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A Publication of the Society of American Registered Architects

DESIGN AWARDS ISSUE

spring 1979

ISSUE 5
PRESIDENT’S MESSAGE
Richard E. Shields, FARA

I can report to you at this time that activities of the Society of American Registered Architects are proceeding with enthusiasm. The National Board Meeting was started by a dinner Friday evening, January 26, 1979, for the student award winners from Georgia Institute of Technology. This provided an opportunity for the students, parents, professors, and the officers of the Society to meet and socialize.

The National Board spent Saturday, January 27, 1979, on issues of the Society. The Board dealt with the change in registration laws in Florida and California. The situations are being watched and will be monitored. Support is being given to local councils as needed. The Society is concerned that the Architect's interests are protected, as well as the health and welfare of the general public.

The Board approved the theme for the 1979 convention in Chicago to be “The Architect in the 80's”. Location for the 1980 convention will be Los Angeles. I attended the California Annual Awards Dinner in North Hollywood on February 2, 1979, and installed the California officers for 1979. The spirit and activity was great! The Society looks forward to being hosted by the California Council in 1980. I also attended the Annual Awards Dinner in Illinois, March 21, 1979, where there is always a beehive of activity. This year the convention will be hosted by the Illinois Council and from the planning to date, it will be a must for all members. At this convention, the Society will host to a group of Architects from Sweden, who are visiting the United States.

The officers will meet April 21, 1979 in Chicago for a work session, and the National Board meeting will be held May 19, 1979 in Los Angeles — site of the 80 Convention.

THE FOUNDER’S CORNER
Wilfred J. Gregson, FARA

The Architects' image has dropped since the turn of the century. This is definitely due to the actions of individual architects and if it is to change it will require the careful actions of the entire profession.

Absurd Person Singular is an amusing and entertaining play that Lillian and I saw this week in Atlanta. There are three men and their wives, a banker, an architect and a speculative builder. The Banker was riding high with the Architect in the first act and both neglected the Builder. In the third act the Banker was in low state, the Architect penniless, and the speculative Builder very much in the chips but still looked down on by the Banker although he had to be nice to him because he had large sums on deposit at his bank.

The penniless Architect, poor and proud expresses his contempt, “I have no intention of helping to perpetuate his squalid development”. After three acts, he excuses his questionable conduct, “What I lack in morals I make up in ethics”.

American Registered Architects was founded for an answer to the very same problem. All manner of devious acts were all too frequently being done under the banner of ethics which was used as a shield to ward off any questions as to their conduct. The situation has improved somewhat but the image still haunts the profession.

We should remember that “Ethics should be seen and not heard”. Show how good you are and let others tell about it.
NATIONAL BOARD REPORT

The January 27, 1979 board meeting was held in Atlanta, Georgia and attended by fourteen men including Past Presidents, Regents, Officers, and one guest. The budget for 1979 reported by Treasurer Wayne Bryan was approved totaling $82,400.00 (to date 233 members have paid their dues; fifteen of which are new members).

The 1978 convention, reported by Arnold Schaffner, showed a gross profit of $12,609.00.

Wayne Bryan reported that work on the 1979 convention in Chicago is underway and the theme will be The Architect in the 80's. Arnold Schaffner is in charge of booths and award displays, Fred Prather is to oversee the hotel and programs.

G. R. Johnson reported on the 'pamphlet-program' which is very successful and it will be expanded in 1979.

Committees reported on the following subjects:

Alert: per G. R. Johnson
NCARB and Metric: by Bernard Frishman.
OSHA: per Harry Botesch.
Public Relations was introduced by Sidney Epstein who is working in liaison with Stanley Banash. Programs should get more direction from SARA. We are spending more on the magazine this year. Is the magazine a public relations tool and aimed at membership to get new members or a status symbol for architects? Maybe we have to re-evaluate our priorities. Helman discussed that our prime interest should be members growth. He also predicted that the National Council of NCARB will govern the future of the profession in his estimation. The situation demands that ARA make determined and concerted effort to get representation by ARA on these state boards. Epstein concurred, and that in Illinois we should concentrate on getting representation on the Architects Examining Board. He wants our Board to approve that to the membership. There was no dissent.

Stan Banash stated that we need more cooperation between committees, as students in the Awards Program are extremely logical potential members. Maybe lectures regarding ARA should be made to students. He mentioned that Florida's request for help from the National to avert impending deregulation or licensing of Architects has not been effective or helpful to date. Consensus was that this will not come to pass.

Richard Shellard discussed additional public relations tools, which might include press articles on "Meet the Architect". "You Need an Architect", general meetings or radio talk shows.

Government Relations by Sidney Epstein.

Insurance by Barry Milowitz.
By-Laws: reported by Alex Graveson. He paid tribute to G. R. Johnson's outline of suggestions and comments and the following amendments therefrom.

1. Eliminate from the By-Laws "Members-at-large".
2. Recorder is supposed to make two separate mailings of the Board Minutes; hasn't been followed. Amended to one mailing as sufficient.
3. By-Laws change referring to screening prior to slate appointments.
4. Honoray Members to be exempt from payment of dues.
5. Nominations as pertains to sending them to Executive Director.
6. Propose Nominating Committee's dates be changed to number of days, rather than certain calendar dates.

Costs to publish one thousand copies estimated for updated By-Laws and referendum required for August 1, 1979. The By-Laws to be printed as separate booklet and mailed as soon as possible. G. R. Johnson made motion and Epstein seconded and approved and allocation made.

Membership was reported by Donald McKerchar, with meeting in Chicago with G. R. Johnson, Fred Prather, and R. Bonsignore and agreed to pursue the same format and direction as last year. Budget will permit the mailing of 22,500 pieces. Problem is that the mailing list is not updated. Direction from the Board requested that on 750 each to Illinois, California, and New York or spread between Florida, Ohio, Pennsylvania, and New Jersey. Best responses were from smaller offices in active Council areas. First mailing should be by mid-February, after which they are less effective. Awaiting composed transmittal letter that is to accompany application form. Return envelopes to have Prather's address for control: letters to have regular address. Herbert Berger to send the New Jersey roster of architects and those of other states that he receives.

Regent-at-Large: John Hellman stated that public safety and health are prime considerations of state registration boards. Suggested ARA President write NCARB and inquire as to what action they are taking in respect to expiration of Florida's Architectural registration law, as of July 1, 1979. The consensus of the Board is that law will be extended and that Board should make resolution of same for transmittal to NCARB. Gregson made a motion that letter by ARA from our President to the new Governor of Florida should state our position and concern, with McKerchar seconding. Vote approved. Hellman reported that Massachusetts Council funds are to be donated to the National treasury.

1980 Convention Site, was reported by Herb Berger, as Chairman. Three locations were considered: San Diego, Los Angeles, and San Francisco, Gayle Daniel was contacted regarding local accord and cooperation promised and their desire that Los Angeles be selected as the 1980 site. Discussion; Salzman said week before Thanksgiving creates many problems for some, Berger objected to early October as it conflicts with Jewish holidays, G. R. Johnson supports earlier rather than later date. Schaffner motioned to approve Los Angeles for 1980 site with recommended date of late October or early November subject to accommodations availability; Salzman made second. Vote was affirmative.

Regents reported: McKerchar for Region 5, Prather for Region 6, Varner for Region 11.

Meeting adjourned, sine die.
1979 COMMITTEE CHAIRMEN

The following are the Committee Chairmen appointed for 1979. Members who wish to contribute suggestions or participation to any of these activities should contact the Chairman directly.

1979 Convention
Chairman/Coordination — Wayne Bryan
Exhibitors — Arnold Schaffner
Hotel/Program — Fred Prather
Awards — John Pankovich
Membership
Chairman/Development — Richard Bonsignore
Conservation — Mitchell Abramowitz
Non-Council Areas — Alex Gravesen
Records — Fred Prather
Student — Donald Geitz
NCARB — Bernard Frishman
Past Presidents — Jerome Salzman
Financial — William Baldwin
Metric — Bernard Frishman
Pins/Certification & Awards — Charles Faroni
OSHA — Harry Botesch
Nominating Committee — G. Robert Johnson
By-Laws — Alex Gravesen
Insurance — Barry Milowitz
Alert — G. Robert Johnson
Public Relations — Stan Banash/Sidney Epstein
Government Relations — Magazine — Donald Ueding/Jerome Salzman
Energy — George Sharon
Legal — Chester Stark

PEOPLE

We would like to welcome the following new members to the fellowship of the Society of American Registered Architects.

Frank J. Accordino
Irving M. Addis
Thomas Michael Behles
Marvin Berman
Edward Blicharski
David N. Bowman
Martin J. Brockotedt
Gray H. Cable
Daniel Ross Cahill
Walter C. Carlson
Robert Lester Chartier
Shau Tsyh Chen
Thaddeus Jackson Choate
Terrence D. Coradin
Richard R. Cramer
Joseph R. Cruz
Claude R. Cuvier
Frank Del'Andrea
Michael J. Drummer
Nikola D. Dushanson
Robert Worley Eckert
Donald A. Engelbert
John Patrick Fahey
Thomas Edward Fields
Ottavio Finaidi
Robert Leigh Gaskell
Vytatus E. Girdvainis
Rodney N. Green
J. Marion Gutnayer
Edward Hall
Donald Duane Hance
Thomas John Hickey
Jacob Hottinger
Raymond Parker Howell
Charles R. Johnson
Frank K. Katayama
Eric B. Kiviat
George Kolaronda
Paul E. Kopp
Regis J. Koba
Romney M. Korwin
George P. Krumenaker
Arnold D. Kurmin
Glenn LaVine
Dennis A. Lenner
Salvatore Mancini
Kailash N. Mathur
Robert H. Mellott
Donald R. Michaelis
Vincent James Micucci
Stanley Wilfred Muller
Alexander Munzel
Michael Napoli
Robert J. Palermo
Albert G. Paja
Vincent Paolicelli
Kenneth F. Purdy

ASSISTANCE FOR NEW YORK WORK

Out-of-State or out-of-City architects involved or intending to become involved in N.Y. City projects, can obtain the following, at a cost, from the New York Society of Architects, 101 Park Avenue, New York, N.Y. 10017; phone 212/683-2244, Margot Henkel, Executive Director:


b) Updating service to the Manual.
c) N.Y. City Electrical Code.
d) N.Y. City Fire Prevention Code.

These are excellent working tools but are not intended to represent all applicable codes and ordinances.
COUNCIL UPDATE

California — Regular meeting of S.C.C.A.R.A. was held Feb. 27 at Gilroy’s, in the Eagle Rock Plaza.

Invocation before dinner at 7:00 pm. After dinner President Fuller called order. Robert Burman led the Pledge of Allegiance. Secretary’s report being in February Newsletter, excused absences were reported.

Treasurer gave totals to shorten time; will report in full in March if the Committee Reports allow. The Awards Banquet left a nice balance.

President Fuller made an earnest plea for a volunteer to take 1979 Awards Banquet Chairman-ship, and a more urgent request for a Membership Chairman, due to Jack Warner’s death. Others also brought in new members, to date 12, but someone must take this up soon, though we all help, we badly need a sparkplug Chairman. There was no response as yet to the needs; if you will take either please call 257-6301.

The disposition of the Plaque presented to S.C.C.A.R.A. for outstanding service in Architecture, by the City through Councilman Snyder, at the Awards Banquet, was resolved when President Fuller suggested it go from Architect to Architect monthly, to be hung in his office or as he chose, and given to someone of his choice at next meeting. Motion was made, passed, and so ordered; first recipient: Marion Varner, past National President.

Sam Hart, now a member of the Los Angeles County Evaluation Board, urged A.R.A. men to get their names on file for County work, and gave out application blanks.

The next subject was Governor Brown’s idea of discontinuing Examining Boards, whose fees entirely sustain them, so would be no tax saving. The discussion was very hot but unanimous, it was moved and seconded, and passed that a Committee will be appointed to handle the situation; and President Fuller appointed Sam Hart, Marion Varner, and Bob Burman, asking they report next meeting.

The President called on Dwight Chenault to introduce Mr. Al Mathews of Libbey-Owens-Ford Company, a friend of Fred Prather, who is an effective member of the National Membership Team.

Mr. Mathews made mention that Libbey-Owens Glass is no longer just glass, but a company of many divisions. He traced the history of protective glass from the first double glass with space between to the newest experiment, a glass that will insulate from outside in hot weather and retain inside heat in cold weather. He explained reasons and uses for different colors.

Florida — Council elections were held too late for publication. Results will be announced in the next issue. The nominating committee met with Regent-at-Large, Alex Gravesen; Don McKerchar, National Director; and Florida Council Secretary, David Kaplan; to receive reports on the ’78 Convention and National SARA Programs.

We are hopeful that the Chicago Snow reports will soon be forgotten. This month, the Council will begin contacting prospective exhibitors and advertisers for the ’79 National SARA convention.

Increased Chapter programs designed to benefit the individual practitioner and the small firm will receive Council attention in the forthcoming year. The Council is again considering the publication of an informative newsletter. We would appreciate receiving issues from other state councils.

Al Samborn, P.E., of Toledo, Ohio, breakfasted with Council Pres., Leonard Glasser. Heading a 200-man organization, Samborn will be traveling from state-to-state, about 100 days this year as president-elect of the National Board of Engineering Examiners. He's a real success story, a credit to his profession, an exciting speaker, and worth talking to in regards to joint-venture projects.

It appears that a new COMPOSITE board regulating architects, engineers, and surveyors will replace existing separate licensing bodies in this state. The Council has taken an active role in relation to studies and hearings on regulatory reform. We are requesting that the new board should be comprised of representatives of both recognized national architectural organizations and a layperson. Letters from ARA councils in support of our position would be helpful at this time. Members throughout the country are also encouraged to write. Address mail to: Governor Bob Graham/The Capitol/ Tallahassee, FL 32304. Please send copies to us.

Illinois — The Illinois State Council held its Annual Meeting January 26 at McCormick Place in Chicago. The Dinner was delayed one week due to the major snow storm which swept the Midwest. The installation of officers for 1979 was held. Receiving the President’s gavel was William E. Baldwin, ARA. Other officers include Marshall Leib, ARA, Vice President; Ove Uggerby, ARA, Vice President; Eugene Tullos, ARA, Secretary; Robert Viren, ARA, Treasurer. Directors include Kenneth Rowe, ARA; Warren Allabastro, ARA; Donald McMasters, ARA; Wayne Bryan, ARA; Gilmore Whaples, ARA, and Charles Faulkner, FARA Past President Fred Prather assumed the responsibilities of Regent. After the installation the enthusiastic crowd proceeded to the Drury Lane Theater to see “Las Vegas on Ice” a musical ice show.

The Council recently held their Design Awards Dinner at the Field Museum of Natural History in Chicago. Four Illinois Council Design Awards for Excellence in Architecture were given. The recipients were John C. Schmidtke for the Elgin Fire Station No. 2 owned by the City of Elgin; Busche & Markson, Inc., for the Parts Distribution Center owned by the FMC Corp.; Brim/Braun Associates for the Szczesny Residence in Lake Geneva, Wisconsin, owned by Joseph Szczesny; and Brim/Braun Associates for Lester Lampert’s, a Jewelry Store.

The Council’s very successful publication The Bulletin portrayed a new image with the January issue. The Bulletin staff felt that the new look better represented the progressive attitude of SARA and, more pointedly, the Illinois Council.

The Council is working very close with Wayne Bryan and the National SARA Convention Com-
mittee on preparation for the 1979 Chicago Convention. The Board and membership are excited over the plans, such enthusiasm should make a fall convention the finest to date. The Board members have received excellent results on solicitation of booth space for the convention.

New York — We are pleased to report the following regarding the activities of the New York Council:

Two local projects by the Long Island, N.Y. architectural firm of Meyer, Kasindorf & Mancino, received awards for excellence in design in the national competition judged at the National Convention in Philadelphia. One project involved a branch bank, the other an administrative headquarters for a bank. In addition special awards were presented to several New York Council officers at the convention; a Presidential Citation to the current President, Ralph M. Meyer, F.A.R.A. of Valley Stream; a service award to the current First Vice President, Rudolf E. Herzberg, F.A.R.A. of East Meadow; and a service award to the current Secretary, Stan Kasindorf, F.A.R.A. of Glen Cove.

Our student-oriented award program will continue this year thru the cooperation of the Dean of the Department of Architecture and the Arts at the New York Institute of Technology, Westbury, N.Y. The award is presented to the graduating senior in a School of Architecture, whose professional relationship with fellow students and general attitude toward the profession of architecture during the school years best exemplified the basic philosophy of the ARA. Our intent is to eventually expand the program to other accredited Schools of Architecture.

A membership drive initiated by this Council during the last half of 1978 resulted in an approximately 15% increase in membership, which we consider quite encouraging. The input of several new members at our last meeting was very welcome, and hopefully some of the ideas introduced will be felt in a more tangible way.

With a slight upturn being felt throughout the profession in the State, we look forward to 1979 with a certain cautious degree of optimism, and the hope we can do

better in serving our membership this year.

Ohio — The ballots are in and new officers of the Ohio Council of the Society of American Registered Architects are: Don Geitz, President; Randy Lawrence, Vice President; Herb Robeznieks, Secretary, and, Ed Amos, Treasurer. Installation of officers took place at the December meeting in the Holiday Inn at Rockside Road and Interstate 77, Friday, December 29, 1978.

President Geitz, an A.R.A. Regent, is active in the National Society affairs. He is serving in his second year as president of the Ohio Council.

That last meeting of the old year, during the holiday season included members and wives and was followed by an optional dinner in the restaurant. The unexpected coincidence of "happy hour" at the same time enlivened the festivities.

Ohio Council members enjoyed the excellent cuisine and hospitality of the New French Connection Restaurant at Stouffer's Inn on the Square in Cleveland on January 12, 1979. The turnout was gratifying and your treasury experienced a sizable dent if not a downright cavity. The affair had been advertised at $25.00 per couple with the treasury making up the deficit.

It was a gala affair, the ladies were beautiful and the gentlemen gallant. The decor in that newly renovated hotel on the square presented an atmosphere appropriate for the occasion. One didn't have to speak French, but it helped.

NEW PROGRAM FOR MEMBER ASSISTANCE — ENROLL NOW!

The ARA Specialization File is now in the process of being developed. We are soliciting from our membership information regarding those firms who have developed specializations in the field of architecture. Your assistance and participation in this effort will be greatly appreciated. Should your firm have more than one specialization, we would appreciate separate forms be submitted for each category.

The intent of the Master File is to allow members in our organization to take advantage of job opportunities that might not normally be open to them by allowing them to associate with a firm that has experience and specialization relating to a specific opportunity. It should allow both large and small firms to deliver a higher degree of professional service to their clients.

Mr. Norman Hodge, Architects-Engineers West, Inc., 1675 Carr St., Lakewood, Colorado 80215 (303) 232-8181 has agreed to act as contacting agent for requests. Should you wish information in specific areas, a phone call to his office will have that information mailed to you immediately. The master file will be made available to you for the cost of reproduction and mailing. Instant availability of this Master File information will enable you to contact those parties in a position to assist you and make necessary arrangements without undue delay to your client.
DESIGN AWARD COMPETITIONS — ARE THEY FOR YOU?

Stanley D. Banash

The project you have spent months designing and guiding to completion is now built. As the architect, you can meet with your client, shake hands, and pat yourselves on the back for a job well done. Or you can do something else. You can review the project’s merits and enter it in one of numerous national, regional, or local design competitions.

Why a design competition? 
Design competitions enable architects to have their projects judged by their peers and measured against similar projects. In other words, it is a yardstick that can result in acclaim, indifference, or scorn. Firms that can withstand having their projects scrutinized will be able to reap intangible and possibly tangible rewards if they orchestrate and maximize their effort. An architect, upon entering a design competition and possibly having his project declared a winner: 1) seeks recognition from fellow practitioners in the hope that they will recognize something significant in the entry’s design; and 2) recognizes the public relations potential of merchandising the design award itself.

Naturally, architects want to design a building that satisfies their clients and themselves. But there is merit in thinking ahead. What about tomorrow, next year or two years down the road when you are thinking of expanding, trying to promote your office and your fine designs? The time to think about promoting in the future is now.

Design competitions offer the best opportunity for architects to receive national, and local recognition. Members of the Society of American Registered Architects (SARA) are fortunate to have their organization sponsor a national design competition which is held annually. Judging takes place during SARA’s convention, which will be held this year from October 17-21, in Chicago. The SARA competition emphasizes completed work. Three of the four award categories are for projects already completed and one is for projects in preliminary design. The competition is divided into categories by construction costs which tend to allow small structures to compete on an equal footing with large ones.

Thus, awards are presented in the following categories:
1) Projects in excess of $5,000,000; 
2) Projects over $1,000,000 but less than $5,000,000; 
3) Projects under $1,000,000; and 
4) Projects in preliminary design.

According to the Society’s rules, works of architecture or urban design which are designed by a corporate member or member firm in good standing are allowed in the competition. Judging is done primarily by practicing architects. “This was done for several reasons,” said John Pankovich, National Awards Committee Chairman. “Practicing architects understand legitimate problems that an architect must confront in designing a project. For example, an architect may have had to design a structure on a very tight confined site or he might have to restrict his design to specific and rigid budgetary limitations, or he may take into consideration certain aspects of the elements and a myriad of other factors that only an architect could understand and appreciate. Since theoreticians or academicians often have very little conception of these factors, they are seldom included in the awards’ jury. Sure it is difficult to describe what each judge looks for in reviewing a design entry, although we have set down some guidelines. Many of the projects, however, are middle of the road designs which enable them to avoid severe criticism and many projects are simply well done in all aspects.”

Less than 10 percent of the SARA members enter the annual design competition. “I am certain that we could have many more if SARA members recognized the potential of entering and possibly winning a design competition,” said Pankovich. “Many firms receive requests to make presentations to prospective clients who invariably ask if the presenting firm is a design award winner. This does not always mean that they want their project to be entered into design competitions, however, many of them do not object. Instead, they feel more comfortable in knowing that the firm they have hired is recognized among its peers for superior design at national, regional, or local levels.”

“Winning a design award may open a Pandora’s Box of public relations opportunities,” said Pankovich. “The winning firm, of course, receives assistance from SARA’s own public relations arm which prepares a general press release along with photographs taken at the convention. These are distributed to a select number of national architectural and trade publications, as well as local newspapers, whose readership might be interested in that particular project. These initial efforts, to name a few, have resulted in a full-page spread in Building and Realty Record in Philadelphia for Eugene Sawka on his winning design of the RCA Corporation Chief Executive Office, a major story in American School and University magazine for Williams, Shields, Snyder & Goas in Pennsylvania for their winning design of G. C. Hartman Elementary Center, and a photograph of the Benito Juarez High School in Chicago for Bernheim, Kahn & Lozano in the Chicago Tribune story on Illinois SARA winners. An additional spin-off occurred last year for Florida architect Dan Adache, who saw his home (a 1976 award winner) featured in House & Garden Building Guide with two color and two black-and-white page pictorials.”

Pankovich explained that it is also up to the winning firm to carry out an effort on their own. “Some firms have arranged for special presentations of duplicate award certificates to the project’s owner, photographed the presentation, and then released the photographs with photo captions to the media,” he continued. “Others have expanded their effort by describing additional aspects of their design to gain greater print exposure. And many have obtained reprints of their printed articles for distribution to select mailing lists or included them in presentations to prospective clients.”
"While the opportunities are not endless, they leave a lot to one's imagination. One's imagination can be as successful as the effort one wants to exert."

The winning of a design award certificate can adorn a wall in your office and be seen by only the people who pass through your doors or its effect can be multiplied many times over through the use of orchestrated public relations opportunities. The choice is yours.

1978 DESIGN AWARDS

There were seventeen projects selected for awards in the 1978 Design Awards Program, which was judged at the National Convention in Philadelphia. On the following pages all of the winning designs are illustrated, grouped by their respective submission categories.

The judges appeared to be rather pleased with the scope and variety of architectural approach represented by the projects submitted. However, a number of members noted in viewing the entry displays that some very fine state level award winning projects had not been submitted to the National Program. This is unfortunate and not particularly understandable.

Elsewhere in this issue you will find information on the 1979 Design Awards Program. Don't let this opportunity to attain major recognition for your project pass by again this year.

Category A
Projects in excess of $5 million in construction cost

GOLD MEDAL AWARD
Presbyterian Medical Center
Oklahoma City, Oklahoma

Design by:
William Blair
Benham-Blair & Affiliates
Oklahoma City, Oklahoma
SECOND PLACE (left)
R. H. Myers Apartments
Beachwood, Ohio

Design by:
William Dorsky
William Dorsky Associates
Beachwood, Ohio

FOURTH PLACE (below)
300 Wacker Building
Chicago, Illinois

Design by:
Wayne Bryan
A. Epstein & Sons, Inc.
Chicago, Illinois

THIRD PLACE (left)
Benito Juarez High School
Chicago, Illinois

Design by:
Fred Bernheim
Bernheim, Kahn & Lozano Architects
Chicago, Illinois
Category B
Projects with a construction cost in excess of $1 million but less than $5 million

GOLD MEDAL AWARD
Shadow Bend Townhouses
Wheeling, Illinois
Design by:
Salvatore Balsamo
Balsamo/Olson Group, Inc.
Oak Brook, Illinois

FOURTH PLACE (below)
Jamaica Savings Bank
Lynbrook, New York
Design by:
Ralph Meyer
Meyer, Kasindorf & Mancino
Great Neck, New York

SECOND PLACE (above)
Fisherman's Wharf
Oxnard, California
Design by:
Ebbe Videriksen
Ebbe Videriksen & Associates
Sherman Oaks, California

THIRD PLACE (right)
G. C. Hartman Elementary Center
Catawissa, Pennsylvania
Design by:
Vernon R. Shields
Williams, Shields, Snyder & Goas
Harrisburg, Pennsylvania
Category C
Projects under $1 million

GOLD MEDAL AWARD
National Art Education Association Headquarters
Reston, Virginia

Design by:
William Blair
Benham-Blair & Affiliates
Oklahoma City, Oklahoma

GOLD MEDAL AWARD
Architectural Offices —
E. Jerome Tamen & Associates
Los Angeles, California

Design by:
E. Jerome Tamen
Los Angeles, California

SECOND PLACE
Office of Chief Executive Officer —
RCA Corporation
New York, New York

Design by:
Eugene J. Sawka
Philadelphia, Pennsylvania

SECOND PLACE
Jamaica Savings Bank
Commack, New York

Design by:
Ralph Meyer
Meyer, Kasindorf & Mancino
Great Neck, New York

THIRD PLACE
Cochanis Residence
Linn Township, Wisconsin

Design by:
Donald McMasters
Loren R. Anderson & Assoc.
Lake Geneva, Wisconsin
**Category P**
Projects in preliminary design.

**GOLD MEDAL AWARD**
Santa Monica at Fifth
Office Building
Santa Monica, California

**Design by:**
E. Jerome Tamen
Los Angeles, California

**THIRD PLACE (above)**
Plaza Venetia
Miami, Florida

**Design by:**
William Dorsky
William Dorsky Associates
Beachwood, Ohio

**SECOND PLACE (above)**
Developers Diversified
Corporate Headquarters
Moreland Hills, Ohio

**Design by:**
William Dorsky
William Dorsky Associates
Beachwood, Ohio

**FOURTH PLACE (right)**
Bandstand at Giampietro Park
Vineland, New Jersey

**Design by:**
Ronald J. Angelo
Vineland, New Jersey
1978 STUDENT AWARDS PROGRAM

Kenneth Gardner (center), a junior in architecture at Georgia Tech University, is presented with a First Place Award and $500 in cash for his winning design of a prototypic farm implement sales center in the national design competition sponsored by the Society of American Registered Architects (SARA). Making the presentation is Richard E. Shields (left), President of the SARA, while Willard Fash (back, left), Dean of Architecture; Lane Duncan (back, right), lecturer and supervisor of the students' projects; and Wilfred Gregson, founder of the SARA, look on.

Awards have been given since 1969 to a select number of students in architectural schools who create imaginative modern designs that solve a particular problem as outlined in the contest guidelines.

Honorable Mention
Ralph Blackman
University of Oklahoma

Honorable Mention
Stan Hudgins
Georgia Tech University

Honorable Mention
David H. Kidd
Auburn University

Honorable Mention
David Thomson
Georgia Tech University

In addition to the First Honor Award, five other awards were presented to very deserving architectural students as a part of the 1978 Student Awards Program. Award certificates and additional cash prizes, as noted, were presented to these students at their respective schools as determined by the Deans of Architecture.

The additional winners were:

Second Honor Award ($250)
Kiyoto Yamaguchi
University of Oklahoma

ARCHITECTURAL STUDENTS CAN BENEFIT FROM DESIGN COMPETITIONS

Student design award competitions offer the best opportunity for architectural students to broaden their experience, enhance their credentials, and prepare themselves for the registration examination, explained John Pankovich, Chairman of the 1979 Awards Committee for the Society of American Registered Architects (SARA).

Although there are several national competitions directed toward students each year, one of the most recent to announce its Annual Student Award Competition for 1979 was the SARA.

"The SARA Student Award Program was initiated several years ago to stimulate the future architects of our country in the development of the highest standards of design, planning, and community service and to acknowledge these efforts on the basis of imagination, originality and exploration within this competition," said Pankovich. "The competition recognizes the design excellence of a work of architecture in response to a hypothetical design problem that will contribute to the function, aesthetic and building processes of the future. The purpose of the competition is to bring an impetus to architectural imagination, originality and exploration among the nation's students of architecture."

Every accredited school of architecture in the United States has been apprised of the competition. This year, the SARA increased its monetary awards to students by $200 and created a total of $300 in cash awards to the schools sponsoring the winning students.

The awards include: First Place—$500 and a Citation for Design Excellence; Second Place—$250 and a Citation for Design Excellence; and four Honorable Mentions of $50 each plus Citations for Design Excellence. In addition, the school of architecture of the winning first place student will receive $200; the school of the winning second place student will receive $100. Awards to the schools may be used in any manner deemed appropriate by the administrative
head of the school of architecture to further the interest of architectural education. All students entering the competition also will receive a one-year free membership in the Student Chapter of the Society of American Registered Architects. The monetary awards are made possible by grants from the architectural firms of A. Epstein and Sons International, Inc. of Chicago, Illinois, and Basco Associates of York, Pennsylvania. In the 1978 student design competition, the $500 first place cash award was presented to a student from Georgia Tech University, and the second place prize of $250 was awarded to a student from the University of Oklahoma.

"The monetary awards may seem paramount to many student architects," said Pankovich, "but it is far more important for them to have their work measured against the work of other students from across the country. It also gives them the experience of dealing with an actual design problem that is being faced by a registered architect. In the long run, this will help student architects perform better on their registration exams and also enables them to present official work to prospective firms who may be interested in hiring them. The school, simultaneously, can use the design problem in its course work to establish grades for the students. It may take several months for a first year student to resolve the design problem but a second year student should be able to complete the problem in a weekend," continued Pankovich. "Thus the design problem can be incorporated into regular class work and can provide a grade for the student as well as provide him with experience in design work in national competitions."

Judging for the Student Design Award Competition will take place at the SARA national convention, which this year is being held from October 17-21, in Chicago. The design awards jury will be composed of registered architects who are members of the Society and it may include a few non-members and non-architects. Jury decision will be based primarily on concept and design in response to the program objectives. Presentation, although important, will be secondary.

Additional information about submitting entries, preparing display panels, suggested drawings, shipping instructions and proposed design problem may be obtained from the Dean of the student's school of architecture or by writing to: Mr. John G. Pankovich; c/o Everett, Busch & Martin Architects; 515 Linden Street; Allentown, PA 18101.

ARA HOSTS SWEDISH DELEGATION

It will be the pleasure of the Society of American Registered Architects to host a delegation of architects from Sweden, who are visiting the United States.

During their stay, the Society will provide for their tours in New York, Washington D.C. and will be their host when they visit Chicago and attend the 79 ARA Convention.

This will give members of the Society an opportunity to discuss with the Swedish Architects, architectural and construction methods and practices. This exchange of ideas should be beneficial to both groups.

We are looking forward with great anticipation to the visit of these fellow architects.

HELP AN ENDANGERED SPECIES

Now all of you better pay attention! You're in big trouble — and it's serious. Governor Brown has proposed elimination of the Board of Architectural Examiners, as well as repeal of the Architectural Practice Act. Essentially, this means that after the end of this year your license to practice architecture will be about as useful as a bikini in a snowstorm.

It's no joke; by 1980, anyone — regardless of background, training, or ability — will be legally entitled to perform architectural services. That's right, your favorite box-boy at Safeway could theoretically do a high-rise project. If that doesn't frighten you, think about the potential chaos at the building department, in architectural schools, or among clients. Never mind all this runs contrary to the public interest, it is very likely going to happen, unless we do something about it.

What can we do? First, contact your legislators immediately (c/o State Capitol, Sacramento 95514) and tell them you support (1) continuation of the State Board of Architectural Examiners and (2) strengthening of the Architectural Practice Act.

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ARCHITECTURAL ENERGY — A CRISIS RESOURCE?
Donald N. Uding, AIA, ARA
Editor

Where are the architects during this new energy crunch? As members of the public we are daily treated to reports, comments, predictions, and patent solutions from seemingly every business, profession, quasi-profession, and interest group. From oil industry journalists to Arabs, to freshman Congressmen to gas station attendants, to organic farmers — even the Sierra Club gets at least a nickel's worth in. But have any of you heard an architect, or even city planner, making a designed life style/environment contribution to the problem?

How we live, where we live, and how we are required to travel between the other occupational and service activities of our lives should, it would seem, be highly determinent on a successful solution of an energy usage problem. The facilities in which we work, manufacture, and distribute goods — as well as their location and integration into the physical fabric of Society — would seem a critical component of the equation. But who is speaking for or about these matters?

It doesn't seem that long ago — I don't think I am so old or my memory so extended as to reach back excessively far — that Architecture was looked upon as the professional branch of art and science which was charged and trained to deal with the physical relationship of Man and his environment. It doesn't require any extended memory to recall when every new sociological theory or perception of people's aspirations or fears was presented complete with some architect's design for the physical results or requirements of the concept. When was the last time that you saw this kind of architectural contribution to a current problem in the general media?

Are we really just to be trusted for the selection of siding or the "fancy-pantsy" design of personal environments? Have we become so economically dependent upon servicing individual client whims that we have no general societal contribution to make? If we do not contribute solutions from a basis of training and experience to the environmental needs of Society, who shall? Are we doomed — and "doomed" historically is the result of uninformed decision-making — to have the form of our life and environment determined by the Jerry Browns or similar media hounds of this world?

It appears, as it always has, that there is a serious need for the skills of Architecture in our contemporary world. There seems, however, a question as to whether we have developed the architects to make the necessary contribution — or having them, whether they are capable of making this contribution effective in a Society which seems to have recently forgotten what their purpose is. Whatever the conditions, it is now our professional responsibility to be effective or pass into dilittanism.

CONVENTION 1979 . . . . . . CHICAGO

Time: October 17-20, 1979
Place: Hyatt Regency Chicago

The Architect in the Eighties

Chicago's rich heritage in architecture and today's pressing issue of energy will be the basic theme for Convention 1979 sponsored by the SARA Illinois State Council in Chicago.

As our natural resources become more scarce we must turn to preserving the old as well as conserving in the design of the new.

This year's program will cover the return to the city and the restoration of the many worthwhile structures that have suffered from years of neglect. An equally outstanding and timely program on energy will include presentations on active and passive energy systems, the design and energy efficient buildings and alternate building energy sources.

Tours will accent the program with visits to Oak Park, the home of many historic works of Frank Lloyd Wright and to Oakton Community College, an example of a planned energy efficient environment.
Fellow architects are invited to join ARA. Complete the form at the right, checking the "Membership Application" box, impress your seal in the space provided below, and return with your check for $60.00 Annual Dues, to: Society of American Registered Architects, 2011 W. Pershing Road, Chicago, Illinois 60607. Subscription to Practicing Architect is included in the dues payment.

Editorial material and correspondence should be directed to the offices of the Publisher and noted to the attention: "Editor, Practicing Architect."

☐ Membership Application  ☐ Practicing Architect Subscription

(1) Full Name: ___________________________  Last    First    Middle

(2) Address: (Indicate which is desired mailing address)

Office ( ) ____________________________________ Phone: ___________________

Street No. ____________________________________

City - State - Zip ______________________________

Residence ( ) ____________________________________ Phone: ___________________

Street No. ____________________________________

City - State - Zip ______________________________

(3) Date of Birth: ___________________________  Place of Birth: ___________________________

Age: ___________________________

(4) Architectural Registration:

Name of State ___________________________  Date of Reg. ___________________________

Reg. No. ___________________________  NCARB Cert.: ___________________________

(5) Professional Status (Check One):

(A) Practicing Architect (Principal or Partner): ___________________________

Name of Firm ___________________________

(B) Employed Architect: ___________________________

Name of Firm ___________________________

(C) Other: ___________________________

(6) Education (School and Year): ___________________________

(7) Type of Practice: ___________________________

(8) Member in other Professional Organizations? (9) Previously been a member of ARA?

(10) The undersigned, being a Registered Architect in good standing does herewith apply for membership in the Society of American Registered Architects.

_________________________________________  ______________________________

Date  Signed

Make all checks payable to the Society of American Registered Architects