

NEW MEXICO BY DESIGN

The 1987 TACA Forum Series, "New Mexico by Design," is sponsored by The Albuquerque Conservation Association, Albuquerque Museum and Albuquerque Chapter AIA.

The Forum will be conducted on three successive Sunday afternoons from 2:00 to 5:00 pm at Albuquerque Museum Auditorium — November 1, November 8 and November 15.

The Forum Series is derived from the PBS special, "America by Design," which is locally underwritten by Wellborn Paints, Contract Associates and the Albuquerque Chapter AIA. The series will air on Channel 5 (PBS) for 5 weeks at 8:00 pm beginning Monday, September 28.

"AMERICA BY DESIGN"

8 pm September 28 — "The House" explores the evolution of the American house and the forces that helped shape it. The influences of politics and economics on the American dream are examined.

8 pm October 5 — "The Workplace" traces the changes that have taken place in the American workplace in our history. The program also examines why we work where we do. The workplace creations of Frank Lloyd Wright, Albert Kahn, and Louis Sullivan are discussed.

8 pm October 12 — "The Street" traces the history of transportation — from rivers to railways to high-speed interstate highways as well as roads. Part of the story are such American institutions as Main Street, Millionaires' Row, Elm Street, and the City Beautiful Movement.

8 pm October 19 — "Public Places and Monuments" visits the places that are our common ground — the parks, monuments, civic centers, libraries, and numerous other spaces and structures that are shared by us all. Public art and the recent effort of preservation are included in this story.

8 pm October 26 — "Shape of the Land" tells the story of how the American continent was redesigned by us. Farming and strip mining, railroads and highways, bridges and irrigation projects — all have left their imprint on the land.

THE HOST OF "AMERICAN BY DESIGN": SPIRO KOSTOF

A television series requires scholarship and mastery of the subject matter. It also requires a host who is a personality as well as a scholar. Spiro Kostof combines unquestionable scholarship with the talent to hold and inspire an audience.

The host of "American by Design" has an international reputation as a master teacher and a scholar of the first rank who has the talent to pull in a regular audience. Professor of architectural history at the University of California, Berkeley, Kostof has also taught at Yale, Columbia, MIT, and Rice University. His most recent book, *A History of Architecture*, "a magnificent guided tour through mankind's architecture" in the words of *The New York Times*, has been adopted in some 60 schools of architecture across the country. He is also the author of *Caves of God* and *The Third Rome, 1870-1950*, and has served as president of the Society of Architectural Historians.

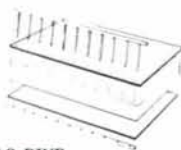
Kostof's involvement with the series goes beyond his role as host and narrator. He is chiefly responsible for the content of the programs and the writing of the scripts. His roots in Europe give him an especially valuable perspective, which brings to bear on this sweeping physical survey of the American culture.

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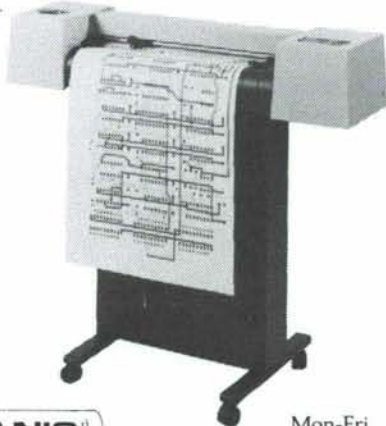
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