Happy Anniversary, Rowlett:
Esteemed Lecture Series to Celebrate 20 Years in 2000

While the traditional gift would be something more along the lines of china, the CRS Center plans to commemorate the 20th anniversary edition of the John Miles Rowlett Lecture Series with something just as breakable, albeit far less expensive: balloons.

Balloons, not as in a party so much as in a tribute to that very first lecture, Our State: The Present and the Prospect, held on April 4, 1980, shortly after the Rowlett Lecture Series was endowed through the Texas Architectural Foundation by the founders of CRS and Mrs. Virginia Rowlett. The series was created with the goal of bringing speakers of national and international significance to the schools of architecture at Texas A&M University and the University of Texas.

That decision was certainly significant to Texas A&M’s students, who chipped in their own notable contribution to the festivities—a gigantic balloon arch that was constructed on the lawn south of the Langford Architecture Center and transported to Rudder Tower for the lecture, which included presentations from Dr. Amy Freeman Lee, San Antonio artist, poet and philosopher; Charles Colbert, FAIA, a New Orleans architect; and Lynn Ashby, columnist/editor of the Houston Post.

Though most of the balloons eventually popped or floated away across the Aggie campus, the all-out effort continues to linger as one of the most memorable in the minds of those who have witnessed two decades full of them. For some, the balloon arch stands as a symbol of that initial spontaneous enthusiasm responsible for landing the lecture series securely at Texas A&M, which has played host to all but one of the 20 lectures held since.

Through the years, the Rowlett Lecture Series has featured speakers from renowned architecture firms (SOM, Croxton Collaborative, Perkins & Will), prestigious educational institutions (Harvard, MIT, Cranbrook Academy for the Arts), well-known organizations (Associated General Contractors of America, National Association of Home Builders, World Future Society, National Park Service) and nationally-recognized architecture publications (Architectural Record, Progressive Architecture), in addition to a bevy of AIA presidents and medal winners.

This year’s lecture, Design-Build: The Changing Face of Project Delivery, promises to be no exception, boasting a slate of nationally-known presenters who will explore the emergence of design-build as a preferred project delivery system. Presented in partnership with the Design-Build Institute of America and with the subsequent sponsorship of the Design-Build Professional Interest Area (PIA) of The American Institute of Architects, the two-day event is scheduled for February 10-11, 2000, at Texas A&M’s Rudder Theatre.

Planning for the symposium, the purpose of which is to disseminate knowledge within the design and construction industry regarding the increased use of design-build as a method for procuring facilities, is currently underway. For more information on the 20th anniversary celebration or the Rowlett Lecture Series, please contact the CRS Center.

Up, Up, And Away: The “Archway to Aggieland” serpentine into a cloudless College Station sky just west of the A&M Systems Building back on April 4, 1980. The free-form arch, which consisted of thousands of colorful balloons, was constructed by students in Texas A&M’s College of Architecture and Environmental Design as part of the first Rowlett Lecture, Our State: The Present and the Prospect.
Calling Potential CRS Scholars

Applications are currently being accepted for two research-related awards offered by the CRS Center for the year 2000: The CRS Center Archives Scholar Award seeks to encourage scholars of architectural and business history to utilize the business and slide archives, publications and architectural program library of the A/E/C firm CRS. The award (a maximum amount of $2,000) is intended to reimburse expenses associated with research which utilizes the CRS Archives and the CRS Center. Faculty members and graduate, doctoral or post-doctoral students in architecture, engineering, business or related disciplines are encouraged to apply by the January 10, 2000, deadline.

The CRS Center Ph.D. Scholar Award is offered to prospective students who wish to participate in a leading research program that is exploring future uses of information technology in the design and construction industry. The CRS Center Ph.D. Scholar will be awarded a 12-month research assistantship as well as a 12-month fellowship to cover educational expenses beginning Fall 2000. To be eligible for this award, candidates must apply for admission to one of the Ph.D. programs in the College of Architecture at Texas A&M University and forward a copy of all application materials to the attention of CRS Center Director Robert E. Johnson, AIA, Arch.D.

For more information on either of these awards, please contact us.

TARGET MOVES

The FM Domain Committee has recently targeted the move management process as a focus of concentrated study. In some ways a simple problem of compiling lists, scheduling activities and performing work, move management is also an important FM practice due to its frequency, its complexity across departmental and organizational boundaries, and its criticality in information intensive organizations.

At many companies and organizations, the churn rate (refers to average number of times an office worker is moved each year) can reach 200 or 300 percent. Talk about your moving experiences!

Research Report: Central Alliances

In an effort to further expand its research program, the CRS Center recently joined the International Alliance for Interoperability (IAI), which consists of a membership from commercial enterprises, government organizations and academia that recognize the value in facilitating the exchange of building information using digital representations.

The IAI's current focus is the development of Industry Foundation Classes (IFC) that will allow software developers to create software that works harmoniously with software from other vendors. The potential impacts span across disciplines including architects, structural engineers, and mechanical engineers; across stages such as design, construction and operation; and across projects.

The IAI is divided into several domain committees that focus upon particular segments of the A/E/C industry. The Center is an active member of one such committee, the Facility Management Domain Committee, which seeks to address building representations for the operations and maintenance stage of a facility. Professor Mark Clayton took part in a preliminary workshop at Stanford University in February in which the group met to explore the issues and feasibility of move management software that employed the IFC. Clayton then attended a second meeting in April in Washington, D.C., which led to a three-part plan for development of standards for move management information.

In the first phase, held in July at the Boston headquarters of ARCHIBUS Inc., the committee met with several move management experts to document requirements for information and activities in the move management process. In the second phase, scheduled for September in Vicksburg, Miss., the group will refine those requirements and begin studying appropriate digital representations of the information. A third meeting, to be hosted by CRS Center in Spring 2000, will seek to validate the data model and test it against prototype software.
CRS Stories: Taking a Page from Oral History

As mentioned in the spring edition of the CRSC Newsletter, the CRS Center has recently contracted with Philip Langdon to complete work on the CRS Oral History initiated by former Center director Jonathan King, HAIA.

The oral history project began in the early 1990s when the Center was but a mere gleam in CRSS’s ever-expansive eye. Back then, the mission seemed deceptively simplistic: capture the CRS mystique.

Nearly a decade of work and countless hours of interviews are expected to culminate in the year 2000 when Langdon tentatively expects to wrap up his revision of King’s original manuscript. In addition to ushering in a new millennium, the CRS Center will unveil the story of an A/E/C industry giant which, though now just a memory, will be one forever immortalized in the pages of architectural history.

The above excerpt is in the words of Herb Paseur, FAIA, a CRS founder and former Senior Managing Partner and President. In the passage, Paseur is describing his hiring in 1955 by Tom Bullock, FAIA, also a CRS founder and former Chairman/CEO. The text will appear in Chapter 2, which focuses on the early days of the firm.

From the CRS Archives

This column represents the first in a new series designed to promote the concepts, goals and values that made CRS one of the most successful A/E/C firms of the 20th century. Therefore, it only seems appropriate that the information for this debut issue comes from one of the premier marketing sources for the firm in its early days—the CRS Brochure.

CRS was a firm known for pushing the envelope, whether it be in project delivery, process, or communications, and this brochure was no exception. Measuring four by six-and-one-half inches and nearly an inch thick, this “brochure” was not your typical brochure by any stretch of the definition. Oh, so cleverly apropos in the mind of Bill Caudill, who was envisioning something next to impossible to stuff in a manila folder, where it would be doomed to live out the rest of its days all but forgotten in some back office file cabinet.

No, this brochure was most definitely coffee table material, and it was written and designed as such by high-minded yet everyday people with equally lofty yet commonplace aspirations: “to show the broad aspects of the CRS practice—about who we are and what we do, and why we do it the way we do.”

For further information about the CRS Brochure or to learn more about the material comprising the CRS Archives, please contact the CRS Center.

CRS Brochure, circa 1972

What is architecture? It is many things. Certainly, architecture is more than a “reflective art of civilization” as the historians tell us. Architecture is for this day. It’s not dead. It is a force very much alive. It can help or hinder. It can build or rebuild. Effective architecture is a regenerative force, a renewal of both physical and psychological comfort. We believe that architecture must reflect the excitement of life, not just history. It must respond to the needs of the individual.

Architecture is for everybody. It is for the housewife who spends hours each week at the market places; for the businessman, who during his 30-minutes’ drive from office to home appreciates or detests the building groups along the thoroughfare; for the family who worships in the neighborhood church; and for the home owner who owns the view across the street as well as his own house. We work for clients, but our work is for everyone.

Teaming Up For TIBs

To put a new twist on an old saying, this past summer marked one small step for the CRS Center; one giant leap for the profession.

In July, the Center received a galactic boost toward its goal of 1,000 in 2000 when The American Institute of Architects agreed to help promote the TIBs listserv.

A free weekly service initiated in October 1998, the TIBs listserv seeks to promote TIBs, or “This I Believe” statements authored by Bill Caudill, 1985 AIA Gold Medal recipient and CRS founder. Caudill’s TIBs offer a refreshing mix of history, humor and convention wisdom that appeals to both architect and novice alike.

While interested parties can continue to receive TIBs by subscribing to the TIBs listserv through the Center, an occasional TIB also can be found on the AIA’s Web site: http://www.aiaonline.com

Our special thanks to Ron Skaggs, AIA President-Elect 1999, the AIA’s Douglas Gordon (Executive Editor, AIArchitect), Phil Simon (Manager, Media Relations) and Melissa Worden (Editor, AIAOnline), and the various Texas AIA chapters for their valued assistance in and continued support of this worthwhile project!
**Fall Focus: College to Offer FM Certificate**

Outside architecture and construction circles, it's a little known fact that only about five percent of the total stock of buildings are constructed new in any one given year. The other 95 percent are constantly in need of redeployment, repair, renovation, restoration and redesign. This is the job of the facility manager, a relatively new but expanding profession.

This fall, the Texas A&M College of Architecture is taking on the job of educating future facility managers through a new graduate facility management certificate program offered through the CRS Center.

This certificate program is the result of the efforts of a College Facility Management Task Force formed in January 1999. The interdisciplinary nature of facility management is well-suited to Texas A&M's multi-disciplined College of Architecture, which consists of three departments (Architecture, Construction Science, Landscape Architecture and Urban Planning) that offer a complete spectrum of programs in the design, planning, construction and development professions. Moreover, the College also features seven research centers and laboratories, two of which already offer certificate programs.

To fulfill the requirements for a certificate in facility management, students must complete a minimum of 15 credit hours of coursework with facility management content, including one required course: COSC 689/670, *Introduction to Facility Management*, taught by Dr. Toni Hynds, Assistant Professor of Construction Science. In addition, a capstone course of at least three credit hours must be approved by the Certificate Council, and an additional three credit hours of coursework with facility management content must be completed from outside the student’s major field of study. All courses must be applicable toward a graduate degree in the College of Architecture.

In addition to the graduate certificate program, the task force is exploring other potential research and educational activities involving the facility management industry. Plans are underway to establish an industry advisory council which will work in partnership with the College to advance and support the growth of facility management at Texas A&M. A pre-advisory council committee currently is being organized to help develop a vision and set operating guidelines.

For more on the graduate certificate program or other facility management-related activities at Texas A&M, please contact the CRS Center.

**CRS Center Duo Lands $120K Educational Grant from ARCHIBUS**

Though the College’s facility management program is merely in its infancy, it already is receiving eye-catching support from both internal and external sources.

ARCHIBUS Inc. recently awarded a grant of ARCHIBUS/FM, Version 10, valued at $120,000, to the College of Architecture at Texas A&M University. This grant includes a site license for the ARCHIBUS/FM software product, the industry standard in facility management systems. Boasting a 66.5 percent market share worldwide, ARCHIBUS/FM is the computer-aided facility management solution of choice for over 50,000 users who manage 1.4 million buildings and 16 billion square feet of space.

Next spring, CRS Center faculty Mark Clayton and Robert Johnson will debut ARCHIBUS/FM at Texas A&M as part of their new course, ARCH 689, *Facilities Information Technology*, which will explore the role of information and communication technologies in the practices of facility management. In August, Johnson traveled to Boston, Mass., to take part in an ARCHIBUS/FM “Train-the-Trainer” course where the instructor in essence becomes the student in order to prepare himself to teach using this specialized software.

The course will be organized around student projects conducted in a computerized classroom setting. The objective is to teach students about the increased importance of information technology in facility management practices and the basic concepts and theories concerning its use and practical relevance. Students will gain the knowledge and expertise necessary to critically evaluate alternative approaches for using information technology for facility management through hands-on experience using ARCHIBUS/FM and other technologies such as the Internet.
Though the current focus is on planning for the 2000 Rowlett Lecture/Design-Build Symposium and the 20th anniversary edition of the John Miles Rowlett Lecture Series, the CRS Center and the College of Architecture recently took time out to celebrate a noteworthy recognition of last year’s program. Transitions to Schools of the Future, the 1999 Rowlett Lecture/Educational Facilities Symposium hosted on February 12-13 in collaboration with the College of Education, received a Citation Award in the Unique Category in the inaugural Design Awards and Exemplary Learning Environment Program sponsored by The American Institute of Architects Committee on Architecture for Education (CAE).

The awards, including honor, merit and citation, were announced as part of the committee’s roundtable discussion in June which focused on innovative design in the built learning environment. A mere 24 projects were selected to receive awards from a total of 152 national submissions. Transitions to Schools of the Future was one of six projects to be honored in the unique category, which recognizes educators, non-profit groups and students who have made significant contributions to the uniqueness and effectiveness of learning through the built environment.

The symposium focused on a critical national problem—the design and construction of K-12 educational facilities—and addressed a number of key issues involving school environments, the integration of information technology and instruction, and school design and construction. These issues were further explored in a day-long design charrette held on the following day at the Langford Architecture Center.

Five teams comprised of students, professionals and educators explored the implications of issues raised during the symposium by designing their own schools of the future and then presenting their ideas. The CRS Center would like to salute Dr. A. Lee Burch, AIA, a principal with Simons-Burch-Clark-Maris Inc. of Tyler, Texas, and a member of the symposium organizing committee, for his hard work in organizing all submission materials. In addition, we offer a special thanks to our co-sponsors (Texas A&M College of Education, Center for Distance Learning Research, Texas Architectural Foundation), as well as our five industry sponsors (3D/International Inc., gold; Corgan Associates Inc., silver; HKS Inc., silver; HLM Design—formerly JPI, silver; Simons-Burch-Clark-Maris Inc., silver) for their support of this valuable lecture series.

Ciao, Baby: CRS Faculty Fellow Mark Clayton Bound for Italy

September is here, a new semester has started, you’re surrounded by the unfamiliar and you’re hopelessly lost. And to top it all off, you’re late for your first class.

No, you’re not a typical college freshman—you’re Professor Mark Clayton, and you’re at the Santa Chiara Study Center in Castiglion Fiorentino, Italy, as part of the Texas A&M University Study Abroad Program.

Dr. Clayton is one of three professors from the College of Architecture who will forsake Aggieland this fall to take part in Architecture in Italy, a semester-long extravaganza in the Cradle of Culture. Texas A&M has operated study abroad programs in the Tuscan region of Italy for more than a decade. These programs have allowed many Aggies to broaden their horizons—academically, culturally and personally—while earning a full semester’s course credits in programs encompassing arts, architecture, liberal arts, landscape architecture, engineering, business and education.

When he’s not basking in the breath-taking sites or revelling in the fine Italian cuisine, Clayton will be teaming with Professor Ed Hoag to teach CARC 301, Field Studies in Design Innovation. Also, he will offer CARC 311, Field Studies in Design Communication. Clayton, Hoag and Professor Robin Abrams will not only instruct but help chaperone approximately 45 students from the College of Architecture. However, Clayton won’t be making the trip alone. In addition to his 45 “adopted” children, Clayton will be accompanied by his own four-year-old daughter, Rennie, as well as his wife, Kim McGrew, during five of his eight weeks spent abroad.

A Look at Life in Santa Chiara
(excerpt from TAMU Study Abroad Web Site: http://studyabroad.tamu.edu)

The ITALART TAMU Study Center, Santa Chiara, is located in the charming, medieval town (population approximately 10,000) of Castiglion Fiorentino. Santa Chiara is a 19th Century structure originally used as a conservatory for the order of St. Claire (Santa Chiara); sections of the complex date back to the 1300s. It sits on the southeast edge of the walled city, overlooking the Val di Chiana. The three-story, U-shaped structure surrounds a handsome courtyard dominated by an enormous fig tree. Castiglion Fiorentino itself is of Roman origin, with evidence of Etruscan civilization appearing in archaeological excavations currently in progress.

The city is 15 kilometers south of Arezzo, a historic town of approximately 100,000 which itself lies only 48 kilometers south of Florence. Arezzo is the birthplace of the Renaissance architect Giorgio Vasari, and of course, Florence was the point of origin of the Renaissance in art and architecture. It remains a cultural center with few rivals in the western world.
Spotlight on Edith Cherry: CRS’s “Princess” of Programming

Prince of Programming William M. Peña, FAIA, a CRS founder and the principal author of the various editions of “Problem Seeking,” widely recognized as the definitive work on programming, appears to have unknowingly inspired another CRS tradition in the making.

Now in its third edition (with a fourth due out in the year 2000), “Problem Seeking” currently shares shelf space with a similarly respectable volume from another CRS authority: “Programming for Design: From Theory to Practice,” written by Edith Cherry, FAIA.

Cherry, an associate professor of architecture at the University of New Mexico and a partner in Cherry/See Architects, spent seven years at CRS, working first in the interior design department and then in programming. No stranger to pioneering, Cherry joined a male-dominated profession and firm in 1965 and soon made a name for herself in CRS as one of its first female professionals to be taken seriously.

Obviously, that groundbreaking experience wasn’t lost on Cherry, who says she wrote her book in part to pass on CRS’s many lessons. “I hope they will be as useful to students as they have been to me,” she says.

The book, published by John Wiley & Sons Inc., is now part of the CRS Archives, thanks to Cherry’s generosity and thoughtfulness. The Archives contain a variety of information on the topic, including the thoughts of the very CRS founders who developed the process. This example is from the CRS Operations Manual, circa 1958:

Defining the CRS Programming Process

Architecture is like so many other facets of living—it’s solving problems. And you cannot solve problems unless you know what they are. Programming is finding what the problems are.

The programming process involves studying the client’s needs and putting the analysis down on paper in the form of reports, charts, graphs. Here’s where the CRS “snow sheet” gets its start.

CRS believes that it is important to bring the client in as a member of the team. Then the plans made and the actions taken are more likely to meet all the varied needs of the people involved and to fit the unique features of the situation. Added to this, it should be recognized that when a person plays a part in making decisions, he is more concerned and more interested. People who are actively involved don’t need to be “sold.” Perhaps here is the real secret to CRS success.