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* National Weather Service Data
² Refer to NER Report M001.
³ Hardie siding and Hardisoffit™ show no flame propagation or loss of integrity when tested in
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- 83% of participants say they are very satisfied.
- 59% say the plan is a reason to belong to AIA.*

And in its December 1992 issue, MONEY Magazine says the AIA Trust's plan is an excellent example of a comprehensive medical coverage at a reasonable price.

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* AIA member insurance evaluation & needs assessment study, wave #3.
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Cover photo of Seaside by Carlos Domenech.
THE FLORIDA DESIGN INITIATIVE IS LOOKING FOR A FEW GREAT PROJECTS THAT DEMONSTRATE “BEST PRACTICES” IN ENERGY-EFFICIENCY DESIGN.

INITIATIVE, WHICH IS FUNDED BY THE FLORIDA ENERGY OFFICE, IS LAUNCHING A DESIGN COMPETITION THAT WILL FOCUS ON HIGH PERFORMANCE BUILDINGS. ELIGIBLE PROJECTS MUST HAVE A VERIFIABLE RECORD OF ENERGY-EFFICIENT PERFORMANCE. FOR ADDITIONAL INFORMATION OR TO RECEIVE A “CALL FOR ENTRIES,” CONTACT HOLLIS BLISS, FLORIDA DESIGN INITIATIVE, FLORIDA A & M SCHOOL OF ARCHITECTURE, 1936 S. MARTIN LUTHER KING BLVD., TALLAHASSEE, FL 32307 OR CALL (904) 599-3244 OR FAX (904) 599-3436
EDITORIAL

I am very excited and enthusiastic about the FLORIDA DESIGN INITIATIVE. You first read about the INITIATIVE in Florida Architect last Spring in an article by the program's director Larry Peterson. Since then a lot has happened as you'll see in his updated article which appears in this issue. Part of what I like about the INITIATIVE is the words it uses to describe "good architecture." Terms like "best practices", "energy efficiency", "building performance" and "sustainable design" appeal to me, not for their semantics, but because they imply a product that should be important to every one of us right now. So, I guess words like "building performance" seem challenging to me at a time when I've seen far too many buildings look good, seem to function well initially and then fall flat on their faces when the utility bills roll in, people in the workplace become ill or the heating and air-conditioning systems are inefficient.

For a long time I had a particular dream of finding a true vernacular architecture for Florida - a prototype that was responsive to climate, terrain, ecological and environmental concerns, was flexible enough to meet any program and that also looked good. The fact that there is no discernable style associated with such a building left me with the hope that it would simply take on the character of its region - historical or otherwise.

Well, no such animal has materialized and in a state as climatically diverse as Florida, it'll probably never happen. But that isn't meant to suggest that Florida architects should be any less committed to designing responsible buildings. Nor can we say, "Aesthetics be damned." Beauty of form will always be the architect's responsibility.

Architects should be the leaders of any movement designed to produce energy-efficient buildings. Unfortunately, that is not always the case. How many of you, for example, know what "commissioning" is? Well, it's something you may want to know a lot about in the not too distant future. Particularly if more Florida cities follow Tallahassee's lead and state in their Requests for Proposals that 1) the Architect will design the buildings/facility with energy efficiency as a primary goal, and 2) the Architect will provide all the necessary input data to the Florida Solar Energy Center, Building Design Assistance Center which will use energy simulation software to analyze the proposed buildings.

Can other cities be far behind in terms of what they may soon require of architects? Probably not. At this point, a little preparation and a lot of awareness about the issues involved is certainly in order. And so is the idea of beginning to think about a building as a working system and of the design process as a collaborative way of responding to critical issues. DG
Important Conference on Building Commissioning Coming Up

At its Second National Conference on Building Commissioning, commissioning-industry leaders from utilities to professional societies, panelists and roundtable groups will discuss the benefits, opportunities, research and current activities in commissioning whole buildings and energy-efficient equipment in new and existing buildings. The conference provides an educational forum to examine the state of the art in commercial building commissioning, as well as current trends and new opportunities.

Topics such as “Costs and Savings of Commissioning”, “The Long-Range Value of Commissioning”, “Indoor Air Quality” and “Operation and Maintenance” will be discussed. Case studies with the latest data and measurements and post-occupancy strategies to insure persistence and reliability will be presented as well as approaches to commissioning in utility programs. Conference sponsors include the Florida Energy Office, Florida Power Corporation, New England Electric, Pacific Gas and Electric and the U.S. Department of Energy.

The conference is designed to be particularly beneficial to building design professionals, utility technical staff and program managers and commissioning agents.

The conference will be held at TradeWinds Resort on St. Petersburg Beach, May 9 - 11, 1994. It is being presented by Portland Energy Conservation, Inc. For further information, contact Conference Program Manager, Portland Energy Conservation, Inc., 921 SW Washington, Suite 840, Portland, OR 97205. Telephone (503) 248-4636 or Fax (503) 295-0820.

AIA Jacksonville Works With FAMU Students

For the past two years, design studios in the Florida A & M School of Architecture have been involved in investigating urban architecture, urban design and community development. This effort has been greatly supported by the AIA Jacksonville and it has now become an integral part of the school’s graduate design program and has been loosely defined as the Jacksonville Studio.

Jacksonville Studio has proven to be a successful effort on the part of the School to become a resource to the city of Jacksonville. The Jacksonville AIA has provided monetary support to the students and has hosted reviews of the student work. Professor Michael Alfano, AIA has been directing the A & M effort and working closely with him are Tom Reynolds and Jan Smith of the Jacksonville AIA.

Spring 1993 term brought William Morgan, FAIA, to work with the students on exploring ways to provide a catalyst within historic LaVilla. This community has been traditionally African American and through the year it has lost much of its economic and social vitality. The student focused their attention on revitalizing the main thoroughfare and using it to link new development to the older fabric of the community.

In the Fall of 1993, the A & M students worked closely with the Downtown Development Authority and the focus of their work was the design of housing for the Cathedral District.

This Spring, the students will be designing in relation to the proposed extension of the downtown fixed-rail people mover. There is also a study underway of the feasibility of long distance education or educational between facilities in different
The "Ultimate Public-Private Partnership"—Spillis Candela's Minority Mentor Program

An innovative inter-disciplinary program is being hailed as the "ultimate public-private partnership—a reaffirmative action" minority architecture and engineering students in the Florida University System begin work on terminal expansion project at Orlando International Airport. Sponsored by Spillis Candela Partners, itself a minority enterprise, the new program supported by the Greater Orlando Aviation Authority and the Florida University System.

Also known as the "Minority Mentor Program", it is the first internship program that links multiple institutions within the university system and also the first interprofessional internship in an Orlando International Airport (OIA) project.

Participants will be minority students in architecture, engineering and computer sciences selected from Florida A&M University and the Universities of Florida and Central Florida. Interns will be chosen during the Fall, 1994, and begin working on the OIA Airside-1 Terminal Expansion by December. Students will perform basic drafting and drawing, conceptual design development, model building, computer-aided design and drafting and three-dimensional virtual reality computer modeling.

According to Florida University System Chancellor Charles Reed, the added strength of "Reaffirmative Action" is that it comes directly from the business community in voluntary cooperation with Florida's University System. The program is a good example of government, academia and business working together and hopefully it will become a model of full minority participation in other projects.

Research Suggests Cautious Optimism for Future of Architects

A significant percentage of businesses and institutions are planning construction projects in the next 18 months or so, suggesting some optimism about the construction industry. In a recent study conducted by The Roper Organization for The American Institution of Architects, 53% of the business, health-care, educational and nonprofit professionals surveyed said they are planning to undertake some sort of renovation work in the next year-and-a-half, and 36% indicated that they plan new construction in the same time period.

Historically, the construction industry has been a good indicator for the direction of the economy as a whole, but a factor that may be contributing to the number of planned renovations is the Americans with Disabilities Act (ADA) which is on the minds of architects for the direction of the economy, and a factor that may be contributing to the number of planned renovations is the Americans with Disabilities Act (ADA) which is on the minds of business and institutional professionals. About one-third of the businesses which were surveyed had already made some modifications to their facility in direct response to the ADA and another quarter were in the process of remodeling.

Other key findings of the survey include a 91% response that architects are held in high esteem. Among 14 professions that respondents were asked about, architects ranked in the top third.

Institutional and business clients alike place a greater priority on building functions than on aesthetics and when selecting architects for projects, clients said they first look for professionals who listen and respond well to their needs and goals and are able to manage the complex maze of regulations, political approvals and zoning requirements.

A complete report entitled "What Clients Need" is now available through the AIA. The cost is $35 for members and $70 for nonmembers. Call 800-365-2724 to place an order.

BOOKS

Point of View
The Art of Architectural Photography
by E. "Manny" Abraben, AIA, RIBA
Van Nostrand Reinhold

The photographing of buildings demands technical skill, a fundamental understanding of the intent of a building design and an awareness of how the building fits into its surroundings. All of these keys to fine architectural photography are explored in a new book by Florida architect Manny Abraben.

This guide combines step-by-step techniques and advice on equipment and uses hundreds of photographs, including 75 in color, to illustrate the text.

Detailed advice is provided on setting up the shot, complete with technical information on cameras, lenses, film, lighting and filters. Also discussed are ways to exploit the latest techniques in computer-aided design, electronic imaging, instant photography and image transfer.

Point of View also explains the basics of understanding perspective, in addition to clarifying the relationship between photography and illustrations.

Anyone interested in developing the technical skills and vision necessary to capture perfect architectural images will benefit from reading this book.

Cathedral District Housing Study - by: AlbertoVargas

Cathedral District Housing Study - by: AlbertoVargas
Florida AIA has formed a unique partnership with the state's second largest managed care company to offer you a cost effective, quality alternative in health care coverage.

The association and PCA Health Plans bring a special program to association members and their families. PCA requires no deductibles, no coinsurance, no claim forms, no hassles and no rate increases for twelve months.

Founded by physicians, dedicated to your health.
Membership Empowerment

In 1993, AIA Florida reinvented itself. This reinvention involved a broad range of input and a lot of support from the membership. Now, we begin 1994 with a clearly articulated "preferred future" toward which we will control the destiny of our profession. This vision sees us as a united profession that is involved in creating, planning and directing Florida's future.

In response to the question, "Why do we, and more important, why should we, exist as a state association?"...our collective response should be, "To unite architects, to promote and advance excellence, public awareness and political effectiveness." With that goal in our sights, we have developed a Strategic Plan which focuses our energies toward prioritized objectives in each of our "reasons for being." We have also created a Strategic Business Plan which allocates our available resources to support four fiscal goal areas: 1) the accomplishment of measurable Strategic Plan objectives; 2) building and maintaining adequate operational and legal reserves; 3) attracting and retaining qualified staff; and 4) developing growth and more predictability in our income.

As we begin 1994, we have a Plan of Work that is vision driven, strategically prioritized and focused and is responsibly funded. With this sound foundation we must now make it happen. A key dimension of our new organization and approach is the empowerment of our membership. This empowerment is, in theory, positive. However, in reality, it can work against us if our membership does not responsibly exercise its empowerment opportunities.

As your president, I am asking each AIA Florida member to:
1) become more knowledgeable about what is happening, and not happening at the state level;
2) get involved, either directly through a committee or resource group, or indirectly through your Chapter Directors, and
3) make the system and process work for you personally and for our collective profession.

As we begin the new year, we also begin a process that needs to be ever-evolving. If successful, it will give us unprecedented control of our professional destiny. We can make it happen, but only if each and every one of us gets personally involved.

John Tice, AIA
President
Form Follows Function In Marine Science Complex

Galbraith Marine Science Laboratory
Eckerd College
St. Petersburg, Florida

Project Principal: Calvin H. Peck, AIA
Project Architect: S. Keith Bailey, AIA
Job Captain: Skip Downs
Consulting Engineers: GRG Vanderweil, M/E/P, Paul J. Ford, Structural, Fred C. Dueull, Civil
Landscape Architect: Phil Harris
Programming Consultant: RFD, San Diego, CA
General Contractor: Ellis Construction Co.
Owner: Eckerd College

When George K. Reid articulated his dream for a marine science program at Eckerd College, his objectives were succinct and practical. Reid was one of the founding faculty of the college and he is generally credited with having the original vision for the school's marine science program.

Today, the small private college has a new facility for its marine science program. The Galbraith Marine Science Laboratory is an undergraduate marine lab located on Boca Ciega Bay. The obvious advantage of its location is the ability to bring live seawater into the building for study purposes. The facility's redundant piping system allows live seawater — temperature controlled and alive with nutrients, oxygen and other dissolved gases — to be piped throughout the marine labs and returned to Boca Ciega Bay. The pipes are used interchangeably for fresh and live seawater after undergoing a weekly cleaning process. This proximity to the Bay makes it possible for students to observe marine life through live sea tables, just one of the opportuni-
I
es that are not normally avail-
le in an undergraduate
ility.

The design theme for the fa-
ility is a direct expression of
marine environment it
rves. A strong nautical state-
ent is evidenced through de-
s like the bow-shaped entry
overhead sail-like tension
ic structure that provides
tection from the elements on
wooden observation deck.

The V-shaped structure af-
s views of the Bay from the
atories that line each wing.
pport services are situated
tween the two wings. The
iling shape was deliberately
en so that students and fac-
y could get a sense of the ex-
terior environment from virtual-
ly anywhere inside. The facil-
ity’s exterior palette of materi-
als, also dictated by the salt air,
is composed of nearly mainte-
nance-free concrete, glass and
epoxy-clad metalwork.

Design and construction is-
sues regarding the building’s
ite on Boca Ciega Bay also in-
volved strict permitting issues
and code restrictions. Plans
were scrutinized by the Environ-
mental Protection Agency
and the Department of Natural
Resources for any impact on
protected areas in the coastal
zone environment. One design
problem included locating the
ier so as not to disturb sea
grass with the propeller wash of
the school’s vessel. Code regu-
lations involving storm surges
were a deciding factor in de-
signing the building on pilings.
For example, since no part of
the permanent structure of the
building could be built below 12
feet above sea level, the me-
chanical rooms are located on
the roof and a ramp was substi-
tuted for the traditional elevator
pit. The area beneath the com-
plex, currently utilized for stor-
age tanks and outdoor seminar
areas, has been graveled to ac-
commodate the eventual addi-
tion of more retention tanks.

Heralded as “the most mod-
ern undergraduate marine labo-
atory in the United States,” the
$2.7 million, 17,000 sf complex
contains classrooms, laborato-
ries, A-V auditorium and sup-
port facilities. It was officially
dedicated in April, 1993.

Opposite page top: The project’s
ite overlooking Boca Ciega Bay
allows live seawater to be piped
throughout the marine laborato-
ies and returned to the Bay.
Below and this page: A strong
autical theme is evidenced
through details like the bow-
shaped entry and overhead sail
providing shade on the wood-
planked observation deck.

Photos by: Carmel Brantley
A Promised Rose Garden . . . Delivered

The Mitchell Residence
Melbourne, Florida

Architect: Spacecoast Architects, P.A., Melbourne, Florida
Principal Designer/Project Manager: Linda Dunyan, AIA
Project Architect: Arcadio Zavalla
Engineer: Gardner, Griffith & Associates, Inc.
Contractor: Mills Construction Co., Inc.

The site of the Mitchell Residence provides a 270-degree view of the Indian River lagoon with its playful otters, graceful blue herons, leaping dolphins and sparkling water. The natural beauty of the site was not wasted on Melbourne attorneys, Bruce and Karen Mitchell, who also realized the potential design limitations that stringent setback requirements, existing fill, few trees and an exposed location might impose.

In many ways, these structures were turned to advantage as the design was developed. The setbacks forced a tight footprint with very little space being utilized for circulation. The openness of the site to the elements with no surrounding structures casting shadow or giving protection helped create the small circular garden enclosure. The garden also evolved as the integrating front facade element, both framing the entry and breaking up the side garage elevation.

The clients wanted an old European ambiance, both inside and out. Rather than determining a definitive style at the outset of design, the program requirements resulted in the varied massing of the building and an amalgam of the Palm Beach and Spanish Colonial styles.

Spacecoast Architects created varied outdoor spaces to enhance the experience of outdoor living and to enrich the visual aspects of the architecture. The South front has a patio at the second floor which is accessible from the interior stairwell. One can view the sunrise or the lagoon from this vantage point. Another second floor patio faces west, as does a screened balcony. The north-facing loggia is partially protected by the guest wing and also creates a private pool area.

The clients wanted interior spaces to be comfortable with volumes in proportion to room dimensions. Views from indoor spaces were also of paramount importance and every interior space has a different framed vista. Axial relationships are reinforced by classical elements such as the fountain in the rose garden seen through a door in the foyer. The natural stone columns create the main axis of the living room.

Whether detailing is contemporary or historical, it is what makes any design truly unique.
The cut stone medallion with a grape cluster accentuates the front entry and has meaning for the owners who are true wine connoisseurs. Many other details were individually crafted for the client, including the front doors, the walnut stairwell and the ornamental metalwork.

A custom residence can only be successful when there is a discerning and knowledgeable client with whom the architect can develop a good working rapport. Add to this relationship a general contractor with high standards and subcontractors who take pride in excellence. The architect, knowing this cast is in the wings can, in fact, meet the clients design expectations and create a “rose garden”.

Opposite page: main entrance with rose garden tucked behind circular wall. This page, top, left to right: cut stone details include fountain, columns and capitals. Photo left, living room into entry hall and below, pool terrace.

Photos by Linda Dunyan
Like Its Namesake, This House Is Unique To Its Locale

Little Sand Pine Lodge
Seaside, Florida

Architect: Richard Gibbs
Design
General Contractor: Benoit
Laurent
Cabinetmaker: David Higgs
Owners: Richard Gibbs, Randy
Hardson

In 1987, the owner/designer of this building completed construction of a tiny guesthouse at the rear of a 40x73-foot lot in the sand pine scrub at Seaside. That guesthouse remains farther from the Gulf than any Seaside residence, hence its name - Wayback Cottage. A special fondness for Wayback’s native garden, camp-like simplicity, privacy and outdoor orientation, moved the owners to design a larger house on the same site. In their desire to maintain the cottage garden and an existing stand of pines, the new house has a modest 16x34 footprint, but it rises to a height which permits a view of both town and Gulf.

Little Sand Pine Lodge, as the main house is known, is sited right on the front fence line of the property. Wide screened porches double as circulation space and allow transoms, windows and doors to be left open in good weather. The two private bedroom and bath units downstairs share access to a laundry room and porch shower for keeping beach sand outdoors. The big “lodge” room upstairs contains living room, library, dining room, kitchen, half bath and a wall of windows and doors that open wide to the screened porch, effectively doubling the size of the room. A spiral stair leads to a roof deck that provides a view of the Gulf and a private spot for sunbathing and stargazing.

An exploration of Florida’s backroads helped the architect to create Little Lodge’s style and

This page, south elevation of main lodge. Opposite top: left to right, lower level screened porch on west, main entrance and view into living room. Lower photo shows main lodge with Wayback Cottage at rear. Photos by: Carlos Domenech.
personality. The weathered cypress logs, for example, echo the eccentric construction of an old inn in Vero Beach. Wood is the primary building material with natural cork floors in the bathroom. The theme that begins with plywood and batten walls and unfinished pine ceilings includes log beds and twig tables. Little Sand Pine Lodge, like its namesake Pinus Clausa which only grows along the Gulf, is unique to its locale.

Photo of kitchen/dining area by Carlos Domenech. Drawings courtesy of the Architect.
State of the Art

Turfgrass Envirotron Research Facility for the Institute of Food and Agricultural Sciences Gainesville, Florida

Architect: Lewis Brown, Jr.
Principal-in-Charge: Lewis Brown, Jr.
Project Architect: Jack Ponikvar
Production Coordinator and Contract Administrator: Robert Williams
Consulting Engineers: Liebtag, Robinson & Wingfield, Inc. - mechanical/electrical/plumbing; Bodo & Associates, Inc. - structural; Rory Causseaux, Chance & Causseaux, Inc. - civil
Contractor: The Brentwood Company
Owner: University of Florida

This is the only facility of its kind in the nation and as such, it allows scientists to study the entire turfgrass system, from roots to blades, on one site. Additionally, the Envirotron enables scientists to control the environment - temperature, water, light - as well as other stresses such as insects, fungi and nematodes to determine how turfgrass responds to changing conditions. Scientists study root growth through special observation chambers where pesticide, water and fertilizer flow are monitored.

Most rhizotrons are built underground, allowing scientists to study roots up to a depth of six feet. But at UF, the rhizotron features a hoist system that lifts glass-walled research plots out of the ground so scientists can inspect the root systems in the laboratory.

By studying the entire turfgrass system, Envirotron scientists will try to find ways to reduce inputs such as water and fertilizer and to genetically engineer new varieties that are resistant to heat, cold, drought and disease.

Top: Turfgrass Envirotron - Rhizotron is shown in center of photograph, with the climate controlled greenhouses on either side
Right: Rhizotron - Showing the sliding rain shelter transparent roof.

Photography by: George Cott
FINISHING TOUCH: Maintaining a Competitive Edge
E. "Manny" Abraben, AIA (Emeritus), RIBA

Our Biblical ancestors knew, as do the computer hackers of today, that you can only advance when the quality of your work represents the highest standards you can achieve.

Whether you say "how ye sow, so shall ye reap" or "garbage in, garbage out", the concept is identical.

Have you reviewed your photo file recently?
I will wager you found that the last few projects you designed are not at all represented.

It is quite remarkable that we, as professionals, whatever our discipline, cannot come to grips with the facts of business that are so obvious to all other industries.

We live in a demanding society, that wants everything graphically displayed. We live in a world of commerce where multi-millions are paid for a few moments on national television. We spend hours peering into a computer screen to prepare our drawings, then the evening viewing the latest sitcoms on television. Newspapers and magazines fill the gap, delivering the pictures that compose the life of our community.

Yet as much as we rely upon graphics to convey our ideas, in the end we fail to complete the circle and record for our use and posterity the product of our dreams, imagination and creativity.

What will potential clients be looking for when they peruse your brochure? For openers, that it is current. Anything more than three to five years old, projects that do not reflect your firm's design genesis and photographs of marginal quality have no place representing your business.

If you are totally objective and use these criteria, you may have one or two usable images left in an otherwise totally bare cupboard. What lies ahead is the task of filling the space left by the culled items.

It is quite remarkable that the concept of having all your consultants on tap from the start of a project eludes us completely when it comes to public relations and photography. Yes, I know we retain all of the engineering disciplines up front, however, putting an architectural photographer on the team early on seems an anathema. It is always the last thing to be done.

I was fortunate that I employed a fulltime photographer in my own practice for over 35 years, so all of my projects received the full treatment from the foundations to the ashtrays.

Mizner Park, Boca Raton, Florida. Architect: Cooper Carey Assoc., AIA, Camera: HASSELBLAD 500 CM with ZEISS DISTAGON 40mm f/4 w/orange filter; Film: ILFORD FP4 ISO 125; Exposure: f/11 @ 1/125

"Jacks" at the entrance to the Naples Philharmonic and Arts Center, Naples, Florida. Architect: Gene Aubrey, Creative Design for Humphrey & Associates. Drawings: Martin Fritz, Project Architect; Camera: NIKON F3hp; Lens: NIKKOR 20mm f/3.5 w/yellow filter; Film: ILFORD HP4, ISO 100 Exposure: f/11 @ 1/60th sec.
Bringing in a photo consultant early on has the advantage of acquainting him or her with the scope of the program and of enabling the photographer to comprehend the subtleties of the design.

In retrospect, I found that from the beginning of my practice, I spent a great deal of time, effort and resources producing outstanding sales tools. In later years, as the pressures of the practice increased, there were lapses of commitment. This became painfully apparent in the early 70's when I had to mount a Herculean task of bringing everything up to date. It was expensive and time-consuming when my partners and I could ill afford the time. But, attempting to deal with potential clients without current marketing tools and embarking on a lecture tour without material to hand out was a critical challenge. We found that there was a lesson implicit in having neglected a major part of our practice—public relations and marketing—neglect we could no longer tolerate.

For the cost-conscious and the small office who find it difficult to compete in the marketing arena, turning to black and white photography can produce a dynamic and effective tool.

Despite the advent of color copiers, which do an adequate job at 40 to 60 cents a copy, a printed black and white brochure can reduce those costs to pennies per page. It is critically important that you take advantage of the design talent available from your staff. They may be the ones who will eventually have to sell your services and should feel comfortable with the art and the operational illustrations that should be a part of the brochure.

Exploring the possibilities of the ultimate brochure led me to conclude that for a small to medium-sized office something akin to a single printed 24" x 36" poster which could be updated should serve its purpose for many years. Copies may then be run off on an Ozalid printing machine (blackline paper) or at a photo lab specializing in large format printing.

Initially, a new practice will have to rely upon renderings. As soon as is practical, however, they should be replaced by photographs, even if it is only of one project.

What are the costs to employ an Architectural Photographer?

The creative fees can range from $500 - $2,000 per day plus the costs of film, processing and prints. You can count on no more than two projects per day depending upon the size of the buildings and their orientation. For the purposes of this article I have chosen to address black and white only, not only as a matter of economics, but because I firmly believe that "there is more color in black and white than in actual color film."

With the full range from white to black including perhaps a hundred or more shades of gray, the texture of materials is dominated by its contribution to the design and does not overwhelm the viewer with splashes and gashes of extraneous color.

Can anyone deny that the original versions of John Wayne motion pictures filmed in black and white in Monument Valley are superior to the colorized and Technicolor versions now in circulation. The stone, sky and clouds are virtually three-dimensional.

I could wax poetic and spew paroxysms about the virtues of black and white for more pages than are available. I hope that the examples represented here will provide the stimulus for you to employ more black and white in your public relations and marketing programs.

One of the most striking brochures I ever produced was one of the simplest most inexpensive. First of all, it was designed to fit into a #10 letter envelope. The cover stock (150#) was a bright orange embossed and imprinted in black. The pages were 100# coated stock (6) which reproduced the black and white photos superbly. Since I had saved considerable money on printing, I had the cover stock embossed with the firm logo. This piece was mailed all over the world and was responsible for follow-up inquiries which ultimately led to commissions.

Printed pages inserted in dramatic covers, single printed posters and printed bound books are all variations on a theme that is only limited by funds and imagination.

With all of this said, I must also caution you about doing all this work yourself. You are a pro at what you do, so let the graphic professionals do what they do best. Let them design the program, and if you want to conserve resources, use your CAD system for desktop publishing with integrated CD ROM. You can reproduce almost everything you may require, including image manipulation.

The key is to start with the best images that money can buy. Don't skimp on photography because each step in the printing process deteriorates the image about 5% - 10%, particularly reproductions in newsprint which eats ink and will turn an Ansel Adams work of art into a blob from the black lagoon.

There is no mystery about quality; it all requires commitment. The best advice that anyone could give you is to apply the same standards to a brochure that you would to your design. After all, it will represent you as a silent salesman for years to come.

E. "Manny" Abraben has been a practicing architect in Florida and 18 countries during the last 35 years. He is the author of POINT OF VIEW, THE ART OF ARCHITECTURAL PHOTOGRAPHY, Van Nostrand Reinhold, 1993. He is now devoting his full time to Architectural Photography and has two more books in the works.
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NEW PRODUCTS

The "Petal" ceiling fan from Emerson

Ceiling fans get a breath of fresh air and move further into the realm of home design with the introduction of Emerson's contoured 50-inch "Petal" ceiling fan.

The new fan concept blends engineering acumen with design artistry and is targeted specifically at people who choose a fan as much for aesthetics as for function. The "Petal's" softly sculptured blades curve inward at the flange couplings with the grace of flower petals.

The AirDesign Petal comes with the Emerson K551JC motor, the highest quality fan motor available today, and a 100-watt integrated "globe" light fixture. The motor has a patented triple-capacitor speed control with three forward and three reverse speeds and three light levels, all controlled from the QuietSmart wall control and canopy mount smart module.

Strong die cast zinc allows the details in the housing and provides a superior surface for painting. It is available in textured appliance white and ivory white. For information, contact Dorothy Hopkins, (212) 21-0500.

Window Film Facts

Window film has been around since 1969, but recently it has come a long way. Now its possible to make windows energy conservers, UV ray screeners and safety barriers. Whether used on residences, commercial buildings or vehicles, consumers will use less energy to stay cool or warm - a real help to everyone's environmental wellbeing.

In terms of environmental energy conservation, window film cuts solar heat gain by as much as 89%. The film comes in a wide range of colors in visible and invisible and reflective capabilities - from clear to very dark. Film can now reflect heat back toward its source, thus keeping you warmer in winter. Installation of window film can cut residential utility bills and for every 16 feet of film installed, energy savings could amount to a barrel of oil per year.

As a safety feature, film creates a strong plastic envelope that holds glass in place after impact. The film will also stop glass shard projectiles from becoming dangerous missiles. It has also been found that protective quality film deters theft.

Film cuts ultraviolet radiation by up to 99%. It allows natural light to fully illuminate a living or working space without threatening to damage skin or retina from ultraviolet UVA and UVB rays. Fading caused by heat and UV ray deterioration is also drastically reduced.

For more information, contact the International Window Film Association at (609) 951-3997.

Premium Storm Doors from Sugarcreek feature double hollow construction

Sugarcreek Storm Doors

Sugarcreek Window and Door Corporation has a new catalog available introducing their Premium Storm Doors. Exclusive features include double hollow construction for superior strength and an insulated frame core to provide additional protection against energy loss and decrease outside noise levels.

The storm doors are available in a variety of colors and in addition, the company offers energy-efficient, split-color, composite replacement windows to match. Colors are applied by an exclusive seven-step paint process and are guaranteed with a 50-year, no nonsense warranty against chipping and cracking.

For a free brochure, contact Sugarcreek Marketing Services at (216) 852-2416 and call collect.

Seamless Flooring System From Vitricon

Vitricon, a manufacturer of surfaces for the construction and recreational/athletic industries, has a new brochure available describing VITRITURF
Cushioned Seamless Flooring Systems. There are three distinct types of system available for playgrounds, decks and running tracks. The Vitriturf Systems are trowel-applied and porous providing for a nonslip surface.

The Vitriturf Playground System utilizes shredded tires as a base and a multi-colored wearing course. The system has been tested for shock attenuation under the guidelines of ASTM-F-1292. The system is composed of multicolored rubber particles and a proprietary urethane binder. It is well utilized around pools, in weight rooms, pro shops, miniature golf courses and verandas.

For more information contact Vitricon, Inc., (516) 231-1300 or (800) 777-6596.

Self-Adhesive Padding From No-Muv

Zip Grip is the trademark for a commercially-reliable, two-sided, pressure-sensitive carpet cushion. The advantages of this new product include a savings on installation time, there is no stretching, no tack strip, no liquid adhesive and no perceptible odor and there is no destruction of the carpet and cushion to correct "bubbles."

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Get Zip Grip samples, technical data and the name of your No-Muv distributor by calling (800) 227-7237.

Scofield Introduces Designer Colors

The L.M. Scofield, a leading manufacturer and marketer of concrete coloring and texturing products, has added eight new pastel designer colors to its LITHOCHROME Color Hardener product line. The new pastels provide lighter, more contemporary color options for a variety of concrete flatwork applications.

Foster 40-20 fungicidal protective coating effectively stops the growth of mold on and around the dried film, in this petri dish culture.

Scofield's Lithochrome Color Hardener is a permanent and non-fading, dry-shake material that produces a hard, freeze/thaw and abrasion-resistant surface for concrete slabs. It is ideal for coloring, hardening and finishing new architectural concrete hardscapes and floors.

For a color chart and additional information on the new Lithochrome pastel colors and Scofield's complete line of products including color conditioning admixtures, dry-shake color hardeners, form liners, precast drainage systems, as well as cures, caulks and coatings, contact the Scofield Company at (800) 800-9900.

For more information contact Vitronic, Inc., (516) 231-1300 or (800) 777-6596.

Foster 40-20 fungicidal protective coating effectively stops the growth of mold on and around the dried film, in this petri dish culture.
Florida Design Initiative – An Update
by Larry Pettersen

The last time I wrote for Florida Architect in Spring 1993, I described the activities of the FLORIDA DESIGN INITIATIVE and its mission to implement “best practices” in energy efficiency as the standards of practice for all design professions. In that May-June issue on energy, I outlined the Guidelines being developed by the FLORIDA DESIGN INITIATIVE which would insure energy-efficient buildings. These Guidelines are being discussed among the state agencies’ design service procurers and the leadership of the professional design associations. The INITIATIVE has received funding from the Florida Energy Office for two more years to continue the activities now underway and to expand the effort to include leadership from both academic institutions and local government in the on-going forum of discussions and strategic planning.

Since last Spring, several new initiatives have begun that could change the standards of practice for architects and provide some of the new opportunities for expanded service delivery. One of these initiatives could have broad and sweeping implications for all design professionals in Florida and the other could produce specific changes in the procurement of design services by state and local government. At this time, I am not sure which initiative will have which effect, but that is the nature of change in complex systems—it is unpredictable with respect to specific time and place, but it is predictable in general pattern.

The first initiative is the planning of the Second National Conference on Building Commissioning, to be held in St. Petersburg Beach on May 9, 10, and 11. The FLORIDA DESIGN INITIATIVE is assisting Portland Energy Conservation, Inc. in the planning of this conference, with the Florida Energy Office as the host sponsor. The INITIATIVE’s interest in this conference is to bring the importance of commissioning to the attention of state and local government; and to provide all design professionals with the opportunity to understand how commissioning can assist them in designing more energy-efficient buildings and providing better client services by insuring that their designs will be accurately constructed.

Commissioning is one of the most important new activities in the Guidelines proposed by the INITIATIVE for adoption by all state agencies. Building commissioning is a rapidly growing field, already sponsored and funded by several of the largest utilities on both coasts. Commissioning involves bringing in third parties to start up and test a building or facility, and confirm that it has been constructed to the design standards and specifications agreed upon in the contract documents. This process can include inspections and tests, data acquisition and interpretation, computer simulations, equipment calibration, operator training, and a number of other activities depending upon the project.

Two important accomplishments of commissioning are that the design team receives confirmation that the building was constructed according to the contract documents and will perform as it was intended and an operating baseline is established that specifies the operations and maintenance costs to be expected over the lifetime of the building. This information provides the criteria for the owner/operator to compare actual building performance against and provides the data for life-cycle cost analysis to determine when the building equipment should be upgraded and/or the building should be renovated.

As design teams are successful in providing “best practices” in their service delivery package they will gain reputations for buildings that meet and exceed energy-efficiency performance criteria. Architects could receive bonus points on future RFQ’s from the state and could receive reductions in their premiums for liability insurance, since well-designed, total performance buildings have fewer liability problems. The INITIATIVE has started discussions with its members on all of these issues and is assisting PECI in identifying insurers and lenders to participate in the conference agenda.

The second new initiative has been started by the City of Tallahassee to improve the performance of public buildings it finances. The City of Tallahassee is implementing several of the activities outlined in the INITIATIVE Guidelines in its newest construction project—a new office and warehouse for the Water and Sewer Department. The RFP states that, “The Architect will design the buildings/facility with energy efficiency as a primary goal.” The architect’s plans will be submitted to the Building Design Assistance Center at the Florida Solar Energy Center for computer simulations and development of two alternate energy-efficiency designs, one of which will be selected by the City and the building will be commissioned by an independent party selected by separate RFP.

With the recommendations from the Office of Energy Policy and the Electric Utility Department, and with the full cooperation of the City Manager, the City of Tallahassee is implementing important changes in procuring design services. This commitment and the experience gained can lead to an exciting new program to provide the energy efficiency, indoor air quality, human comfort and performance, and lower life cycle costs for city financed buildings.

The FLORIDA DESIGN INITIATIVE will be monitoring the City’s experiences, making the lessons learned available to other communities in Florida, and reporting them to the members of the INITIATIVE for discussion and analysis of their implications. By gaining new core competencies in designing high-performance buildings, architects have an immediate opportunity to define a new aesthetic in this rapidly emerging area of “Green Architecture”. Hopefully, this new aesthetic will be based on principles and concepts that will endure and cannot be swept away by the new fashion or style that is amplified by media exposure.

Architects have the opportunity to gain public confidence in their profession by demonstrating their mastery of integrating site and building components into high-performance buildings that look and feel their worth and substance. The alternative is to learn to master the manipulation of media in an attempt to keep design in the forefront of the public’s mind by masking poor performance and lack of substance with hubris and style.

Larry Pettersen is Associate Professor of Architecture at Florida A & M University and Director of the FLORIDA DESIGN INITIATIVE.

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Children have a very special relationship with Grandma and Grandpa. That's why grandparents can be such powerful allies in helping keep your kid off drugs.

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"Why are your eyes always red?"
"Did you go to the doctor? What did he say?"

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- The average age of first-time drug use among teens is 13. Some kids start at 9.
- 1 out of 6 American kids between 9 and 12 is approached to try illegal drugs. 34% of the time it's a friend. 29% of the time, it's a kid their own age.
- Illegal drugs are a direct link to increased violence in many communities, to AIDS, to birth defects, drug-related crime, homelessness.

As a grandparent, you hold a special place in the hearts and minds of your grandchildren. Share your knowledge, your love, your faith in them. Use your power as an influencer to steer your grandchildren away from drugs.

If you don't have the words, we do. We'll send you more information on how to talk to your kids about drugs. Just ask for your free copy of "A Parent's Guide to Prevention." Call 1-800-624-0100.

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