

A CHALLENGE - - from the students of Interior Design at

The most striking difference between the philosophies of the Southwest Indian and Western Man is the manner in which each views his role in the universe. The prevailing non-Indian view is that man is superior to all other forms of life and that the universe is his to be used as he sees fit. The value placed on every other life form is determined only by its usefulness to man, an attitude justified as "The Mastery of Nature for the Benefit of Man."

The Indian view is that man is part of a delicately balanced universe in which all components "all life forms and natural elements interrelate and interact, with no part being more or less important than another. Further, it is believed that only man can upset this balance.

It is a tragedy indeed that Western Man in his headlong quest for holy progress could not have paused long enough to learn this basic truth, one which he is now being forced to recognize, much to his surprise and dismay. Ever anxious to teach "backward" people, he has been ever reluctant to learn from them.

Having little regard for the environment, Western Man continued to expand his ever progressing civilization across the Southwest. With increasing technology, the opportunity for despoliation of the landscape increased. The culmination of this progression has lead to the problems of the cities we face today.

Failing to learn from previous experiences, we seem intent on destroying the environment of one of the most unique areas of the country. Excluding Southern California which is already out of control, urban sprawl is probably more obvious around Phoenix, Arizona than anywhere in the region. What was once a beautiful desert floor, is now one of the fastest growing metropolitan areas of the country. The trends and developments of the Valley of the Sun are quite indicative of what is happening throughout the area as well as across the nation.

With the tremendous influx of population into the areas, comes the problem of where to house the increased number of family units. For the state of Arizona, the population figure for 1948 was 616,000. By 1968, this had grown to 1,692,000 an increase of 175%. Projected population for 1985 is 2,842,000. The city of Phoenix grew from 107,000 in 1950 to 546,000 in 1969.

It is projected nationally that during the period from 1970 to 1985 there will be 18 million new households formed requiring 30 million new housing units. But it is not the matter of how many, rather that of what type, that will directly affect the interior design field.

There are many differences of opinion regarding the split between single and multi-family housing. However, considering that in 1950, 82% of newly constructed housing units were single family and that by 1968 this figure had dropped to 58%, it is pre-

Northern Arizona University



dicted by some that in the year 2000 only 37% of new construction will be single family units.

The largest growth segment of the population will be the apartment dweller of the ages of 25 to 34. An increase of 26 million is expected in this group between 1970 and 1985. It should be obvious that the tremendous increase in multi-family housing will have a rather profound effect upon the interior design field. Studies show that more and more apartment dwellers expect wall to wall carpeting, air conditioning, a balcony, a swimming pool, landscaping, community spaces, and covered parking to be included in the monthly rent.

Increased affluence will permit a larger number of people to select living spaces which implement their particular lifestyle. The primary differences between living in an apartment and a single family house will be the relation to private and public use of adjacent land, and the relation to other available facilities. The community will then become an even greater concern.

Throughout the next several decades new construction is expected to remain at 12% of the gross national product. It is known that as total income rises, the percentage spent on housing remains constant, with the major portion of the increase going toward new ways to spend additional amounts of leisure time. It can be expected that a people who have demanded a continual upgrading of the total, physical environment, will continue to do so as their incomes increase.

Even small increases in leisure time will intensify these demands much further. One of the greatest imports of leisure will be the way in which it frees people to explore and discover a new and better order of quality in all parts of their lives.

With more time for leisure and learning, more time will be spent at home and in its environs. The predominate activities of man's leisure will take place inside the home, both his own and that of his friends. It is estimated by the use of surveys that in the year 2000, man will spend 41% of his leisure time watching television. Of the various activities listed in the

surveys, five out of the first six and six of the first eight would be oriented to private living spaces. This concentration on the home environment will be due in part to the increased strain and tension resulting from a faster paced society. The interior of their home or apartment will be one of the few areas of freedom left to the family. It could be used as a laboratory to develop a sense of freedom, identification, experimentation, and a keener aesthetic appreciation of one's own surroundings.

As we look about our burgeoning southwestern cities we can see good examples of site planning, and architectural design, but these are rare, indeed. More frequently both apartment complexes and single family dwellings are being constructed without proper consideration for site orientation, architectural quality or interior amenities. The high costs of construction cannot alone be cited as the factor for inferior housing. One does not escape poor design by increasing expenditure.

There exists today two glaring faults in the development and redevelopment of social communities. They are still being considered on an individual rather than relative level and they are being expanded without an appreciation for the physiological or psychological needs of the inhabitants.

We must begin to see and understand the effect that one community has upon another. There is already competition for certain basic needs such as electrical power, and even natural resources as indicated by the disputes over the Colorado River water.

Even the air we breathe is affected by population centers sometimes hundreds of miles away. Probably the most obvious effect that one city has upon another is that of air pollution. This is one by-product of urban and industrialization that cannot be disposed of in the normal manner.

Furthermore, it is no longer practical to divorce design, urban or otherwise from its social ramifications. Design should be a positive, vital force comprehensive in its involvement with social goals and objectives, as well as providing solutions which honestly express them.

We must begin to better provide for the needs of the inhabitants of any structure. A building is a meaningless abstraction unless it is considered in relation to the prevailing social and economic situation.

Since the final reason for any structure is the use of the interior space, we must ascertain whether or not that space is efficiently fulfilling the needs of the community.

There is a need for serious evaluation of completed buildings, but the present design process separates this evaluation from the planning stages.

No design should exist without evaluation and these evaluations should be utilized in the design or redesign of other structures. We need to form an arrangement where the client and consumer and the information they can provide will become part of the design process.

The perimeter of the city has become a battleground for uninspired architectural drawings, canyons of ten and twelve story multiple-dwelling units or endless rows of nondescript suburban homes as severely regimented as the fields they replaced. When discussing housing, the personal and emotional implications cannot be denied. The concept of individual ownership of land almost demands an individual house on an individual lot. This has resulted in the monstrous and uncontrolled sprawl of the metropolitan areas.

We must begin to view cities in their relationship to surrounding communities and particularly in relationship to the natural environment. We can no longer continue to dot the earth with ever increasing numbers of ecological disasters.

Already our cities strangle our coasts and smother our interior. We must halt the phenomenon which leads to the formation of megalopoli.

The New York State development policy report, "change, challenge, response" saw development in relation to metropolitan location in three overlapping phases: the extension of present metropolitan areas including the development of nearby suburban areas and the preservation of open space; the creation of new metropolitan areas in strategic open locations; and the creation of scattered small cities in areas with particular amenities.

But the amount of information being produced today is too extensive for a single individual or single profession to adequately cope with the problem.

The only feasible solution involves design teams representing a variety of disciplines and backgrounds, which can analyze all relevant aspects of a project.

It is time for the professional interior designer to take his rightful role in society. Time to come out of the studio, out of the retail store and assume a more active part in the decisions of society.

The training and experience of the designer gives him a viewpoint different from any other professional. And in the solution of present and future problems, particularly in the area of space utilization and urban planning, these views must be heard.

It will require a sacrifice of both time and money, but it is essential that the interior designer become a decisive element in all decisions affecting the social community.

He must accept a place on local city and state planning commissions, urban renewal commissions, zoning commissions, and possibly even assume political office if feasible.

We must, at once, begin to enter the here-to-fore sanctified domain of the architect and civil engineer. It should not be assumed that these groups have any greater insight into the problems dealing with the relationship of people to their environment than the interior designer.

It is time for the A.I.D. to assert its position as a vast reserve of knowledgeable opinion concerning the living patterns of an ever more complex society.

—The Students

NMA NEWS

LETTER TO THE EDITOR

Dear Sir:

We wish to congratulate you and your staff on the excellent magazine which you put out. We had not known that New Mexico had such a magazine until an interest in some old houses led us to inquire what material our little library had on architecture. The librarian produced copies of *New Mexico Architecture* from the last five years. We have enjoyed reading them and were so pleased to see you are concerned not only with historic preservation but with conservation of natural resources as well. Architects, it would seem, stand to benefit financially from "development" so it is refreshing to find that they, or at least some of them, are intelligent enough to realize the terrible destruction which over-development and over-population are bringing to the Southwest. We especially liked the articles on air pollution and land

development and your editorial in the Mar.-Apr. '71 issue. We hope you will continue to stand up and say the things which need saying.

We are subscribing and sending for some back copies of NMA.

Sincerely,

Rita and Janaloo Hill
Shakespeare Ghost Town
Lordsburg, NM

NEW ARCHITECTS

Approved August 19 by N. M. Board of Examiners:

Norman Noonan, Anthony Reynolds, Donald Gunning, McKinney Nance, and Joseph Dell Longa of Albuquerque; Samuel Christensen, Farmington; Robert McGregor, Roswell; Robert Wingler, Wichita Falls, Texas; Howard Osborne, Englewood, Colo.; David Werner, Colorado Springs, Colo.; Steven Lucas, Arvada, Colo.; Buzz Garcia, Sacramento, Cal.; John Campisano, Tucson, Ariz.; Irby Wadlington, Jr., Memphis, Tenn.; Philip

Markham, San Diego, Cal.; Sanford Hirshen, Berkeley, Cal.; John Smith, San Francisco, Cal.; Robert Tucker, New Orleans, La.; Lonnie Whelchel, El Paso, Texas; Earl Anderson, Denver, Colo.

KIDDER HONORED

Bradley P. Kidder, Fellow of the American Institute of Architects and recipient of the AIA's coveted Kemper Award, was honored at a gala dinner party on September 10th, at Rancho Encantado. Some fifty friends and colleagues welcomed Brad back to improved health after his recent long siege of illness. John Gaw Meem, FAIA, expressed the appreciation of all for his many years of service to the profession and to society. Charles Nolan, AIA, president of NMSA, presented a letter of gratitude and recognition, signed by the ten NMSA directors. John McHugh, AIA, partner and close friend, acted as master of ceremonies.



this office has practically no heating expense . . .
most of the heat is provided by light!

Today, heat recovered from fluorescent luminaires is a practical working reality in hundreds of installations throughout the country. During the times when modern, well-lighted buildings are occupied, Heat-With-Light delivers free comfort heating energy at savings of thousands of dollars!

Of the total energy input to a fluorescent lamp, 80% of the energy is released in the form of heat. Knowing this, it became a simple matter to design a duct-fan system, to move air through luminaires, picking up surplus heat and moving it out to warm a space. In summer, the same system moves the heat outdoors, taking an enormous load off air conditioning equipment.

Contact us today for complete details on applying the Heat-With-Light system for your next building.

Consumer Services Department

Public Service Company of New Mexico

Telephone: 842-1331

Post Office Box 2267

Albuquerque, New Mexico 87103