The Future
an editorial by FA-AIA President Herbert Rosser Savage

The future of architecture is the future of the State of Florida.

The future of community development is the future of architecture.

The future of construction is the future of architecture.

It sounds futile to continue this approach in discussing the future of our state but it should go without saying that the profession of architecture has a responsibility to the citizens to act as a catalyst and counsel, as well as a leader, in solving the multiplicative problems of housing, urban development, and environment as well as tourism in Florida.

As a step in the direction of assessing these responsibilities, this Association is cooperating with the Florida Development Commission in inviting various agencies to discuss these problems as they relate to codes and standards. This is being done in an effort to facilitate the expansion of industry and business, as well as tourism, in our state.

One area of discussion concerns approaches to various problems. For instance, the housing of 6,000,000 families in the country by 1978 means perhaps 200,000 for Florida is broken down by population (and we are speaking about low cost housing only). There will still be a need for middle range and upper range housing, not to mention other types of structures. Then too, consideration of densities in housing almost demands a vertical rise instead of a horizontal one.

If interested groups such as the FAAIA would coordinate the planning bodies (as they relate to transportation, education, tourism, and industry) together with the sociologists and economists, perhaps there could be some objective and positive aid given to government officials. They could then make sound judgments based on creative, organized, and conceivable plans.

If the architects cannot give aid in the area of community needs then no one can. The exchange of ideas between any two professions should benefit the community. The Governor, Cabinet, legislature, and business are anxious to maintain orderly development and it is our obligation to have available firm proposals with which to implement this development.

The Design Commission and the Public Affairs Commission of the Association are two commissions which have been striving toward and must continue to pursue this area of responsibility for our profession. They are the "community responsibility" conscience of the Association and their work is cut out for them. However, this does not mean that the remainder of the membership can ignore this area. Each of us should contribute to the overall accomplishment of community development. The State Association can only assist the local chapter in these matters except in regard to the state agencies and associations. At this level, the FAAIA can contribute to statewide programs aimed at accomplishing these goals.

With the advent of new technologies, relations in the construction industry must adhere to positive approach. The principal forces in industry, management and labor, have a responsibility in regard to the welfare of the public. It is to provide trained, reliable technicians and the tools to build all types of structures, roads, or other facilities. If they do not accept this obligation they will be in the same category as the design professional who will not accept the responsibility of community development.

What does all this mean? It means that we must stop talking. We must start doing something as a profession. If we do not someone else will!

The opportunity for the architects will be at the Association convention at Daytona Beach in October. The way has been paved. Let us use it. Let us explore this "future" we talk about.
The old "Cardboard College" is no more. The University of Miami enters its 43rd academic year expecting over 17,000 students. The campus at Coral Gables has mushroomed in the years since World War II with a progression of buildings which mirror the development of contemporary architecture in South Florida. Campus growth is presently under the guidance of a 1975 comprehensive master plan designed by Caudill Rowlett Scott. The new Residence Hall towers and Science Building are major elements in this plan.
Increasingly, universities across the nation are turning to high rise buildings as the most economic means of providing space for learning and living to rising numbers of students.

These photographs show two towers; presently twin towers of the same design are nearing completion immediately to the east. The four 12-story structures will house 1,920 students in air conditioned comfort. Also included in the total complex are two commons buildings which contain lounges, recreation space, library, laundry and building service facilities, study space and an auditorium along with apartments for the head resident directors of the complex.

Construction is of reinforced concrete with over 500 precast panels providing a maintenance free facing. Prominent feature of the facade is the precast window box giving required protection from sun and rain.

Set apart from the campus core of academic buildings, the towers give a new visual unity to the University and offer a focal point in a flat landscape.
1. The commons building lounge, recreation and service areas. 2. Detail of a typical window showing the wood jalousie shade with a glass window behind. 3. The towers rise sharply outlined in the afternoon sun overlooking adjacent playfields. 4. A corner detail showing precast panels, finished a light brown in color.
Science Building

Massive, sprawling, hugging the earth from which it seems to grow, the new Science Building is the first of two proposed units to be built. This building houses the Departments of Biology and Chemistry, the Cellular and Molecular Biology Graduate Program and the Laboratory for Quantitative Biology.

Strong horizontal lines of perimeter corridors lend strength to the overall building image. Making no concession except to complete functionalism, the architects ruled out windows in the air-conditioned structure to permit interior changes as needed. Conventional ceilings are also out, giving ready access to utilities hung between exposed concrete joists.

ARCHITECT
Caudill Rowlett Scott - Houston

CONTRACTOR
Apgar & Markham Construction Co.
Cover
Feature
2  The Future
   Editorial by FA-AIA President Herbert Rosser Savage
3  University of Miami
   New residence halls and a Science building
8  Letters
21 Advertisers’ Index
22 Convention 1968
   Plan to attend, Daytona Beach, October 25-27
23 Merit Award
   For best picture story — May 1968 issue
23 Profit Planning Manual
24 Continuing Education
   A reprint article calling for a viable program
27 Architecture for Florida Living
28 News Items
   U.F. Students received awards
   Architectural & Engineering News Seminar
   Industrialization of Building
   Architect Arthur Campbell receives award
30 Challenge to Change
   Editorial by Executive Director & Editor

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The Florida Architect

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Letters

Dear Herb:

On behalf of the Committee on Student Publications, I would like to thank you and the Officers of the FA/AIA for making the University of Florida issue of the Florida Architect a reality.

We are grateful for the support and encouragement which was so kindly given by James Deen, John Totty, and especially Donald Singer.

We owe a special debt of gratitude to Mr. Fotis N. Karoussatos. In his dual capacity as Executive Director and Editor, he was always available to answer our questions and furnish guidance. His advice was invaluable to a group of idealistic fledgling publishers, and his patience was unending.

A letter from Mr. Ivan H. Smith congratulated us for our "outstanding student edition" and "the provoking editorial which is causing Florida architects to sit up and take notice. This was one issue of the Florida Architect that I read every word before I could pause."

Mr. Smith’s generous comments have made all of our work worthwhile and offer a great stimulus for future efforts. We sincerely hope that you too are satisfied with your investment in us. Each of you deserve a share of credit for our initial success.

Very truly yours,

John R. Toppe

My congratulations to you on the University of Florida edition of the Florida Architect.

I trust plans are underway for a similar edition prepared by the Architectural Department of the University of Miami.

Sincerely,

Harry E. Burns, Jr. AIA
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—Robert C. and John E. Casey, Empire Associates

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10
TRINITY WHITE GENERAL
PORTLAND CEMENT CO.
13
V. E. ANDERSON MFG. CO
21
Notice of FAAIA Annual Meeting

Committee On Resolutions Guides Convention Business

Systems And The New Technology

Convention 1968

October 25 - 27
Daytona Plaza Hotel
Daytona Beach

Notice of regular Annual meeting of the Florida Association of the American Institute of Architects, Inc., and of proposed amendments to the Bylaws to be presented.

Members of the Florida Association of the American Institute of Architects, Inc., a corporation not for profit, organizing and existing under the laws of the State of Florida, are hereby notified that:

The following three members have been named as a Resolution Committee: Hilliard T. Smith, Jr., AIA, Chairman; Roy L. Ricks, AIA; and Francis R. Walton, AIA.

As a matter of helpful information, we are reprinting here the Convention Rules for resolutions and new business.

Resolutions and new business shall be placed before the Convention and actions shall be taken only in the following manner, and at the following times:

1. All resolutions or discussions concerning matters contained in the Board’s Report shall be in order and may be placed before the Convention only if the relevant section has been read and is still under consideration. Resolutions concerned with matter contained in the Board’s Report shall not be considered by the Committee on Resolutions.

2. All resolutions offered by the Board will be printed in the Board’s Report and the action taken thereon at the time the relevant sections are placed before the Convention. Amendments to these resolutions or supplemental resolutions and statements concerning the section under consideration shall be in order only while the relevant section is before the Convention.

3. All resolutions concerning matters not contained in the Board’s Report and all matters of new business shall be presented to the Committee on Resolutions before a time set by the Board and report to the Convention.

1. The regular annual meeting of The Florida Association of the American Institute of Architects, Inc., will be held 25, 26, and 27 October 1968 at the Daytona Plaza Hotel, Daytona Beach, Florida.

2. At said regular meeting, proposed amendments to the Bylaws if any will be presented for action thereupon by members of the corporation. A concurring vote of not less than two-thirds (2/3) of the total number of delegate votes present at the meeting, together with approval by the American Institute of Architects, is necessary for the effective adoption of the amendments.

The Committee on Resolutions will take one of the following actions and report such action to the Convention on each resolution and item of new business received by it:

1. Deem the resolution a matter dealt with in the Board’s Report and return it promptly to its sponsor with advice to present it when the relevant section of the Board’s Report is before the Convention. The Convention shall consult with the Secretary as necessary in making the above ruling.

2. Deem the resolution inappropriate to come before the Convention and return it promptly to the sponsor, with notice that it may be placed directly before the Convention at the time the report of the Committee on Resolutions is made, provided the consent of the Convention can be obtained by a two-thirds vote of the delegates present at the sessions.

3. Modify the resolution or combine it with other resolutions, preferably with the consent of its sponsor.

4. Refer the resolution to the Board for consideration with the consent of its sponsor, and so report to the Convention.

5. Report the resolution to the Convention with recommendation to disapprove.

6. Report the resolution to the Convention without recommendation.

7. Report the resolution to the Convention with recommendation to approve, and move its adoption.
Comments from the Judges

Merit Award
The Florida Architect—
"The Work of Tye and Mitchell"
May 1968
Excellent photos, precise, eye-catching layouts combine in this prize-winning entry. The opening page is type heavy—but it does open the story well—and leads logically into what follows on the next pages. You have, in short, created a story—with beginning, middle and end—rather than a random grouping of pictures. The layouts here are a bit looser and have a touch more flair than in the church architect. Use of page borders provides an archaic touch in an otherwise modern magazine.

The Florida Architect—
"Trends" / April 1968
Photos are excellent, layouts are precise. But the story gives the impression of having been drafted rather than created. It lacks flair, a feeling of life. Editorial copy with the photos is a fine device, and keeps readers from confusing page-turning with story and picture. Use of cutlines to emphasize particular items in the sketches would have helped. The article, though, is strung out in a confusing fashion throughout the magazine.

The Florida Architect—General
Our third-place award, should there have been one, would go to this magazine. Its covers are outstanding in their impact on the eye. Apparently the goals of an architect and a layout man can mesh, and very well. Editor Karousatos can claim, in our opinion, the best layout design in Florida magazines. The generally good typography was spoiled in the 10/67 by the excessive use of some 8-pt. bf type, but that is only one complaint among a hundred praises. The writing, we think, tends to get a bit stuffy, and this is the main reason this is not a genuine winner.

Architecture For Florida Living,
Annual Edition 1968
Technical perfection with excellent color reproduction. Rated very high.


The new manual presents practical "how-to" procedures and will become a chapter in The Institute's expanding "Architect's Handbook of Professional Practice." When the manual was unveiled at AIA's Convention this summer, Dr. Marsh said, "It's a rare principal who plans for his business the way he plans for his projects."

Werolin noted that many architects are wedded to a fee schedule and are reluctant to deviate because they know of no reliable index on which to base fees. The profit planning book lists eight. "Regard your profit planning as dynamic and deliberate," Werolin advised. "Each decision won't be an independent one if you use it all year round. Profit planning isn't going to make the decisions for you, but it's going to make the consequences clear."

The method suggested by the Case consultants involves a relatively simple charting of all estimated expenses and desired profit, checking actual fiscal experiences periodically—usually every month—against the projection, and making adjustments where figures move far out of line.

Copies of the 83-page manual are available from the Florida Association of The American Institute of Architects, 1000 Ponce de Leon Blvd., Coral Gables, Fla. 33134. Price is $2—members; $5—non-members plus 50c postage and handling.

AIA Publishes Profit Planning Manual

1968 Florida Magazine Association Contest; Merit Award For "The Florida Architect"
"Continuing Education and the Architectural Profession"

Reprinted from the monthly bulletin of the Michigan Society of Architects.

Walter Sanders, FAIA

As the 53rd Annual MSA Convention considered "This Business of Architecture" in April, it was also be participating in a program of continuing education, for the convention was intended to be educational as well as entertaining. The architectural profession, however, is sadly lacking a well organized program of education for its members. Walter Sanders, FAIA, President of the American Collegiate Schools of Architecture, former Chairman of the Department of Architecture at the University of Michigan, and architectural consultant and critic, considers in this article the need for continuing education among architects, points out examples of what is being done by other professions, summarizes the existing studies made by the AIA and ACSA and suggests the possibilities for a coordinated program of continuing education.

"Continuing education" is a subject receiving considerable attention today—and deservedly so. We are not only gaining new knowledge at a phenomenal rate but the rate is increasing year by year. Earlier it was possible for a dedicated individual to keep his knowledge current by devoting a fraction of his time to books, journals, meetings, and perhaps travel. Today this is not possible—particularly in the practice of a profession such as architecture.

The November 12th, 1965 issue of SCIENCE magazine published by the American Association for the Advancement of Science, contained an editorial on the subject of "Continuing Education" that has application here:

"...We cannot be sure that we are producing knowledge at a highly accelerated rate, but we can be certain that the number of pages devoted to presenting has increased drastically."

"...New journals proliferate while old ones get thicker. There is increasingly wide distribution of un-evaluated material. The bottleneck in utilization of knowledge is not a shortage of publications or inadequate information retrieval. The lag occurs in the step between the pile of books on a man's desk and the transfer of that information to his mind. We need to devote much more energy to determining what is significant and then conveying it in concentrated form."

One method of instilling the essence of new knowledge is through short, intensive refresher courses. In this area, the continuing education program of the American Medical Association is outstanding. About 1500 courses are offered annually by some 400 sponsoring organizations, and about 100,000 physician-students are enrolled. Most of these courses last from one day to several days. Some last longer:"

"...The problem of continuing education is bigger than that of maintaining competence in a professional specialty. Men must also prepare for broader responsibilities. Some must develop new specialties to replace those no longer in demand. These activities require more resources than the average individual commands. Professional societies can be helpful, but universities, business, and government organizations must share the load."

To me it seems clear that if we are to keep abreast of our professional obligations and increase our competence commensurate with our expanded responsibilities, a comprehensively designed continuing educational program is necessary for our very survival. Unfortunately the architectural profession cannot claim to have such a program today.

Assuming that the need for continuing education for architecture is clear, it might prove profitable to explore what some of our sister professions are doing in this direction. Because of their ready accessibility I have been able to obtain information from the Schools of Engineering and Law at the University of Michigan concerning their recently established programs of continuing education. Not unlike architecture, both engineering and law have been slow in developing programs in continuing education—engineering started about 1950 and law in 1958. (Not surprisingly, it was in 1907 that the American Medical Association initiated its program in continuing education, a fact that undoubtedly accounts for its present state of development of success.)

The Institute of Continuing Legal Education was established jointly in 1960 by the University of Michigan Law School, Wayne State University Law School in Detroit, and the State Bar of Michigan.

The Institute, between the dates of April 28, 1960 and June 30, 1065, conducted programs for 30,290 lawyers who spent a total of 425,952 man hours in 1,873 hours of instruction. An indication of the rapid growth of the Institute programs is indicated by the figures available for the one-year period from July 1, 1964 to June 30, 1965 which indicate programs were conducted for 11,496 lawyers who spent a total of 128,559 man hours in 502.5 hours of instruction. Over the five-year period the Institute has received approximately $895,500 of
which approximately $279,000 was received during the one-year period ending June 30, 1965.

The program conducted by the Institute was held throughout the state with programs on New Legislative and Judicial Developments being conducted in 13 different communities within the state.

The Institutes programs ranged from one day seminars to six day conferences on subjects as varied as Basic Estate Planning, Legal Aspects of Psychiatry and Corporate Tax Strategy and Techniques. A series of Bridge the Gap Seminars were held in Detroit and Ann Arbor for young lawyers. Perhaps even more significant were a number of Institutes conducted for Continuing Judicial Education. Attendance at these programs was made mandatory for certain members of the legal profession by order of the Supreme Court of Michigan.

A similar move was made in the field of medicine by the American Academy of General Practice which in 1947 established the constitutional requirement that each of its members must have at least 50 hours of formal postgraduate education every three years, as well as 100 hours of informal education-meetings, etc.—in order to maintain membership in the academy. This leads to speculation of the question: “Will our own profession of architecture recognize the need and establish a formal program of continuing education, or will the society we serve, in time, recognize our shortcomings and take the matter in their own hands through legislative action such as that taken by the Supreme Court of the State of Michigan?”

The College of Engineering at the University of Michigan carries an extension program in several Michigan cities, and is actively experimenting with several kinds of continuing education programs.

The Colleges’ Engineering Summer Conference, a part of their continuing education program, have increased in enrollment by a factor of ten in slightly over 10 years.

The College of Engineering has done a careful job of documenting information on the people who participate in their conferences as can be seen in the graphs 1-5. Graphs 1 and 2 illustrate the rapid growth of the conferences, both in attendance and courses offered, since the inception of the conferences in 1953. Graph 3 illustrates the broad resources the College uses to develop a broad base of instruction with teachers coming from eleven departments of the College of Engineering, thirteen other departments of the University, as well as a large representation from industry, government, and other educational institutions. Graph 4 indicates the kinds of degrees held by the conference participants and Graph 5 indicates their age distribution. It should be noted that most of these men have been out of school for about ten years. In most cases they have already proven themselves and are on their way up in the profession. Perhaps the most significant fact here is that, although most of these men have acquired at least a professional Bachelor’s degree, advances have been so marked in their profession—as in architecture—as to warrant returning to gain new knowledge to stay in the forefront in their practices.

It should come as no surprise that within the past year the University of Michigan has received a grant of 1½ million dollars from Chrysler Corporation for the construction of a Center for Continuing Education in Engineering, and a grant of about ¾ of a million dollars from a private donor for a similar facility for medicine.

At this point it might be well to review what study has been made of continuing education for architecture, and what means are available for implementing such a program. Last June, the ACSA Committee on Continuing Education for Practitioners rendered a report from which I quote:

“...The responsibility for developing a truly effective program for the continuing education of architectural practitioners is clearly the joint duty of the AIA and the ACSA.”

“...A joint AIA-ACSA Committee on Continuing Education should be set up to work closely with a newly-created office of National Director of Continuing Education to:

1) develop an effective national program of policies and coordination;

2) study the feasibility of developing specific local area programs which would originate and be sponsored jointly by the AIA chapters and local universities;

3) sponsor a national AIA convention devoted entirely to the subject of continuing architectural education in order to bring the subject to the attention of the whole profession;

4) examine the availability of outside financing of this program through foundations dedicated to expansion of continuing education in this country;

5) reappraise existing AIA expenditures to bring continuing education for architects within the means of every practitioner.”

“...Like the legal profession, which embarked upon its broad continuing education-meeings, etc.—in order to maintain membership in the academy. This leads to speculation of the question: “Will our own profession of architecture recognize the need and establish a formal program of continuing education, or will the society we serve, in time, recognize our shortcomings and take the matter in their own hands through legislative action such as that taken by the Supreme Court of the State of Michigan?”

The College of Engineering at the University of Michigan carries an extension program in several Michigan cities, and is actively experimenting with several kinds of continuing education programs.

The Colleges’ Engineering Summer Conference, a part of their continuing education program, have increased in enrollment by a factor of ten in slightly over 10 years.

The College of Engineering has done a careful job of documenting information on the people who participate in their conferences as can be seen in the graphs 1-5. Graphs 1 and 2 illustrate the rapid growth of the conferences, both in attendance and courses offered, since the inception of the conferences in 1953. Graph 3 illustrates the broad resources the College uses to develop a broad base of instruction with teachers coming from eleven departments of the College of Engineering, thirteen other departments of the University, as well as a large representation from industry, government, and other educational institutions. Graph 4 indicates the kinds of degrees held by the conference participants and Graph 5 indicates their age distribution. It should be noted that most of these men have been out of school for about ten years. In most cases they have already proven themselves and are on their way up in the profession. Perhaps the most significant fact here is that, although most of these men have acquired at least a professional Bachelor’s degree, advances have been so marked in their profession—as in architecture—as to warrant returning to gain new knowledge to stay in the forefront in their practices.

It should come as no surprise that within the past year the University of Michigan has received a grant of 1½ million dollars from Chrysler Corporation for the construction of a Center for Continuing Education in Engineering, and a grant of about ¾ of a million dollars from a private donor for a similar facility for medicine.

At this point it might be well to review what study has been made of continuing education for architecture, and what means are available for implementing such a program. Last June, the ACSA Committee on Continuing Education for Practitioners rendered a report from which I quote:

“...The responsibility for developing a truly effective program for the continuing education of architectural practitioners is clearly the joint duty of the AIA and the ACSA.”

“...A joint AIA-ACSA Committee on Continuing Education should be set up to work closely with a newly-created office of National Director of Continuing Education to:

1) develop an effective national program of policies and coordination;

2) study the feasibility of developing specific local area programs which would originate and be sponsored jointly by the AIA chapters and local universities;

3) sponsor a national AIA convention devoted entirely to the subject of continuing architectural education in order to bring the subject to the attention of the whole profession;

4) examine the availability of outside financing of this program through foundations dedicated to expansion of continuing education in this country;

5) reappraise existing AIA expenditures to bring continuing education for architects within the means of every practitioner.”

“...Like the legal profession, which embarked upon its broad continuing education..."
Continuing Education...

education program in 1958 with its first national conference made possible by a grant from the Fund for Adult Education, the medical profession initiated in 1948 a survey of medical education sponsored by the Council on Medical Education and Hospitals and the Association of American Medical Colleges. A committee was appointed for the survey with a full-time director and other needed personnel. One of the fourteen major aspects of medical schools’ activities included in the survey was postgraduate medical education. The W. K. Kellogg Foundation made a grant of $75,000 to assist the committee in its study of graduate and postgraduate medical education. As we can see from the experience of the medical and legal profession, there are various sources of outside funds available for assisting us in launching a truly meaningful and workable continuing education program.”

The essence of the report from which I have quoted appeared as an article by Julian F. Kulski, AIA titled “Continuing Architectural Education” in the February 1965 issue of the AIA JOURNAL. I recommend it to you. It might be added that since this report was prepared, under the Higher Education Act of 1965, Title I Community Service and Continuing Education Programs, an additional source of funds has been made available for such purposes amounting to several millions of dollars for the period of 1966 through 1968.

In 1960 the AIA published “A Report on Your Profession,” prepared by the Committee on the Profession. An excerpt from this report is as follows:

“...This Committee sincerely feels that educating the architect, or any other 'professional', must be a continuing process beginning with the recruitment during the young man’s high school career and ending only upon his retirement from practice.”

“...We feel that this continuance of education and development is the main difference between a profession and any other means of livelihood. It is the obligation placed upon us by a society which grants us the privilege of calling ourselves 'professionals'.”

Obviously the Institute has not been unaware of the need for continuing education—its programs on “Urban Design,” “Comprehensive Services,” and “The War on Ugliness” have all represented efforts to update and upgrade the practitioner. Yet these are not enough, and in too many instances they have depended on the services of too few for successful implementation.

What is needed is a comprehensive, highly coordinated, long-range program of continuing education—not a few vaguely related courses, but a total program embracing course work in all areas of professional practice, from advanced techniques of office procedures through all the design disciplines (site planning, structural design, mechanical design, etc.) to such subject areas as computer technology as augmentation of design, materials selection, etc.; human behavioral response to buildings; the systems approach to buildings, etc. Such a total program would require not only all the resources of our profession but the resources and facilities of the schools of architecture.

At the national level the AIA and the ACSA should together develop effective continuing educational policies and coordination. At the state and regional levels, the societies and chapters should establish specific programs in conjunction with the schools... With proper cross-communication and feedback, “continuing education for architecture” can become a meaningful reality, a tool with which to do a better job.

What all this adds up to, I think, is that it behooves us, both teachers and practitioners alike, to work together and at all levels in furthering the establishment of a comprehensive-designed continuing education program for architecture, if we are, indeed, to assume increasing responsibility for the creation of the total physical environment. Without such a program we cannot, in my opinion, look upon ourselves as truly qualified for such an important and formidable task.

It is encouraging to note that during the past year the Institute has established a Committee on Internship and Continuing Education, and under the able chairmanship of Fred Hobbs, of Columbus, Ohio, serious studies are underway. If this first step ultimately leads to an action program so sorely needed, the profession will indeed be benefited.
The Florida Association of the American Institute of Architects has published its first annual edition. ARCHITECTURE FOR FLORIDA LIVING. This quality publication presents significant examples of residential, public, multi-residential, educational, and commercial architecture.

Each architect has attempted to reflect the environmental, natural, geographic, economic, and social forces of modern Florida in his structure. We believe they have succeeded in integrating these forces while maintaining a sensitive counterbalance between function and beauty.

Brief expository paragraphs give relevant details regarding the buildings, but the main emphasis is placed upon dramatic, imaginative photography which graphically portrays the subjects. All of the buildings depicted have been constructed in recent years thereby assuring the timeliness of the material. Yet we believe many of these structures transcend the limitations of fad and fashion and will remain meaningful for future generations.

This 132 page publication (11” x 13”) is profusely illustrated with both color and black and white photographs. For your convenience an order form appears below.

Please send me _________ copies of “Architecture for Florida Living.” The cost per copy is $4.00 (3.00 for the publication and $1.00 to cover postage and handling costs). Check or money order should be made payable to FAAIA.

Name ____________________________________________________________

Firm Address __________________________________________________

Address __________________________________________________________

City __________________________ State __________ Zip Code ____________

Mail this form to: Architecture For Florida Living, c/o Florida Association of The American Institute of Architects, Suite 210, 1000 Ponce de Leon Blvd., Coral Gables, Florida 33134.
The Florida North Chapter of the American Institute of Architects and the University of Florida Department of Architecture has honored the following students:

CHARLES SIEGER, North Miami Beach: $1,500 summer study scholarship at the Fountainbleu in France, presented by the Portland Cement Association.

CARMEN RODRIGUEZ, Interior Design, Tampa: winner of the Celanese Corporation Design Competition and awarded $1,000.

SARA PARKS, Interior Design, Miami: awarded $500 by the Women's Home Fashion League, Miami.

DAVID SCULLY, Landscape Architecture, Miami Springs: $100 Florida Association of Landscape Architects Merit Award

LYDIA GARCIA, Architecture, Sanurce, Puerto Rico, her home design was selected in the McCall's Case Study House for 1968. This house will be erected in Cocoa Beach and will be featured by a six-page spread in McCall's magazine.

Architect Randolph Wedding of St. Petersburg, Florida, made available three cash prizes for design of housing for the elderly. These prizes were won by:

RAMON B. PACHECO, fifth year Architecture, Hialeah: $250.00.

The "Liability" of architects and the "Communication" between them was the topic of discussion in the first of a series of seminars held by the editors and publisher of ARCHITECTURAL AND ENGINEERING NEWS in Chicago this June. These topics were chosen to headline the program because of the changing legal climate brought on by recent court decisions and technological advance in products, systems, and their applications and because existing lines of communication have been found insufficient to meet the needs of the principals—owner, architect, manufacturer, contractor, and advertiser. Liability and communication are closely linked and of the utmost concern, now more than ever before, to all those making their living in the construction industry.

Of particular interest to members of the architectural profession were suggestions made by panel members for programs to improve the industry. Dealing with the liability problem, GEORGE WHITE observed:

"The question really is 'Should not the construction industry find a way to get money into a pot so that we would not have to look for fault?' We have this with Workmen's Compensation. Nobody asks whose fault it is when a workman is injured in a manufacturing enterprise. We assume that as a society which has manufacturing as a part of its activity, a certain number of people are going to get hurt every year, so every manufacturer or every employer puts a certain amount of money into an 'injury pot.'"

A question posed as to how to get responsible product information into the hands of architects brought this response from CHARLES CARROLL:

"... the only definite solution to this problem is automation, with product information stored in a central point and available through some kind of print or counsel to each office on the basis of computer utility."

PHILIP WILL:

"Millions of dollars are currently being spent on applying data processing computers to medicine and hospital..."

Continued—
Continued from Page 29

facilities. A doctor with a small prac-
tice has this kind of thing available to
him. I think you can translate that
rather easily into building center
terms, if you can establish what you
need and describe it, say in terms of
symptoms, and go to the retrieval cen-
ter. You may then get the product
that would meet the conditions which
you have established. It would have
to be on a national or international
scale, and this could be extremely use-
ful to every size office."

Is there a way to develop universal
specifications to be used uniformly
on the job, and if so, can it work ef-
effectively?

CHARLES CARROLL:

"A number of years ago, a large client
in the East, who did a considerable
amount of building, was faced with
this problem. They had two or three
particularly sticky trades. One glazed
tile, one metal windows, and one
doors and hardware; and they called
in three representatives from each of

Construction, which has been called
the one industry the industrial revolu-
tion overlooked, will inevitably move
into high-gear production, according
to an article by C. Theodore Larson,
FAIA, in the August AIA JOURNAL.

This forecast by a University of
Michigan professor and architectural
research coordinator, says that the
building industry today can hardly be
called modern, "so long as it remains
a conglomerate of local entrepreneurs
operating in a feudalistic and
restricted fashion."

But, a shift will come, Larson writes,
and when it does, it "will be marked
by an emphasis on high volume pro-
duction and diminishing unit costs."
What will happen is what happened
to other American industries—there
will be an expansion in the number
and scope of individual enterprises,
culminating in mergers and the em-
ergence of a few giant organizations
that dominate the field, Larson pre-
dicts.

With this organizational growth will
come, he says, an increasing emphasis
on the introduction of new techniques
and a higher level of performance ca-
pability in the end product. Gradual-
ly, there will arise "the concept of ser-
vice for the public good as the ulti-
mate goal in industrialization," writes
Larson, in the official magazine of
The American Institute of Archi-

He likens "the concept of service for
the public good" to the position of
American Telephone & Telegraph to-
day: "Although it no longer has a
competitor, as does Hertz, to urge it
to try harder, AT&T is nonetheless
under compulsion to excel itself con-
tinually—the public can always be
expected to make new demands."

According to Larson, straws of change
already can be found in the winds
sweping the construction field. And,
what does it all mean for architects?
He sees an "exciting and challenging
vista opening up to the profession."

More importantly, however, Larson
sees an inevitable industrialization of
building promising "immeasurable
gains for man and his society."

AIA Journal
Predicts Industrialization Of

Architects in
Focus

Gainesville architect Arthur Lee Camp-
bell, left, received a desk clock set
from University of Florida President
Stephen C. O’Connell, recognizing
several years of service he provided to
the University of Florida Foundation.
Campbell’s drawings, plans and advice
were instrumental in the restoration of
the late Marjorie Kinnan Rawlings’
home at nearby Cross Creek. The
home, destined to become a tourist
attraction because of its significance
in the life and written works of Mrs.
Rawlings, was given to the foundation
by the Pulitzer Prize-winning author.
Challenge
To Change

The future of the architectural profession is dependent on "new blood" entering this dynamic field of endeavor. We look to the many schools of architecture in our country to properly educate and to provide realistic training for the neophytes who have the desire to become architects.

Here in Florida we have two schools of architecture, one at the University of Miami, which is privately endowed, and another at the University of Florida, which is a state-supported institution. In addition at Florida State University, another of our tax-supported facilities, we have the Department of Urban & Regional Planning.

The tenor of this editorial is directed toward a discussion of the geographical location of our state school of architecture, which is presently in Gainesville.

The question to be raised herewith is not intended to be critical, in any way, of the gracious city of Gainesville. Rather the question in the minds of many practicing architects is why not consider a major metropolitan center as a location for the School of Architecture that is presently housed at the University of Florida.

The points of precedence and tradition are not relevant arguments against a change in location. Modern society is a product of and continues to thrive on change. Advances in technological knowledge and social reforms are only achieved in a progressive society acclimated to life in a constantly changing environment.

Let us investigate the question of relocating the School of Architecture. A major metropolitan center would, in all probability, provide many additional sources of culture in the fields of art, music, and science. These resources are vital in the educative process.

A center of this type would also provide, for the students, exposure to a large population of practicing architects. Such contact should be extremely important. It cannot be denied that the educational curriculum provides, in addition to theory, such practical aspects of architecture as design problems of various kinds and types. But it is of equal importance to have available many architectural offices of varying sizes in close proximity to the School of Architecture. This relationship will provide for and permit students to be employed in these offices in different capacities. Call it on-the-job training, if you will, but the important aspect of this relationship would be to allow our architects of the future to become involved in association with the practicing members of the profession during their educative process.

The ability to assume diversified roles is an indispensable qualification for an architect. His abilities as a manager and administrator will be revealed through his financial records. Here again, the curriculum provides training in office practice procedures but probably not with sufficient breadth to enable the neophyte to think in terms of actual "dollars and cents."

It can also be assumed that the relocation of the School of Architecture to a major metropolitan center might serve as a recruitment incentive for university personnel in other parts of the country.

This question of change in location should probably include the possible assimilation, by the School of Architecture, of the Department of Urban & Regional Planning at Florida State University.

The question of relocation should not be asked without a proposal being advanced for a new site. It would be appropriate to consider the University of Florida South located in Tampa, which is a major metropolitan center and offers the potential resources needed to meet the demands of modern society.

A change can be accomplished if the desire is forthcoming.

Your comments will be appreciated.

Editor
This Is Red River Rubble . . .

It's a hard, fine-grained sandstone from the now-dry bed of the Kiamichi River in Oklahoma. In color it ranges from a warm umber through a variety of brownish reds to warm, light tan . . . Face textures are just as varied. Over thousands of years rushing water has sculptured each individual stone with an infinite diversity of hollows, ridges, striations, swirls — and has worn each surface to a soft, mellow smoothness . . . The general character of this unusual stone suggests its use in broad, unbroken areas wherein rugged scale and rich color are dominating factors of design . . . Age and exposure can do nothing to this stone except enhance the mellow richness of its natural beauty . . .
Systems And The New Technology