

A STUDY OF IN-HOUSE ARCHITECTURAL DESIGN  
CAPABILITIES OF INDUSTRIAL CORPORATIONS

by

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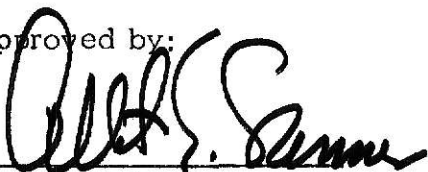
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## INTRODUCTION

As a part of today's highly competitive world, many business concerns seem to grow increasingly larger and more complex. In keeping with this trend, the practice of architecture is certainly no exception, and the practice of architecture within the confines of the large industrial corporation is an even more interesting development.

The American Institute of Architects observing the establishment of such "in-house" architectural design departments within major industrial corporations saw an opportunity to organize the specific talents of designers associated with these firms. Within the Institute's Commission on Design and International Relations, a new committee was formed in 1973. An outgrowth of the old "Committee on Industry and Commerce", the new "Architects in Industry Committee", became a reality.

The "Architects in Industry Committee", was formed with the purpose of bringing together architects with common areas of interest and common problems. Several meetings a year are held, along with special seminars for members dealing with unique aspects of the "in-house" type of practice.

The standing committees of the American Institute of Architects Commission on Design and International Relations are as follows:

Committee on Architecture for Arts and Recreation

Architects for Education Committee

Architects for Health Committee

Historic Resources Committee

Architects in Industry Committee

Architects in Government Service Committee

Task Force on Correctional Architecture

Capitol Architect Advisory Committee

Task Force on Health Facilities Laboratory

Aerospace and Hostile Environment Architecture

AHA/AIA Joint Commission <sup>1</sup>

The variety of specialized committees within the Commission is quite apparent from this list. By comparing the various groups one can more easily grasp the organizational environment from which the "Architects in Industry Committee", operates.

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<sup>1</sup> The American Institute of Architects, Structure and Services, (Washington, D.C., 1972).

The basic objectives of this study are:

- 1) To describe "Architects in Industry Committee" Programs
- 2) To compare three specific studies of architecture within the corporate setting
- 3) To show distinctions between Industrial Corporate and Traditional Private forms of architectural practice
- 4) To generate some predictions about the future of architecture within the corporate setting

Three major corporations with distinctly different types of architectural practice have been used for this study. They are: Hallmark Cards, Inc., Southwestern Bell Telephone Co., and American Multi-Cinema, Inc., all with offices in Kansas City, Missouri. Various aspects of the practices and procedures of each will be inserted throughout the discussion.

## CURRENT PROGRAMS OF THE "ARCHITECTS IN INDUSTRY COMMITTEE"

At the Fall 1975 meeting of the "Architects in Industry Committee", several items of importance were acted upon. A part of the agenda was a rather involved determination of the professional liability incurred by architects serving in practice within the industrial corporation.

The problem of liability for errors and omissions is a growing one in nearly every area of the country, and practitioners everywhere are faced with problems similar to those encountered by medical doctors and their malpractice insurance. Available legal opinions have indicated that architects in industry have the same exposure to liability as the private architect, and the use of the stamp or seal only increases this exposure as it provides additional evidence of professional responsibility.<sup>2</sup>

A representative from the Victor O. Schinnerer Co., specialists in professional liability research, pointed out to the group present at the

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<sup>2</sup> Robert Packard and a representative of The Office of Professional Liability Research, address before the Architects in Industry Seminar, October 7, 8, 1975.