six words for you to remember when you walk away from this meeting. You can do your own "imagineering" from them on.

The entire process for creating man's physical environment — the entire process for creating buildings — can be broken down into three major subdivisions:
1. The Decision Process
2. The Design Process
3. The Delivery Process

Just three simple "D's" — Decision, Design, Delivery.

These three processes which make up the total process for creating buildings can be carried out by three major skills:
1. Project Management
2. Planning (in its broadest sense)
3. Production

So, we have three "D's" — Decision, Design and Delivery, and we have three "P's" — Project Management, Planning and Production — the six words.

As I see it, we as architects — traditionally — are playing the role in Design. We are doing a little bit in the Decision stage and a very little bit in the Delivery stage. The question I think you and I have to answer is whether or not we want to do more than Design, and I am using the word Design in its total context — the whole process of creating those documents necessary to carry out the delivery, (the production and the construction of the end product). We have got to make up our minds whether or not we wish to expand our services and help our clients and production people in all three process areas.

Traditionally, the client has done most of the work in the Decision stage. Our client has been generally responsible for the gross program, for the economic feasibility studies, for the selection of real estate, for financing, for the basic ground rules that set up the project. Many of us feel that if he is not a particularly enlightened soul, by the time we come into the picture in the Design Process, our client has already built a
pretty good square box around us. In today's Society, where time, cost and quality of living are so terribly important, I believe, there are professionals who have a contribution to make that is much broader and much more important to the success of that project than the contribution that a client can make if he is not trained in this area, and is not spending all of his days thinking in this context. So, I personally believe that we must become deeply involved in order to create in the Decision Process the kind of environment that is needed. Presently our clients are doing most of this work.

The theme of this conference deals with Liability. We want to remember that the more responsibility we assume, the more we are exposing ourselves to liability. If we wish to have less liability, all we have to do is have less responsibility. It is a very simple process. If we are concerned about liability, and all of us are; if we are concerned about liability to the point where we want to get away from about 90% of it, it is very easy. All we have to do is put on our smock and beret and do a little piece of the Design Process. Just create nice pictures that we can turn over to somebody who has the guts, the initiative and the courage to assume the liabilities. That "somebody" is going to be our boss and will control the whole job.

Within the next five years, and I mean it very seriously, this profession of ours is going to have to decide whether a little piece of the pie is going to be ours, or whether we want to make a greater contribution. Remember — we have the talents. But, believe me, if we
do not use those talents, they will be taken away from us.

Now, let us discuss some of the Decision Processes that go into the total process of creating buildings, gross programming — a gross scheme for the whole project, gross construction costs, gross schedules. Schedules are terribly important. If it takes an extra year to build a project, it costs the client much more money and, therefore, the feasibility is drastically less favorable. Understanding the gross systems and materials that are going to be used, the economic feasibility, the real estate and financing are all vital to the early decisions.

A friend of mine in Peoria called me after reading an article on “Comprehensive Services” and said, “Bob, you have been tooting your horn so much, now let us see what you know. I have a client who has a beautiful piece of property in downtown Peoria and he has come to me and said, ‘What shall I do with this piece of property? Let it lie fallow or build on it, and if I build on it, what will I build?’”

Let me tell you how I answered that question. Fortunately, we had a similar problem recently. I said: “Call so-and-so Smith in New York who is a terrific economic analyst. We have found him to be helpful in making feasibility surveys which have been very successful. See if he cannot help solve your problem.” He suggested this to his client, his client acted upon it, the client agreed with the results of the survey, the architect did a building and everything worked out successfully.

We must be prepared to help in this area. But suppose we advise our client wrongly. Suppose we suggest a certain building type which proves to be economically unfeasible although our projections showed that there would be a very handsome return on investment and the client ends up losing his shirt. What is our liability? You can say the same thing for any cost projections or other recommendations made in this early decision making stage.

Somebody is going to help our clients make these decisions and those people who help a client make these decisions are the ones who are truly going to create the environment because they are going to establish the gross program. You and I are not going to do it. The gross program is going to be established before we get it. I believe we must help our clients — not necessarily with our own hands, but by calling on those who are available to us to help our client. I believe we must help in the Decision Making Process.

You know the AIA B131 contract. It starts with schematics; goes through working drawings and then uses a “lot of weasel words” after working drawings, in the hope, that our liability will be reduced materially. We do not even have net programming and master planning in our basic contract, which is unrealistic. We are not convinced in many states (and I have not done my homework on Wisconsin) that structural, mechanical, electrical and civil engineers are worthy of being in the same organizations as architects. But they are doing sixty to seventy percent of the construction dollar volume of our jobs. Unless they are capable and creative people, our building design is going to be pretty miserable and is going to be only a false facade. Some day, and I know this is not a popular thing to say, I sincerely hope and pray that the divisions will break down and disappear completely, and that the people who create man’s environment will be one single profession. I don’t care whether you call them architects or environmental designers or what, but I believe that we all belong in one profession. We have these people in our office and I cannot tell the difference between them. They all perform the same services and they all are very qualified in the total creative process.

In the Delivery area, as you know, we are using “weasel words” now; we just observe. We do not supervise — we just observe. I do not know about your clients, but I have clients who are not very happy with these words. They seem to say to me, “Look Bob, I have got men on my staff who can go out and observe, and can tell me what has happened at the job the previous day. I would like to know whether you have professional liability insurance, and how much, and what you are going to do for me, beyond observing what is going on?” The answers that our contract documents give that man are not very encouraging. There is a lot of work that we, as a profession, must do in order to solve that one. As a profession, I believe, we must get into Construction Management, and I do not mean “contracting.” I mean that as professionals we have got to take hold of the total process of construction or not be able to serve our client as he is demanding to be served.

So, with that kind of a background, I would like to refer to our wheel chart — the planning skills are white on the chart; the production skills are the striped areas on the chart, the planning and production skills are held together by this rim of the wheel and the spokes, shown in grey, which I like to think of as Project Management. Traditionally, our client has done this job. Our client has made the decisions, then has called upon an architect or an architect-engineer for planning skills and at some point has entered into contracts for production skills. He has held these together — so our client has had to be the project manager, keeping everything in proper focus and working together.

Projects are too complicated for this today. Clients are too busy running their banks or their educational institutions. They must be specialized, just as we must be specialized. I believe that someone, whether he is an architect or someone else, is going to fill the project management role — the coordinating role — tying together these processes and relating them properly to each other.

I also believe that someone is going to fulfill a role in construction management. Whether this turns out to be the design professions, one or all of them, or whether it turns out to be a general contractor, I don’t know, and personally, I don’t care. If the general contractors of tomorrow wish to equip themselves to be experts in the area of Construction Management, I would be very happy.

But I disagree with most of my general contractor friends on this subject. I believe that general contracting and architectural-engineering as they presently
exist are about dead and that Construction Management is the thing of the future. If the general contractors are awake, they will prepare themselves, truly prepare themselves, for construction management. Can you name a general contractor whom you know who has a qualified mechanical or electrical man on his own staff? I come from a metropolitan area of about 3 million people and I believe that I would be very hard pressed to name three general contractors in my area who have qualified mechanical and electrical people on their own staffs—yet they profess to be qualified to coordinate the efforts of all of the major subtrades, although mechanical and electrical trades make up 30, 40, 50%, or more of the total cost of a building. I believe that we, or someone else, perhaps the general contractors, must become qualified in this area.

In the immediate future, there will be developed a true project management skill. It is already emerging. You have already run into people who are saying to clients: “I will be your project manager; I will help you select your architect; I will help you find the financier who can help you in the decision stage; I will help you select the contractors. Just pay me a fee and I will manage the whole process for you so that you will not have to do it yourself.” These people are emerging and they are providing a very real service. Is this the service that you and I should be supplying to our clients or do we believe that this is a service which someone else should supply?

I also believe that we are going to have to find a way to bring production people in much earlier and more meaningfully in order to come up with a better design which will work and will work efficiently. I believe that the overall planning process is one in which we as professionals must become involved.

I believe that in the not too distant future, you and I are going to be producing performance plans and specifications much more than we do now. In fact, we are doing very little of it now.

Many of us are working with computers. We are eliminating a lot of drawing, making it possible for our personnel to do a better job because for every design decision they make, they have available a thousand possibilities instead of the five or ten which the average mind can hold at one time. So that we can better cover more ground, more time is spent in value judgment and less on the nuts and bolts. We are going to have to design around performance plans and specifications — place more responsibility on manufacturers so that if we develop a new wall system for a building, the manufacturer will detail that wall after we have given him the design requirements for configuration, color, materials, percent of glass, etc., and have related the wall to the other systems in the building. Why should we pick the brains of manufacturers who are discovering how to detail a wall, and put it on our drawings, so that the same manufacturers and others can bid on it and then prepare the shop drawings, etc.? Why can we not develop a wall and instead of taking bids on bright metal, glazing, sealants, etc., take bids on the entire wall-in-place, designed, tested, detailed, installed and guaranteed?

I believe that in the future, we must have manu-
Every year, the Wisconsin Chapter, AIA, selects one or more product displays among exhibitors participating in its annual convention, to be given awards for the best product displays. This year's juror was the distinguished Mr. Rex Whitaker Allen, FAIA, nominee for the position of First Vice President of the American Institute of Architects, who paid the State convention a surprise visit. With all the quality displays to choose from, Mr. Allen selected the exhibits of Concrete Research, Inc., Super Sky Products, Inc. and Halquist Stone Co. as the outstanding ones.

The quality of the exhibits contributes greatly to the success of a convention. Because of repeated comments about the overall good design of this year's exhibits, we found the story behind the design and construction of the Concrete Research, Inc. display but one example of the resources, effort, time, energy and money needed to produce such quality exhibits.

The Concrete Research display was the result of a competitive class assignment in the Industrial Design Department of the Layton School of Art. Bill Smeaton cooperated with Bob Lewcock, teacher at the Layton School of Art and a member of the architectural firm of Brust and Brust. Mr. Lewcock wanted his junior class in the Industrial Design Department to become involved during their second semester in an important exhibition program. The design of the Concrete Research booth for the Wisconsin Chapter, AIA, convention represented just such a challenge, and Bill Smeaton agreed to go along. The students were given two weeks for viewing materials and operations at Concrete Research. An already established advertising "image," developed by renowned designer Noel Spangler for Concrete Research, Inc. was an important factor to keep in mind. After two weeks the students' preliminary sketches were discussed, selection of materials was reviewed, and conceptual ideas were narrowed down to one basic idea. The students then proceeded to make working drawings, considering volume and special requirements and to prepare a complete cost break-down for their client.

The final projects then were discussed with the students by their teacher Bob Lewcock, Bill Smeaton and Noel Spangler as jurors. The design selected as the best one was by David Schultz. The students then formed a team with David Schultz as their job captain to go about the actual construction. The team consisted of Gary Swetish, Mike Sieren, George Propson and Raymond Nielsen. They also installed the booth at the convention. Needless to say that everyone involved and concerned with the project felt amply rewarded by receiving a prize for their efforts.
Exhibitors gallery

Eighty-five exhibitors participated with ninety-one building products displays in the Wisconsin Chapter, A.I.A., 1968 convention at Lake Lawn in Delavan. The exhibitors should feel rewarded for their efforts in presenting their products in such excellent and clear manner. It is noted with gratification that this year there was frequent and high praise for the design quality of the displays. In fact, the most widely heard comment was: “These exhibits are worthy of any national convention.” Congratulations Exhibitors!

All photo identifications read from left to right.

Harry Bogner visiting the Spancrete booth with Peter Elliot, magician, and Al Creekmur.

Mrs. Larry Bray, Miss Wisconsin and Wisconsin Chapter, A.I.A., President Larry Bray at Northwestern Elevator booth.


Bud Rosier and Ken Lamster in the Ver Halen, Inc., booth.

William F. Carter gladly giving information to Leonard Reinke.

John Steinmann listening to Perry Halquist.
J. David Brite looks on in the Wisconsin Gas Company booth with Robert Steurwald, H. Kurt Aleithe and Fred Poethig.

Roger Marsh and fraternity brother Douglas Smith meeting for the first time in many years in the Vyron Corporation booth.

Leonard and Marlene Widen inquiring about Electric Power from R. L. Garber and V. E. Wenner.

E. William Johnson obviously is all smiles visiting with Eugene Leipold.

Sheldon Segel and Bill Butz looking at new products of Best Block Co.

Ted Nemes showing his product to Ed Conrad.
Emil Korenic being told a good story by Ed Hennig in the Architectural Building Products booth.

Jim Smith of Smith & Smith, Inc., with Mr. and Mrs. Nathaniel Sample.

Herman Bollig, Norman Sommers and Gene Craig.

Art and Clark Shannon.

Al Krueger and Ken Johnson.

Frank Olsen, Harland Tagen and Joseph Weiler.

Wisconsin architect/june, 1968
Robert Torkelson, chairman of the convention committee, found time to chat with Jack Schmitz.

Wally Lenz with Mr. and Mrs. Clarence Huettenrauch.


Ken Bird, R. N. Artz and Walter Kaufman.

William J. Purley with Mr. and Mrs. William S. Kinne, Jr.

Richard Gustafson and Richard Hansen.
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Kenosha .................. GOTTA TILE Co .............. 2107 - 91st St ........... 694-1633 ........ Al Gotta

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NOTES OF THE MONTH

Atlantic Seaboard Resort Cited by The American Institute of Architects

A residential resort region on the Atlantic Seaboard — Sea Pines Plantation, Hilton Head Island, South Carolina — will be awarded a “Citation for Excellence in Private Community Planning” by The American Institute of Architects on Friday, May 31.

Bernard B. Rothschild, FAIA, Director from the South Atlantic Region of the 22,000-member national professional society, will present the award to Plantation President Charles E. Fraser during ceremonies in conjunction with the Summer Meeting of the South Carolina Chapter, AIA, at the resort's William Hilton Inn. This special presentation in the AIA's “Community Citation” awards program will honor for the first time a total community, other than a municipal body, which was privately conceived and privately developed.

The program was established to recognize communities or individuals whose efforts have produced projects or concepts that bring orderly improvements to the urban scene. No single building can qualify for a citation. Each of The Institute's 18 geographic regions may nominate communities for the citation, subject to approval by the national Board of Directors. Sea Pines Plantation was nominated by the South Atlantic Region and submitted to The Board for approval.

Mr. Fraser developed the Plantation on this historic island, one of the largest along the Atlantic coast, as a vacation and retirement area which would reflect the best planning, design, and control skills available in America. The master plan for Sea Pines Plantation was developed by Hideo Sasaki, Chairman of the Department of Landscape Architecture at Harvard, Dr. Myres S. McDougal, Sterling Professor of Law at Yale University, was chiefly influential in the development of the concept of the special deed covenants which were used to implement the plan. Many leading architectural and engineering firms have designed buildings in the community since its inception in 1957.

The master plan, developed at that time, then revised and updated in 1960 and again in 1967, provides three golf courses, a marina, hotel facilities, and varying types of residential development areas. In the future, space for several additional types of facilities has been reserved, principally for use by others, subject to the Company’s architectural design control and operational restrictions to insure that future land use needs within the Plantation can be met in proper geographic relationship both to homes and other facilities.

Types of use for which land has been reserved include additional churches, a fourth golf course, schools and playgrounds, limited apartment and villa sites, a medical center expansion program with hospital and nursing homes, horse pastures, private stables and riding trails, a cotton plantation restoration, boat docks, agriculture areas, experimental farms, research facilities, historic sites for preservation, and a preparatory school and college. Within the overall community development, at the present and in the future planning, a two-square-mile wildlife preserve is retained to counter the encroachment of man — well controlled as it is — on the natural beauty of this island.

The AIA citation will be presented “in recognition of private entrepreneurs who create an orderly environment and sense of place through design of cohesive and meaningful communities,” commenting Charles E. Fraser and "the many architects and planners who have worked toward the development of this resort community which provides for both vacation and permanent living in an architecturally unified residential area which enhances privacy and a sense of community amid the carefully preserved natural beauties of this historic island.”

Report of the 1968 Honor Awards Jury

The American Institute of Architects Honor Awards Program and the Jury responsible for selection have been making awards for two decades in recognition of excellence in architecture. The Jury is permitted to judge only the entries submitted — not all structures completed. In the 1968 Program, the Jury selected 20 out of 377 entries, and in their deliberations were overwhelmed by the limits of architectural participation in the environment of the United States. What has become of two of the strong organizers of architecture — the logic of the plan and the force of the environment The environment for most of us is the new urbanism, but this was not reflected in the entries.

The majority of the Jury believes that the profession has too obviously become the visual connection with the affluent sector of our society. This, by itself, is not unusual, for it has always been the role of architecture; but the times are not traditional and the Jury Report must project the implications that these limits invoke. In terms of esthetics, the general level is increasingly egalitarian and still imbued with the tricky and voguish.

Architecture has become almost an art of fashion in which accepted esthetic norms, such as primary geometry, structural exposure, or opulence, become the dominant replacement for environmental design. As in art, the third and fourth generation examples in architecture of a la mode esthetics are not done with conviction, but with opulence.

The total technological force of the profession and its consultants — a force of 50,000 persons or more — has, with the expanding demands of wealth and population of the United States, concentrated on the so-called private client, be it office building, house, or university. This raises the question as to whether this clientele would truly limit the architect's participation in the visible 20th Century forms — forms that can interlock with urban space and urban movement and leave behind the conventions of accepted
esthetic norms. If the profession continues to isolate itself from 30 percent of society, both in its projects and in its attitude, its contribution will become the final building source of non-concern. The Jury believes that most of the projects submitted were isolated “works of elegant architecture”— as in a showcase, not representative of urban life and its ghetto.

It is difficult under these circumstances to evaluate the satisfaction that the architect might have, knowing that if today’s problems go unconsidered, we may well see a more devastating cleavage in society than already exists. We shall contribute to the process of frustrating the client to even greater monolithic enclaves than before. The traditional role of the architect and his responsibility to the client at the level of typically-scaled projections must become resources for creative opportunity. The architect must extend himself for the client at the level of typically-scaled projections must become resources for creative opportunity. The architect must extend himself for the

One of the jurors expressed the view that he was not certain that architecture or good planning can solve moral or social problems. He believes that the emphasis on the social implications of architecture is overstated, and that it has not been proven that cleaning out the slums and creating a great environment will eliminate moral decay.

But, the majority of the Jury, in submitting its report, suggests a larger overview than the contented client and the au courant esthetic. It suggests that raising the standards and restoring the urban environment, however modest, must be recognized as worthy architecture. The AIA should encourage in future Honor Awards Programs the submission of projects which deal with problems of the inner-city. It is perhaps important that youth and its voice be heard and that the next Honor Awards Jury include these younger men, who see in the dialogue this potential to encourage, through the Honor Awards Program, an opportunity to extend the limits of architectural participation. The Jury’s comments on individual items reflect our goal.

Max O. Urbahn, FAIA, Chairman, New York, New York
Joseph Amisano, AIA, Atlanta, Georgia
Sigmund F. Blum, AIA, Detroit, Michigan
John M. Morse, AIA, Seattle, Washington
Walter A. Netsch, FAIA, Chicago, Illinois

Statement by The National AIA Committee on Urban Design

Made at the Conclusion of The Gulf States Regional Convention, Memphis, Tennessee, May 3-4, 1968.

The National Committee on Urban Design of The American Institute of Architects commends the Gulf States Regional Convention for its courage in addressing the annual meeting to the topic of the “The Black City.” We welcomed this invitation to bring our committee to Memphis for what we expected to be, and was, an important learning experience.

During our stay we had the opportunity to visit with a few of the citizens of the black ghetto here in Memphis.

The shocking conditions that we observed painfully reminded us that while we live in comfort and plenty, many of our brothers—fellow citizens—across the country live in squalor and deprivation, with spirit, but with little hope or opportunity.

We are not concerned with placing blame or with preaching. We are concerned because many of these inhumane and degrading conditions are unnecessary. We saw streets and vacant lots laden with debris, incredibly decrepit structures housing families who must pay rent and utility bills that represent two-thirds of their average annual family income, unpaved streets, and homes heated only by gas stoves and without bathtubs.

We cannot help but consider what must be done to overcome this deplorable condition. Immediate relief is needed, as well as a continuing program for providing practical alternatives and free choice.

It is a fact that no panacea will be found. A complete range of efforts is required for local, immediate, short-range, and long-range impact.

The poverty-stricken ghetto area which we visited does not receive equivalent city services expected by whites. It is obvious that here, as in other similar ghetto areas poking marking our nation, truly effectual publicly and privately sponsored programs are urgently needed to create job skills and opportunities, provide decent and above-minimal housing, and provide the public facilities and services necessary to support an enriching community life and encourage individual self-fulfillment. The physical and social decay resulting from years of neglect and public apathy must be replaced with neighborhood environments created with a deep understanding of the social needs and aspirations which must be accommodated.

All citizens are entitled to routine city services such as street cleaning, litter control, and regular trash collection.

All citizens are entitled to routine city code enforcement processes to assure tenants of safe and sanitary housing, through ongoing maintenance and replacement of substandard dwellings.

As architects concerned with the living environment, we are acutely aware of the needs of these neighborhoods, but as individuals we are unable to come to grips with the solution for such problems when poverty prevents a workable economic and social system.

The underlying cause of what we have seen is the lack of adequate education and employment opportunities—denied to an entire group of people—and a lack of even an alternative choice. These root causes are a direct result of lack of awareness and apathy in the white community.

We, as architects, are ready to help—in our way—to understand the problem and to take steps toward improvement. In a letter from the President of our Institute to chapters all over the nation we

Continued on page 50
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Environmental Design
Summer Seminars Announced

A series of four summer seminars in environmental design topics has been announced by the University of Wisconsin. The two-week sessions are offered by the University Extension and the U.W. Environmental Design Center and will take place on the Madison campus between June 24 and August 16.

The seminars to be presented are “School Facilities Design” (June 24-July 5), “Furniture and Equipment Design” (July 8-19), “Interior Design” (July 22-August 2), and “Building Design” (August 5-16). Created in 1965, the U.W. Environmental Design Center was established to satisfy the need for environmental design research and instruction. This need was based on the premise that man is the most important element of society; that research findings have identified relationships between physical surrounds and human performance; that physiological health and psychological well-being are affected by environmental variables; and that social behavior and occupational production are enhanced by facilitating elements in the physical environment.

Over the three years of operation of the Center, an extensive amount of information has been assembled from the behavioral and physical sciences identifying design principles of major importance to design professionals. The assembled information is now offered to designers through individual participation in this series of seminars. Participants may register for seminars covering subject matter related to their areas of professional practice and are encouraged to bring applicable design problems from their fields to be developed as case studies.

Full course descriptions may be secured by contacting Dwight D. Zeck, Course Coordinator, 432 North Lake Street, University of Wisconsin-Madison, Madison, Wisconsin 53706.

Continued on page 52
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University of Wisconsin
Short Course in Specification Writing Announced

The University of Wisconsin-University Extension, in cooperation with Region 7 of The Construction Specifications Institute, will present a two-week short course "Principles of Construction Specification Writing" on the University’s Madison campus August 19-30. Instructors of the course are Phillip Dworkin, AIA; Harold J. Rosen, FCSI, and author of Principles of Specification Writing; and Edwin A. Weed, AIA.

Intended primarily for those aspiring to become specification writers, the course content is outlined briefly as follows: Introduction-Specifications and The Project; Interrelationship of Specifications and Drawings; Organization of Specifications; The Technical Section; Types of Specifications; Specifying Materials, Equipment, and Products; Sources and Evaluation of Information; Specification Language; Specification Writing Techniques; Bidding Requirements; General Conditions; and Bonds, Guarantees, and Warranties. Lecture and workshop sessions will be utilized to the advantage of participants, with problems of practical import to be developed by participants under the guidance of the instructional team.

Fee for the short course is $300 and further information may be obtained from Dwight D. Zeck, Course Coordinator, 432 North Lake Street, University of Wisconsin-University Extension, Madison, Wisconsin 53706.

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