

CRSS Center

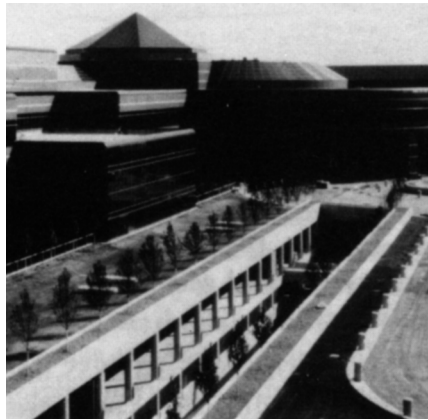
Texas A&M University College of Architecture

CRSS Center Fall Program Probes How The Building Team Provides Leadership and Innovation

The CRSS Center of Texas A&M University is in the process of planning a Fall program to explore leadership and innovation in the design and construction industry. The opening session in Rudder Theater on the Texas A&M campus will feature John F. Hartray's keynote address and the presentation of two case studies of complex, architecturally distinguished buildings which were notably successful for the high quality of the leadership and management they exhibited. Mr. Hartray is a Fellow of the American Institute of Architects, recipient of the Kemper Award and a partner in Nagle Hartray & Associates in Chicago.

The first of the projects to be explored will be the Texas State Capital expansion in Austin for which Hoover & Furr Architects (a 3D/International company) provided design and management. Kirby Keahey, FAIA, of Hoover & Furr in Houston will make the presentation. The second will be the Chrysler Technology Center, a CRSS, Houston, project. Robert W. Carington, AIA, who was the project manager will do that presentation.

The opening session will be in Rudder Theater on Monday, September 20, 1993 from 3:00 to 5:30



p.m. and will be chaired by Adjunct Professor Thomas A. Bullock, FAIA who will also moderate the seminar session the following morning which will take place in the Langford Architecture Complex from 9:00 - 12:00. a.m. The seminar panelists will be Charles B. Thomsen, FAIA, of 3D/I in Houston; George Heery, FAIA, of Satulah Group in Atlanta; Joseph Scarano, AIA, of Lehrer, McGovern Bovis, Construction Managers in Los Angeles; and Carl M. Sapers Hon. AIA, an attorney in Boston and Adjunct Professor of Legal Practice in Design at the Harvard Graduate School of Design. Jonathan King, Hon. AIA, of the CRSS Center, John Only Greer, FAIA, Director of the CRSS Center, and Jack Hartray will also participate in the seminar.

The two day program will be open to practicing professionals concerned with the evolving roles of the players in the design and construction industry (a nominal registration fee will be charged to practicing professionals). Students and faculty



will be welcome for the afternoon session on Monday. Registered practicing professionals as well as invited students and faculty may participate in the seminar session the following Tuesday morning.

One of the principal issues the CRSS Center has chosen to address is the redefinition of the roles of the professionals in the design and construction industry. We expect this fall session to focus on the question of how architects, construction managers, engineers, other consultants, and clients can organize themselves to deal with the kinds of complexity reflected in the two projects which will be explored during Monday's session. The seminar panelists rank among the most important innovators in making the design and construction industry more responsive to the needs of a society which requires more complex facilities while continuing to be vitally concerned with the three major factors of time, cost, and quality.

CRSS and the CRSS Center

The CRSS Center, a University institution, was established at Texas A&M with the financial support of the firm in 1991. Texas A&M recognized this major financial commitment by CRSS, and their leadership, in the University's naming of the Center. The Center's focus was to be on leadership and innovation in the business of the design and construction industry.

CRSS endowed the Wallie E. Scott Professorship in Architectural Practice and Management which is held by John Only Greer, FAIA, Director of the CRSS Center. In addition CRSS endowed the William M. Peña Professorship in Information Management, held by Dean Walter V. Wendler, AIA and the Thomas A. Bullock Chair in Leadership and Innovation, held by Dr. Michael McCarthy, ASLA (currently on leave). These endowments were supplemented with additional funding to assist the College and University to complete the new fourth floor of building C of the Langford Architecture Complex and to provide for initial staff salary support. The new fourth floor included space for the CRSS Center. In aggregate these funds represent a \$900,000 gift commitment which was partially matched by the University to \$1.7 million; most of which is now in place; just two years after the concept was approved in 1991 as a University institution located within the College of Architecture.

Texas A&M University and CRSS, their predecessors and founders, have enjoyed a close relationship for over forty years with several of the first and second generation CRSS partners serving on the A&M faculty. The CRSS predecessor, began over the Southside Food Market in College Station in 1948 as Caudill Rowlett Scott, Architects. Its first ten years were spent in Bryan/College Station before the company relocated its headquarters to Houston in 1958.

The College has also received two other CRSS associated endowment programs: the William Wayne Caudill Research Fellowships, and the John Miles Rowlett Lecture Series, all of which brings the company, its founders and friends, current financial commitment to the College of Architecture at Texas A&M to considerably more than a million dollars.

The CRSS Center endowment funding complements and is complemented by the contribution of the CRSS archives, which includes their correspondence and papers, publications, records, slides, Board minutes and office correspondence, and a representative collection of architectural programs; everything relating to the business development of CRSS. The Center has further enhanced the CRSS archives with interviews of over forty past and present leaders in the firm.

available to faculty and students for study. CRSS has always been known to be one of the most innovative firms, if not the world leader, in project development and delivery and business management. Our plan is to interest other firms and leaders in our industry to join our first of its kind enterprise; to be clearly the leading such business study center anywhere.

The Center faculty (currently three), in association with and through the Department of Architecture, currently offer five courses related to the business aspects of architecture (nine total credit hours); two required courses (six credit hours), and three elective seminars (one credit hour each). In addition three new courses are currently proposed (five more credit hours); all to be elective, broadening, specialized elective opportunities.

This material is being organized and catalogued in order to make it

The CRSS Archives Project

What are the Archives? The CRSS Center archives include all the business records of CRSS over a time span of 45 years, from the firm's inception in 1946 to 1992. The archives are being supplemented with a series of interviews of leaders in the firm who, collectively are providing a rich oral history of the firm from its inception over the grocery store in College Station.

Both the regular archives and the transcriptions which comprise the oral history will be brought together electronically on the computer. KMS, a hypermedia authoring software, is being used to set up an electronic database that may be interactively used by researchers and students alike to access information in the archives.

Hyper What? Hypertext is a global information system accessible in any form needed by the learner. Hypertext gives the user the ability to choose words as pieces of information and link them together in a format understandable and reusable by the user. Hypertext systems support multiple users and allow authors or groups of authors to link information together, create paths through a body of related material, and annotate existing texts. These explicit connections or links allow readers to travel from one document to another. The system allows multiple users to communicate and collaborate with one another within the context of a body of scholarly material.

Hypermedia is simply an extension of hypertext that incorporates other media in addition to text, such as images, audio and video.

Goals of the Project: The CRSS archives will be one of the first of its kind in the world of architecture to allow students, professionals, and researchers the opportunity to study the business of architecture and how it has changed over the years. Other firms in the design and construction industry will be invited to become a part of this new world and to have their archives and business records electronically stored.

Progress Report: The Center staff is currently cataloguing and organizing the physical records of the archives which will then be input into the computer. Once all the information has been entered, links will be established between discrete pieces of information which will allow users to create their own work paths through the information. This is one of the major benefits of hypermedia - it allows users to tailor the information to their own specific uses and needs. The user controls what he or she wishes to access.

The CRSS Center

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For further information and registration forms for the CRSS Center fall program described above, please send us your name and address.
