

Today's News - December 1, 2005

This month, SMPS asks: Why hire a marketing staff? – Urban ills of Brazil's mega-cities hold lessons for others. – Nature offers engineers some cool tools. – In Toronto, too much bottom-line thinking and not enough mid-rise development. – Green building survey puts L.A. at the top of the list. – Montreal's West Island College glows green. – Chicago's big new project breaks ground. –The "seesawing saga" of the Liberty Bell's "gossamer jewelbox" about to come to a sad end. – Of Quonsets and containers. – Berlin didn't want Corbu, but Chandigarh did. – Putting "play" back into playgrounds.

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[Dec. '05 Build Business: Why Hire a Marketing Staff? No longer considered unethical and tacky, marketing has morphed into an essential tool for savvy A/E/C firms.](#)

[The Emptying of the Mega-Cities: It is difficult to believe that Brazilian mega-cities like Rio de Janeiro and Sao Paulo...are seeing their population densities decrease, which experts say aggravates the cities' problems and makes solutions even more difficult to find.](#)- Inter Press Service

[Nature teaches engineers new tricks: ...ants could help with traffic patterns, bees could provide insights on aerodynamics, and skunk cabbage may reveal new ways to regulate temperature.](#)- Christian Science Monitor

[We'll pay price in design and energy: Bottom-line thinking has left Toronto's condos lagging in architectural and environmental qualities. By Christopher Hume-](#) Toronto Star

[Mid-rise projects casualty of system: If Toronto is to survive and our lifestyle expectations with it, we must come up with new residential models that will achieve the densities needed... By Christopher Hume-](#) Toronto Star

[Survey results: Local Market Factors Determine Traction of Green Buildings: Los Angeles at the top of the list...Chicago suburbs ranked at the bottom... \[pdf\]](#)- Corporate Realty, Design & Management Institute (CRDMI)

[West Island College's arts and science pavillion a natural fit: Architects recognized for energy-conserving design -- ÉKM Architects-](#) The Chronicle (Montreal)

[In Chicago, Major Mixed-Use Project Breaks Ground -- Gensler, Perkins + Will, Rockwell Group; James Carpenter-](#) Interior Design Newswire

[Bell tolls for \[Liberty Bell\] pavilion: ...it looks as if Mitchell/Giurgola's gossamer jewelbox has exhausted its appeals...Demolition is scheduled for March. By Inga Saffron-](#) Philadelphia Inquirer

[From Battlefield to Bungalow: The Adaptable Architecture of the Quonset..."Quonset: Metal Living for a Modern Age" book and exhibition make an elegy for the little hut, a respectful acknowledgment of its service in times of need.](#)- Humanities Magazine

[Heavy Metal Jacket With a Luxe Lining: Design's boldface names may be upstaged at the Art Basel fair by Adam Kalkin, an architect who is unveiling his Push Button House...has used the container as a centerpiece in a broad spectrum of projects that include affordable housing, refugee shelters... \[slide show\]](#)- New York Times

[Did Nehru allow Corbusier what Hitler denied? Architect had dreamt of building new Berlin, but was refused. -- Pierre Frey-](#) Indian Express (Chandigarh)

[On a mission to put 'play' back in the country's playgrounds: "American Playgrounds: Revitalizing Community Space," an insightful new book that explores the degradation of playground design in the past generation. By John King -- Susan Solomon; Stanley Saitowitz; Cheryl Barton; Mark Horton-](#) San Francisco Chronicle

[INSIGHT: Condos Breathe New Life into Old Offices: Historic office buildings are increasingly being reinvented as condominiums in CBDs \(central business districts\) across the country. By Mark Harbick, AIA-](#) ArchNewsNow

[-- Competition winner: Steven Holl Architects: Herning Center of the Arts, Herning, Denmark](#)

[-- Rafael Viñoly: Nasher Museum of Art, Duke University, Durham, North Carolina](#)

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