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Components used to complete the Montgomery Ward & Co., ramped deck parking structure are Prestressed-Precast Concrete Columns, Beams, Giant Tee Floor Members, Giant Tee Load Bearing Columns and Textured Wall Panels. The larger photograph shows the entire structure. Note how the Giant Tee Load Bearing Columns are used to achieve both structural stability and architectural beauty. The smaller photograph which focuses on the entrance and exit areas provides a closer view of these components; also the Textured Wall Panels which are load bearing and house the elevator and stairs. Interesting use of two Giant Tees is shown just above the exit ramps.

ARCHITECT: Saracuse, Lawler & Partners
Denver, Colorado
CONTRACTOR: Craftsmen Construction Co.
Englewood, Colorado

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6 NAAB Report

Excerpts from the Report by the Visiting Committee of the National Architectural Accrediting Board resulting from the visit of the Committee with the School of Architecture at UWM.

10 Candidates for Director-At-Large

Twelve Candidates have been nominated for the three Director-At-Large positions on the Executive Committee of WAIA. Elections will take place at the State Convention in April.

Convention Fold-Out Insert

12a Convention Program

12b Convention news from Chairman Pfaller

12c-d President of the Institute, Max Urbahn

12e Speakers

13 Floor plan of the exhibit area and listing of advertisers

14 Aesthetics of the City

A symposium at Marquette University, April 19-21, 1972

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Wisconsin Architect is published monthly with the exception of July and August which is a combined issue.

Controlled Circulation

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REPORT OF NAAB EVALUATION COMMITTEE

INTRODUCTION

The School of Architecture at the University of Wisconsin at Milwaukee was visited by an Advisory Team from the National Architectural Accrediting Board on November 17-19, 1971. Advisory Team members were: William Keck, FAIA, Architect, Chicago, Illinois, representing A.I.A.; Claude Stoller, FAIA, Professor, University of California-Berkeley, representing ACSA; Allen Olsen, recent graduate student (1970), University of Illinois, Chicago Circle, representing ASC/AIA; Arthur F. Sidells, NCARB, Architect, Warren, Ohio, Secretary of NAAB and Chairman of the Advisory Committee.

ADMINISTRATION

Dean Wade has made a strong commitment to involving the school in real-life situations by selecting students on the basis of demonstrated commitment plus requiring students to become involved in an apprenticeship or internship program as a part of their academic education.

A sound administrative relationship with the institution has been established. The school has autonomy in organization, appointments and promotions. Chancellor Klotsche assured the Advisory Committee of the continuing strong commitment of the administration toward building a school with a high level of excellence at the University of Wisconsin-Milwaukee.

Dean Wade has established strong leadership for the school, the faculty has been organized under an Executive Committee and with a committee structure including students as active representatives and participants. Relations with the profession in the State of Wisconsin are excellent although some traditionally oriented practitioners would prefer a more traditionally oriented approach.

The student group appears to be composed of self-reliant, mature and well-motivated students. The method of selection by submission of portfolio and record of commitment is obviously providing a group which is producing a large volume of work of good quality. The students think very highly of the school; they are almost overly protective in answering questions which could be implied as criticism of course content, method of teaching, etc.

The faculty is a particularly effective and competent group of teachers; all of them full time, who are giving a strong thrust to teaching in all areas of urban systems, component systems, environmental systems and building systems established as the basis for teaching and studio work. The Advisory Committee was particularly impressed with the group projects which produced graphic and statistical data whose possible fame and drawing power can place it in the forefront of architectural education. Wisconsin is a school which will launch people into the profession of tomorrow rather than yesterday or today. Such an innovative approach was viewed with enthusiasm by the visiting committee and should be encouraged by the profession.

For a school with such ambitious aims and fresh approach there must be a period of experimentation. The Dean and his executive committee must continue to adjust the program during the development period so that many new ideas are put forth for trial and testing. Experimentation and change should never end but it should be most intensive during the early stages of the school's development.

The student group appears to be...
in specific projects.  
The school is urged to continue to improve its publishing techniques and to arrive at a sale and distribution of documents produced in the school which would be useful as reference material for other students, practicing architects and the general public.  
The faculty and administrative staff appear to be working well together and to form an effective teaching group. The school is urged to continue to expand the effectiveness of visiting critics and lecturers who are jointly selected by faculty and students. Such a program should be coordinated with the teaching program of the school.  
The general character and adequacy of teaching facilities is, of course, limited by present space which is soon to be replaced by the remodeling of Engelmann Hall.  
The Visiting Committee strongly recommends the strategy of making the community design centers act as true crossroads for the profession, the community, the faculty and the students. All need to contribute to this effort and all have much to learn.  

PROGRAM  
The school objectives as stated in the Self-Evaluation Report are very clear and direct. The education program has been structured to provide for the present and future needs of professionals practicing in architecture and the environmental design disciplines. 
The Advisory Committee was impressed with the very thorough presentation and review of the curricular concentrations currently offered and the expansion of these concentrations in depth to provide a program for masters level work. Teaching by the faculty appears to provide mutual support with service courses well tied in to the basic design sequence. Innovation and change is still very much the order of the day and appears to be accepted as a continuing element in the school program.  
The presentation and integration of teaching in the areas of construction, environmental systems, illumination and related subjects is still undergoing change. Several members of the faculty involved in this part of the program indicated they were providing an almost daily development of course work within the general fabric of teaching these areas of the program. While such innovation may have advantages it can also cause confusion unless the student is made completely aware of the broad central theme and the inter-relationship of all parts of the educational process. It is recommended that thorough review of curriculum content for each course and by each teacher be reviewed in depth at an annual curriculum review committee of several days or a week prior to the start of school  
The content and teaching in urban planning, interior design, landscape architecture and the fine arts is still somewhat vague. This is an emerging area of the curriculum which will gain in strength with the implementation of the graduate program. Continued thought and effort toward effectiveness in these areas would be given by the school administration.  

SUMMARY  
The Visiting Committee feels that the school is moving toward the complete attainment of its original objectives and that the present program organization and budget will provide a means for achieving these objectives. Continual struggle to overcome difficulties in the meantime will be required of the administration, faculty and students.  
The Committee strongly recommends that reporting mechanisms be established now, before graduates leave the school, so that a continuous reporting system will provide a check on the progress and performance of all graduates. A prime consideration in accreditation is the future performance of the graduates of a school.  

STRENGTHS OF THE SCHOOL  
1. Very broad-based total program with opportunity for developing a number of major areas for specialized training.  
2. Desire and willingness on the part of the faculty to continue to experiment to develop teaching programs of real merit to meet the needs of the environmental design professions.  
3. An active and energetic student body.  
4. A Dean and administrative group dedicated to creating a school of excellence.  
5. Participation in projects based on real-life situations.  
6. A good initial relationship with practicing professionals in the area — this should be increased and continued in every way possible.  
The NAAB Advisory Committee recommends the School of Architecture at the University of Wisconsin-Milwaukee make official application for full accreditation as soon as the first class of six-year M. Arch. Degree students has been graduated with professional degrees in architecture.
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Candidates for Director at Large

This year's nominating Committee for Director at Large was composed of John P. Jacoby, Chairman, and Harry A. Schroeder, Lawrence E. Bray and John E. Knapp. They nominated the following twelve members who have been approved by The Executive Committee of the Wisconsin Chapter, A.I.A.

Three of these members will be elected for the position of Director at Large to the Executive Committee of WAI A at the annual membership meeting on April 26, 1972, at the State Convention in Lake Geneva.

Ballots have been mailed 30 days prior to the membership meeting and are due to be returned by April 14, 1972, to the Secretary of the Chapter, Walker L. Patton, 768 N. Jefferson Street, Milwaukee, Wisconsin 53202.

JAMES J. ANGUS, Frelich-Angus-Young, Architects, Janesville, Western Section, graduated from Princeton University with a Bachelor of Architecture and did post-graduate studies at the Illinois Institute of Technology. While at Princeton Mr. Angus received the Bradford-Hill White Memorial and Sayre Scholarships. Mr. Angus was licensed in 1950 in Illinois, in Ohio in 1954, Wisconsin in 1957 and Minnesota in 1966. He qualified for the NCARB registration in 1965. He joined the Wisconsin Chapter as a corporate member in 1959 transferring from Chicago where he became a member in 1950.

Mr. Angus was Vice-President of the Western Section in 1963/64; President in 1964/65; he served as a member of the Office Practice Committee, 1962/63; Community Development Committee, 1963; he chaired the Professional Practice Committee from 1966/69 and served on the Executive Committee from 1965 to 1966.

CARL E. BOETTCHER, Boettcher & Ginnow, Inc., Architects, Neenah, Northeast Section, attended Chicago Technical College and Valparaiso University and received Bachelor of Science in Architectural Engineering. He registered in Wisconsin in 1957 and in 1968 in Michigan and received his NCARB certificate in 1966. Mr. Boettcher served as Secretary of the Northeast Section in 1962/63 and as Vice-President in 1963/64 and as President in 1964/65. He served on the Executive Committee in 1965. He joined the Wisconsin Chapter, A.I.A., in 1952. He was chairman of the State Honor Awards Committee in 1966 and is a charter member of C.S.I., Fox River Valley, since 1969.

JAMES V. HIRSCH, partner Hirsch, Stevens & Samuelson Inc., Architects of Hudson, Northern Section, graduated from the University of Minnesota in 1948 with a Bachelor of Architecture, qualified by examination for National Architectural Registration in 1951. Mr. Hirsch was Instructor of Design at the University of Minnesota in 1952. He is a corporate member of the Wisconsin Chapter, A.I.A., and former director of the Minnesota Society of Architects. Presently he serves as a director on the Executive Committee of the Wisconsin Chapter.

RONALD GENE BOWEN, Bowen and Kanazawa, Architects, Madison, Western Section, received a Bachelor of Arch
Mr. Bowen is currently acting as design critic at the University of Wisconsin School of Planning, Madison campus.

JEROLD W. DOMMER, Western Section, is a graduate of Iowa State University with a Bachelor of Architecture degree. He has been in practice for 18 years, 15 with DDDKG, the firm of which he is a principal. Mr. Dommer has been active in the program of the Wisconsin Chapter, A.I.A., and served on various committees of the Chapter. His specialty in the past has been hospital and school design.

ROGER D. ROSLANSKY, Hackner, Schroeder, Roslansky Associates, Inc., Architects of La Crosse, Northern Section, attend the University of Minnesota in 1955 and received a Bachelor of Architecture degree from Iowa State University in 1961. He received the Award of Outstanding Achievement in Art in 1955 at the University of Minnesota; University Achievement Fund in 1957 and 1960. He was active in the A.I.A. Student Chapter at Iowa State University as co-President in 1958/59; Student Delegate to the "Forum" in Washington, D.C., in 1958; Regional Director, Midwest states in 1958/59 and a student delegate to the National A.I.A. Convention in 1959. Mr. Roslansky is registered in Wisconsin, Minnesota and Iowa and holds an N.C.A.R.B. registration. He transferred from the Minneapolis A.I.A. chapter to Wisconsin in 1966 and is presently Treasurer of the Northern Section, Wisconsin Chapter, A.I.A.

WAYNE E. SPANGLER, of Wayne E. Spangler, Architect of Rice Lake, Northern Section, attended State University of Iowa, State College and the University of Illinois. He received a Bachelor of Architecture from the University of Illinois in 1958. Mr. Spangler is registered in Wisconsin, Minnesota and Indiana. He is a corporate member of the Wisconsin Chapter, A.I.A., and is registered with the National Council of Architectural Registration Boards. He served as President of the Northern Section, WAIA, and was a member of the Executive Committee from 1969 through 1971. He is past Chairman of the Professional Responsibility Committee and is presently advisor and lecturer on architectural drafting and construction techniques at the Vocational Technical School in Rice Lake.

JOHN C. TILLEMAN, John C. Tilleman, Architect of Green Bay, Northeast Section, attended the University of Minnesota and in 1951 received a Bachelor of Architecture with Distinction. He is licensed in Wisconsin and Michigan and holds certificate of the N.C.A.R.B. He is a corporate member of the Wisconsin Chapter, A.I.A., and a member of the Construction Specification Institute.
Candidates for Director at Large

ROBERT J. VAN LANEN, Burroughs & Van Lanen, Architects of Milwaukee, Southeast Section, attended the University of Wisconsin and the Layton School of Art. He is architectural practice since 1936, and is registered in Wisconsin since 1951. Mr. Van Lanen is a corporate member of the Wisconsin Chapter, A.I.A., and has served on the Executive Committee from 1966 to 1968. He is presently a member of the AIA-BFM liaison committee and has served on the committee since 1969.

LEONARD A. WIDEN, Johnson, Wagner, Isley & Widen Architects of Milwaukee, Southeast Section, received a Bachelor of Architecture degree from the University of Minnesota. Mr. Widen is a corporate member of the Wisconsin Chapter, A.I.A., and has served the Southeast Section as a member of the Traveling Exhibits Committee in 1966/67, past chairman of the Education Committee from 1968 through 1971 and as past chairman of the Nominating Committee for officer of the Southeast Section in 1970 and 1971. On the State level he was chairman of the Task Force on Education Committee in 1970/71; chairman of the Continuing Education Committee in 1972 and chairman of the Nominating Committee for Directors at Large in 1971.

RICHARD W. ZEIENER, Bray, Cravillion, Zeiner & Associates, Inc., Architects of Sheboygan, Northeast Section, attended the University of Wisconsin, Kansas State University, and received a Bachelor of Architecture with "high honors" from the University of Illinois in 1958. Mr. Zeiner is a corporate member of the Wisconsin Chapter, A.I.A., and a member of the Construction Specification Institute. He is also a member of the Honorary Architectural Gargoyle Society and the Honorary Engineering Societies Tau Beta Pi and Sigma Tau.

GARY V. ZIMMERMAN, Executive Vice President of Brul & Brust, Architects of Milwaukee, Southeast Section, attended Marquette University, and the University of Notre Dame where he received a Bachelor of Architecture degree in 1958. He attended Washington University, St. Louis, in 1965. Mr. Zimmerman is registered in Wisconsin and holds a N.C.A.R.B. certificate. He is a corporate member of the Wisconsin Chapter, A.I.A., and has served in the following capacities: Chairman of the Public Relations Committee of the Chapter in 1968 simultaneously Chairman of the Public Relations Committee for the Southeast Section. Chairman of the Awards and Competitions Committee of the Southeast Section in 1965; Vice-Chairman of the Board of Directors of Wisconsin Architect, Inc., in 1969; Chairman and Treasurer since 1970 to present. Mr. Zimmerman is a member of the Executive Committee of Wisconsin Chapter, A.I.A., and he presently serves as Chairman of the Task Force on A.I.A. PR Study and Chairman of the State Public Affairs Commission.

He has received the "Roney Prize" for sculpture and the S.E. Section First Award in rendering and model making.

Mr. Zimmerman is a former member of the faculty of the Layton School of Art, teaching environmental design.
TURNING POINT 72 PROGRAM HIGHLIGHTS

WEDNESDAY, APRIL 26, 1972
9:30 A.M. — 11:30 A.M.  W.A.I.A. Executive Committee Meeting
11:00 A.M.  Registration Opens
NOON  Regional Directors Luncheon (Members welcome)
1:30 P.M. — 4:30 P.M.  W.A.I.A. Annual Membership Meeting
4:30 P.M. — 5:00 P.M.  Exhibitor's Pre-Convention Meeting
6:00 P.M. — 7:00 P.M.  Cocktail Hour
7:30 P.M.  Honor Awards Banquet

THURSDAY, APRIL 27, 1972
8:30 A.M. — 10:00 A.M.  Opening of Exhibits and Continental Breakfast in Exhibit Area
10:00 A.M. — 11:30 A.M.  Mr. Max O. Urbahn, F.A.I.A., President A.I.A.
11:30 A.M. — 1:30 P.M.  Walking Lunch in Exhibit Hall
1:30 P.M. — 3:00 P.M.  Viewing of Exhibits and Attendance Awards
3:00 P.M. — 4:30 P.M.  Dean John W. Wade, A.I.A., U.W.M. School of Architecture
4:30 P.M.  Hospitality Rooms Open
7:00 P.M.  Chalet Party

FRIDAY, APRIL 28, 1972
8:30 A.M. — 10:00 A.M.  Continental Breakfast and viewing of Exhibits
10:00 A.M. — 11:30 A.M.  Mr. George T. Heery, A.I.A., Atlanta, Georgia
11:30 A.M. — 1:30 P.M.  Walking Lunch in Exhibit Hall
1:30 P.M. — 3:00 P.M.  Viewing of Exhibits and Attendance Awards
3:00 P.M. — 4:30 P.M.  General Services Administration Panel
Mr. Karel Yasko, F.A.I.A., Moderator
Convention '72  Mark A. Pfaller, Chairman

We are going to do it again. Just like we did back in the early sixties. Get away from it all: The whirl of the metropolises, the proximity of our offices. Back to the resort convention. It is vacation time; it holds us together, it keeps the building supply exhibitors happier.

It is Turning Point '72 in Lake Geneva at the award winning Playboy Club-Hotel. Sounds like fun, but we are downright serious. Systems, Construction Management, Fast Track, Team Approach, Simplistic, Where are we going? — Broader Base, The Scene '71, Reality — lingo heard around the country, forming themes for Conventions and conferences everywhere. It is our “Turning Point '72.”


Max Urbahn: Systems again; our role as architects, developers, construction managers; government contracts.

That is what we are going to talk about. And we are going to talk about turning the tide, and getting with it, and getting a little recognition from our peers, our neighbors and recognition that architects are a constituency.

It is on April 26, 27 and 28th. On Wednesday the Executive Committee mends into Louis Lundgren's Regional Director's Luncheon, with the AIA President our guest. Anyone interested is invited, but all Section Presidents and Executive Committee members are on hand to confer with Max Urbahn. Then Max’s press conference and pre-Convention closeout. Annual Membership Meeting at 1:30 p.m. Don’t miss it! At 6 p.m. the WAIA Cocktail Party for all followed by the Honor Awards Dinner.

Thursday: Continental Breakfast in the Exhibit area and President Urbahn’s presentation at 10 a.m. A Walking Luncheon and viewing of exhibits readies us for Dean John Wade’s presentation at 3 p.m. of his paper on an institution for the design professions. A lot more time for viewing, visiting our exhibitor friends and then hospitality rooms open at 4:30 p.m. and a big gala — a Theme Party at the Ski Chalet on the site.

Friday morning opens as Thursday did, and at 10 a.m. Atlanta’s George Heery, AIA, will speak on Construction Management among other things. Lunch and lots of time to view exhibits and then a fast-moving seminar, moderated by Karel Yasko and a panel from GSA — Big Industry and it is all about new construction practices.

Interspersed through all these activities the Madison WAL is planning some delightful programs for the ladies — and no Honey Bear Farm either.

After you have absorbed all the goodies you can, you might just want to end the week-end at this beautiful hotel. I am, I got Hefner’s suite.

1972 Convention Committee:
Architects — Richard Blake, John Findlay, Paul Graven and Allen Strang.
Others — John Keyes and Alan J. Carlson.
MAX O. URBANH, FAIA  
President, the  
American Institute of Architects

Born in 1912, Mr. Urbanh attended schools in Milwaukee before taking undergraduate work at the University of Wisconsin. He earned a Bachelor's degree in Architecture from the University of Illinois and Bachelor's and Master's degrees in Fine Arts from Yale University. Winner of many design awards while he was a student, Mr. Urbanh has, in the years since, won widespread commendation from his peers. He has lectured at various universities and from 1947-49 was Assistant Professor of Design at Yale University's School of Fine Arts.

As architect, he began his professional career as a designer in the office of John Russell Pope and worked on such projects as the Jefferson Memorial and the National Gallery of Art in Washington, D.C. Subsequently, he became the chief designer in the New York office of Holabird and Root.

A corporate member of the American Institute of Architects since 1949, he was elevated to fellowship for design in 1966 and elected its first vice president for 1971 and president for 1972. He is Commissioner of the Commission on the Environment, Chairman of the new headquarters building committee, trustee of the AIA Foundation and the Urban Design and Development Corporation.

Active for many years in the New York Chapter AIA, Mr. Urbanh has been a delegate to national conventions of the Institute each year since 1960. He was President of the N.Y. Chapter from 1965-67, and earlier was Director of its Activities Committee, 1960-63, Chairman of its Commission on Public Affairs, 1964 World's Fair Committee and on the Committee on Equal Opportunities. He has also worked regularly as a chapter representative to the New York State Association of Architects.

Certificates of Merit for Excellence in Design and other awards have been received by him for: The Hall of Science, New York City; Children's Psychiatric Hospital, Bronx, N.Y.; Seminary of St. Vincent de Paul, Florida; Meadowbrook Medical Center, Long Island; the Lecture Hall-Cafeteria Building at Brookhaven National Laboratories, Upton, Long Island; the Franklin D. Roosevelt U.S. Post Office and Office Building in New York, N.Y.; and for the Vertical Assembly Building and Launch Control Center for the Apollo Manned Lunar Landing Project at Cape Kennedy, Florida. This project also won the Outstanding Civil Engineering Achievement Award for the year of 1966.
CONVENTION SPEAKERS

GEORGE T. HEERY
President of Heery & Heery, Architects and Engineers

Architect George T. Heery, AIA (44), is a native of Athens, Georgia, and received both his undergraduate and graduate degrees in architecture from Georgia Tech.

He is president of Heery & Heery, Architects and Engineers, founded in 1945 in Athens, Georgia, by his father, C. Wilmer Heery, who is still active as a principal in the firm.

The 140-man firm today includes architects, structural, mechanical, electrical and civil engineers, interior designers, landscape architects, graphics designers and a research group, maintaining its major office in Atlanta with other design and production offices in New York City and Athens, Georgia.

George Heery is a former member of the Atlanta Civic Design Commission and served three years as national chairman of the American Institute of Architects' Committee on Industrial Architecture. In that capacity, he headed two American delegations to international seminars on industrial architecture, one in Brazil and one in Hungary.

Heery & Heery's practice, while Atlanta-based, has become national in scope in recent years, serving corporate and institutional clients. Current major clients include Corps of Engineers/U.S. Air Force, Greater Cincinnati Airport, Xerox Corporation, City of New York, Portland, Oregon, Public Schools, Life of Georgia, Delta Air Lines, Eaton Corporation, Crossroads, Inc., Studebaker-Worthington Corp., the Medical College of Georgia, Stouffer's, Minnesota State College System, Broward County, Florida School System, University of Georgia, Wagner Electric Corporation, and other major corporate, institutional and governmental clients.

George Heery and James H. Finch were co-designers of the Atlanta Stadium and the new Cincinnati Riverfront Stadium, and have designed a number of major sports facilities, including the Patriots' new stadium in Foxboro, Massachusetts, now under construction. They are also designers for the new 80,000 seat Erie County (Buffalo), New York, stadium now in design.

Heery, Finch, and Edward Durell Stone are the three-man design team for Detroit's new $100 million super domed stadium in association with Giffels Associates of Detroit, design for which was recently made public.

JOHN W. WADE
Dean of the School of Architecture, UWM

EDUCATION
Florence State College (Ala.): 1943-44;
Harvard College: B.A. (Magna cum laude), 1949;
Harvard Graduate School of Design: B. Arch., 1952;
City Planning, University College, London: 1952-53;
Cranbrook A.C.S.A. Workshop, 1963;
University of Pennsylvania Graduate School of Fine Arts, M. Arch., 1964

EXPERIENCE
Academic
Lecturer in Mathematics, Armstrong College, 1962
Visiting Architectural Critic, Clemson University, 1962
Visiting Architectural Critic, University of Minnesota, 1965
Visiting Architectural Critic, Auburn University, 1965
Associate Professor and Head, Division of Architecture, Tuskegee Institute, 1964-68
Professor and Dean, School of Architecture, University of Wisconsin-Milwaukee, 1968-present
Curriculum Advisory Committee, UCLA School of Architecture and Urban Planning, 1967
Conference on Curriculum, University of Arkansas School of Architecture, 1969
AIA New England Studies Advisory Committee on Architecture Location, 1971
* Converted to M. Arch., 1970
Professional
Designer, Perry, Shaw, and Hepburn, Kehoe and Dean, Architects, Boston, 1952
Designer-Job Captain, Eero Saarinen and Associates, Architects, Bloomfield Hills, Michigan, 1953-56
Job Captain, Hideo Sasaki and Associates, Landscape Architects, Somerville, Massachusetts, 1956-57
Independent Practice: Hilton Head Island, S. C., 1957-63 (also consultant to Laurence Rockefeller Resort Enterprises during this period); Tuskegee, Alabama, 1963-65

HONORS AND AWARDS
Fulbright Scholarship in Town Planning to University College, London, 1952-53
Honorable Mention, Merchant House Category, A.I.A. Home for Better Living Awards Program, 1967

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68. American Institute of Steel Construction

Wisconsin architect/march, 1972
Decisions affecting the quality of urban life must draw upon a number of value areas: personal need, economic, political, and aesthetic. Recognizing this factor, the Marquette University Philosophy Department with co-sponsorship of the Wisconsin chapter of A.I.A. and Brooks Council (Marquette Student Assoc.) is examining each of these areas through lectures and discussions in a series under the heading “Value Perspectives on Urban Life.” The culminating event is a three day Symposium, “Aesthetics and the City” to be held April 19-21, 1972.

Significantly, the Symposium will examine the often neglected or sacrificed aesthetic values. More and more, as we realize the impact of man-made forms and structures—buildings, transportation patterns, the availability of art forms—on the quality of urban life, we see that it is not enough simply to provide museums and concert halls where persons may replenish their aesthetic sensibilities. Too often other aspects of the man-made environment are shaped with little or no attention to the aesthetic values. If aesthetic values are taken into account, they are often set aside or given a secondary role as compared with economic or political values affecting the decisions. I believe that life in an urban setting can be greatly enriched through intelligent planning decisions that take into account the wider value considerations, giving due place to the aesthetic values.

The symposium brings together men of the highest competence in both practical and theoretical matters concerning aesthetics of architecture, city planning, and the wider effects of the city on art and life. The speakers are: Edmond Bacon, recipient of the American Institute of Planners' highest award for his contribution to city planning, and author of Design for Cities; John Johanson, recipient of the Arnold Brunner Memorial Prize in architecture awarded by the National Institute of Arts and Letters, and Professor of Architecture at Columbia University; Teddy Brunius, philosopher-aesthetician, author of Theory and Taste, who was secretary general of the Sixth International Congress of Aesthetics and is director of the Institute for Aesthetics, Uppsala University; and Harold Rosenberg, New Yorker magazine art critic, author of Trance Above the City and other works on art and aesthetics. Participating as respondents to Bacon and Johanson are Milwaukee architects Maynard Meyer, A.I.A., and William Wenzler, F.A.I.A.; Richard Whittaker, School of Architecture, University of Wisconsin, Milwaukee; and Donald Vogel, Assistant Director of Governmental Affairs, University of Wisconsin, Milwaukee.

By examining these topics: “Aesthetics and Politics” (Bacon); “Aesthetics of the City” (Johanson); “Past, Present, and Future of the Human Cities;” (Brunius); and “Art and the City” (Rosenberg) the participants will have opportunity to show the place of aesthetic values in the shaping of present and future city environments. A forum drawing in all four principal features will consider the question, “Where Have All the Flowers Gone? (Prospects for the Good Life in the City).”

The symposium will offer substantial insights and analysis of aesthetic values in the context of urban culture. The combination of city planner, architect, aesthetician-philosopher, and art critic with an interest in social aesthetics will provide a fruitful and stimulating cross disciplinary source of ideas and exchange, adding to the discussion of urban values and their practical application to the work of architects, planners, and others working in the urban environment. As well, the series will provide analysis useful to the university community and of interest to the general public.

A.I.A. members, planners, and other interested persons are cordially invited to attend the sessions of the program.

See the program included here for details.

Aesthetics of the City
A Symposium
at Marquette University
April 19-21, 1972

Symposium Chairman: Curtis L. Carter, Assistant Professor of Aesthetics and Philosophy, Marquette University.
Co-Sponsors: Marquette University Department of Philosophy, Brooks University, Sweden; and Harold Rosenberg, New Yorker Magazine art critic, author of Trance Above the City and other works on art and aesthetics. Participating as respondents to Bacon and Johanson are Milwaukee architects Maynard Meyer, A.I.A., and William Wenzler, F.A.I.A.; Richard Whittaker, School of Architecture, University of Wisconsin, Milwaukee; and Donald Vogel, Assistant Director of Governmental Affairs, University of Wisconsin, Milwaukee.

By examining these topics: “Aesthetics and Politics” (Bacon); “Aesthetics of the City,” (Johanson); “Past, Present, and Future of the Human Cities;” (Brunius); and “Art and the City” (Rosenberg) the participants will have opportunity to show the place of aesthetic values in the shaping of present and future city environments. A forum drawing in all four principal features will consider the question, “Where Have All the Flowers Gone? (Prospects for the Good Life in the City).”

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Symposium Chairman: Curtis L. Carter, Assistant Professor of Aesthetics and Philosophy, Marquette University.

Council A.S.M.U. and Wisconsin Chapter, American Institute of Architects.

Program
Wednesday, April 19, 1972
Teddy Brunius: “Past, Present, Future of the American Cities” Lecture, 8 P.M., Todd Wehr Chemistry, Room 100.

Aesthetician-Philosopher Teddy Brunius is director of the Institute of Aesthetics, Uppsala University, Sweden, and visiting professor at the State University of New York, Albany. He is a critic and was advisor on city planning to the City Council, Uppsala, for 10 years. His publications include Theory and Taste as well as 6 other English works on Aesthetics, fifteen Swedish volumes, and numerous articles. Brunius is well known internationally, having lectured at universities in England, France, Poland, Denmark, Mexico, and the United States. He was secretary general of the Sixth International Congress of Aesthetics.

Thursday, April 20, 1972
Edmond Bacon: “Aesthetics and Politics” Lecture with slides, 10 A.M. to Noon, Brooks Union Ballroom.

Edmond Bacon, who began as an architectural designer in Shanghai, China, has been for many years executive director of the Philadelphia City Planning Commission. He is a member of the President’s Citizen Advisory Commission on Recreation and Natural Resources, and has served both as a Rockefeller and Ford Foundation fellow. He has published Design for Cities and numerous articles. Bacon has been awarded the American Institute of Planner’s Highest Award for outstanding achievement in city planning.

Respondents: Maynard Meyer, A.I.A., architect, Meyer Associates, Milwaukee; Donald Vogel, Ph.D., Assistant Director, Institute of Governmental Affairs, University of Wisconsin-Milwaukee.

Afternoon Session
Forum “Where Have All the Flowers Gone? (prospects for ‘the good life’ in the city)”

Participants: Edmond Bacon, city planner, Teddy Brunius, aesthetician-philosopher; John Johanson, architect; Harold Rosenberg, art critic.
A.I.A. Cocktail Reception in honor of Symposium Speakers 5 P.M. to 6 P.M. members and invited guests.
A.I.A. Dinner, 6 P.M. to 7:30 P.M. 2 P.M. to 4 P.M., Todd Wehr Chemistry, Room 100.

Evening Session
Harold Rosenberg “Art and the City,” Lecture, 8 P.M. Brooks Union Ballroom.
Harold Rosenberg is art critic for the New Yorker Magazine, and he is also professor at University of Chicago in the Committee on Social Thought. He is the author of several works which include Trance Above the Street, Tradition of the New, Arshile Gorkov, The Anxious Object, and Artworks and Packages.

Friday, April 21, 1972
John Johanson “Aesthetics of the City,” Lecture with slides, 10 A.M. to 12 Noon, Brooks Union Ballroom.
John Johanson is professor of architecture at Columbia University. His works include the U.S. Exhibition Pavilion at the International Trade Fair in Yugoslavia, the U.S. embassy in Dublin, Ireland, and the Orlando, Florida, public library. The author of many articles, Professor Johanson is recipient of the Arnold Brunner Memorial Prize in architecture, awarded by the National Institute of Arts and Letters.


Summary Remarks on the Symposium: 12 to 1 P.M., Todd Wehr Chemistry, Room 100.

Edmond Bacon
Teddy Brunius
John Johanson
Harold Rosenberg

A.I.A. Members who wish to attend the reception-dinner at The Wisconsin Club on Thursday, April 20, may send reservations to: Wisconsin Chapter, AIA, 788 N. Jefferson, Milwaukee 53202. Cost: $8.50.

Overnight lodging close to the campus is available at Holiday Inn Central, 1926 West Wisconsin Avenue, Milwaukee, and at the Y.M.C.A., 915 West Wisconsin Avenue, Milwaukee. Make reservations directly with the motels.

Lunch Thursday noon is available at the Holiday Inn.

All sessions are free and open to the public. Out-of-town visitors are requested to register in advance by sending a letter to:
Curtis L. Carter
Symposium Chairman
Department of Philosophy
627 North 13th Street
Milwaukee, Wisconsin 53233

Symposium Committee
Curtis L. Carter, Chairman
Richard Diedrich, A.I.A.
Thomas Prendergast
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Francis Collingwood
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MILWAUKEE ART CENTER

THE MILWAUKEE ART CENTER will be holding a series of lectures, exhibits and field trips relative to the CHICAGO SCHOOL OF ARCHITECTURE during March and April.

On Sunday, March 5th, there was a reception in the Education Gallery hosted by the art center and Mr. and Mrs. Irving Saltzstein in honor of the well-known architectural photographer, Richard Nickel, from two to five p.m. An exhibition of Mr. Nickel's work and a selection of plans, renderings, fragments and other material related to the Chicago School will be on display in the gallery through April 16th.

There will be a series of lectures at the Art Center in the Lecture Gallery at 1:30 and 8:00 P.M.

April 4 — Frank Lloyd Wright and His Predecessors.
April 11 — Frank Lloyd Wright and His Contemporaries.

Guest Speaker: Thomas H. Beckman

Guided Architectural Tours of the Chicago Loop and of the Frank Lloyd Wright buildings in Oak Park and River Forest will be conducted by guides from the Chicago School of Architecture Foundation on March 27th and April 17th respectively. Buses will leave the Art Center at 8:30 A.M. and return at 5 P.M.

Charges for the tours are $12.00 for members, $15.00 for non members, including transportation and lunch. The lectures are free to members; Non-members $1.00.

For reservations for both the lectures and the tours send checks to Adult Education Dept., 750 N. Lincoln Memorial Dr., or phone 271-9508.

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An Engineering Institute, "Project Management with CPM/PERT Networks," will be held May 17, 18, and 19, 1972. This institute will provide experience in the management of projects which are planned and scheduled with PERT and/or CPM techniques. It is assumed the student has an understanding of the basic concepts of CPM or PERT.

A network for the construction of a new building will be used as a case study. Management decisions will be made, assisted by project reports generated by a computer. A project duration in real time of one and one-half to two years will be simulated in the institute. Changes in real conditions will be simulated at three to four-month intervals. The results of the management effort will be judged on the basis of cost control and project duration.

This course is designed to help people engaged in planning and management of building projects. Techniques of accelerating project schedules and resource and manpower allocation for optimum benefit will be taught.

Your prompt enrollment is encouraged as the enrollment limit is 30 people.

The fee for the three-day institute is $225. Inquiries should be sent to Dr. William C. Dries, Program Director, University of Wisconsin — Extension, 432 North Lake Street, Madison, Wisconsin 53706. Telephone: (608) 262-2061.

ARCHITECTURE CRITICS’ MEDAL TO WOLF VON ECKARDT

Wolf Von Eckardt, architecture critic of the Washington Post, has been named the recipient of The American Institute of Architects' 1972 Architecture Critics' Medal.

The award, selected by the Jury on Institute Honors, the American Institute of Architects, recognizes Von Eckardt’s “continuous effort in the area of public criticism to evaluate structures, plans, and program in simple, direct language that informs both the profession and the citizens of the need for vigilance in quality and performance and the need to recognize where pressures have needlessly sacrificed the quality of urban environment.”

Von Eckardt will receive the award during the 104th annual convention of the 24,000-member national professional society to be held in Houston May 7-10.

The medal was established in 1967 to "stimulate, broaden, and improve the quality of architectural criticism in order to increase the public’s visual perception of environmental design.” Past winners are Lewis Mumford, Ada Louise Huxtable, Henry-Russell Hitchcock, and the late Sibyl Moholy-Nagy.

Von Eckardt's articles on city planning, architecture, and design have appeared in such publications as Holiday, Harper's, The New Republic, Saturday Review, and Horizon. He is the author of five books: "A Place to Live — The Crisis of the Cities" (1968), "The Challenge of Megalopolis" (1964), "Life for Dead Spaces" (1963), "Mid-Century Architecture in America" (1961), and "Eric Mendelsohn" (1960). In 1964 he received a Ford Foundation grant for critics and writers in the arts to study new towns in this country and abroad.

Born in Berlin, Germany, Von Eckardt came to this country in 1936 as a political refugee. He began his career as a graphic designer, served in the U.S. Army during World War II, then worked for the U.S. Department until 1953.

In 1959, after five years of journalistic and public relations work for various organizations, Von Eckardt became public information director of The American Institute of Architects and art director of the AIA Journal. He joined the staff of the Washington Post in 1964.

Von Eckardt is an honorary member of the Institute, a member of the Society of Architectural Historians, and a past president of the Washington chapter of the American Institute of Graphic Arts. He has lectured at Harvard, M.I.T., and several other universities and gatherings throughout the country.

His wife, Marianne Horney Von Eckardt, M.D., is a psychoanalyst. They have two daughters.

1972 ARCHITECTURE CRITICS’ CITATION AWARDED TO PETER COLLINS

Peter Collins, Canadian author, architect, and educator, has been named the winner of The American Institute of Architects' 1972 Architecture Critics' Citation for his "continuously important creative effort in critical literature."

The citation, selected by the Jury of Institute Honors, the American Institute of Architects, will be presented at the 104th annual convention of the 24,000-member national professional society to be held in Houston May 7-10.
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Collins is the author of three influential books which are used extensively by the architectural profession and academic institutions: "Architectural Judgement" (1971), "Changing Ideals in Modern Architecture" (1965), and "Concrete: The Vision of a New Architecture" (1959). Nearly a hundred of his essays and reviews have been published in architectural periodicals in North America and England.

In "Architectural Judgement" Collins wrote: "The whole essence of a profession is that it does involve judgement, and cannot be based on rule of thumb ... for the architect, the lawyer and the surgeon, judgements of a highly complex kind are the very essence of his skill, for which book-learning provides merely the raw materials of intellectual creativity." This award is presented to Collins for his cogent articulation of architectural analysis.

Born in Leeds, England, Collins received a Master of Arts degree from Manchester University in 1955, then went to Switzerland and France to work on the design of reinforced concrete structures, including Auguste Perret's reconstruction of Le Havre. In 1956 he was appointed an associate professor of architecture at McGill University, Montreal, where he has remained a member of the faculty ever since. He became a full professor (and a Canadian citizen) in 1962.

Collins was editor of the Journal of the Society of Architectural Historians in 1967-68 and a research fellow at the Yale University Law School in 1968-69. In 1971 he earned a Master of Laws degree from Queen's University, his thesis being a study of the relationships between laws and urban environments.

Collin's "Changing Ideals in Modern Architecture" won him the Hitchcock Medallion of the British Society of Architectural Historians in 1969. He received a silver medal from the Royal Institute of British Architects in 1964 and a Fulbright travelling scholarship in 1955. He is a Fellow of the Royal Architectural Institute of Canada, an associate member of the Royal Institute of British Architects, and a corresponding member of the Societe des Architectes Diplome par le Gouvernement Francais.

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