

Blow to Better Building

When a professional periodical fails, it may be of considerable concern to specialists, but it seldom has much impact on the world at large. The demise of *The Architectural Forum*, a publication directed at all who build or are interested in building, is a different matter, however, since it played an influential and broadly beneficial role that went higher and deeper than most people realized.

The *Architectural Forum*'s special Washington issue reached the top of President Kennedy's reading pile and was followed by Presidential directives for improving the capital's building. At many decision-making management meetings, the magazine tipped the scale to distinguished design in vast corporate construction programs. When cities are being rebuilt and wilderness invaded, the end of a force for better building is dismaying. We are all a captive audience of our physical environment, and we need every means possible to shape it to better ends.