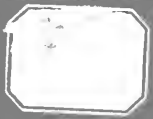


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INTRODUCTION

nancy seith
editor

~~C.P.L.A.~~

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FORSITE is the students' attempt to reach out into the profession and gain knowledge from a source long recognized as the best --- experience.

With this first issue of FORSITE we hope to open a channel for the exchange of ideas between the practicing members of the profession and those who are learning it.

This will also be a place for the interchange of personal views and current trends among practicing landscape architects.

We want to form a closer tie between the profession and education. The student in education today will be in the profession tomorrow working with you. Will that person stepping out of education be equipped with the practical knowledge and ability necessary to adapt to the professional world? He will be if his preparatory work is geared to professional practice.

We hope that this publication will oil the gears by bringing your ideas and achievements to the students while they are still news.

Progress is the keynote of the world we live in today. We must be freed from the ties of tradition and styles in order to make progress. However good those styles and traditions were in their time, they are hamstrings on our growth as a profession and fine art. "Behold the turtle --- he makes progress only by sticking his neck out."

It is our duty to keep up with the world in our products and ahead of the world in theory. History has proven the arts to be the predictors of the cultural patterns of the world. Therefore, we carry a burden worthy of much consideration and careful handling. This purpose can best be served by a united front on the part of everyone interested in the profession.

MANSFIELD

LANDSCAPE ARCHITECTURE EDUCATION IN TRANSITION
hideo sasaki

THE HUMAN SCALE
bob giltner

COLLABORATION - THEME OF JUNIOR PROBLEM
tom wood

DEFINITION - COMPETENCE - PUBLICITY - REGISTRATION
walt keith

hideo sasaki

*Instructor, Harvard
Graduate School of Design*

A general recently by-passed a group of enemy troops to capture a key position in Korea; a woman suffered injuries when a plugged water heater exploded in a New York tenement; a California nurseryman lost a considerable amount of stock when the plants became root-bound....We can learn much from these unassorted incidents; the lessons may be "A large midwestern university offers site-planning in the architecture department; a student resigned from an eastern graduate school because he disagreed with the faculty; the quality and quantity of enrollment in nearly all landscape schools have become a problem of survival...."

Landscape architecture is in a state of transition, and educational efforts, although somewhat reluctantly, are accepting "change" as inevitable. Schools are adding younger men to their staffs; interest, or perhaps tolerance, is being shown to ideas heretofore considered "odd". Within a few more years it may well be said that "change" will be a fait accompli in the landscape schools.

A more basic concern of landscape education today, however, is not "change", but "change to what?" Is this esprit nouveau concerned with only change of dress? Is contemporary landscape architecture destined to be "landscaping" in a "California style ala-zigzag-or-ala-curve-'take-your-pick?'" Or will a more basic change occur from this ferment of activity, and if so, what will or should they be? These are important questions to be answered by landscape architectural schools for upon their decisions will rest whether or not landscape architecture will assume a place of value and respect among the environmental planning disciplines.

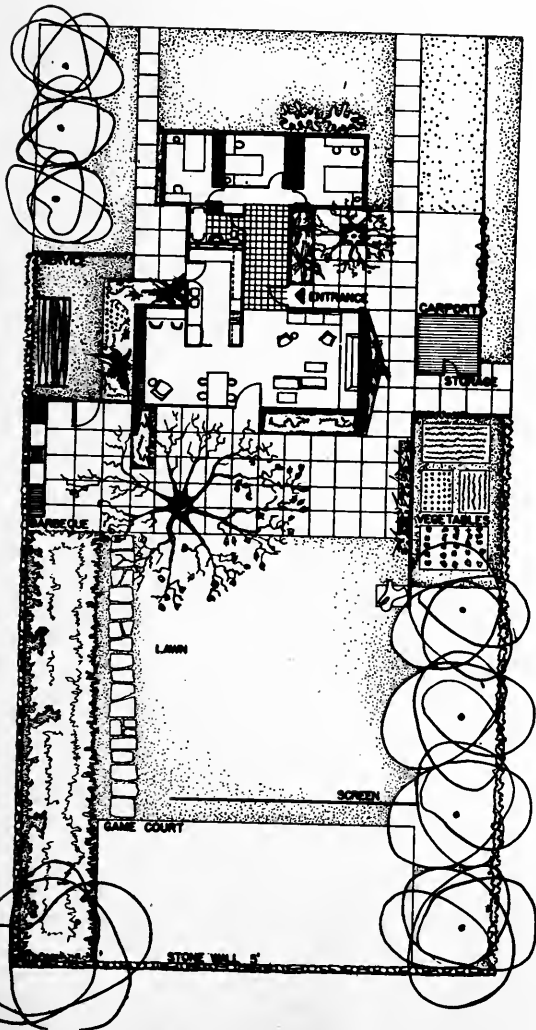
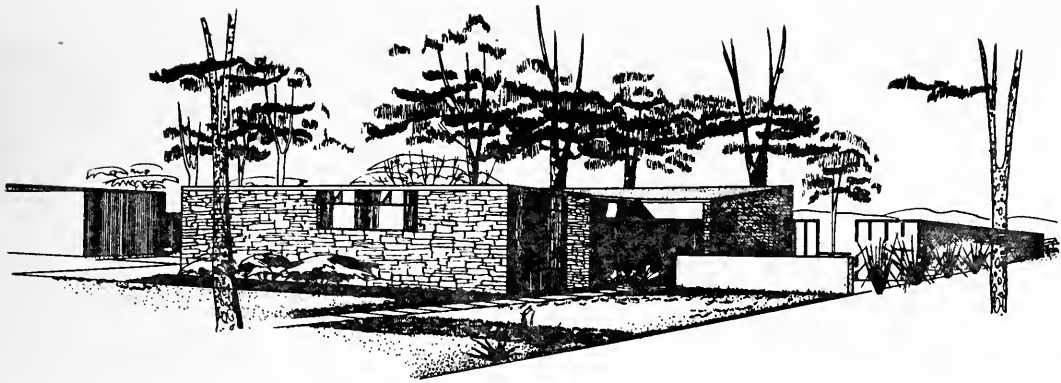
The demands of the times have changed from the notion

of the decorative in design and the patronage of the despot to the utilitarian and the service of a large number of people. Conspicuous consumption supporting the lavish, conspicuous waste glorifying the decorative and the useless no longer form the frame of values in which landscape architecture can operate.

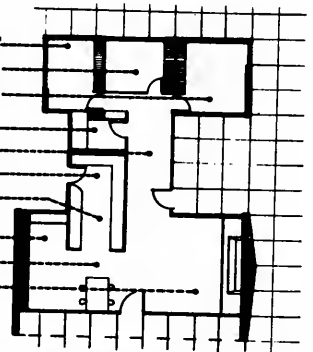
Landscape architecture, however, is rich in tradition and contains many facets which may serve as bases upon which to build an area of activity worthy of existence today. While academic history treats the growth of the landscape effort as being only that developed by ministerial and oligarchic despots, a line of development of greater significance and that which is related more directly to the contemporary spirit is that of the folk or utilitarian creations. The rationality of solution, the directness of expression, the ecological relationships found in the vernacular creations should be rediscovered and should serve as the bases for the contemporary philosophy.

The importance of the "change" in the educational institutions, therefore, is not to be found in the form of design; rather it is to be found in the purpose. The emphasis should be away from decorative horticulture toward physical planning. Land planning activities such as land conservation, rural and urban area rehabilitation, regional recreational systems, shoreline preservation and developments, etc., and site and project planning activities such as housing, school and recreational areas, parkways, military cantonments, defense and relocation towns, etc., are the areas for significant landscape architectural participation.

Landscape architecture is a discipline which should be singularly suited to deal with these land planning and site-project planning works. Supposedly, the landscape architect has a relational or ecological point-of-view, and deals with land, vegetation, water, climate, etc., and with man-made materials to create an environment desirable for human living. His point-of-view is purported to be organic and comprehensive. These are the attributes necessary to engage in the tasks of articulating the analyses and the programs of the planners into physical design-forms.



- BED 11'0" x 8'0"
- BED 11'0" x 8'0"
- BED 11'0" x 11'0"
- BATH 6'6" x 6'6"
- GALLERY... 6'6" x 7'0"
- UTILITY... 6'6" x 7'4"
- KITCHEN... 6'6" x 6'0"
- STUDY... 11'3" x 7'4"
- DINING... 6'6" x 6'6"
- LIVING... 11'0" x 15'3"



PLAN 1/8" = 1'0"

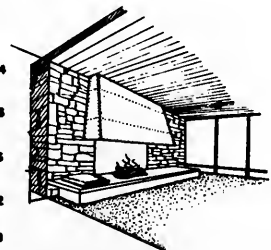


SOUTH



EAST

	SLEEP	384
	CENTER	236
	LIVING	576
	OVERHANG	72
	TOTAL	1268



Are the schools meeting the problem and training the students to participate in these efforts? Perhaps they are making an attempt. But the task ahead is great. It is not enough to merely apply old knowledge and old techniques to the solution of contemporary problems. Tremendous amounts of research, experimentation, reinvestigation, and creative effort are needed in the landscape discipline before we may contribute as well as participate in the activities of environmental planning.

What significance in design terms may be found in the ecological relationship of man and nature? What clues can we learn from the folk arts? How can we utilize to our benefit the micro and the macro-influences of climate, region, etc.? To what extent and how best can vegetation be used to absorb nuisances of dust, smoke, noise, etc.? The current rage of urban redevelopment advocates more and more open spaces, but at what costs and for what? Can new land utilization patterns be developed for residential areas? What's the relationship of cost to design? Can space-time standards be worked out for recreational areas? Etc., etc. These are examples of questions which must be answered in landscape architecture before sound designs can be evolved and before positive contributions can be made.

This is the challenge for landscape architecture education in transition. If we meet this challenge, then we need fear neither the future of our schools nor the future of our profession, nor need we write articles such as this in apologia and defense.

bob giltner

Student, 1952

According to inquiries conducted by this Landscape Architecture Department, the trend in the profession is toward large scale work. This includes work on National and State Park Boards and in offices of city planning. Residential work makes up a smaller and smaller percentage of the practice because it contributes the least in the way of financial gain. Could not some method be devised that would alleviate the average homeowner's desire for site planning and still allow the landscape architect to make a profit? By doing this we would have the satisfaction of working with the basic social unit, the family, and we would also be acquainting the public with the services offered by the landscape architect.

The field of Architecture has experienced a similar trend toward larger projects. The small home builder, who wanted to build for \$8000 to \$12,000 according to present prices was left to seek out a contractor who usually sold a traditional structure more suited to the homeowner's purse but perhaps not to his needs. Un-suitable housing of this type attested to the fact that the average wage earner was probably more in need of advice as to economical spatial relationships than were people or firms better financially established. As a result of some study on the matter, steps are now being taken to offer such a client a professional product at a nominal price. To minimize man hours on the job, sawmills have agreed to cut studding to a 7' 8" length common to buildings of this size and to square the pieces on both ends. Some window manufacturers are cutting the number of types of windows they produce from 300 to 20 standard, easily made, sizes. There is also a move on to reduce the size of studding from nominal 2 x 4 to a new 2 x 3. The architect will play his part in this scheme by adhering to simple, funct-

ional floor plans and by proposing pleasant and varied exteriors. In addition, architects and builders all over the country are attacking and seeking to abolish wasteful building codes and obsolete zoning regulations.

As yet, the advanced thinking of the architects on professional, economical, housing has not included the development of an attractive, equally economical, setting for these structures. Presumably this is the job of the landscape architect. We believe that we are well acquainted with the social and physical problems involved in planning a subdivision. By offering our services, by working in close association with engineer and architect not only in the development of the area as a whole but in the full exploitation of each individual lot, it would seem that a unified and highly satisfactory solution could be reached.

It is true that in the past, relations between architects and landscape architects have been strained. There are some indications, however, that the need for better site planning is being recognized. The ARCHITECTURAL FORUM recently conducted a competition for the design of a small home suitable for placement in a subdivision catering to people in the average income bracket. The jury included architects Whitney Smith of Pasadena, California, and O'Neill Ford of San Antonio, Texas. Their comments on the entries were as follows: Smith: "I felt very strongly the lack of emphasis on landscaping. In tract housing this can be almost the entire solution of the monotony problem. By landscaping I mean not only plants but also any three-dimensional space divisions on the entire lot."

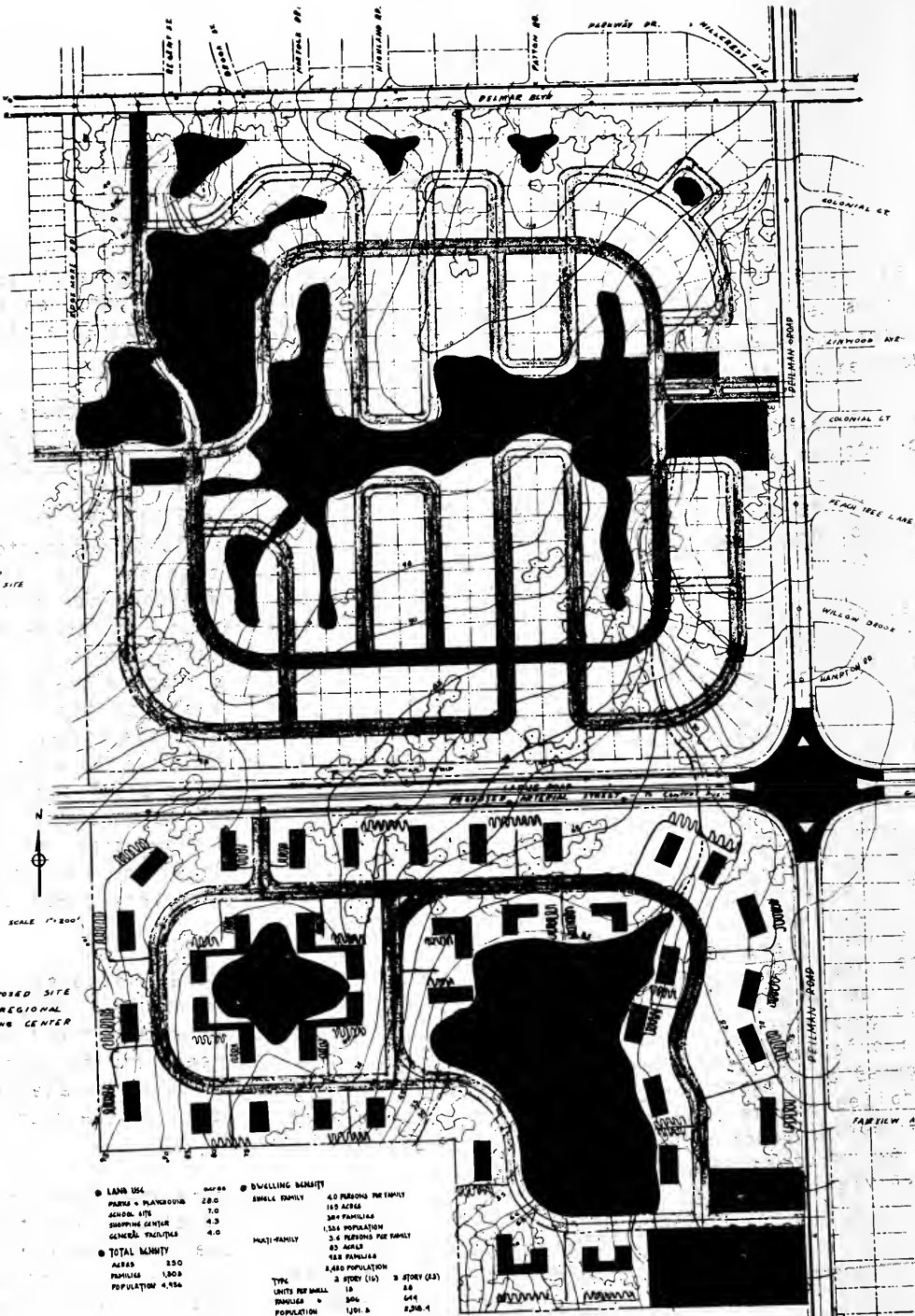
Ford: "In my opinion one single thing in the very nature of the program that cut short the chances for really significant ideas was the lack of any opportunity to use land as it should be used. There was little or no chance to make any contribution to the elimination of deadly rows of houses that are more deadly because of their 'all too obvious' effort to 'put on different ties.' We need imaginative planning and an understanding of decent and beautiful use of our

land." Perhaps then, on the basis of these comments, if it can be shown that the landscape architect can make a definite and beneficial contribution to this phase of planning, he will be accepted as a necessary collaborator.

Having gone this far, can we, as the architects propose to do, afford to offer our services to each individual lot owner so that he may enjoy the benefits of better outdoor planning for his home? To do this would require a very close cooperative effort on the part of the landscape architect, the landscape contractor, and the nurseryman. Thru the contractor, the landscape architect could become aware of economical methods of construction and could then design with those methods in mind. Of the hardy and desirable plants of a particular region, nurserymen could prepare lists of ones they carry and submit these lists to the landscape architect. He would then know what plants were cheaply and quickly available. Studies could be made on the use of the cheaper building materials for outdoor purposes. Climate and noise control have recently become very important. If it could be shown that intelligent planting served to reduce a fuel bill or brought greater outdoor comfort in any way, a very great service would have been performed.

There is the possibility that these proposals could result in a "rubber stamp" subdivision. However, if the design of each lot is varied within the financial limits to meet the individual needs of the owner this need not be. Monotony will also be eliminated by coordinating the design of each lot with the plan of the subdivision as a whole.

Perhaps it is idealistic to assume that the landscape architect could be afforded by everyone, and there is some question as to whether some, not knowing of his services, would want them. However, as the larger cities continue to expand and the premium on land becomes higher and higher, we may find ourselves playing a different role than we think.



PROPOSED HIGH SCHOOL SITE



SCALE 1" = 200'

PROPOSED SITE FOR REGIONAL SHOPPING CENTER

<ul style="list-style-type: none"> ● LAND USE ● TOTAL BENEFIT 	<ul style="list-style-type: none"> ● DWELLING BENEFIT
<ul style="list-style-type: none"> PLAZA & PLANNED ACROSS LOTS SHOPPING CENTER GENERAL FACILITIES 	<ul style="list-style-type: none"> SINGLE-FAMILY MULTI-FAMILY
<ul style="list-style-type: none"> ACRES 2.0 7.0 4.3 4.0 	<ul style="list-style-type: none"> 4.0 PERSONS PER FAMILY 150 ACRES 500 FAMILIES 1,500 POPULATION 3.6 PERSONS PER FAMILY 85 ACRES 168 FAMILIES 2,480 POPULATION
<ul style="list-style-type: none"> ACRES 250 FAMILIES 1,800 POPULATION 4,750 	<ul style="list-style-type: none"> TYPE UNITS PER BLOCK 2 STORY (14) 3 STORY (43)
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NEIGHBORHOOD UNIT

TWO MILLS WEST OF CLAYTON MO

ACRES 37
3/22/51

tom wood

Student, 1952

"Does the type of 'case study' problem that we do in class give us enough experience of the kind we will need when working in an office?"

In an effort to be sure that the students become familiar with the cooperation that exists among the planning professions - planners, architects, engineers, and landscape architects - a semester-long collaborative problem is in progress in Junior Design. The class is designing a residential neighborhood on a 250 acre site theoretically located 10 miles west of St. Louis, Missouri.

The class is divided into two 'site planning offices'. One group is treating the site as being within city limits and subject to zoning and subdivision regulation; while the other group is approaching the problem without restrictions. It will be interesting to contrast the purely ideal community with one planned for the same site on a restricted, practical basis.

'Is the scope of this problem too broad for the junior level?' The students answered by digging into the research with determination and by turning in an analysis in the form of a preliminary sketch plan that indicated a good knowledge of the basic fundamentals of circulation and land use. The students are learning to work, discuss, argue, and make decisions as a team. This will help prepare them later on when they must work with architects, engineers, city officials, and other landscape architects. The problem includes detailed studies of lot layouts, playgrounds and schools, utilities and shopping centers and a 100-scale model.

The photograph to the left is one of the preliminary studies submitted.

walt keith

*Instructor
University of Illinois*

I have had the privilege of reading the alumni letters to the Landscape Architecture Club, and I should like to thank all who contributed. It is my hope that in subsequent issues of FORSITE we may be able to quote many of them, but for this issue I shall analyze their content as briefly as possible.

The overall trends and opportunities are as bright as ever. There is a major trend toward city and regional planning and toward large public and semi-public land planning projects. In residential work, the large estate-type development is confined to sections of the country where there is a concentration of wealth. In small residential properties, we find that nursery companies are taking over the bulk of the practice, offering the packaged product of design, construction, materials and maintenance.

If our field is being "exploited by nurserymen and building architects" it is because we have allowed them to do so. We have neglected the design of the small property. The Landscape Operations curricula here at the U of I recognizes the need for training landscape contractors who may do the bulk of small residential work. The design of the individual house lot is important, and there is a public need for competent, well-trained landscape contractors.

Out of your letters, I find a call for action; an outline for the needs of the profession. I shall break this down into a basic line of action:

DEFINITION--Our services must be defined. COMPETENCE--We must raise our standards of professional practice. PUBLICITY--We must tell people other than ourselves about ourselves, and about our services. REGISTRATION--

We must test our public acceptance by professional registration.

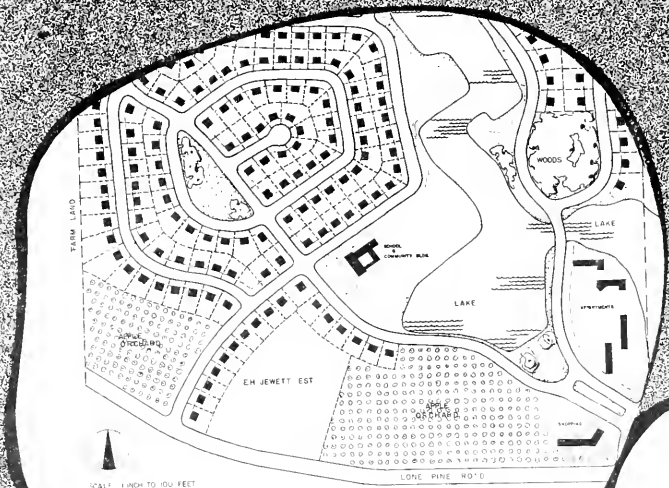
We are supposed to be trained in Civil Engineering, Architecture, Horticulture, Economics and Sociology. We sound like the master coordinator of the planning professions. To know and to practice each of the above professions takes a lifetime of occupation and study. Are we scattering our shots too thin? Are we "jacks of all trades, masters of none?" Where does collaboration begin? What is distinctive about our profession that should bring clients to our doors? Our scope, and our limitations, must be defined.

We can always improve our competence. We must attract good men into the profession, and we must raise our academic and professional standards.

Publicity is the lifeblood of our survival. It does little good to tell ourselves how good we are. Some call that "being smug;" others call it a cover-up for a feeling of insecurity. Stan White is investigating publicity for Landscape Architecture on a national scale, and he is getting some fine results. You will hear more about his effort. One letter to Stan from an educator of long experience stated: "I feel that professional courses at the various colleges have become tight compartments in themselves, not trying to educate any but their own individual students; this has led to 'isolationism' in its worst forms for us as a profession." With the support of the profession, the schools are in a fine position to place Landscape Architecture before the public.

After defining our position, after raising our standards of competence, and after publicizing that fact: final test of public confidence in our services will come if we can attain professional registration.

Your letters indicated the need for action. This publication is offering a medium for discussing that action. As Garrett Eckbo states in his book, LANDSCAPE FOR LIVING, "Let this begin the discussion; not end it."



A SUBDIVISION STUDY
WEST BLOOMFIELD, MICH.

urrent design





SMALL HOME PLAN



THE FORGOTTEN CITIZEN
eldridge lovelace

FIELD ANALYZED FOR THE STUDENTS
eugene r. martini

THE GRADUATE MAY EXPECT
lawrence g. linnard

eldridge lovelace

Member of Firm

Harland Bartholomew and Associates

St. Louis, Missouri

The opportunity to contribute to the first issue of FORSITE is greatly appreciated as it gives me a chance to express an opinion on a matter that has been troubling me for some time.

The unique contribution of our western civilization is its basic belief in the supreme importance of the individual. We believe that social and political institutions are to serve the individual and not that the individual is born to serve the state. Our object is that there be a full and abundant life for each person.

In this connection we know that, in order for a person to live a full life (or a "well adjusted" life), it is necessary for him to:

- 1) Feel that his life is important, and
- 2) Have a sense of belonging, in his community and with his associates.

The lack of these beliefs, we know, contributes to mental disorders and insanity.

Prominent among the social and political institutions that serve the individual is the city. As the decades pass more and more of us spend our lives in a city. A city, first of all, is a group of people. Secondly, it is an arrangement of buildings, utilities and transportation channels that have been built in order that these people may carry on the economic, social, and political activities that are the particular tasks of that city. Of greatest importance is the basic assumption that the physical city is designed to serve, and be subservient to, the people. We are not engaged in building monuments to excite the fancies of archaeologists of future generations.

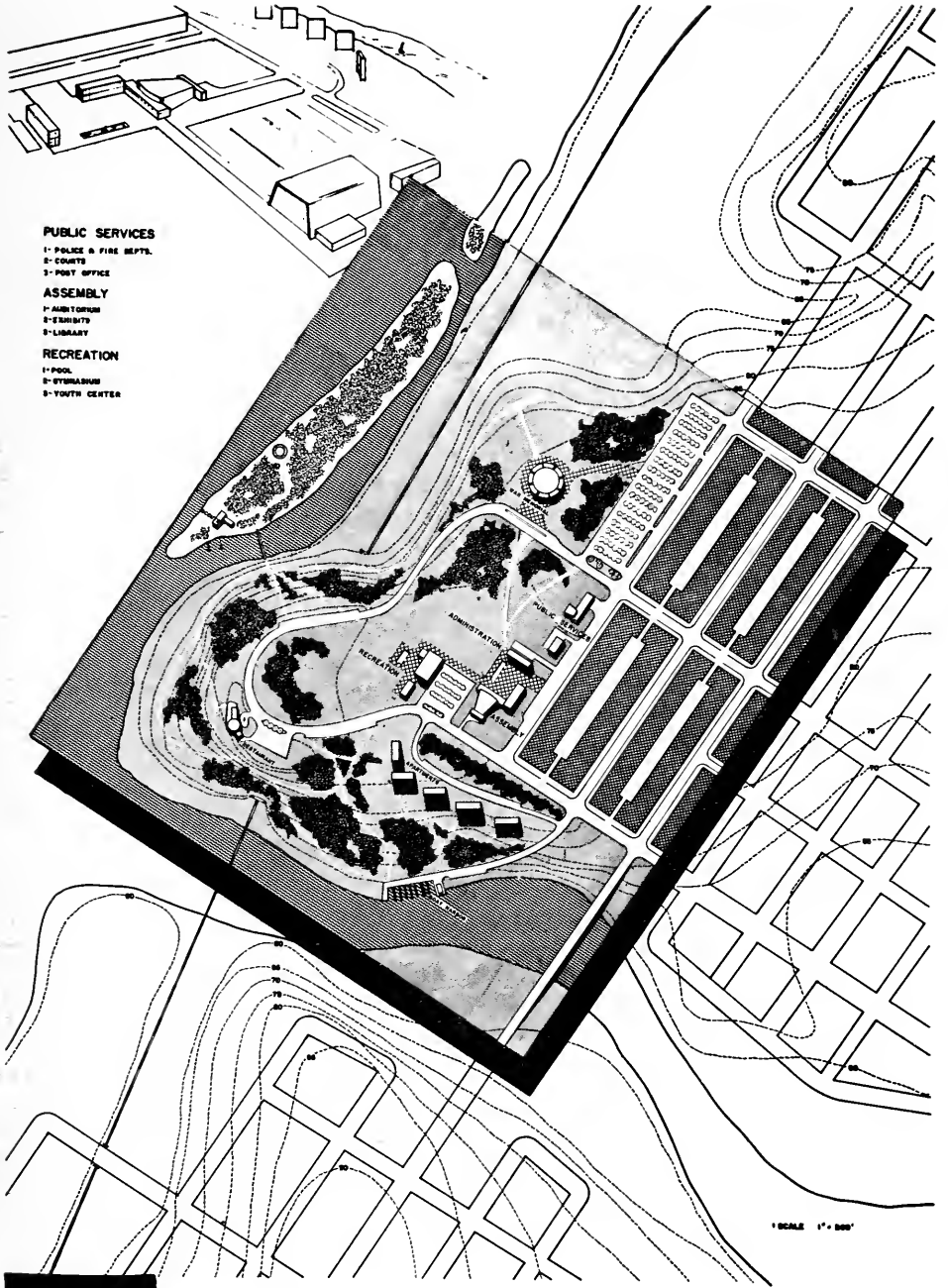
As we build cities, and when we plan cities, we are endeavoring to create those good living and working conditions requisite to the abundant matters affecting public health--sewers, water, light, air, and open schools, zoning, public buildings, etc. And, by and large, substantial accomplishment is being made along all these many phases of city development.

In this concentration upon physical improvements (and the many problems attendant upon their provision) are we forgetting the individual citizen and particularly his need for a sense of his own importance and for a sense of belonging?

This question was raised in a slightly different manner in a recent report of the Committee on the Hygiene of Housing of the American Public Health Association. This report indicated that, while our housing was being constantly improved in its sanitation, light, air, ventilation, etc., the size and number of rooms was being reduced to a point where it was becoming impossible to carry on a wholesome family life. This lack of space causes neuroses and character maladjustments far more dangerous and expensive to the community than the communicable diseases we had when there were larger houses with poorer sanitation.

As another example, take the modern superhighway. It is efficient in moving traffic, of course, but is it not far out of scale with the individual? Look at recent housing developments in New York City or at the plans for redevelopment of the south side of Chicago with multi-story buildings more than 1,000 feet long. These seem to emphasize, by their scale, the insignificance, the helplessness, the uselessness of the individual. Look, too, at the mass-built subdivisions of individual homes in the environs of our cities with the houses all almost identical. (In these areas you occasionally find an individual front door painted bright red so that its owner can find his way home.)

"Modern" architecture must shouldersome of the burden here also with its design so "functional" that you cannot distinguish a school from an industrial plant--or,



PUBLIC SERVICES

- 1- POLICE & FIRE DEPTS.
- 2- COURTS
- 3- POST OFFICE

ASSEMBLY

- 1- AUDITORIUM
- 2- EMBROIDRY
- 3- LIBRARY

RECREATION

- 1- POOL
- 2- STADIUM
- 3- YOUTH CENTER

SCALE 1" = 100'



SECTION 2-A 1" = 100'

A CIVIC CENTER

sometimes, a church from a store, (if it were not for the invention of neon.) Only a few architects, such as Frank Lloyd Wright, seem to have put into practice what they must know--that man is not a mere mechanism.

Another part of the blame must fall on the city planners with zoning rules that are too stereotyped, with emphasis on large scale housing, mass rebuilding, and on the large and dramatic projects that make the headlines rather than on the small projects to improve the neighborhoods.

The end result of all this may be cities that are unexcelled in health and safety, that have light, air, and open space, that have free-flowing traffic throughout, no slums, and stable property values--but that produce psychological maladjustments and neuroses; fill mental hospitals to overflowing; and finally produce that disintegration and submersion of the individual that is called "regimentation", "fascism", or "communism".

Let us reappraise what we are doing in city planning, in housing, and in architecture. Let us bring cities more in scale with the individual. Let's have more small scale housing and small redevelopment projects, more individuality and more experiments. Perhaps we should abandon or modify some of our "rules" and "standards", particularly those originating in Washington. Perhaps we could rehabilitate more of our older areas and create more neighborhoods such as Georgetown, that look so poor on plan and that are so delightful to live in. If we could do some of these things, and have a more human and sympathetic architecture, we might build cities that would truly serve the individual in his search for the abundant life.

FIELD ANALYZED FOR THE STUDENTS

An excerpt from a letter written by Eugene R. Martini to the students. Mr. Martini is a Landscape Architect and planning consultant in Atlanta, Georgia.

TRENDS

It is difficult for a man who is actually in practice to analyze objectively the trends in the field of professional activity. The southeastern area in which we operate, has needed and still needs, a good deal of educational work. We have had little practice in domestic fields, such as small estate planning or garden design, mainly because we have not pushed it. It is difficult to make a profit on this work, especially in a large office. A good salesman could develop much more of this sort of work than is now done. Our trend has been toward a larger, more inclusive office, taking full responsibility for all site improvements and farming out detailed engineering work as necessary. We find that it is very worthwhile to take the responsibility for, and offer a more complete package to a sponsor-developer or to a governmental agency.

Site planning of housing projects has represented the largest part of our work, however, we recognize that we can get far more into city and county planning work. Professional work in connection with parks and recreational areas has not been great, but it can be developed.

EDUCATION

It would be my hope that a freshman entering school to major in Landscape Architecture, could have two solid years of liberal arts education before going into professional work. I recognize that this would call for a five or six year program, but ultimately, it would be to his advantage as a breadth of background is one of the most important things in the profession. Too strong specialization should be avoided as it limits one's possibilities in actual practice. By the end of the third or fourth year, a student could determine in what

line lies his particular interest and could specialize after that. A student should recognize that salesmanship is one of the most important things he has to fall back on when he leaves the school and enters into work, whether it be with a governmental agency, an educational institution, or his own. I am referring to the highest type of salesmanship. Such salesmanship is dependent upon the ability to write well, and the ability to speak well. Purely social attributes, although desirable are not essential.

I cannot emphasize too strongly the necessity of all students training themselves to be good draftsmen. The quality of the lettering and drafting and sketching evidenced by graduates of some of the accredited schools has been a disappointment to me.

EMPLOYMENT

Because of the wideness of opportunity and the fairly well-paying positions which are open, the landscape graduate should probably consider working in any one of a number of federal agencies. Such a position should be considered only as a temporary situation. Before the graduate settles down in any one location, he should take the opportunity of traveling whenever he can. He should be careful not to get into an office that is limited in the scope of its work.

Lawrence G. Linnard

*President, American Society
of Landscape Architects*

It is a privilege to have the opportunity of making a few observations relative to the profession of Landscape Architecture and I would like to preface my remarks by stating that after approximately twenty-five years I would again choose to enter the profession if I were a student now.

The compensations for landscape architectural services are complex and include, in addition to your salary check, some of the richness of life, while associating with interesting people who are doing creative work. They may be architects, engineers or clients. You have the challenge of meeting with boards of directors, hard headed business men, potential clients requesting unusual services, but generally you will be dealing with people who are the cream of the crop.

The professional work involved is usually not routine and to a reasonable extent you may determine your own hours of work, thus providing considerable independence and freedom.

It has been my good fortune to find that while serving nearly ten years of apprenticeship in private offices in Detroit, Indianapolis and New York, in the federal government in Washington, D.C., and state government in Ohio, all provided conditions that were of continuous interest and fun. Private practice for the subsequent seventeen years has been exacting and demanding, but has been even more interesting and has provided more fun and satisfaction.

Students are interested in knowing if the field is crowded and I would state that for those who are well prepared and willing to work, the field is not crowded. Your best efforts can make your services indispensable

and your rewards will be many. However, for those who just manage to get by with minimum effort and accomplishment at all times, the field will be, or will seem to be crowded since mediocre talent is always available.

It would seem appropriate that any message to be included in a publication edited by students should contain items of interest and possibly of guidance to those persons who are or recently were students. Therefore, while I am fully aware of repeating some of the same statements that I have previously made, verbally or in writing, the firm conviction remains that students would greatly benefit if, in addition to the more important subjects required in the curriculum of Landscape Architecture, they would increase their knowledge or ability relative to the following:

A. BUSINESS - Acquire all possible knowledge of business as it applies to the field of landscape architecture. Most landscape architectural students suffer through lack of business ability and many seem to not care, while they ooze with aesthetic interests until too late-when they finally discover that knowledge of business is also important to survival and especially to progress. Architects usually get all prime contracts now because they have proven their ability to prepare and supervise execution of contract documents for both governmental and private work. They get the government contracts which include landscape and site development work and then hire landscape architects to do that portion of the work and pay 'partially'. Why? Because the landscape architect has insufficient business knowledge and ability. He or she should start acquiring all possible knowledge of business while in school.

B. PUBLIC SPEAKING - Most of us have little or no ability in this important phase, and suffer much more than we realize for many years, and perhaps for our entire lifetime. Develop the habit of getting on your feet and speaking while in school and the ability thus acquired will serve you well always and

add to your power to participate in practically all ways, and it will add greatly to the richness and enjoyment of your life.

C. GRAPHIC ILLUSTRATION - Greatly increase your ability to graphically illustrate proposed plans, Be able to create perspectives from thumbnail sketches to rather complicated birds eye views of extensive developments. It will pay to develop this ability. Offices will sometimes refuse to employ landscape architects who do not have such ability, and at the same time hire others who can illustrate graphically. Therefore it is important in obtaining employment and in supplying a more complete service of all around ability afterwards. Anyone who can do perspectives showing good landscape treatment or development is and will be in demand.

It may be helpful if you would consider, analyze and remember the following:

1. Be aware of the fact that many graduates expect to receive more salary immediately following graduation than is justified by their lack of ability, judgment and experience.
2. That they fail to recognize the value over the long pull of an apprenticeship period, without which many have paid dearly later. An apprenticeship may not be absolutely necessary but it is a wise investment and builds a solid foundation for future success. We have had the experience in recent years of meeting too many graduates who seem unwilling to serve an apprenticeship. Girls might well learn, and be willing to do general office work as a part of their professional services, and they may thus be more readily assured of employment in a private landscape architectural office.
3. That it costs an employer in the private practice of landscape architecture from two to three thousand dollars to hire a new, inexperienced landscape architect and spend the time necessary to

train him or make him familiar and efficient with private office procedure,--and graduation doesn't mean experience.

4. That you are entitled to full compensation when you provide full service. Too high a salary for too little contribution hurts you later.

5. That it is more desirable for a private office to pay a high salary for a capable landscape architect than to pay a lesser salary to a partially competent person plus paying for his mistakes and other results of his inability.

6. That all who are willing to work only a 40-hour week regardless of circumstances - had better join a union and get into some other business and forget about the profession of landscape architecture.

7. That you should be prepared to produce results with some of the pioneer spirit if you really want to, and expect to make real progress.

8. That there is plenty of opportunity for the graduate who is competent and willing to really work.

9. That if you contemplate joining a government agency, you might better determine if it is because you are lazy or that you want to escape the exacting requirements of private practice or that you feel you would receive greater security through 'socialism' or that you feel you would be rendering a greater service to humanity. Some private offices hesitate to employ persons who have been working in government capacity. Beware of your situation and don't stay in a groove. Determine the desired course and stick to it. Check up after a year, after three, five, or ten years, and revise your program as required to keep going in the right direction to make real progress. Government experience can be helpful, but don't get so accustomed to the groove that you become too weak to lift yourself

up into a position where you assume more obligations and more responsibility. You might want to remember that you get paid less for taking orders and not thinking, and that you get paid more for thinking and giving orders.

10. That there is an important difference between a clear thinker and a sitter who just warms a stool but hatches nothing worth while.

It would appear that the number of active practitioners is decreasing due to several causes, including general economic conditions and lack of willingness to really work. Most successful enterprises were not built nor started on a 40-hour week basis, and yours probably will not be, either. Time is important and one of your most valuable possessions--make the most of it. When you decide to take it easy, the steps you intended to climb are going down, not up.

Notice by careful observation those things which need to be done and be willing to do them without actually being told by your employer or client. Develop the ability to carry a heavy load and the light loads will seem lighter. The lazy man will say that he is too busy to assume an additional obligation while the competent, busy man will take the added responsibilities and execute them. The capable and willing young landscape architect creates satisfactory conditions until he becomes a part of the firm or is ready to start his own office.

Collaboration among architects, engineers and landscape architects on large scale projects provides opportunities for the landscape architect who has a thorough understanding of the principles of Site Planning, which is fundamental in preparation of any comprehensive landscape development.

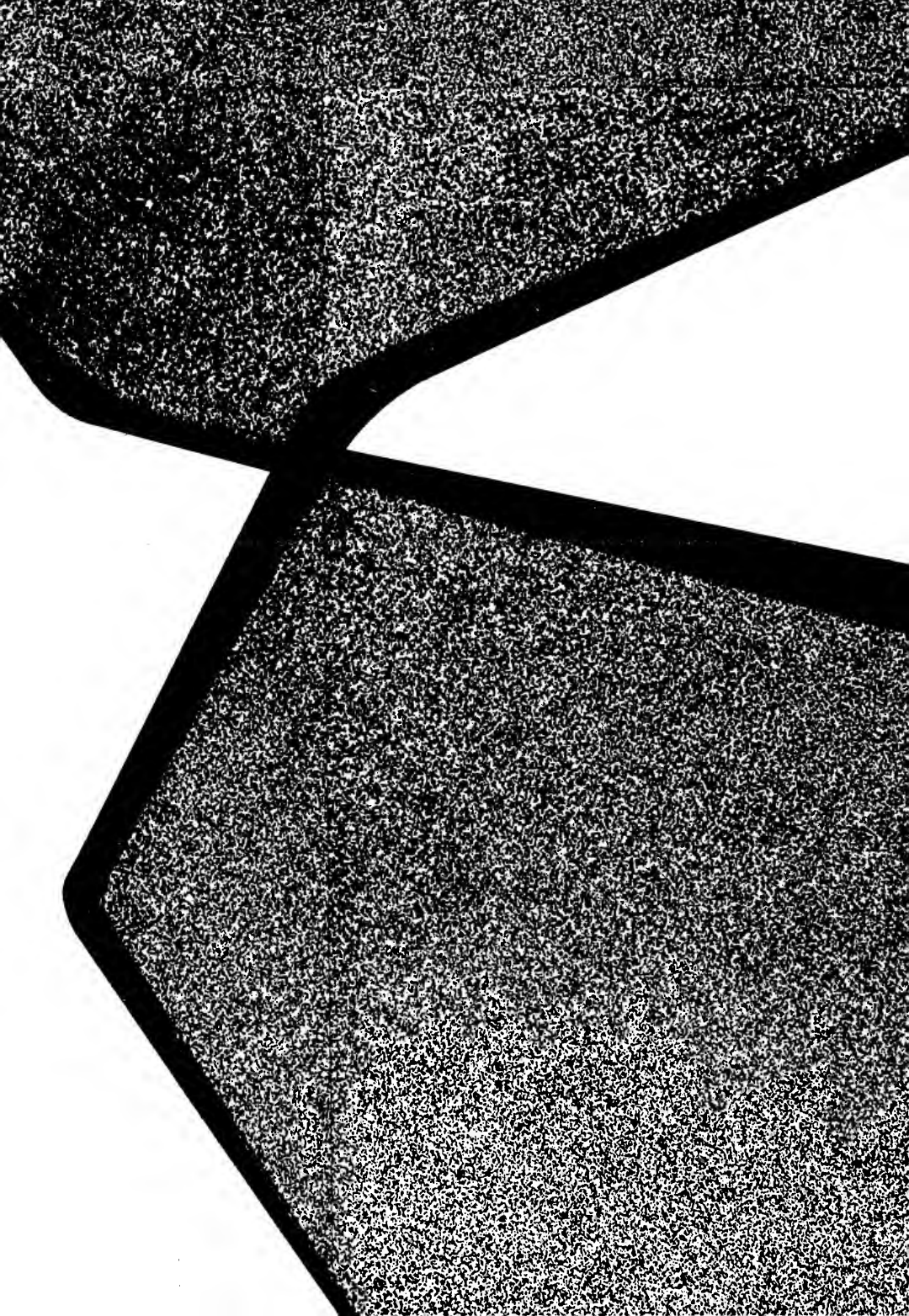
To those of you who may have thought that the work of a landscape architect is limited to horticulture and planting, may I state that in my opinion plant materials, except when used as an element of basic design, are to the landscape architect what wallpaper and paint

are to the architect--a means of applying the finish to the job whereas the Site Planning which includes the locations of buildings, their orientation, singly or in groups, space relationship, efficient arrangement for economic functioning of same, the location and alignment of roads, design and location of parking areas, the molding of ground in grading and drainage problems, and numerous other considerations relative to physical features outside of the actual buildings are basically important to the landscape architect or site planner. Therefore to become a landscape architect it is necessary to develop your knowledge and your ability to the greatest extent possible.

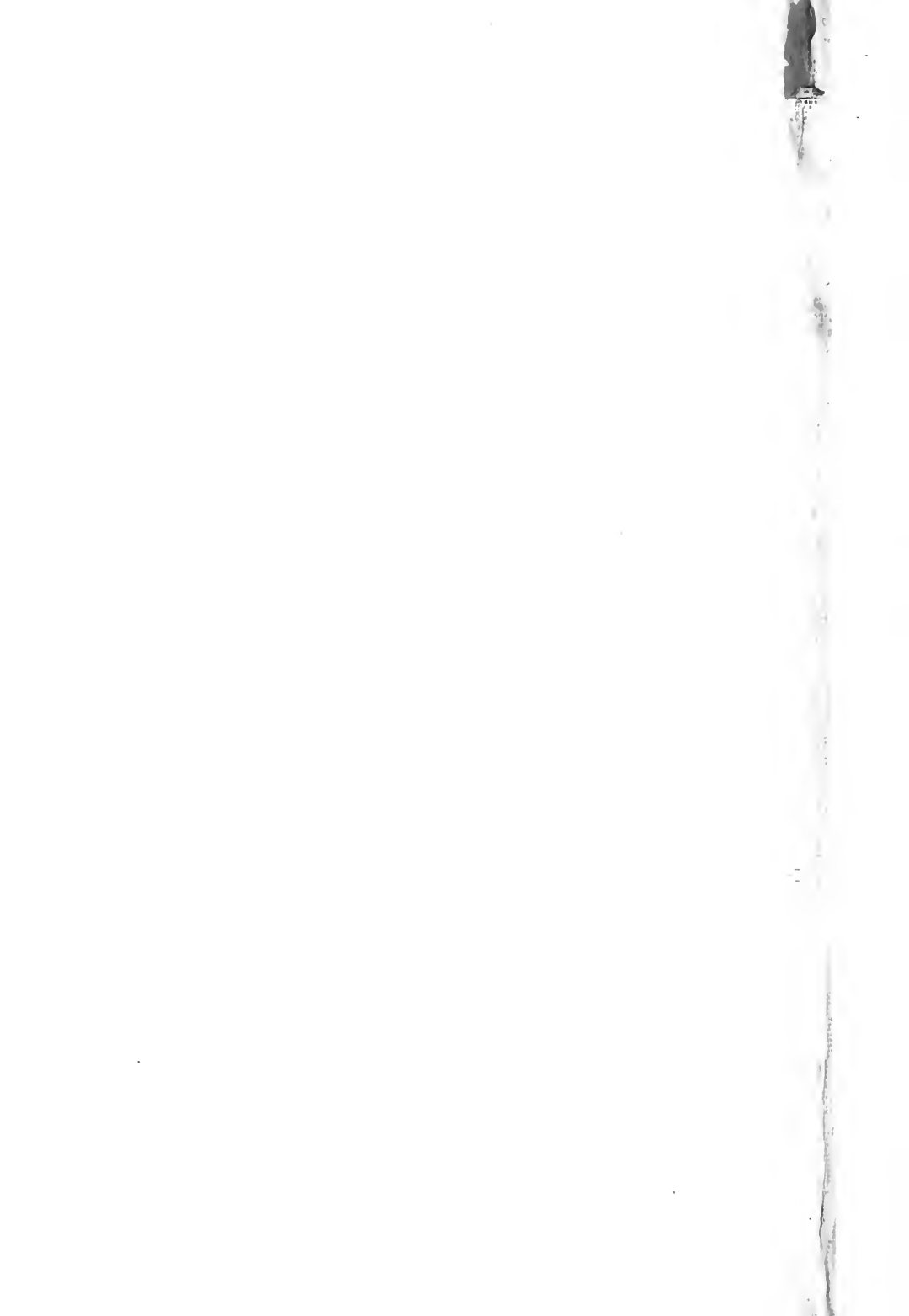
The professional opportunities and amount of work that a landscape architect may be able to do in any community or territory is dependent on several factors, among which the following are very important:

- A. The extent to which his professional ability is known in the area.
- B. His ability to produce not just acceptable or satisfactory results, but work that exceeds the minimum requirements so far that the architects, engineers and clients with whom he cooperates are pleased to tell their friends and acquaintances to contact him for any or all phases of planning work within his profession.

School training gives you background and appreciation. Success in the business world depends on what is often referred to as KNOW HOW, and is generally based on knowledge, ability and experience. You gain success by ambition to push you forward, but you'll need intelligence to guide you. With both prerequisites you can have SUCCESS and FUN -- fun for a lifetime!









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