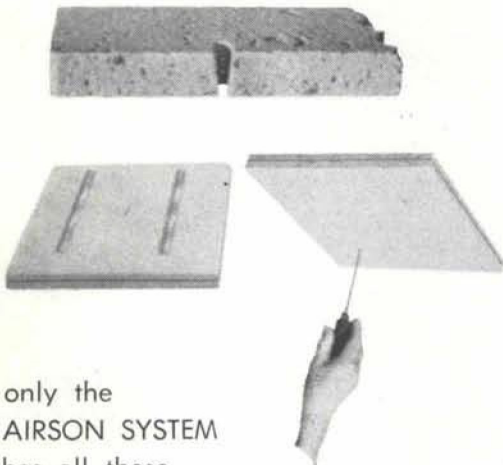


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Whether we really like to admit it or not this general lack of intellectualism has had a tremendous effect on our architectural scene. One outcome of this has been the influence of photography on architecture. It is not at all unlikely that in future years men will look back on our present architectural scene and label it "photographic." A large percentage of our current buildings seem to be designed not as places to live or to work in, but as objects which will appear at their best in a photographic plate. Even in those organic buildings which basically deny the importance of the camera are presented in our publications by photographs which have been taken from certain positions and angles that under normal circumstances would never be seen, even by the architect himself. A new client, then, has arrived in the architectural scene, and this client is the photograph, printed and circulated in our many national and regional books and magazines. Perhaps in the end they who have said that "a picture equals a thousand words," are correct, but in architecture they have been proved correct in a sense far different from what they had ever envisaged.

It could be suggested that a creative and human orientation for architecture might better be served by the media of the word, spoken and written, for in the end, there is less likelihood that one would confuse the needs and goals of the language of words with the language of architecture. *David Gebhard*

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