For the third year, the regular spring meeting of the New Mexico Chapter, AIA was held in connection with a two day conference on a topic of common interest. As previous meetings had been sponsored by the Albuquerque and Santa Fe Sections of the state organization, the responsibility this year fell on the Southern Section. Centering the discussion around the theme of “Excellence in Architecture,” the Southern Section arranged meetings to be held April second and third at the Roswell Inn, Roswell, N. M.

Much of the labor of organizing the meeting and procuring speakers was undertaken by Mr. Frank Sandhardt, and to him the Chapter is indebted. Unfortunately, an unusual late spring blizzard conspired to keep most AIA members from the central and northern sections from attending. There was, however, an excellent attendance from the south and eastern areas. The evening meetings were immeasurably enlivened by cocktails proffered by Office Interiors and Builders Block and Stone on Friday and Saturday nights respectively.

The theme for the conference, Excellence in Architecture, was, of course, a big one. But it was rendered manageable by dint of breaking the formidable problem of excellence into five steps, each of which formed the topic of one session. The Five Steps are: Community Needs, Planning Criteria, Design, Plan and Specifications, Construction. The idea of how difficult of attainment is total excellence and the importance of accuracy and excellence at each step of a building’s development—is neatly represented in the following diagramatic table.

In addition to the weather, another “disaster” beset the conference in that the tape recorder to record the proceedings broke down in the course of the first session. Although a full coverage of the speeches is therefore impossible, ex-president of the Chapter Kern Smith, in addition to his responsibilities of giving the Welcoming Speech, was thoughtful enough to undertake the summarization of each talk. It is his notes, that we include here.

It was a disappointment that Lloyd Snedaker of Salt Lake City, Director of the Western Mountain Region of AIA could not get to the conference because of the bad flying conditions. He had attended our two previous conferences and added much to them. Attending members also regretted that Mr. Willard Kruger, who had been scheduled to give the banquet address on “Excellence in Architecture,” did not come to Roswell. A hasty substitution was arranged and Mr. Bunting improvised a talk that at least filled the formal requirements of a banquet address. It is to Kern Smith’s summary of the speeches delivered at the five sessions that we now turn.

Welcome and Concept of Program, Kern Smith, AIA.

Master of Ceremonies:

In the usual flow of events that comprise a conference of this nature, the welcoming address is usually given by a person who has distinguished himself in some walk of life that commands attention, thereby opening the program with a bang of grand magnitude! Since I was not present at the first meeting of the program committee, I was unanimously selected for the job of extending to all of you, a welcome to this annual Spring Conference Workshop of the New Mexico Chapter of American Institute of Architects. The thought behind this action was that since anything of importance is rarely said in a welcoming address the committee could start the program on a very low plane with the Master of Ceremonies and let the important things be said later in the program by the distinguished participants. Needless to say, the Southern Division of the

<table>
<thead>
<tr>
<th>Example</th>
<th>Step I Community Needs</th>
<th>Step II Design Criteria</th>
<th>Step III Design</th>
<th>Step IV Instructions to Contractors</th>
<th>Step V Construction</th>
<th>Total Building Efficiency</th>
</tr>
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<tbody>
<tr>
<td>1. All</td>
<td>Perfect</td>
<td>100%</td>
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<tr>
<td>2. All</td>
<td>Perfect but one</td>
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<td>4. All</td>
<td>Mediocre</td>
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<td>Politician</td>
<td>City Planner</td>
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<td>Contractor Specifications</td>
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"We originally decided to use Trus-Joist on the Shop Rite Foods, Inc. office building addition because we were promised delivery in ten days instead of the six to eight weeks for steel joist.

When the Trus-Joist arrived, as promised, we were amazed at how easily the joist installed and the amount of time and money saved. We intend to use Trus-Joist whenever possible in the future."

E. H. Blumenthal, Jr.
New Mexico Chapter, American Institute of Architects, the City of Roswell, and the Roswell Inn, all welcome you to this study of "Excellence in Architecture."

You will note on your invitation that complimentary coffee and soft drinks will be available during the sessions, and you are invited to make use of the refreshment bar if you should feel sleepy, thirsty, or just plain bored, whenever the mood strikes. Since this will be a rather fast moving program, please feel free to avail yourself of the liquids at any time during the program.

The program “Excellence in Architecture” is presented by the Southern Division of the New Mexico Chapter, American Institute of Architects with the help and participation of the entire New Mexico Chapter and distinguished citizens from other professions. We are not here to pay tribute particularly to individuals or groups, but I would like to acknowledge and thank Frank Standhardt (the well known Underground Architect) and Hugh Rowland for their untiring efforts in putting this program together.

In exploring “Excellence in Architecture” we find that we can not think only of the completed building in its physical form, but we must consider all facets of the work from the project inception through the planning and construction to the end product the building.

In the preparation of the program we were aware of the many nationally recognized speakers available for conference of this kind, but we felt that trying to find the answer to the problem could best be accomplished by having it presented by professionals working in New Mexico and the Southwest Region, since this is where we strive for excellence in architecture. Therefore, you will find on our program, Architects, Engineers, Bankers, Doctors, Educators, and Builders who are well known to most all of you. It is through these men that we will explore methods and means of achieving “Excellence in Architecture.”

In the words of Frank Standhardt, our program chairman for the conference, “Most professions, other than Architecture, are tending more and more to specialization. The Architect, by the very nature of his services, remains a synthesist and, in order to discharge his obligation to his client and to society, he must take a synoptical approach to social and architectural considerations.”

This statement, as you can well see, gives rise to the subordinate theme “The expanding responsibility of the Architect” which goes hand in hand with our established theme “Excellence in Architecture,” and which will also come in for considerable exploration and discussion.

For the purpose of this study, and in order to emphasize the importance of excellence in architecture, the mechanical process of the practice of Architecture is organized in segments or steps in their normal chronological order of consideration and accomplishment. These steps are:

1. Community responsibility
2. Planning Criteria
3. Design
4. Plans and Specifications
5. Construction

Again, quoting Mr. Standhardt, “In order to accomplish an architectural actuality of value, it is important that adequate study, consideration and action be given to each step. The end product, or the completed building, will be no more suitable than the geometric product of the degree of proficiency for the various steps.”

 Copies are available to all of you which show in concise form a table which illustrates the importance of accuracy and excellency in each step of planning as outlined. From this you can see that if we translate the table to an economic consideration, and assume a one million dollar bond issue for a community facility, and if we achieve an overall batting average of “all good” as shown in the third example, then the benefits accruing to the community becomes $620,000. Mediocrity in the performance of these steps is not acceptable.

It is, with these thoughts in mind, that we officially open this Spring Conference Workshop and pursue our study in achieving “Excellence in Architecture.” Our first step for discussion will be the “Problem of Community Responsibility” under the direction of Mr. J. C. Powell, President of the First National Bank of Roswell and also Chairman Roswell Development Committee.

First Session: COMMUNITY RESPONSIBILITY

J. C. Powell, President First National Bank, Roswell:

He believes laymen should challenge architects and stressed four points to achieve excellence in Architecture as follows: 1. Inertia; 2. Initiative; 3. Tax Revision and 4. Functions. All communities should develop master plan with one or more central core areas with not only traffic flow within the city, but from outlying districts. Sees need for downtown motels near the center core and challenges architects with the thought “If you dream — be practical.” Powell feels that too many Architects are “Rose carriers, prima donnas and powder-puff boys.” Believes that community citizens are more qualified to develop master plans with the expert than to have this done by outside experts who lift general plans from one city to another. Ideas should be new and fresh, not just paint. Buildings can not be made modern just by changing the “scallop” on the front end.

Dr. Howard Smith, President Chaves County Medical Society: Dr. Smith questions the experts from Washington and does not go along with Hill-Burton statistics and control. Believes medical schools have prostituted themselves to the government in the acceptance and dependence on federal handouts. Believes excellence in Architecture also depends on living within the budget and a more thorough acquaintance with the problems of particular projects.

Dr. LaMoine Langston, Chairman Administrative Services, New Mexico Dept. of Education, states that thinking is based on experience and that reason is based on putting together these experiences. New schools must have flexibility for new methods and no one can say that 30 children to one teacher is sacred. Excellence in architecture must go hand in hand with excellence in education. He challenges architects to push, cajol, crusade, and insist that school boards accept modern concepts of education and flexibility of building. Keeping abreast of educational and building needs can not be financed by the old fashioned method of property tax; new sources of revenue must be found.

The Hon. Mack Easley, Lt. Gov. of New Mexico, stressed the need for participation of architects in politics to attain excellence in architecture. He charged that the
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attitude of architects towards politics is a serious obligation of their civic responsibilities. Also he stressed the need for an active legislative committee and believes this is necessary to exercise vital power with the agencies that tend to side step Architectural Excellence.

Second Session: PLANNING CRITERIA

Jason Moore, AIA, (Presiding): Mr. Moore stated he is glad the Spanish people got here before the people from Boston. He sees the mind as a computer with reasoning power. Planning Criteria is dependent on the various functions to be performed of which he lists seven in number: 1. Planning Function, 2. Economic Function—Buildings must be designed to “pay-off.” Projects such as motels, theatres, restaurants, etc., would not exist unless they are economically sound and pay a profit return on the investment. 3. Aesthetic Function, which must be a part of the original planning. 4. Engineering Function. 5. Civil Engineering Function, particularly site work. 6. Structural and Material Function—Believes we do not really have new materials with which to work, “We only make new applications of old materials.” 7. Furniture and Fixture Function—should be an integral part of the project in its planning stage.

Victor A. Glover, Dr. of Optometry from Roswell, spoke of what architects can do to conserve vision. The eye is not a camera, it is a triggering device to set off a matching process of other senses: smell, sound, taste, etc. He believes vision is a matter of learning as well as a matching process which triggers the auditory, visual, verbal, and graphic aspects of command and response. Presented absolute proof in the testing of 140 children, he stated that 40-footcandles is the best intensity for design of classroom lighting (KS Note—This was one of the high-light talks of the Conference).

Don Paxton, Professional Engineer from Albuquerque, stressed the importance of acoustical consideration during original planning. “Sound Conditioning” rests solely with the Architect and it is directly influenced by the air conditioning system within the building. He believes that some room noise is desirable to make out the outside noises.

Don Schlegel, AIA, submitted the idea that the “program” is the outside discipline imposed on the architect, and the “aesthetics” is the discipline imposed by the architect. Suggests that the creation of a “Concept” or pure design idea should transcend the function. Planning criteria should have a “sense of place, a sense of time, and a sense of truth.” He envisions future buildings based on the secondary type of pre-engineered, prefabricated building for the “run-of-the-mill” type project with only the larger and more complex buildings to be done by the practicing architect.

Third Session: DESIGN

Walter Gathman, AIA, schematics (presiding): Mr. Gathman believes that architects spend too little time on schematic and design and therefore do not live up to the terms of most contracts which calls for 35%, at least on the fee basis, to be spent in this area. He contends that the architect fails to educate the client as well as the public. He presented discussion on materials as related to design.

John Reed, AIA, contended that we should have a unity of purpose in structural design and too many times visualize a structure without exploring the possibilities as related to structure. Architects usually follow conventional line of design thinking in terms of simple and easy detailing. He posed the question “do we need typical architecture or unique architecture?” Believes most architects tend to design irrationally but then try to rationalize the design. He contends that very few innovations penetrate into New Mexico and that most architects act as brokers of design in the same way that contractors act as brokers for building. He stressed the fact that concept and structure must be evident in all designs and that to attain excellence in architecture, we must forestall preconception of problems presented.

Hugh Rowland, AIA, presented economic aspect in design criteria and discussed the following points: 1. Complete study of given budget for a project, 2. Keeping with that budget and designing to required costs without resorting to alternates in the contract documents, 3. Complete analysis in cost data, 4. Proper and accurate cost estimating, 5. The architect’s own budget cost for producing plans.

C. P. Houston, a Professional Engineer, contended that industry can contribute to the economic aspect of architectural products. States that everyone is an expert in air-conditioning—half trying to make it cheaper, the other half trying to make it run. The architect has two trends to pursue which have to do with aesthetic design and technical coordination. Contends that the contractor-investor type commission to the architect for his stamp rather than his service will continue because clients are dissatisfied with the services of many architects. This is due mostly to improper mechanical work as a result of low quality substitutions, etc. Budget has a direct bearing on the mechanical equipment and installation, and many times cause this to be done improperly. He also contends the architect should relieve himself of mechanical and electrical responsibilities and place this on the professional engineer.

Fourth Session: PLANS AND SPECIFICATIONS

Brad Kidder, FAIA, presiding: Mr. Kidder recommended all architects to read Thompson’s “It’s The Law” and to become better acquainted as to his responsibilities. States that Excellence in Architecture can be obtained only by “excellence in the contract documents”. Plans and specifications must be within the limitations of the labor market in which the project is to be built, and all equipment should be shown and drawn to scale on the plans. Vertical dimensions and details often times ignored. He pointed out the importance of specifying everything for which there is an inferior product.

Ike Turner, Professional Engineer, stressed the importance of soil investigation and analysis prior to project design. He discussed the meaning and needs of physical data as it applies to load bearing tests, soil density, shear, etc., and he emphasized that data required from a complete soil investigation must include: 1. a soil profile, 2. Two sets of physical data—one to check the other with being suitable to determine reliable bearing soil pressure.

Pat Wood, Professional Engineer as well as AIA member, discussed the various structural aspects of building and stressed the importance of materials in relation to fire rating and insurance costs. Ceiling and roof deck materials have a very important bearing on insurance rates. He envisions better use of aluminum as a structural system and some use of glass as a structural material. Modern steel continues to improve in strength and yield point but flexibility is the same as always and no one has been able yet to change the modulus of elasticity. He contends that greater use of reinforced concrete in its prestress form will come.
Dick Clark, AIA, related that the purpose of contract documents is to communicate in simple words and graphic language. He believes that use of more isometric drawings would have great value in communication. Specifications should be brief, readable and definite. He contends that no two products can in actuality be equal, as they would violate patent laws and would have to be identical. He recommends use of construction schedule as a necessary part of the contract documents.

Fifth Session: CONSTRUCTION

Earl F. Puckett, Professional Engineer and member of A.G.C., presiding. Mr. Puckett stressed the importance of the use of a “One Contract System” as opposed to several contracts, broken down between general, mechanical, electrical, etc. He contends that the architect should be responsible for obtaining building permits and not the contractor. Discussed the importance of supervision, quality control, and the necessity for efficiency in construction.

Don Litchfield, discussed the meaning of performance and payment bonds for use in construction and strongly urged that architects require such bonds on all projects to give guarantee that the building will be complete. Conally Reed, discussed the importance of firewalls, frame, masonry, and fire resistive aspects of building in relation to established fire insurance rates. Urged architects to have larger projects of complex nature checked by the Mountain States Inspection Bureau for comments and help on obtaining lowest possible rate for the protection and advantage of client.

Will Harris, AIA, graciously filled this area for George Wright who was unable to attend, due to extreme weather in Albuquerque. Mr. Harris discussed the legal responsibilities in construction and pointed out the pitfalls of taking over duties and responsibilities that belong to others. He urged extreme care in checking shop drawings and stressed importance of close inspection to insure architectural excellence.

Mr. Lloyd Snedaker, Director Western Mountain Region, AIA was grounded in Salt Lake by weather and could not attend the Conference.

Between 4 and 5 p.m. the New Mexico Chapter of AIA held a Business Meeting at which John McHugh, President of New Mexico Chapter, presided.

BANQUET

The annual banquet was followed by an address by Dr. Bainbridge Bunting, University of New Mexico. Prof. Bunting spoke on the influences which tend to prevent Excellence in Architecture. Among these he noted: 1. Lack of time to study and allow the solution to mature prior to the working drawing stage. 2. Front-office architects who confer with the client and then glibly and inaccurately relay decisions to the drafting room 3. Architects usually are jacks-of-all-design and scarcely become proficient in one type of building problem before they are required to run on to some other problem. 4. Lack of well meaning criticism to point out the false design and properly analize architecture. 5. Lack of absolute, concrete, standards for judging excellence in architecture. 6. Confusion of the flashy or spectacular solution for excellence — — ie., a tendency toward exhibitionism.

General Notes: Office Interiors through Don Meh- rings and Dave Maupin provided cocktails for the Conference on Friday evening before dinner. Builder’s Block and Stone of Roswell and Las Cruces provided cocktails for Saturday night’s dinner. END
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