

AN AMERICAN CITY: THE ARCHITECTURE OF INFORMATION.

In this case, information on two levels—hit the high spots of the 1976 AIA Convention up here; see the columns below for in-depth coverage. First, Philadelphians welcome you to Philadelphia. For a rundown of the musts and the options, professional growth opportunities and flat-out fun, read on—

We've all been asking the question, "Wouldn't it be appropriate if all of America's architects got together this year in Philadelphia?" We think it would. The theme of this year's convention is a significant one—

"An American City: The Architecture of Information." We are coming to know the importance of describing how physical space performs as well as how it looks and the convention programs have been planned to explore this problem in all of its dimensions. Read on for a tantalizing view of what's in store.



To help you make your plans for coming to the convention, we've flagged those activities that are essential, indispensable, "you gotta be there" events. Then we've listed an array of more than a hundred activities from which you can take your choice. Finally, we've pointed out those events that are just flat-out fun. We look forward to seeing you in Philadelphia. We'll be there at the airport or train station to greet you with a warm handshake and a personal introduction to the city.

Then, after you've settled in, we'll work together with the ideas and information that will help make appropriate and constructive changes toward the American city of the next 200 years.

Louis de Moll, FAIA, President
Richard Saul Wurman, Convention Chairman
Peter Piven, Host Chapter Chairman

The American Institute
of Architects
1735 New York Ave., N.W.
Washington, D.C. 20006

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20006

This year's opening ceremonies are a "don't miss" — they'll be held in the magnificent Armory, with music, fanfare, pageantry, and a fable for the future: **What If, Could Be**  What's more fun than love in the afternoon? **Movies** in the morning, with Chaplin, Cooper, Corbu, cockroaches, commuters, and Donald Duck. For a dime it's a bargain  **Monday morning, join the**



KEYNOTE FABLE

Above is one of R.O. Blechman's illustrations from "What If, Could Be," an historical fable of the future to be presented at the convention's opening ceremonies on May 2. Written by the convention's national chairman, the fable will serve as a kind of magic glue, uniting the convention's theme—the necessity of making information about the physical environment public—with the array of convention events embodying the theme. Make attendance at the opening ceremonies a must—you'll be presented with a limited edition copy of this unique tale.

Special thanks are due to Philadelphia '76, Inc. and the City Representative's Office for their help and support throughout the planning of the convention.

POMP AND CIRCUMSTANCE

The annual presentation of AIA awards and honors will become a special celebration in this Bicentennial year in ceremonies planned to inform the public about the importance of architecture in the American environment.

Awards ceremonies will be held in the open, at Independence Mall, and the celebration will be accompanied by proper

pageantry. For starters, a splendid parade, complete with Philadelphia's famous Mummers and architects dressed as their favorite buildings, will proceed down the Chestnut Street Mall. The parade will end at Independence Mall, where the awards ceremonies will be held with the appropriate rolling of drums and fanfare of trumpets. Don't forget to bring your costume!

MEET THE BIGGIES FOR A BOX LUNCH

Mon., May 3, noon

Meet the people who have made it to the top of the heap! Professional, political, business, and cultural leaders will act as your hosts in the executive offices of banks, businesses, art museums, and top governmental agencies throughout the city. A must for everyone, offering insights into why people do what they do where they do it!

YOU MUST PRE-REGISTER FOR THIS PROGRAM! Please fill out the coupon below, indicating your area of interest, and mail, together with your check for \$2 made out to the Philadelphia Chapter, AIA. You will be notified of whom you'll meet—and where. Please fill out the form below and indicate your area of interest:

I would like to meet with representatives of Philadelphia's

government, business, cultural community on Monday, May 3.

Name _____

Address _____

City _____

State _____





Zip _____

Mail completed coupon, together with your check made out to the Philadelphia Chapter, AIA, to:
Philadelphia Chapter, AIA
117 South 17th St.
Philadelphia, Pa. 19103

CINE CITY

What do you do with a movie theater in the morning? That's the kind of question that the Commissioner of Curiosity and Imagination (you'll meet him in the keynote fable) would refer to the Department of Waiting to be Wanted. Taking a leaf from his book, we've arranged Cine City, a unique urban film festival that will make movies houses along the newly completed Chestnut Street Mall feel wanted during the morning hours.

From 8:30 to 11 each morning, a galaxy of films will be shown to convention goers and general public alike at the admission price of 10¢ a person. Here you'll find such classics as "City Lights," "Berlin: The Symphony of a Great City," and (unforgettable) "The Fountainhead"; satires like "Who Built This Place?" and "Relative Motion Machine Prototype Window;" and cinematic explorations of subways, skyscrapers, firemen, and the candy machine. Cine City has been made possible by a grant from the National Endowment for the Arts, Division of Architecture + Environmental Arts. Don't miss it!

preservationists for breakfast in the building that housed the infant nation's first bank  Or catch Bucky Fuller  Or go visit Philadelphia architects in their offices (don't forget to sign up ahead of time)  Perceiving the city can be easy as ABC; the Philadelphia Chapter has helpful hints. Remember, they found you at the airport! Welcome Matters 

AIA PRESERVATION BREAKFAST

Plan now to attend the annual Preservation Breakfast, sponsored by the AIA Committee on Historic Resources on Monday, May 3, 7:30-9 a.m.

Site for the breakfast will be the First Bank of the United States, two blocks from Independence Hall. Built in 1795, the Bank was designed by amateur Yankee architect Samuel Blodgett, Jr. It

was hailed as "the first finished building of any consequence wherein true taste and knowledge have been displayed in this country." See for yourself—and enjoy this Bicentennial opportunity to chat with architects involved in historic preservation and adaptive use throughout the U.S. Program details and cost will be announced in a forthcoming MEMO.

ARCHITECTS HOLIDAY

Philadelphia's architects will open their offices to you, show you what they are doing, give you a mini-view of their neighborhoods, and affirm their welcome as your hosts and resource people on the morning of Mon., May 3, from 9:30 to 11:45.

Just fill out the form below, indicating the size of office you'd like to visit, and your arrangements are complete.

I'd like to visit a
 small office (1-10 people) _____
 medium office (10-40 people) _____
 large office (40 + people) _____

Name _____

Address _____

City _____ State _____ Zip _____

Mail completed coupon to:
ARCHITECTS HOLIDAY
 Philadelphia Chapter, AIA
 117 South 17th St.
 Philadelphia, Pa. 19103

LUCKY TO HAVE BUCKY

Not only does Philadelphia have the Bicentennial: we also have R. Buckminster Fuller, FAIA. The legendary Bucky will share his thoughts, hopes, dreams, and

wisdom with us on Wednesday, May 5, at 8:30 a.m. Strictly first come, first served; the seating capacity is 750.

ARCHITECTS BOOK CENTER

Don't miss the compleat resource on the built environment: ABC, the Architects Book Center, located in the offices of the Philadelphia Chapter, AIA, at 117 South 17th St.

Here you'll find an unprece-

dentented selected of materials describing and bringing to life the past, present, and future of Philadelphia and other cities. Maps, guidebooks, materials for children, and guides to assist teachers will be available for sale.

WELCOME MATTERS!

You're coming to the convention — and that makes you a VIP. Because your Welcome Matters, your hosts would like to greet you as you arrive in Philadelphia. Just fill out the form below to arrange for a personal welcome.

Name _____

Address _____

City _____ State _____ Zip _____

Day you're arriving _____ Sat. _____ Sun. _____
 Arriving by _____ plane _____ train _____ bus _____ car _____
 Flight information, train number, etc. _____

Mail completed coupon to:
 Philadelphia Chapter, AIA
 117 S. 17th Street
 Philadelphia, Pa. 19103

Choose from a menu of theme seminars concerned with gaining access to the Architecture of Information. Swap ideas with graphic designers, writers, architects, experts in computer graphics and many other fields. The Architecture of Information is a two-way process, and there are sessions on collecting and correlating information, as well as communicating

THEME SESSIONS	SPEAKERS
MONDAY MAY 3	
2:30-4:00 p.m. 4:00-5:30 p.m.	Architecture for the People Augustus Baxter, Hon. AIA Baxter, community activist and influential figure in the establishment of community design centers throughout the U.S., is executive director of the Philadelphia Architects' Workshop.
2:30-4:00 p.m. 4:00-5:30 p.m.	VRSVP Cycles as a Vehicle for Collective Creativity Lawrence Halprin Environmental designer Halprin has pioneered the development of multidisciplinary workshops to facilitate citizen participation in community decision-making.
2:30-4:00 p.m. 4:00-5:30 p.m.	Legibility of Information Display in the Man-Made Environment Joel Katz is a graphic designer, photographer, writer, and teacher.
2:30-4:00 p.m. 4:00-5:30 p.m.	On the Group for Environmental Education, Inc. Alan Levy A specialist in the field of education about the man-made environment, architect Levy is director of the Group for Environmental Education.
2:30-4:00 p.m. 4:00-5:30 p.m.	Space Doctors: Understanding How People Use Public Spaces Don Clifford Miles Miles, an architect and urban designer, is director of urban design at New York's Office of Midtown Planning and Development, and director of Project for Public Spaces.
4:00-5:30 p.m.	The School Room: Analogue of the City Doreen Nelson and Frank O. Gehry, FAIA Nelson, an educator, is a designer of educational systems, simulations, and games. Award-winning architect Gehry is noted for his design of corrugated paper furniture.
2:30-4:00 p.m. 4:00-5:30 p.m.	The Streets of Washington: Past, Present, and Future. Or Transportation Problems Do Not Have Transportation Solutions Joseph Passonneau, FAIA , an architect and urban designer, is well known as a specialist in transportation.
2:30-4:00 p.m. 4:00-5:30 p.m.	Print Media and Urban Information: The Role of Newspapers and Local Magazines in Stimulating or Stifling Public Consciousness John Pastier Former architecture critic of the Los Angeles Times and Los Angeles planning official, Pastier was trained as an architect and is a noted writer on the urban environment.
2:30-4:00 p.m. 4:00-5:30 p.m.	Information About the Environment: Context and Meaning Jivan R. Tabibian An educator and specialist in urban and regional planning. Tabibian is the author of papers on psychology and design.
2:30-4:00 p.m.	The Architecture of Understanding Marley and Ronald Thomas Marley Thomas, an artist and program planner, and Ronald Thomas, an urban designer, are co-directors of Attic & Cellar Studios, a multidisciplinary professional collaborative working with environmental and urban design projects.
4:00-5:30 p.m.	How to Spec an "Interface," Detail an "Input," and Supervise a "Programming Process" Marley and Ronald Thomas
2:30-4:00 p.m.	If We Get What We Deserve, Why Can't We Get What We Want? Richard Weinstein is an urban designer and former director of the Mayor's Office at Lower Manhattan Development and is consultant and project director of the Museum of Modern Art expansion program.
4:00-5:30 p.m.	How To Speak the New Zoning Language Richard Weinstein

it. Sessions will be limited to 20-25 people, so everybody gets a chance for questions and answers. Space will be tight, so get there early ★ Locations will be announced in your registration packet, along with a map to help you plot your course and plan your time. Note: Most seminars will be given twice in order to accommodate as many people as possible.

THEME SESSIONS		SPEAKERS
WEDNESDAY MAY 5		
2:30-4:00 p.m. 4:00-5:30 p.m.	Techniques of Visual Presentation	Ernest Burden Trained as an architect, Burden is a specialist in architectural rendering and photography, and author of "Architectural Delineation: A Photographic Approach."
2:30-4:00 p.m. 4:00-5:30 p.m.	Communication in Architectural Environments	Ivan Chermayeff Chermayeff, a partner in Chermayeff & Geismar Associates and Cambridge Seven Associates, has worked with many architectural firms as a specialist in communications.
2:30-4:00 p.m. 4:00-5:30 p.m.	Computer Graphics and the Urban Perception	William Fetter , known for his pioneering work in computer graphics, is the author of "Computer Graphics in Communication."
2:30-4:00 p.m. 4:00-5:30 p.m.	Photo-Communications	Don Higgins Communications consultant Higgins has had extensive experience in the visual presentation of architecture and other subjects, and has worked in photography, film, and television.
2:30-4:00 p.m. 4:00-5:30 p.m.	Designing a Design-In: A Method for Involving Citizens of All Ages in Perceiving and Designing Their Environments	Stanley King , a practicing architect, has specialized in urban concept design and in developing techniques for citizen participation.
2:30-4:00 p.m.	Developing a Crash Course in Graphics: Who, What, Why, When, Where, How	Aaron Marcus has exhibited, published, and lectured on his work in graphic design, computer graphics, cybernetic environments, and visual poetry/conceptual art.
4:00-5:30 p.m.	Diagramming the Environment: A Survey	Aaron Marcus
2:30-4:00 p.m.	The School Room: Analogue of the City	Doreen Nelson and Frank O. Gehry, FAIA
2:30-4:00 p.m. 4:00-5:30 p.m.	Environmental and Communications Graphics	John Berry, John Follis, and Massimo Vignelli will conduct an audiovisual presentation and workshop on graphics and signage within the built environment.
2:30-4:00 p.m. 4:00-5:30 p.m.	The New Urban History: Interdisciplinary Research at the Philadelphia Social History Project	Theodore Hershberg , an associate professor of history at the University of Pennsylvania, will discuss a project that uses computers to trace the growth and development of Philadelphia over a century.
2:30-4:00 p.m. 4:00-5:30 p.m.	Symbols and Signs in the American City	Steve Izenour Izenour is an associate in Venturi and Rauch, and design critic at the University of Pennsylvania.
2:30-4:00 p.m. 4:00-5:30 p.m.	Visualization of Complex Ideas	Jonas Salk Founding director and resident fellow at the Salk Institute for Biological Studies, Salk approaches biology as a basic cultural discipline, unifying links between man and the physical universe.
2:30-4:00 p.m. 4:00-5:30 p.m.	Communicating the City	Michael and Susan Southworth Architect and planner Michael Southworth and city designer Susan Southworth are partners in a firm whose major work has included designs to enhance the education/communication function of cities, and research in large scale design theory and methods.
4:00-5:30 p.m.	The Architecture of Information	Richard Saul Wurman , chairman of the 1976 AIA convention, has specialized in communications focusing on the understanding, accessibility, and description of urban phenomena.

How's business? Good, better—or not so hot? No matter how your firm's faring, you'll find some fresh approaches in the Marketplace of New Ideas. Shop around Start making friends with the Feds by signing up for "How to Get a Federal Contract" What do you say after you've said hello in Arabic? "How to Break into the International Market" will give you

SUNDAY MAY 2

8:30 a.m.-4 p.m. Host Chapter Ticket Counter Open
 9 a.m.-5 p.m. Welcome Matters
 9 a.m.-4 p.m. Host Chapter Tours
 10 a.m.-4 p.m. Registration, Delegate Accreditation
 Noon Alumni Luncheons
 Afternoon Appointments: How To Get a Federal Contract
 Late Afternoon Opening Ceremonies and Keynote Fable
 Evening McGraw-Hill/Dodge/Sweet's Party

MONDAY MAY 3

7:30 a.m. Past/Present AIA Board Breakfast
 8:30-11:30 a.m. Cine City Film Festival
 9-11:30 a.m. Component Officers Meeting
 9 a.m.-4 p.m. Registration, Delegate Accreditation
 8:30 a.m.-4 p.m. Host Chapter Tours
 9:30-11:45 a.m. Architects Holiday
 10-11 a.m. College of Fellows Business Session
 Noon-2 p.m. Meet the Biggies for a Box Lunch
 Appointments: How To Get a Federal Contract
 2:30-5:30 p.m. Theme Seminars and Marketplace Workshops
 Evening Women Architects' Caucus
 Host Chapter Socials
 Investiture of New Fellows
 Reception/Convocation Dinner for Fellows

TUESDAY MAY 4

8:30-11:30 a.m. Cine City Film Festival
 9 a.m.-5 p.m. Registration
 9 a.m.-4 p.m. Host Chapter Tours
 9 a.m.-Noon AIA Business Session
 Noon Regional Caucuses
 2-5 p.m. Host Chapter Tours
 5-9 p.m. AIA Business Session
 Evening 3 By M/G

WEDNESDAY MAY 5

8:30-10 a.m. Lucky To Have Bucky
 9 a.m.-5 p.m. Registration
 Balloting for Officers
 9 a.m.-4 p.m. Host Chapter Tours
 11 a.m. Awards Presentation
 2:30-5:30 p.m. Theme Seminars and Marketplace Workshops
 7:30 p.m. Philadelphia Orchestra Concert
 10 p.m. City Lights Ball
 10:30-10:45 p.m. CITYLIGHTS and Fireworks

THURSDAY MAY 6

Architectural Study Tour Departs
 Town Hall 1976
 Industrial Tours
 Design-In with Stanley King

Monday, May 3, 2:30-4 p.m.

MARKETING PROFESSIONAL SERVICES IN A MORE COMPETITIVE ENVIRONMENT

Increasing competition makes it essential for architects to market their services professionally and efficiently. A panel of marketing specialists, led by moderator Pete Moffett, will outline approaches, techniques, and tools.

EFFECTIVE MANAGEMENT TOOLS

Hear from a firm that has capitalized on the use of two programs developed and administered by the AIA to implement effective project management during the design and working drawing phases of professional service.

CURRENT TECHNIQUES IN ARCHITECTURAL PRACTICE

Highlights of new AIA book covering the practical aspects of practice, with emphasis on immediately applicable take-home ideas. The co-editor and several contributing authors cover the latest techniques in current use in progressive offices.

ANTICIPATION, EVALUATION, AND RESEARCH IN DESIGN

A case study of elderly housing will describe the process of translating the daily living experiences of a national sample of elderly persons into design criteria.

IDP INTERNSHIP PROGRAM UPDATE

The new Intern-Architect Development Program is in its 16-month pilot phase in Colorado, Texas, and New Jersey. Hear AIA and NCARB officials describe the progress of the pilot effort and future plans for a national IDP.

ENERGY: DESIGN IMPLICATIONS

Energy conservation: what is it going to do to design? Warren Cox and Richard L. Crowther lead an exploration of the qualitative effects of energy consciousness on design.



HOW TO BREAK INTO THE INTERNATIONAL MARKET

Focus of this panel discussion will be on how firms can get involved internationally, costs related to foreign ventures, locations of markets, and availability of financing. Panelists include representatives of U.S. international agencies, AIA members active in the international market, and consultants.

Monday, May 3, 4:15-5:30 p.m.

CLIENT SPOKEN HERE

How to communicate effectively with your present and potential clients through brochures, articles, newsletters, and presentations.

some pointers  Learn the latest on liability; communicate better with your clients; design for fire safety, energy efficiency, historic preservation  It's all here. And opportunity knocks not just once, but five times, with two Marketplace sessions Monday afternoon, one Wednesday morning, and two Wednesday afternoon ★ Get the latest product data

MAINSTREAMING AMERICAN ARCHITECTURAL HERITAGE

Charles Atherton and Hugh Hardy discuss how historic preservation and adaptive use are moving into the realm of contemporary design opportunities.

OPPORTUNITIES FOR ARCHITECTS IN THE HOMEBUILDING INDUSTRY

Sponsored by NAHB's Special Committee on Planning and Design, this program will examine opportunities in this unique market, and discuss areas of mutual interest and concern to builders and architects.

ARCHITECTS' COMPENSATION

Recent improvements in assuring fairer and more equitable fees by application of the principles of cost-based compensation. Members of a special AIA task force also review the relationship of a national time data bank and a comprehensive financial management system.

PROFESSIONAL LIABILITY

An open discussion of developments in the broad field of liability, as examined by the Liability Review Task Force and the Architectural Liability Board.

NATURAL ENERGY IN BUILDING DESIGN

Using natural energy available at the building site is a rational alternative to increasing reliance on dwindling and costly finite energy sources. Arnold Aho, an architect experienced in energy conscious design, will show how this is done and discuss how this approach can create meaningful architectural expression.

R/UDAT: A CONSCIENCE FOR URBAN DESIGN

A film of a recent Regional/Urban Design Assistance Team visit to Wichita Falls, Texas will be followed by a panel discussion of the urban design element as part of the R/UDAT process.

Wednesday, May 5, 9-10:30 a.m.

ARCHITECTS AND THE 1980 CENSUS

A report on the past year's cooperative effort between the AIA and the Bureau of the Census to develop questions of interest to the architectural profession for the 1980 Census. You'll have an opportunity to provide additional input for the 1980 Census.

PROGRAMMING AND RESEARCH: NEW BUSINESS OPPORTUNITIES

Learn how to develop research techniques and take advantage of opportunities in programming and research providing expanded architectural services.

PRESS RELATIONS FOR ARCHITECTURAL FIRMS

A public relations specialist discusses the who, what, when, where, why—and how—of working with newspapers and magazines.

PROJECT DELIVERY APPROACHES

An overview of the new AIA guide, "Project Delivery Approaches," covering opportunities, practice implications, and continuing education.

SUCCESSFUL BLACK-WHITE JOINT VENTURES

Representatives from architectural firms will discuss "success stories" in black-white joint ventures, emphasizing obtaining the job, project management, sharing of responsibilities, and other key areas.

NEW AIA DOCUMENTS UPDATE

Experts explain the revised General Conditions for Construction (A201) and its effect on your practice. Also included will be a discussion of Instructions for Bidders, Supplementary Conditions, Agreement Forms, and Division I Specifications.

DESIGNSCAPE: BICENTENNIAL SLIDE SHOW

See a slide show on American design history, produced by the American Design Bicentennial. Shown at 9 a.m. and 9:45 a.m.

IMPROVING PROFITS THROUGH BETTER MANAGEMENT

What are your specific management problems? An educator specializing in organization and management will use the case method approach to discuss improving management decisions and performance.

Wednesday, May 5, 2-3:15 p.m.

DEALING EFFECTIVELY WITH THE CORPORATE ARCHITECT

Representatives of Westinghouse and RCA will discuss what the corporate architect is looking for in services and performance.

FIRE/LIFE SAFETY AND THE PROFESSIONAL

How to evaluate and analyze fire safe designs and life support systems, as envisioned by emerging new engineering that responds to new code and standard requirements.

SCHEDULING AND CONTROL OF THE DESIGN PHASE

Survey of available techniques (CPM, PERT, PDM, etc.) and applications that can be employed by architects to improve time and cost control. Author and consultant James O'Brien relates network scheduling processes to cost controls that aid design decisions.

OPPORTUNITIES FOR ENERGY CONSERVATION IN EXISTING BUILDINGS




A small design firm tells how it developed a new venture to take advantage of expanded practice opportunities for achieving energy conservation in existing buildings. Case studies will show how projects were obtained and carried out.

COMMUNITY DESIGN CENTERS

Focus will be on programs developed by the Architects' Workshop and other CDC operations in the Philadelphia area.

AIA/NATIONAL PARKS/NATURAL RESOURCES

Hugh Johnson will present a slide show on issues and a park proposal supported by AIA and recommended by the Regional Development and Natural Resources Committee.

at this year's tabletop product exhibit in the Sheraton registration area  Two hundred years of history give a city a rich texture. Sample Philadelphia's with walking and riding tours, cobblestones and gardens, steeples and synagogues  Get on a bus for Valley Forge, where starving Revolutionaries wintered, or Cape May, where eminent Victorians summered 

Wednesday, May 5, 3:30-5 p.m.

GRAPHIC PROCESS FOR ARCHITECTURAL COMMUNICATIONS

Cut production costs and improve architectural communications with these innovative graphic techniques. Successful practitioner and continuing education leader, Ned Abrams, will share design production techniques that enable small offices to produce large work.

LOSS PREVENTION/ PROFESSIONAL LIABILITY INSURANCE

A review of quality control measures necessary in the professional office for a successful approach to liability and loss prevention.

PERSONNEL PRACTICE

A review of AIA's revised information on personnel practices, covering the Affirmative Action Program, Benefit Insurance Program, and Retirement Program. David Bowen will moderate.

FACILITIES FOR COURTS, POLICE, AND CORRECTIONS

The gap between new justice philosophies and the facilities that serve them is narrowing. A panel discusses how architects have been and can continue to be an integral part of that process through their professional methods and services.

YES! THERE WILL BE PRODUCT EXHIBITS AT THE PHILADELPHIA CONVENTION!

Literature, small product displays, and good discussion on technical questions will be featured in the table top exhibit planned for the convention. Be sure to visit it in the registration area at the Sheraton.

Participating:

Aluminum Company of America
Amarlite Anaconda Aluminum
American Manufacturing Co.
American Plywood Association
American Standard
Bethlehem Steel Corporation
Bruning Division of AM
Bradley Corporation
Bureau of the Census
Carda Window Corporation
Charrette Corporation
Clearstamp
Conwed Corporation
Cyclops Corporation
DeVac, Inc.
Defense Civil Preparedness Agency
The Diller Corporation
Dow Badische Company
Electric Time Co., Inc.
Fixtures Manufacturing Co.
Formica Corporation
Georgia-Pacific Corp.
Gulistan Carpet by J. P. Stevens
Helios Tension Products, Inc.
IDAC
J. G. Furniture Co.
Knoll International
Kawneer Company, Inc.
Libbey-Owens-Ford Company
Minimax Association
Monsanto Textiles Company
Portland Cement Association
PPG Industries, Inc.
Pennwalt Corporation
Pella Window & Door Co.
Reading Door Closer Corp.
Reynolds Metals Co.
Rapperswill Corp.
Tile Council of America
Unistrut Corporation
Vaughan Walls, Inc.
Xerox Corporation

HOST CHAPTER TOURS

Circles and Squares Tour: Take the bus for an overview of Penn's "Greene Countrie Towne" and note sites you'll want to revisit. The newest commercial building and the elegant City Hall, JFK Plaza, Benjamin Franklin Parkway adorned with fountains, and historic Society Hill are a few highlights. (\$9 per person)

Independence Tour: A walking tour of such historic sites as Independence Hall, Congress Hall, State House Yard, the Second Bank (now a portrait gallery), and Dolley Todd's house and garden; walkways and sculpture in unexpected parts of town, and, of course, the Liberty Bell in its new pavilion. (\$9 per person)

Society Hill Tour: The spectrum from beautifully restored 18th- and 19th-century houses to innovative modern homes and commercial areas. A resident of the area will take you from the 1759 Man Full of Trouble Tavern to a group of I.M. Pei townhouses, the Powel House, the Hill-Physick-Keith House, and, finally, the colorful Head House Market. (\$9 per person)

Valley Forge/Millgrove Tour: Drive into the countryside where Washington's troops kept their winter vigil. Nearby is Millgrove, naturalist John James Audubon's house filled with memorabilia. (\$9 per person)

Olde City Tour: Philadelphia's first market place, the jail, and government buildings were located here. So are the oldest continuously inhabited street, Elfreth's Alley; the first Anglican Church, the site of the first synagogue, and the first Quaker Meeting House. Tour includes Betsy Ross' house, and the court where Benjamin Franklin reputedly found the keys for his famous kite experiment. (\$9 per person)

Rittenhouse Square Tour: The square draws a continual parade of diverse people, from folk singers to elegant ladies. The brownstones along Spruce, Locust, and the 1800 block of Delancey Pl. are good examples of the lovely row houses that still give the neighborhood its character. Visit the Rosenback Museum, an excellent example of 19th-century townhouse living. Other points of interest: John Notman's Church of the Holy Trinity, the Curtis Institute, the Art Alliance, and fine apartment buildings. (\$9 per person)

Secret Gardens Tour: Discover the surprising greenway through the historic and residential part of the city on this walking tour that includes all 18th-century garden, a large rose garden, and the Thirteen States Magnolia Garden. Pocket parks, sculpture gardens of townhouse courtyards, and rooftop greenery give a new view of inner-city living. (\$9 per person)

See Penn's Greene Countrie Towne at its greenest on the Secret Gardens Tour Take the kids to the zoo in Fairmount Park or turn them loose for a Riddle Romp through historic Philadelphia, with prizes for the best riddlers Know why they call it the "Main Line?" Find out on a tour of the city's most affluent suburbs Chestnut Hill was a late-blooming

Steeple and Synagogues: Within a walkable eight block area are the house of rebel Anglican bishop, William White; the cemetery of the colony's first synagogue, founded in 1740; St. Joseph's, the city's first Roman Catholic church and Mother Bethel, the country's first A.M.E. church. Other points of interest: St. Mary's Roman Catholic Church, the site of the Quaker Almshouse, Old Pine Presbyterian Church, and St. Peter's. (\$9 per person)

Young People's Historic Tour (Grades 6-9): Historical facts and interesting anecdotes will be featured on this special tour which begins with a movie at the Visitors' Center. A walking tour through the historic area will bring William Penn's wonderful city to life through the eyes of a colonial teenager. (\$6 per person)

Cape May Tour: America's most prominent seaside resort in the late 19th century is now an historic landmark of Victorian architecture at its finest. Horse-drawn trolley rides, trips inside "cottages" and grand hotels, and a luncheon in Frank Furness' Emlen Psychic Mansion. (\$20 per person, including continental breakfast and lunch)

Longwood Gardens/Brandywine Tour: First, the famed DuPont estate, a showplace with its splendid gardens, fountains, and a breathtaking conservatory. Second stop is a visit to the old grist mill that now houses works of the Wyeth family, Maxfield Parrish, and other artists, and a fine book and print shop. (\$18 per person, including lunch)

Philadelphia Zoo Tour: America's first zoo, located on 42 acres in Fairmount Park, has more than 1,700 mammals, birds, and reptiles. Exhibits include the Hummingbird House, Wolf Woods, and a Children's Zoo with pettable animals. New African Plains sections are now open; instead of bars and fences, a hidden moat separates animals from visitors. (\$9 per person)

Spruce Street Tour: See how the city grew and developed block by block. From the Tidal Basin along the Delaware, tour includes Society Hill, the first hospital, some of the first speculative buildings, churches and synagogues, the main commercial core along Broad St., and concludes in the Victorian elegance of the neighborhood west of Broad. Energy, endurance, and sturdy shoes required; reward yourself with an ice cream cone at the 23rd St. finish line! (\$9 per person)

Germantown Tour: Tour will begin in the 6000 block of Germantown Avenue and work its way west, covering four blocks containing some of the most historically significant buildings in the area, including Greentree Tavern, the Mennonite Meeting House, and the home of Chief Justice Chew (with a special view of the interior of the Chew house, "Cliveden," scene of the Battle of Germantown). (\$9 per person)

Main Line Tour: Philadelphia's most exclusive suburbs. The bus tour will cover the lovely mansions and estates of Gladwyne and Rosemont, Mitchell/Giurgola's American College of Life Underwriters, the Bryn Mawr College dormitories of Louis Kahn, Frank Furness' Merion Cricket Club, and Frank Lloyd Wright's Suntop Houses. (\$9 per person)

Riddle Romp (Grades 2-6): What lets you see who's knocking at the door, from all the way up on the very top floor? Give up? You can find the answer on our very special children's tour developed by elementary school teachers to be both instructive and fun. The tour will start at the Visitors' Center with a 30-minute film. Outside, the group will be divided up into teams and given a riddle map and directions. Each team will compete to answer all the riddles by visiting the historic locations on the map. The winning team gets prizes; everyone gets an ice cream cone!

PARENTS: These teams will be organized and led by experienced guides, most of whom are parents living in the Society Hill area. Remember: KIDS ONLY! (\$6 per person)

Broad Street After Five: A stroll down "Main Street" after the business day is over. Enjoy the Academy of Fine Arts, of the country's oldest art school, housed in a restored Furness building. Continue to JFK Plaza, a graceful church, and the Masonic Temple. See gargoyles rampant on old City Hall, near the discreet Banker's Corner. The venerable Union League and a special stop at the Academy of Music complete the tour. (\$9 per person)

Candlelight Strolls: Wander through historic sections by lantern light. You'll see the homes, churches, and public buildings frequented by famous personalities. Included are the Bishop White House, the Powel House, and Carpenters' Hall. (\$10 per person)

House Tour: This very special walking tour in Society Hill will take you to visit outstanding homes. (\$10 per person)

Winterthur Tour: Visit the fabulous DuPont estate whose 100 exquisite period rooms illustrate two centuries of changing taste in furniture, paintings, and decorative arts. Reasonable luncheon available (not included in ticket price). (\$18 per person)

Chestnut Hill Tour: By the 19th century, Chestnut Hill had become the site of the most lavish and exclusive estates in Philadelphia. Tour includes Victorian mansions, modern homes by Kahn and Venturi & Rauch, and a leisurely drive along the Wissahickon. (\$9 per person)

PSFS Tour: The Philadelphia Savings Fund Society, built by Howe and Lescaze during the Great Depression, shows imaginative design and use of materials in the Bauhaus spirit. In 1932 it was considered the most advanced skyscraper in the country. (\$9 per person)

Fairmount Park East/Fairmount Park West: Concurrent tours of the nation's largest park within city limits. The 4,000 acres of woods, streams, gardens, and playing fields form a rich backdrop to the Playhouse in the Park and the two amphitheatres. A Japanese garden and tea house and former "country seats" are just a few of the delights. (\$10 per person)

NOTES ON TOURS

Undersubscribed tours will be cancelled.

The host chapter also reserves the right to suspend ticket sales to any tour that becomes oversubscribed before its scheduled time.

All tours will go, rain or shine. All tour buses will leave from and return to the Sheraton Hotel.

neighborhood, as Philly neighborhoods go; Penn gave it back to the Indians—for awhile  Architects won't be the city's only Bicentennial tourists, so sign up for all tours as far in advance as possible  Pick your favorites and fill out the reservation form below  Monday's an evening for coffee and relaxed conversation with your architect hosts  See

RESERVATIONS: HOST CHAPTER TOURS

The Philadelphia Chapter will act as host for the 1976 AIA National Convention. Tour applications will be accepted on a first-to-register basis. Tickets will be held at the Host Chapter Registration Area at the Sheraton, and may be picked up during registration hours starting at 9 a.m., Sunday, May 2.

Please reserve the number of tickets indicated:

Circles and Squares Tour

_____ Sunday, May 2, 9:30 a.m.-12 noon _____ Tickets @ \$9
 _____ Monday, May 3, 1:30-4 p.m. _____ Tickets @ \$9
 _____ Tuesday May 4, 9:30 a.m.-12 noon _____ Tickets @ \$9

Independence Tour

_____ Sunday, May 2, 9:30-11:30 a.m. _____ Tickets @ \$9
 _____ Monday, May 3, 1:30-3:30 p.m. _____ Tickets @ \$9
 _____ Tuesday, May 4, 9:30-11:30 a.m. _____ Tickets @ \$9

Society Hill Tour

_____ Sunday, May 2, 9:30 a.m.-11:30 a.m. _____ Tickets @ \$9
 _____ Monday, May 3, 9:30-11:30 a.m. _____ Tickets @ \$9
 _____ Tuesday, May 4, 9:30-11:30 a.m. _____ Tickets @ \$9
 _____ Wednesday, May 5, 1:30-3:30 p.m. _____ Tickets @ \$9

Valley Forge/Millgrove Tour

_____ Sunday, May 2, 9:30 a.m.-1 p.m. _____ Tickets @ \$9
 _____ Tuesday, May 4, 9:30 a.m.-1 p.m. _____ Tickets @ \$9

Olde City Tour

_____ Sunday, May 2, 1:30-3:30 p.m. _____ Tickets @ \$9
 _____ Monday, May 3, 9:30-11:30 a.m. _____ Tickets @ \$9
 _____ Tuesday, May 4, 1:30-3:30 p.m. _____ Tickets @ \$9
 _____ Wednesday, May 5, 9:30-11:30 a.m. _____ Tickets @ \$9

Rittenhouse Square Tour

_____ Sunday, May 2, 1:30-3:30 p.m. _____ Tickets @ \$9
 _____ Wednesday, May 5, 1:30-3:30 p.m. _____ Tickets @ \$9

Secret Gardens Tour

_____ Sunday, May 2, 1:30-3:30 p.m. _____ Tickets @ \$9
 _____ Wednesday, May 5, 9:30-11:30 a.m. _____ Tickets @ \$9

Steeple and Synagogues

_____ Sunday, May 2, 1:30-3:30 p.m. _____ Tickets @ \$9
 _____ Tuesday, May 4, 9:30-11:30 a.m. _____ Tickets @ \$9

Young People's Historic Tour

_____ Sunday, May 2, 1:30-3:30 p.m. _____ Tickets @ \$6
 _____ Tuesday, May 4, 1:30-3:30 p.m. _____ Tickets @ \$6

Cape May Tour

_____ Monday, May 3, 8:30 a.m.-4:30 p.m. _____ Tickets @ \$20

Longwood Gardens/Brandywine Tour

_____ Monday, May 3, 9 a.m.-4 p.m. _____ Tickets @ \$18

Philadelphia Zoo Tour

_____ Monday, May 3, 9:30 a.m.-12 noon _____ Tickets @ \$9

Spruce Street Tour

_____ Monday, May 3, 9:30 a.m.-12 noon _____ Tickets @ \$9

Germantown Tour

_____ Monday, May 3, 1:30-4:30 p.m. _____ Tickets @ \$9

Main Line Tour

_____ Monday, May 3, 1:30-4:30 p.m. _____ Tickets @ \$9

Riddle Romp

_____ Monday, May 3, 1:30-3:30 p.m. _____ Tickets @ \$6
 _____ Wednesday, May 5, 1:30-3:30 p.m. _____ Tickets @ \$6

Broad Street After Five

_____ Monday, May 3, 5-7 p.m. _____ Tickets @ \$9
 _____ Tuesday, May 4, 5-7 p.m. _____ Tickets @ \$9

Candlelight Strolls

_____ Monday, May 3, 7-9 p.m. _____ Tickets @ \$10
 _____ Tuesday, May 4, 7-9 p.m. _____ Tickets @ \$10

Winterthur Tour

_____ Tuesday, May 4, 9 a.m.-4 p.m. _____ Tickets @ \$18

House Tour

_____ Tuesday, May 4, 9:30-11:30 p.m. _____ Tickets @ \$10
 _____ Tuesday, May 4, 1:30-3:30 p.m. _____ Tickets @ \$10

Chestnut Hill Tour

_____ Tuesday, May 4, 1:30-4:30 p.m. _____ Tickets @ \$9

PSFS Tour

_____ Tuesday, May 4, 1:30-3 p.m. _____ Tickets @ \$9
 _____ Wednesday, May 5, 9:30-11 a.m. _____ Tickets @ \$9

Fairmount Park East Tour

_____ Wednesday, May 5, 9:30-12 noon _____ Tickets @ \$10

Fairmount Park West Tour

_____ Wednesday, May 5, 9:30-12 noon _____ Tickets @ \$10

Name

Address

City

State

Zip

Mail completed coupon, together with your check made out to the Philadelphia Chapter, AIA, to:
 Philadelphia Chapter, AIA
 117 South 17th Street
 Philadelphia, Pa. 19103

why Mitchell/Giurgola won the '76 Architectural Firm Award when you tour "Three by M/G" on Tuesday ♥ For a glittering windup, hear the Philadelphia Orchestra conducted by Ormandy at the Academy; then go backstage for the City Lights Ball—with special lighting and food and wine and dancing ♪ Finally, top it off on a Philadelphia rooftop, watching the real

**HOST CHAPTER SOCIALS:
THE PAUSE THAT REFRESHES**

What do we do tonight? As an alternative to eating, drinking, or sitting too much, join your hosts for coffee or tea. Chapter and Producers' Council members will greet you in offices, at the tops of buildings, or in cultural institutions. Mon., May 3, 9 p.m.

AN EVENING AT THE ACADEMY

Join us for a private evening with Eugene Ormandy, the Philadelphia Orchestra and a backstage ball at the Academy of Music. A citywide display of building lights and fireworks will giftwrap the final festivities.

3 BY M/G

Tuesday, May 4, will be a festive, informative, hospitality-filled evening in and around three new buildings by Philadelphia's award-winning firm, Mitchell/Giurgola Architects.

Penn Mutual will open its observation deck from 10 p.m. to midnight for you to enjoy the

view and their exhibition, "Philadelphia." At the same time, the new Living History Center will be open, displaying its exhibition and its architectural splendor. And, as you wander between the two, stop for a look at the Liberty in its new pavilion across from Independence Hall.

PHILADELPHIA ORCHESTRA CONCERT

The world's oldest grand opera house in its original form, the Philadelphia Academy of Music, will be the scene for a special concert by the Philadelphia Orchestra on Wednesday, May 5. Maestro Eugene Ormandy himself will wield the baton in a program designed to display both the brilliance of the orchestra and the full glory of the building.

Tickets will be available at the following prices:

First Level		Second Level	
Parquet	\$12	Balcony Circle	\$10
Parquet Circle	\$12	Balcony Loge	\$10
Parquet Boxes	\$15	Balcony Boxes	\$15
Orch. Pit	\$12	Third Level	
Prosc. Boxes	\$12	Family Circle	\$7
		Fourth Level	
		Amphitheatre	\$5

To reserve your tickets for the Philadelphia Orchestra Concert on Wednesday, May 5, at 7:30 p.m., please complete the following:
PHILADELPHIA ORCHESTRA CONCERT

Name _____

Address _____

City _____ State _____ Zip _____

List seating choice in order of preference:

- 1st Choice _____ Tickets @ \$ _____ in (location) _____
- 2nd Choice _____ Tickets @ \$ _____ in (location) _____
- 3rd Choice _____ Tickets @ \$ _____ in (location) _____

Mail completed coupon, together with your check made out to the Philadelphia Chapter, AIA, to:
Philadelphia Chapter, AIA
117 South 17th St.
Philadelphia, Pa. 19103

CITY LIGHTS BALL

Immediately following the concert, a grand ball will be held in the entire Academy of Music and in the adjoining Academy House. A specially created lighting environment will enhance this splendid setting for an evening of wining, dining, and dancing to the music of three bands.

To reserve tickets for the City Lights Ball on Wednesday, May 5, at 10 p.m., please complete the following:

CITY LIGHTS BALL



Please reserve _____ tickets @ \$25

Name _____

Address _____

City _____ State _____ Zip _____

Mail completed coupon, together with your check made out to the Philadelphia Chapter, AIA, to:
Philadelphia Chapter, AIA
117 South 17th St.
Philadelphia, Pa. 19103

city lights compete with the stars and skyrocket 
 Things to do after the ball is over: Take off for
 London and an architectural study tour with gracious
 RIBA architects as your guides. Visit churches by
 Christopher Wren and learn how to pronounce Inigo
 Jones. Edinburgh, Glasgow, and Cumbernauld are all
 part of the package  Or, see the stuff you spec—

INDUSTRIAL TOURS

Here's an experiment to see if you out there are interested in seeing how and where what you specify is made the way it is. Five local industries have offered buses, hospitality, and tours of their plants if they are able to attract a reasonable number of participants. If you're interested in seeing the manufacturing process, please sign up below. The tours offered are:

C. E. Glass: A tour of their plant in Cinnaminson, N.J., will show the production of glass from sand to finished product.

Knoll International: Spend an inspiring few hours at the Knoll factory in East Greenville, Pa., to see the manufacturing process for much of their line.

Rohm & Haas: This tour will go to the Plastics Engineering Laboratory in Bristol, Pa., where

all experimental work is done.

Spitz Space Systems: See the extraordinary planetarium facilities at Spitz, and stop along the way at the Brandywine Museum and Longwood Gardens.

Willet Stained Glass Studios: And if stained glass is your bag, visit the Willet Stained Glass Studios in Chestnut Hill.

Atlantic Richfield: Sylvan Shemitz, lighting designer, will conduct a 45-minute study tour of Atlantic Richfield's landscaped offices lighted from the furniture!

A special opportunity: the General Building Contractors' Association will conduct tours of two sites, Market Street East, and a power plant under construction. They will also sponsor a trip to the Food Distribution Center, the world's largest.

Participation in industrial tours will be *by reservation only*. Buses will leave at 10 a.m., Thursday, May 6, from the Sheraton. To reserve your place, please fill out the following:

INDUSTRIAL TOURS

Name _____

Address _____

City _____ State _____ Zip _____

First Choice _____

Second Choice _____

Mail completed coupon to:
 Philadelphia Chapter, AIA
 117 South 17th St.
 Philadelphia, Pa. 19103

DESIGN-IN

Plan to stay in town on Thursday, May 6, when Canadian architect Stanley King will orchestrate a Design-In for architects, friends, and families. Children welcome. What's a Design-In? A way of involving citizens of all ages in the process of perceiving and designing their environments. Assisting King will be Dr. Aase Eriksen, director of Philadelphia's Built Environment Educational Center. Be there for the happening!

TOWN HALL 1976

Town Hall 1976 will bring together residents from various neighborhoods in and around Philadelphia for a dialogue with a panel of national-known respondents: builders, planners, anthropologists, psychologists, humanists, politicians, and bureaucrats on the subject of housing. The give-and-take exchange will seek to establish a process whereby the housing consumer can have continuing input into the design, planning, and execution of new and rehabilitated housing. All are invited to participate in the discussion. Conference proceedings will be published and distributed to those attending.

Register now: only 200 spaces are available. The conference price of \$45 includes lunch. Thursday, May 6.



TOWN HALL 1976

Name _____

Address _____

City _____ State _____ Zip _____

Mail completed coupon together with your check made out to Philadelphia Chapter, AIA, to:
 Philadelphia Chapter, AIA
 117 South 17th St.
 Philadelphia, Pa. 19103

visit building product manufacturers in and around Philly  Unless you plan on being around in 2076, you may never have another chance to see exhibits like these. America 200 maps a history of the nation's cities; Energy Conscious Design is an exhibit, a workshop, an information center—and a new approach to sailboat building  Town Hall 1976 will

AMERICA 200

A unique exhibition at the Philadelphia Art Alliance brings together never-before-compiled comparative information on the growth of America's cities over the last 200 years. Each participating city has gathered historic maps and illustrations to document change in 50-year increments. All material is produced at the same scale so that this important information can, at last, be used and understood. America 200 has been made possible through grants from the Graham Foundation for Advanced Studies in the Fine Arts, and from the Rohm and Haas Company.

200/200/200

A celebration of contributions—events, places, buildings, laws, ideas—that have increased understanding of the urban setting over the 200 years of our history. Representatives from each of the 50 states will name four projects that deserve special recognition. These will be exhibited during the convention.

NATIONAL ENDOWMENT FOR THE ARTS EXHIBIT

The Architecture + Environmental Arts Program of the National Endowment for the Arts will present an exhibition illustrating architectural projects funded by NEA grants.

PANORAMA OF A CIVILIZATION

Nine architecturally significant buildings in Philadelphia will house this unusual exhibition which depicts the work of each building's architect, his contemporaries, and the social institutions of the period during which the building was designed. The exhibit, funded through a grant from the National Endowment for the Humanities, and presented under the auspices of the Philadelphia Chapter, AIA, will include the Pennsylvania Hospital, Second Bank of the United States, Maxwell Mansion, Memorial Hall in Fairmount Park, Philadelphia City Hall, the Main Building in Drexel University, the University Museum of the University of Pennsylvania, N. W. Ayer & Sons Office Building, and the Municipal Services Building.

CHESTNUT STREET VISITED AND REVISITED

The development of a city street over a 100-year period will be examined in great detail in this exhibit. Views of Chestnut Street in the 1870's will be juxtaposed with computer print-outs from the Philadelphia Social History Project, describing the people who lived and worked on the street and what they were doing during that period.

TOPS OF TALL

Extraordinary views of the city will be accessible to convention goers from the tops of selected tall buildings. A list of these buildings, with a map, will be in your registration kit. Come, over look us!

AN AMERICAN CITY IN SCHOOLS

A multi-media exhibit will feature the results of a new environmental awareness project conducted in Philadelphia schools. You'll have an opportunity to see how children in the Philadelphia school system perceive their neighborhoods—and how they describe their reactions.

ENERGY CONSCIOUS DESIGN

This special exhibit has been mounted by the AIA Research Corporation, under a grant from the Federal Energy Administration. It will include some entries from a national student competition, a resource center, a series of workshops in energy conscious design, and an area devoted to new opportunities for the architectural profession. The exhibit will be housed in the not-to-be-missed Drexel Building.

FRANK FURNESS EXHIBIT

The work of architect Frank Furness embodied the progressive spirit and assurance that characterized the Victorian era. The exhibit centers on Furness' banks, railroad buildings, and other institutional-scale projects in the Philadelphia area. It will be housed in the Girard Bank, designed by Furness in association with McKim, Mead & White, New York City.

SIGNATURE AGAINST THE SKY

On Sunday morning, May 2, Channel 10 will present a special TV showing of "Signature Against the Sky," a fine film on the work of Louis I. Kahn.

PHILADELPHIA'S NEIGHBORHOODS

Photographs, maps, and written materials on 10 of Philadelphia's distinctive neighborhoods will be featured in this exhibit prepared by the Philadelphia Planning Commission.

provide a framework for dialogue between the people who design buildings and the people who live in them. Neighborhood residents mix it up with the behavioral scientists and architects Everybody gets into the act at Thursday's Design-In, presided over by Stanley King. Bring the kids along Planning for this year's unConventional Convention

HOTEL INFORMATION

Activities will be divided among four major hotels—Sheraton, Warwick, Bellevue Stratford and Holiday Inn-Penn Center. Headquarters hotel will be the Sheraton (registration, business sessions, staff functions, How To Get A Federal Contract Interviews, etc.). Information Center #1 will be located in the Bellevue Stratford (Professional Practice and Government Affairs Departments and related Marketplace Workshops). Information Center #2 will be located in the Warwick (Environment and Design and Education and Research Departments and related Marketplace Workshops). Meetings of satellite groups, except for the invited attorneys, will be located in the Holiday Inn-Penn Center. Hotels closest to the Sheraton are the Penn Center Inn and Holiday Inn-Penn Center.

In making your hotel reservation, keep the following information in mind:

1. Complete and mail the form as soon as possible.
2. Give complete details, particularly arrival and departure dates, types of accommodations, and names of occupants. Assignment is delayed if information is omitted. Space is allocated on a first come, first served basis.
3. If first-choice accommodations are not available at the time your reservation request is submitted, you will be assigned the next available choice.
4. When rooms at rate requested have been exhausted, the closest rate will be assigned.
5. No block reservations will be made.
6. Confirmation will come directly from the hotel.

Allow a few weeks for confirmation. Reservations will not be held beyond 6 p.m. of arrival date unless you guarantee payment. Changes in arrival date and time should be forwarded directly to your hotel. Cancellation of reservations or changes in the names of room occupants should be forwarded directly to the hotel that confirmed your reservation.

Please note: cut-off date for Room Reservations is April 2, 1976. Make your reservations early.

Hotels	Singles	Doubles/Twins	Suites
*Bellevue Stratford	\$26 - 38	\$33 - 45	
*Benjamin Franklin	25 - 31	32 - 38	\$ 58 - 63
Hilton of Philadelphia	28 - 42	40 - 54	150 - 1 Brm 200 - 2 Brm
Holiday Inn Midtown	25 - 27	34 - 36	
Holiday Inn-Penn Center	28	33 - 36	101
Penn Center Inn	23 - 29	28 - 34	60 - 90
Warwick	28 - 34	34 - 38	80 - 90

Note: Room assignments at the Sheraton, which has limited housing for AIA Board, new Fellows, component officers and Honor Award recipients, will be processed through AIA Headquarters rather than the Philadelphia Convention Bureau.

* \$35 Deposit Required

HOTEL RESERVATIONS

Please read instructions. (Print or type all information.) Hotels may request a deposit upon receipt of confirmation. After receiving confirmation, mail check directly to hotel involved.

RESERVATIONS AT OFFICIAL AIA HOTELS (refer to chart)

Accommodations requested Rate

Single

Double

Suite

CHOICE OF HOTELS

1st 2nd

3rd

Arrival Date: Arrival Time:

Departure Date: Departure Time:

Check here if you wish to guarantee payment for late arrival. Occupants' names and addresses (please "bracket" those rooming together.)

RESERVATION CUT-OFF DATE IS APRIL 2, 1976

Send confirmation or area motel information, to:

Name

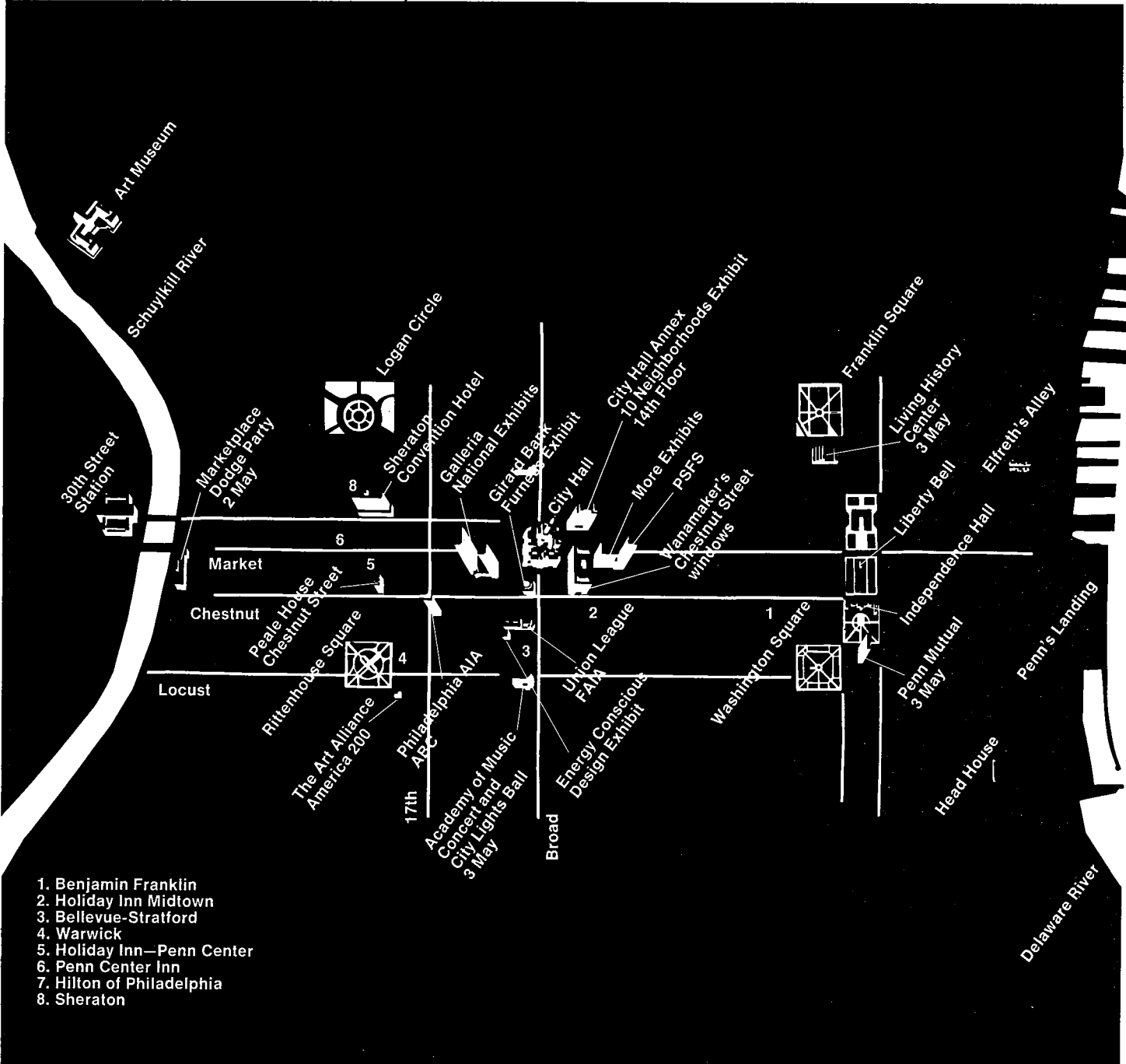
Address



City, State, Zip

Signature

Mail completed coupon to:
AIA HOUSING BUREAU
Philadelphia Convention & Visitors Bureau
1617 J. F. Kennedy Blvd. Suite 1420
Philadelphia PA 19103

centered around a single idea: Wouldn't a city—any city—be more useful and more fun if everybody knew what to do in it, and with it? 🌐 As architects, we know it takes more than good-looking buildings to make a city habitable and usable. It takes information: information about what spaces do as well as how they look; information that helps people artic-



ulate their needs and respond to change. That's what Architecture of Information is all about. Come see us in Philadelphia in May, and try it out. We'll see that you have a good time  We'll provide a lot of opportunities to sharpen your skills. And when you have to leave the Convention city, we hope you'll feel that you know it a whole lot better 

ADVANCE REGISTRATION

Don't waste a moment at this memorable Bicentennial Convention. There will be much to do and see. Register in advance. Your badge and registration kit will be waiting for you upon your arrival. Cancellations accepted up to Friday, April 23.

Registration Desk is located in the Pennsylvania Room of the Sheraton Hotel. Registration hours: Sunday, May 2, 10 a.m.-4 p.m.; Monday, May 3, 9 a.m.-4 p.m.; Tuesday, May 4, 9 a.m.-5 p.m.; Wednesday, May 5, 9 a.m.-5 p.m.

REGISTRATION FEES:

Corporate Members—Advance \$76; at Convention \$100
 Spouses \$25
 Students \$5
 Professional guests, associates and CDC \$50
 Commercial guests (manufacturers, consultants, non-editorial press, etc.) \$100

PREREGISTRATION FORM: Please preregister the following: (Print name as it is to appear on badge, city, state, and registration category—e.g. corporate, professional guest, etc.) Also, list names of your guests, if any, so that badges may be prepared for them. (Guests under 18 are free.)

_____	\$
_____	\$
_____	\$
_____	\$
Total Enclosed	\$ _____

Name _____

Firm _____

Address _____

City, State, Zip _____

Mail complete coupon, together with your check made out to the American Institute of Architects to:
AIA ADVANCE REGISTRATION
 American Institute of Architects
 1735 New York Ave., N.W.
 Washington, D.C. 20006

STUDY TOUR RESERVATIONS

- Please make reservations for _____ persons(s).
- Enclosed is \$_____ deposit (\$150 per person). Checks payable to Group Travel Unlimited, Inc.
- I will be accompanied by _____ name and relationship _____
- GTU would be pleased to help you with air reservations from your home city airport to Philadelphia on _____ (date) with return to your home city at the conclusion of the tour. Domestic reservations should be based on _____ first class or _____ economy class.
- Payment for air transportation will be made by:
 Check Credit Card

Credit card name/number/expiration date _____

- Send mail to home office

Your name _____

Firm/Organization name _____

Business Address

City _____ State _____ Zip _____

Business phone (area code) _____

Home address

City _____ State _____ Zip _____

Home phone (area code) _____

- Check here if you are not enclosing a deposit but wish to receive further information on the United Kingdom Tour.

Mail completed coupon together with your check made out to Group Travel Unlimited, Inc. to:
 Jacqueline Watson
 Director, Architectural Study Tours
 The American Institute of Architects
 1735 New York Ave., N.W.
 Washington, D.C. 20006