

## WANTED: Department Head

The Department of Architecture of the University of Oregon seeks an architect/teacher with outstanding qualifications to join the faculty as department head beginning September 1978. Desirable qualifications include an advanced degree in architecture or related field, professional reputation, teaching experience, special professional and/or research accomplishments.

# AVENUE

Department of Architecture  
School of Architecture and Allied Arts  
University of Oregon Eugene, Oregon

MARCH 31 1978  
SPECIAL EDITION

## LONG



Jack Long, born in West Pennsylvania, studied architecture at Penn State and received his architecture degree in 1950. In 1960 he immigrated to Canada.

Prior to his move to Canada he worked in Philadelphia with Vincent Kling from 1951-1956. After that he worked for five years with I.M. Pei (and William Zeckendorf) in New York City and Washington D.C.

Since his move to Canada his work has been principally on his own in association with various partners. From 1960-65 as project architect and designer in his own firm; from 1965-68 with McMillan, Long and Associates; and from 1968-75 with J.W. Long and Associates. His work over the years has been quite diverse, covering a wide range of

## LIONNI



Born in Italy, studied architecture in Italy and the United States and received a B.S. degree in architecture from the Massachusetts Institute of Technology in 1956. Registered in New York State in 1960.

He worked for three years as architectural designer for Skidmore Owings and Merrill, and four years as Project Architect for Stanley Horowitz.

From 1959 to 1962 and since 1966 he has maintained an extremely varied practice in New York City: residential alterations, artists' lofts and galleries, institutional and commercial renovations, office interiors and a number of the most elegant stores in New York, as well as new construction.

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## RUSCH



Charles Rusch, born in Illinois, studied architecture at the University of California, Berkeley and received his master's degree there in 1966. In 1964 when he received his first architectural degree at U.C. Berkeley, he also received an AIA medal as an outstanding graduate in architecture. In 1956 he received a B.A. in Social Relations at Harvard College, Cambridge.

From 1961 to 1962 he worked for the architectural firm Aitken and Collin in Berkeley, and in 1962 for Schram and White in San Francisco. From 1964 to 1967 he taught architecture at the University of California, Berkeley. From 1967 to 1969 he was a Fellow for the Center for Advanced Study at the University of Illinois. In 1969 he moved to Los Angeles and

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# ESCH RUSCH



became an associate professor in the School of Architecture and Urban Planning.

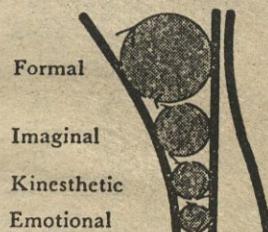
He published numerous articles on conception, perception, and communication in the early seventies. He founded and directed MOBOC (Mobile Open Classrooms) a program which is an extension of his theory on "transformational design." "It means that both users and designers must work together to understand themselves and their own social context first, then the design work will flow rather directly out of that understanding."

In 1972 he became a member of the Executive Board for Urban Innovations Group, Inc. And in 1973 he led research for the Urban Innovations Group of UCLA dormitories. In 1976 he was the coordinating architect and educational consultant on Krishnamurti School in Ujai, California.

From 1975 to the present he has been the Associate Dean for the School of Architecture and Urban Planning at UCLA. <>>

"Education in general must reflect the values and sensitivities which we want the society of the future to reflect. We cannot expect to train, in a context of competitive in-fighting and one-upmanship, a generation devoted to community, cooperation, and the sharing of resources. We have been very blind about education in the past. We allowed ourselves the pretense that learning takes place only in formal learning situations, like classrooms; that it was what we said, not what we did, which was transferred to the mind of the student."

Excerpt from Rusch's statement on education.

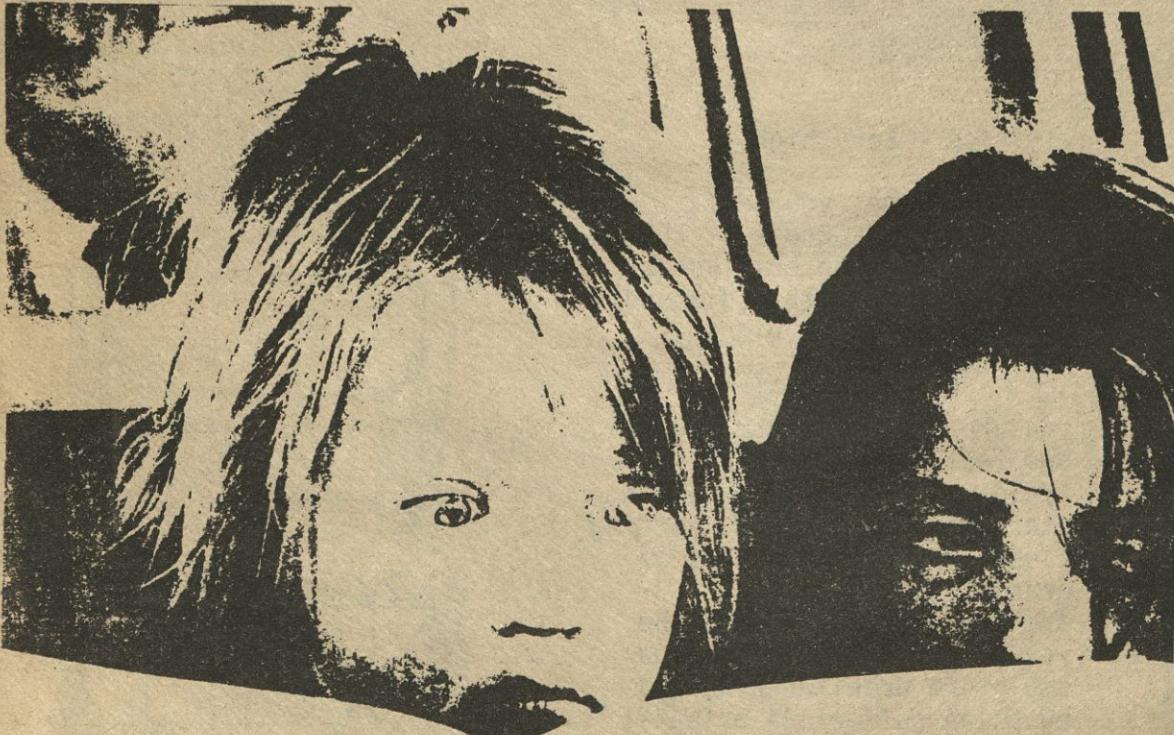


"Imagery, lying as it does between reason and emotion, is the medium of design thinking. It must be fostered and developed as a skill of considerable power and potential, not just for the design fields, but for many other forms of art and science as well."

Excerpt from Rusch's "On Understanding Awareness."

"We refuse to believe that we cannot shape behavior with good design. That mistake cost us billions of dollars in Great Society money, burned up in model cities that no longer exist. To me the environment is a manifestation of the culture at any moment in time, and what a good designer does is penetrate that culture deeply enough to resolve some of its inherent conflicts. This act does not shape behavior, but rather releases behavior already imbedded in the culture."

Excerpt from Rusch's statement



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## HEAD SEARCH

The Department of Architecture has the unusual opportunity of hiring a new Head. After a search which drew thirty-three applicants from six countries, the Head Search Committee has made recommendations on three candidates, whom we have invited to interview: Jack Long, Louis Lionni, and Charles Rusch. We cordially invite students, faculty, and professionals to meet these candidates and join us in our discussion of both the leadership and the directions the department should be considering. We expect to make our recommendations to the Dean early in the week following the three visits. Let us know how you feel about the candidates.

Christie Coffin, Chairer for the Head Search Committee

Gary Moye	Maradel Gale
Phil Dole	John Broome
Jim Pettinairi	John Cava
Dan Herbert	Kirk Blunck
Dan Goldrich	Lynda Leask
Richard Britz	Marilyn Neill



AGENDA FOR JACK LONG

April 4th:	Tour of Eugene/Campus
12:00 Noon	Lunch with Committee
1:30 p.m.	Interdepartmental Discussions
8:00 p.m.	Talk by Candidate
9:30 p.m.	No-Host Party

April 5th:	Meetings with University Officials
12:30 p.m.	Lunch with Architecture Departmental Council
1:30 p.m.	Studio Visits
4:00 p.m.	Meet with Head Search Committee
6:30 p.m.	Potluck Dinner



AGENDA FOR LOUIS LIONNI

April 10th:	Tour Eugene/Campus
12:00 Noon	Lunch with Committee
1:30 p.m.	Studio Visits
8:00 p.m.	Talk by Candidate
9:30 p.m.	No-Host Party

April 11th:	Meetings with University Officials
12:30 p.m.	Lunch w/ Architecture Departmental Council
2:30 p.m.	Interdepartmental Discussions and Interior Arch.
4:00 p.m.	Meet with Head Search Committee
6:30 p.m.	Potluck Dinner



AGENDA FOR CHARLES RUSCH

April 12th:	Tour Eugene/Campus
12:00 Noon	Lunch with Committee
1:30 p.m.	Studio Visits
8:00 p.m.	Talk by Candidate
9:30 p.m.	No-Host Party

April 13th:	Meetings with University Officials
12:30 p.m.	Lunch w/ Architecture Departmental Council
2:30 p.m.	Interdepartmental Discussions and Interior Arch.
4:00 p.m.	Meet with Head Search Committee
6:30 p.m.	Potluck Dinner